

# Buffalo's Most Powerful Transmitter Plant

MAKES

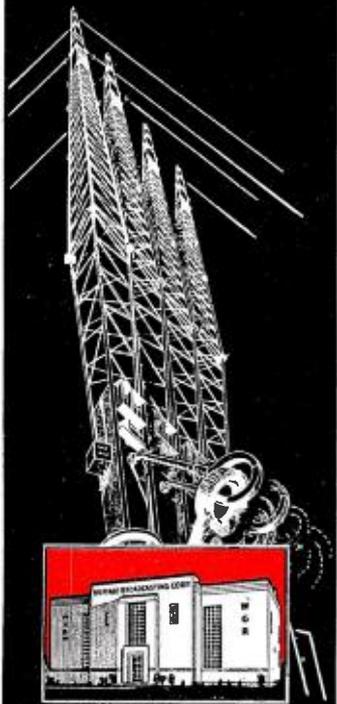
# WKBW

Buffalo's only

# 50,000 WATT STATION

Blanketing 11 Eastern  
Seaboard States  
227,000 Square Miles  
Over 12,000,000 people

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COLUMBIA  
1520 K.C.



New \$350,000 Transmitter Plant  
BUFFALO  
BROADCASTING CORPORATION

National Representatives:  
FREE & PETERS, INC.

## BEHIND the MIKE

BAILEY AXTON, formerly with Erwin, Wasey & Co., New York, has become assistant program director of WTOP, Washington, in charge of production. In addition to production work for the agency he has had his own program, *The Singing Neighbor*, for Pertussin. He was previously with NBC in New York, WLW and KMBC.

HERBERT DEXTER, former announcer of WBAB, Atlantic City, has joined WPEN, Philadelphia.

MRS. LILLIAN ZATT, assistant director of publicity and head of special features of WNEW, New York, has been appointed acting publicity director, replacing Jack Banner, who resigned to enter military service. Mrs. Zatt also conducts a weekly program, *Cafe Television*, for Dumont Television Corp.

DOROTHY WEIL (Goodman), formerly of the publicity staff of WINS, New York, who has been freelancing two years, has joined Harry S. Goodman Radio Productions, New York.

GEORGE VOSS, recently assistant to S. James Andrews, radio director of Lennen & Mitchell, and who has served as production supervisor, announcer and program director, in the radio field since 1935, has joined CBS as an assistant director.

NELSON BRAGG, former announcer of WGAN, Portland, Me., has joined WIBG, Philadelphia.

EMILY AULL, news commentator and announcer of WNEL, San Juan, Puerto Rico, is in this country on a business trip. She has spent most of her trip in New York and Washington.

EARLE R. ALCOTT has been promoted from announcer to program director of KVOS, Wenatchee, Wis.

CARL CHRISTOPHER, announcer of KMOX, St. Louis, has been inducted into the Army.

ROGER STONE, of Muskogee, Okla., is to join KGGF, Coffeyville, June 1, as an announcer.

ELSIE HOLMES, who recently joined WJDX, Jackson, Miss., as announcer, has taken in addition the jobs of traffic manager and publicity director vacated by Lyle Little, who enlisted in the Army.

BRYN MORTENSON, from WPIC, Sharon, Pa., has joined the continuity department of WING, Dayton. She will soon take a regular shift as announcer, in addition.

HAL MOORE, who conducted *Start the Day Right*, musical program on WNEW, New York, reported for military service at Camp Upton, May 19. Program has been taken over by Billy Kelso, of *Milkman's Matinee*, which is now handled by Art Ford, with Jack Lescolie continuing.

DICK WEAVER, formerly in newsroom of KOY, Phoenix, has been transferred to the announcing staff, replacing Bob Morris, resigned. Luise Putcamp, new to radio, has been added as apprentice news writer. Dorothy Tuthill, formerly of KPHO, Phoenix, has joined the KOY continuity staff.

FRANK GRAHAM, Hollywood announcer, has been assigned to the weekly NBC *Johnny Presents Ginny Simms*. He replaces Frank Bingman, training for the Army Signal Corps in San Francisco.

JIM CHRISTENSEN, news editor and war program manager of WSOY, Decatur, Ill., will join the announcing staff of WWJ, Detroit, May 24. He will be known as James Arlynn.

BEN ALEXANDER, Hollywood writer-announcer-actor, has been commissioned lieutenant (j.g.) in the Naval Reserve, and will be attached to Naval Aviation Corps.

FRED BRIGGS, formerly of KFAC, Los Angeles, has joined KHJ, Hollywood, as announcer. Other recent additions include Marvin Bet, formerly of WTSP, St. Petersburg, Fla., and Bruce Buell, of KVOE, Santa Ana, Cal.

### Edwin Palmer Hoyt

(Continued from page 31)

publication with a falling circulation to a modern publication whose opinions are respected everywhere. The paper, after 92 years, even added a "bull-dog" edition, primarily for street sales, adorned with a pink page one and with screaming headlines in stud-horse type. The editorial page was worked over, releasing three talented writers from their conservative bonds to such a degree that one of them became a Pulitzer prize winner.

In his spare time, "Ep" Hoyt has managed to blow off steam by selling more than 50 short stories and maintaining his hobbies of golf and fishing. The journalistic paper, *Quill*, said of him: "He possesses an interest in the other fellow and the world about him which make him a man's man first, and a newspaperman always."

"Ep" Hoyt married a U. of Oregon classmate, Cecile DeVore, of Heppner, Ore., in 1921. They have two children, Edwin Palmer 3d and Charles Richard. He has never lost his interest in colleges and kids. He always finds time to advise youngsters or to appear at the U. of Oregon campus for a fraternal initiation or some other function, or to make speeches at banquets, or just being around having fun.

He is a director of the Portland Symphony Society, trustee of the Multnomah Amateur Athletic Club, a member of the Portland Chamber of Commerce, and numerous other clubs. Aside from Sigma Delta Chi, which he heads, he is also a member of Chi Psi and Sigma Upsilon.

### Not Quite

SIX-FOOT-FOUR of Harvey Olson, chief announcer of WDRC, Hartford, was more than could be accommodated by the Jap two-man submarine, touring the East for the Treasury, Harvey learned recently when he set out to do a broadcast from inside the ship. However, his ten-minute description of wiggles and twists trying to get inside the conning tower helped bring out crowds for the all-day Bond Sale.

HENRY SCHMIDT Jr., formerly of the sales promotion staff of McCann-Erickson, New York, has joined the research promotion staff of Mutual. He was at one time associated with Dr. Frank Gallup's Institute of Public Opinion.

HAROLD M. KARKAS, of NBC's press department, is recovering from an attack of pneumonia.

BILL REID has been appointed chief announcer at CKMO, Vancouver, and Al Erskine as program director.

JAY SIMS, announcer on CBS' New York staff, has joined the Army. Joseph Weeks, formerly of WHAS, Louisville, and WJR, Detroit, has joined the CBS staff.

FIELDEN FARRINGTON, CBS announcer, has written a short story which has been accepted for publication by *Story Magazine* probably in the July 1 issue.

SAM KAUFMAN, director of sales promotion and publicity of WCCO, Minneapolis, is the father of a baby boy born May 13.

TONY LA FRANO, announcer-news-caster of Don Lee Broadcasting System, Hollywood, is the father of a boy.

CPL. WILLIAM MOORE (Peter Potter), former announcer of KMPC, Beverly Hills, and Aline Brandeis, film actress, were married in Los Angeles May 16.

SKINNAY ENNIS, former musical director of the NBC *Pepsodent Show*, has reported to Santa Anita Ordnance base as warrant officer.

FRED MARKLE, leading aircraftsman, former Canadian Broadcasting Corp. script writer of Vancouver now with the radio section of Royal Canadian Air Force public relations, has been promoted to sergeant.

PVT. LEN PEDERSON, formerly of CKCK, Regina, Sask., has been appointed to the radio section of the Canadian Army public relations staff.

GEORGE MATTAR, announcer of KGFJ, Los Angeles, has been inducted into the Army. Leonard Brown, new to radio, has taken his place. Luther Newby also has joined the announcing staff.



**Influencing Sales  
FAR Beyond Pontiac**

In cities . . . villages . . . farms  
. . . for miles and miles around  
Pontiac . . . the messages of national,  
regional and local advertisers  
are heard over WCAR's  
1000 streamlined watts.

GET THE  
FACTS  
FROM



PONTIAC, MICHIGAN  
or the Foreman Co. • Chicago • New York

580 kc. FREQUENCY  
and peak soil conductivity  
give WIBW the  
"most - easily - heard"  
signal in Kansas and  
adjoining states.



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in TOPEKA