

## Higgins Invited

ANDREW J. HIGGINS, head of Higgins Industries, has announced plans to send engineers to Omaha, "to look over the situation," in response to a telegram sent by John J. Gillin Jr., president of WOW Omaha, and other business leaders asking him to consider re-locating Higgins Industries in Omaha. When Mr. Higgins announced liquidation of his huge New Orleans boat-building business, WOW news editors recalled he had always had "a sentimental interest" in Nebraska, where he was born, and Omaha, where he spent much of his boyhood. The telegraphed invitation resulted and the Chamber of Commerce followed through with technical material when Mr. Higgins replied he was "seriously interested" in the idea.

### Waters Appointed

RUSS WATERS, released from the Canadian Army, has been appointed commercial manager of CFOR Orillia, Ont. He was formerly credit manager for eastern Ontario of McColl-Frontenac Oil Co.

### Atkinson Returns

RAY ATKINSON, for three years in RCAF, has returned to Vancouver as program engineer.

### Smith Is Father

LOWELL SMITH, production chief of Smith, Bull & McCreery, San Francisco, is father of a girl. Mrs. Smith is the former Nancy Deshon of KFVB Hollywood.

### Joins F C & B

JOYCE CONTINI, formerly of Glasser-Galley & Co., Los Angeles, has joined Foote, Cone & Belding, Los Angeles, as account executive.

### Mungham to CFOR

DICK MUNGHAM, recently discharged from RCAF as wireless air gunner, has joined CFOR Orillia, Ont., as announcer.

### Beth Freeman Transfers

BETH FREEMAN, former space buyer and media director of West-Marquis, Los Angeles, has joined Jere Bayard & Assoc., Los Angeles, in similar capacity.

### Boyle Released

JIMMY BOYLE, a member of American Forces news-room, has returned to civilian life after two years of overseas duty.



PEOPLE who make the news tell their own story on KSFO San Francisco which now records important civic proceedings and meetings for delayed broadcast as a public service. Both sides of questions are heard as discussed. Typical of this type of news program is school board meeting on exposure of the existence of forbidden school fraternities and sororities and also meeting to discuss proposed increase of street car fares.

### ABC Sustainers

FIVE new sustaining programs start on ABC on Jan. 21, featuring two crime shows and musical variety and comedy programs. Programs are "Fat Man", half-hour detective story, 8:30-9 p.m., "I Deal in Crime", featuring Screen Actor William Gargan, 9-9:30 p.m., "Forever Tops", musical program with Paul Whiteman's orchestra, 9:30-9:55 p.m., "Jimmy Gleason's Diner", comedy show with Jimmy and Lucille Gleason, 10-10:30 p.m., and another half-hour comedy program to be announced later.

### Participation Awards

WEW St. Louis "Let's Go to Town" program, heard on that station for nine consecutive years and broadcast for 12½ years, has awarded more than \$1,198,000 in gift and credit certificates according to F. D. Anderson, owner of participation show. In Monday through Friday morning spot, program gives contest prizes ranging from foods, hats, dresses and theatre tickets to auto grease jobs and brake adjustments, according to participating sponsor.

### Veterans Assistance

TO ASSIST employment readjustment of veterans, two weekly programs under auspices of Sacramento City and County Veterans Affairs Committee have started on KXOA and KROY Sacramento, Cal. "Assignment: Civilian", half-hour series on KXOA, features panel discussion by local experts in various phases of

### Botsford Returns

DAVID BOTSFORD Jr., after two and a half years with OWI Overseas Branch, has returned to Botsford, Constantine & Gardner, San Francisco. As editorial chief of OWI-Army psychological team he served in India and northern Burma.

### Avoset Names Agency

AVOSET, Inc., San Francisco (Avoset-dairy product), has named Botsford, Constantine & Gardner, San Francisco, to handle advertising.

### Shasta Names

SHASTA WATER Co., San Francisco, has appointed Cosby & Cooper, San Francisco, to handle advertising.

### Appoint Agency

ADEL PRECISION PRODUCTS Corp., Burbank, Cal., has appointed Wooley & Roman, Hollywood, to handle advertising.

veteran affairs. Questions and problems of veterans and their families are featured on "The Veteran's Counsel" on KROY.

### CBC Veterans Series

FOUR PROGRAMS designed for veterans and their dependents, with information on all topics of interest to this audience, are now aired on CBC networks throughout Canada. Tuesdays eastern Canadians hear "Repat Reporter" and western Canadian listeners hear "Civvy Street"; Thursday evenings Greg Clark is heard with answers to questions sent in by veterans; Friday evenings the adventures of veterans in rehabilitating themselves is aired in "Johnny Home Show," a dramatized serial of veterans returning to civil life.

### Debates on Air

TO LET the citizens of Hamilton, Ont., in on what goes on at the meetings of the city council, CHML Hamilton records debates on the floor of the city council, edits them and airs those of greatest interest. Designed to increase in the public mind an appreciation of local history, CHML also has started a Sunday afternoon program "This Is Where I Live." Anecdotes and little known civic items are included.

### NBC Sustainer

NEW SUSTAINING program "Honeymoon in New York" starts on NBC on Dec. 31 five times weekly 9:05-9:30 a.m. replacing "Ed East and Polly." Program spotlights honeymoon couples and presents them with gifts, including bridal suite at Waldorf-Astoria. Durwood Kirby is m.c.

### Employee Interviews

FORMAT of Minneapolis Star Journal and Tribune afternoon programs on WCCO Minneapolis have been revised to include interviews with men and women returned from armed forces to papers. "Junior Forum", junior high school discussions, continue.

### Man About Town

DESCRIPTION of persons and things seen each morning in New York is given by Bill Leonard as "man about town" on "This Is New York" program resumed by WABC New York in Monday through Friday 3:15-3:45 p.m. spot.

### Customs Featured

FOLKLORE, tradition, habits and customs of America from colonial days until today are featured in a new series started on WLIB New York Dec. 29, Sat. 3:30-4 p.m. Programs are presented by New York U. Radio Playhouse.

### Name the Show

GIFT CERTIFICATE for new Motorola radio is prize offered for best name for "Show Without a Name". Saturday afternoon half hour feature on WMT Cedar Rapids, Ia. Recorded music show is for college group.

### On Housing

HOUSING shortage problems and solutions are discussed on "A Place to Live". Sunday afternoon series started on WAAB Worcester, Mass., in cooperation with Worcester Veterans Service.

NEW BOOK by Raymond Swing, titled "In the Name of Sanity", will be published by Harper & Bros., New York, in the spring. Book includes scripts of the ABC commentator's broadcasts on the atomic bomb, two of his speeches on same subject, and a foreword. Swing is heard on co-operative broadcast five times weekly on ABC.

### Esquire Winners

HOURLONG broadcast featuring winners of Esquire Magazine's annual poll will be aired Jan. 16 on ABC program "Detect and Collect" flies to Akron to present its 9:30-9:55 p.m. show at a Goodrich employee party. John L. Collyer, president and chairman of the board of Goodrich, will make address as part of the program, sponsored by Goodrich and placed through BBDO, New York.

### Anniversary Show

SEVENTY-FIFTH anniversary of B. F. Goodrich Co. will be celebrated Jan. 3 when entire cast of ABC program "Detect and Collect" flies to Akron to present its 9:30-9:55 p.m. show at a Goodrich employee party. John L. Collyer, president and chairman of the board of Goodrich, will make address as part of the program, sponsored by Goodrich and placed through BBDO, New York.



## What a Gent!

With this, our last Broadcasting advertisement for the year, goes a heap of respect for this gent Nineteen Forty-five. He took much—he gave more. May the peace which he initiated blossom into the full fragrance of happier living.

Condemn him if you must, but forget not the trials that were his. On such reflections measure the good of his days and set a course that is charted all the way with markers set by the unselfish who bled for the principle of free men.

## Ask a Blair Man

Columbia Network

5,000 WATTS

WMMN

FAIRMONT, W. VA.

Picture of the power of  
**CONCENTRATION**

on  
**WNAB**

BASIC-AMERICAN IN  
BRIDGEPORT, CONN.

Concentrated Audience in the Nation's 59th Market

You may not see the world on fire, but we can make the Nation's 59th Market a hot-spot on your sales map. Programming of, by and for Bridgeport means concentrated audience; a sure-fire route to your share of almost \$100,000,000 in Retail Sales.



AVAILABLE IN COMBINATION WITH WATR, WATERBURY  
REPRESENTED BY RAMBEAU