

KANSAS

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MARKET

PORTER BLDG.
KANSAS CITY, MO.

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director



Pioneer FM Station in
the Kansas City Area

Ask for Rate Card 3

WTOD on Air June 15, Three Months After CP

A NEW RECORD is claimed by WTOD Toledo for fast time in putting a station on the air. According to Edward Lamb, Toledo attorney and president of Unity Corp., owner, application was filed Jan. 25, 1946. CP was granted Feb. 27. Construction of studios and transmitter house, tower and other equipment was completed June 1, and the station went on the air commercially June 15, three and a half months after CP was granted. Station uses a Raytheon transmitter.

Staff is mostly returned veterans. William H. Spencer, Army flyer, is station manager. Don Gehring, paratrooper, has been made continuity writer and traffic manager. WTOD is on 1560 kc, 1000 w. Walker Co. is national representative.

Hall Bros. Plans

CBS *Radio Reader's Digest*, sponsored by Hall Bros. (stationer) Kansas City, through Foote, Cone & Belding, Chicago, will not be dropped from network agency indicated last week. Program will move out of Sunday 1-1:30 p.m. (CDT) CBS slot "sometime in September" to take over Thursday, 9-9:30 p.m. segment formerly held by *Island Venture* for Wrigley which cancelled after June 20 broadcast. Summer replacement for *Island Venture* will be *Caesar Petrillo Presents* featuring WBBM-CBS staff orchestra conducted by brother of AFM president. *Radio Reader's Digest* may take summer hiatus in July, but final decision has not been made, agency indicated.

Fitch Replacement

ONE OF RADIO's pioneer radio programs, *Vic and Sade*, returns June 27 as summer replacement for *Rogue's Gallery* on Mutual, itself a replacement for the *Cass Dailey Show* on NBC, both sponsored by F. W. Fitch & Co. Replacement for *Rogue's Gallery*, Thursdays, 7:30-8:00 p.m. CDT., has been on the air almost continuously since 1932 as a five-a-week quarter hour strip. New sponsorship will be first time in show's history that it has been presented as a half-hour feature. Program will originate from WGN Chicago.

FTC Hearings

FEDERAL TRADE COMMISSION June 17 held hearings in San Francisco on alleged misrepresentation by Procter and Gamble Co. of Teel, liquid dentrifice, and consequent disparagement of competitive tooth-pastes and powders. FTC same day held similar hearing in New York on Philip Morris & Co. alleged misrepresentation in sale of cigarettes and smoking tobacco.

MANAGEMENT



JAMES C. HANRAHAN, Scripps-Howard Radio vice president, recently discharged from the Army as lieutenant colonel, has been awarded the Croix de Guerre with gold star by the French Government. During the last 18 months of his four years of Army Service, Colonel Hanrahan was assistant chief of staff of the 83rd Infantry Division which invaded the Continent. Colonel Hanrahan will headquarter in Cleveland for Scripps-Howard Radio.

IRVING E. ROGERS, general manager of WLAW Lawrence, Mass., and publisher of the Lawrence Daily Eagle and The Evening Tribune, June 15 was host to "welcome home" dinner party honoring 39 veterans who have returned to the staffs of the papers and WLAW. Some 300 associates and guests attended party at which Mr. Rogers presented each veteran a \$100 savings bond. The families of three employes who were killed in action were presented \$500 bonds.

ALVIN O. BRAMSTEDT, president of KFAR Fairbanks, Alaska, is the father of a girl, Susan Ruth.

CHARLES SMITHGALL, manager of WAGA Atlanta, Ga., is on a two week trip to Washington and New York.

ALEXANDER MacGILLIVRAY, director of accounts and finance, RCA Victor Division of RCA, has been elected secretary of the Philadelphia Control of Controllers Institute of America for 1946-47.

E. K. BAUER, who has acted as controller of WSAI Cincinnati since its sale to the Marshall



Mr. Bauer

Field organization in Sept. 1944, has been appointed assistant to General Manager **ROBERT M. SAMPSON**. He will continue to supervise station's business affairs and will handle administration of sales activities. For a number of years Mr. Bauer was with Crosley Corp. in both manufacturing and broadcasting divisions.

JOHN PATTISON WILLIAMS, executive vice president of WING Dayton, Ohio, has been named on the public information committee for the Dayton 1946 Community Chest campaign.

ROBERT T. MASON, general manager of WMRN Marion, Ohio, has been given an honorary membership in the local Junior Chamber of Commerce in "public recognition of the cooperation and aid given this organization during the war years."

MAJ. GEN. PHILIP HAYES, newly-elected president of Tower Realty Co. of Baltimore, which plans to engage in all phases of broadcasting operation, was honor guest at a testi-

monial dinner attended by some 400 leading citizens of Maryland at the Lord Baltimore Hotel June 17. General Hayes was in command of the Third Service Command until his retirement last week. Baltimore will be his permanent home and radio his primary activity.



PRESERVING THE VOICES of automotive pioneers as well as the events connected with Detroit's "Automotive Golden Jubilee," George Trendle (l), president of WXYZ Detroit and the King-Trendle Broadcasting Corp., presents a wire recorder spool of the description to George Mason, president of the Automotive Manufacturers Assn. and Nash-Kelvinator Corp. The spool will be sealed in a capsule for rebroadcast during the 100th anniversary of the automotive industry.

JOHN H. PART has been elected president of York Broadcasters Ltd., operating CHUM Toronto, succeeding R. T. FULFORD, president since founding of the company, who retired as president, but remains as vice president. Mr. Part has withdrawn from presidency of Mason's United Advertisers Agency, Toronto.

BILL STOVIN, manager of CJBQ Belleville, Ont., June 17 welcomed to Canada his war bride and baby son, who arrived on the Queen Mary June 14 from England.

Assumes NAB Post

EDWARD J. (Ted) HEFFRON, new executive assistant to NAB President Justin Miller and Executive Vice President A. D. Willard Jr., assumed his duties at the association's headquarters last Monday. Mr. Heffron formerly was executive secretary of the National Council of Catholic Men. His former associates presented him with a huge floral piece as he took over the NAB post.

W I S R

DOMINATING 9 High Income Counties

WISR's favorable wave length (680 KC, clear channel) enables programs to be easily heard in 9 surrounding counties. What's more, we regularly receive mail from over 20 other counties located in four states.

250 W
680 KC
Low-cost Coverage in a 2 Billion Dollar Market

National Representatives
FORJUE & COMPANY

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