

from TOWER FOUNDATIONS TO PROGRAM TESTS

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GREYHER Radio Electronics offers C. P. holders and established stations alike a unique personalized field engineering service. Often this means solving a station breakdown *overnights*, supplying stop-gap parts with minimum loss of air time.

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A discussion is invited.

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MANAGEMENT

R. J. McELROY, with WMT Cedar Rapids, Iowa, for 12 years, has been released from the Army after four years and has been named manager of the Waterloo studios of WMT. He succeeds L. von LINDER. Mr. McElroy will continue to handle WMT's sales in Nebraska and western Iowa.

ED YOCUM, manager of KGHJ Billings, Mont., has been elected vice president of the Montana Highway Safety Council, on which all Montana radio stations are represented.

EDWARD J. NOBLE, chairman of the board of ABC, will serve as chairman of the communication division in the 1946 campaign of the Visiting Nurse Service of New York to raise \$400,000.

HUGH B. TERRY, manager of KLZ Denver, Oct. 6 was principal speaker at inaugural meeting of the South Dakota Association of Broadcasters.

BEN STROUSE, general manager of WWDC Washington, has been appointed to the City Planning Committee of the Washington Board of Trade. He also is on the executive committee of that organization.

RALPH D. KANNA, station manager of WONS Hartford, has been appointed to the Greater Hartford Community Chest Committee.

JACK MURRAY, owner of CFJM Brockville, Ont., is taking over active management of the station, spending half of each week at CFJM and the other half at his production agency at Toronto.

SOL HAAS, chief owner of KIRO Seattle and the new KDSH Boise, Idaho, was in Washington last week after a month in Puerto Rico with Mrs. Haas. He has contracted with CBS for affiliation of KDSH with that network. Starting date, however, is not yet set because of CPA limitations. Free & Peters takes over exclusive national sales representation.



SUCCESS in business—at golf; it's all the same to Carl E. Haymond (l), owner, KMO Tacoma, KIT Yakima, Wash., who with Field Marshall Bernard Montgomery admires trophy Mr. Haymond later won in 17th Annual Totem Pole Tournament at Jasper National Park, Alberta, Can. Though he couldn't remain for finish, Marshall Montgomery telegraphed congratulations to Mr. Haymond, who won BROADCASTING'S trophy at the 1935 NAB Convention. Topping successful event was the return just before the tournament of Mr. Haymond's son, Lt. Carl Haymond, from two years in the South Pacific.

DAVID S. BALLOU, one time manager of KYOS Merced, Calif., and more recently with the Navy Dept., has been appointed Southern California manager of W. S. Grant Co. with headquarters in Los Angeles. He succeeds JOHNNY JOHNSON, resigned.

WTMJ-FM Launches FM Educational Campaign

TO COMBAT the hazy conception of FM on the part of radio receiver salesmen, WTMJ-FM Milwaukee has begun a campaign to educate local receiver dealers in FM principles.

A survey recently completed by WTMJ-FM, which boasts of being the first FM station west of the Alleghenies, revealed that present sales methods used by dealers to prospective FM buyers actually discourage interest in FM.

To remedy the situation, WTMJ-FM has inaugurated a series of dinner meetings during which Walter J. Damm, WTMJ president, Russell G. Winnie, general manager, and members of the station engineering staff will explain the technical differences between AM and FM. Pamphlets are distributed.

NE Group's Fund

PROMOTION fund of \$4,000 has been raised by Mayflower Group to acquaint the trade with this New England regional, to be sold as a package. Some 20 stations have been signed by Bertha Bannan, Boston representative, to provide supplementary coverage of New England in addition to that now provided by metropolitan outlets. Active in the project [BROADCASTING, July 22] is Monroe B. England, manager of WBRK Pittsfield, Mass., a member of the NAB Small Market Stations Executive Committee. All New England States but Rhode Island are represented, with no overlap in coverage.

ABC CHICAGO WILL OVERHAUL FORMATS

CHICAGO radio may get a badly needed transfusion as a result of a decision by ABC Central Division to revise the format of several of its Chicago originated programs.

Harold Stokes, newly appointed program director for ABC Central Division, has already begun an examination of the network programs and has made several changes.

These include *Our Singing Land* (12:30-45 p.m. CST) which will include narrations of stories based on American folk music; *Stringing Along* (12:45-1 p.m. CST) and *At Your Request* (11:30-12 noon CST). Mr. Stokes said the purpose is to provide an opportunity for new talent to be heard, and, to produce saleable programs.

"What I have in mind is to build up a backlog of programs that can be aired on quick notice for fill-ins without resorting to the old standbys of staff orchestras and vocalists," he said.

ABC's *I Deal In Crime*, top Saturday night program, is now sponsored by Hastings Manufacturing (Casite) Hastings, Mich., which cancelled *Right Down Your Alley* Oct. 6. Fifty two week contract was placed through Keeling & Co. agency, Indianapolis, with Gil Berry, ABC Central Division sales manager signing for the network.

To Aid Snowbound

SCHOOL DISTRICT No. 9, Glacier County, Mont., Oct. 10 received FCC permission to use radio in communicating with its schools, which are isolated much of the year by bad roads, heavy snows and lack of telephones. The grant was for seven provisional stations to operate in intermittent service on a temporary basis as a safety and health protection measure. Essential school administration items may also be sent. Frequency is 31.02 mc with power not to exceed 50 w, 3A and special emission for FM (telephony).

TALK TO THE NATION?

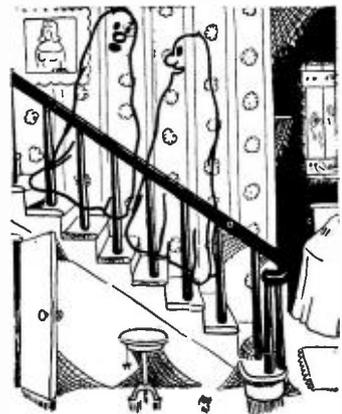
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