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NBC Awards 20-Year Plaques to Stations

A BRONZE plaque signifying 20 years' affiliation with NBC will be presented to WTIC Hartford Nov. 19 by NBC President Niles Trammell at a dinner in New York at the Hartford Club.

Jesse W. Randall, president of the Travelers Insurance Co., which owns the station, will receive the award. Present at the dinner will be NBC and WTIC officials, as well as many Hartford civic leaders.

Twenty-year plaques will also be presented next week to WJAR Providence and to WCSH Portland, Me. Arrangements are being made for presentations soon to WWJ Detroit, WDAF Kansas City, and KSD St. Louis—all of which have been associated with NBC for the past 20 years.

CKOK Readies

CKOK Penticton, B. C., is to go on the air about mid-November on 1450 kc with 250 w Canadian Marconi transmitter. Station will be used at first as repeater for CKOY Kelowna, B. C., owner of CKOK, may later carry local programs.

CBC Dismisses Women REVERTING to prewar regulations, CBC is dismissing all married women on the staff as rapidly as they can be replaced without disturbing work and efficiency of the organization. CBC non-married-women rule applies only to clerical staff.

Network Accounts

New Business

BEAUMONT Co., St. Louis (4-Way Cold Tablets), Dec. 2 starts for 13 weeks "Song Corral" on 11 CBS Pacific stations, Mon.-Wed.-Fri. 12:15-12:30 p.m. (PST). Agency: J. D. Tarcher Co., N. Y.

FRENCH KETTLE FOOD PRODUCTS, New York (French Kettle Onion soup), Nov. 13 starts for 13 weeks "Meet the Missus" on 11 CBS Pacific stations, Wed. 1:45-2 p.m. (PST). Agency: Emil Mogul Co., New York.

CHEMICALS Inc., San Francisco (Vano Liquid Starch), Dec. 20 starts for 13 weeks "Meet the Missus" on 11 CBS Pacific stations, Fri. 1:45-2 p.m. (PST). Agency: Garfield & Guild Adv., San Francisco.

UNION PHARMACEUTICAL Co., Bloomfield, N. J. (Sarska), Nov. 4 started thrice-weekly transcribed "Dorothy Dix Program" on 10 ABC Pacific stations, Mon.-Wed.-Fri. 12:45-1 p.m. (PST). Contract is for 52 weeks. Agency: Abbott-Kimball Co., N. Y.

PURITY FLOUR MILLS, Montreal (flour and cereals), Nov. 1 started "La Soiree au Dieu Moulin" on 10 CBC French network stations, Fri. 9-9:30 p.m. Agency: McKim Adv., Montreal.

WILDROOT Co., Buffalo, N. Y. (hair-tonic) Nov. 9 started for one year "King Cole Trio Time" on 28 Dominion network stations, Sat. 5:45-6 p.m. Agency: BBDO N. Y.

Renewal Accounts

ECONOMIC COUNCIL, New York, Nov. 19 renews Upton Close on MBS for 13 weeks, Tues. 10:15-10:30 p.m. Agency: Jim Duffy Co., N. Y.

CAMPBELL SOUP Co., New Toronto; Nov. 13 renewed "Jack Carson Show" for 52 weeks on 25 CBC Dominion network stations, Wed. 8-8:30 p.m. with Pacific repeat 12-12:30 a.m. Agency: Cockfield, Brown & Co., Toronto.

SWIFT CANADIAN Ltd., Toronto (ham and bacon) Oct. 28 renewed for one year "Breakfast Club" on 27 Trans-Canada network stations, Mon. through Fri. 9:15-9:30 a.m. with repeat for Pacific coast 11:15-11:45 a.m. Agency: J. Walter Thompson Co., Toronto.

DOMINION OF CANADA, Wartime Prices and Trade Board, Ottawa, Oct. 28 renewed to March 28 "Household Counsellor" on 34 CBC Trans-Canada network stations, Mon. through Fri. 11:40-11:45 p.m., with repeat to Pacific 2:40-2:45 p.m., and for Atlantic region 12:40-12:45 p.m. Agency: MacLaren Adv., Toronto.

SOUTHERN PACIFIC Co., San Francisco (train transportation), Nov. 6 renewed for 52 weeks "The Main Liner" on 13 Don Lee Pacific stations Wed. 8-8:30 p.m. (PST). Agency: Foote, Cone & Belding, San Francisco.

Net Changes

CONTI PRODUCTS Corp., Brooklyn, Nov. 21 for 52 weeks resumes "Treasure Hour of Song" on MBS, Thurs. 9:30-10 p.m., dropping "By Popular Demand." Agency: Birmingham, Castleman & Pierce, N. Y.

EVERSHARP SCHICK INJECTOR RAZORS, New York, Nov. 4 dropped "Tonight on Broadway" on CBS, Mon. 10:30-11 p.m. Agency: The Blow Co., N. Y.

Radio to Get Award

THE National Conference of Christians and Jews will award a citation to the radio industry on Nov. 24 in recognition of its "superb effort" to promote American brotherhood.

A. D. (Jess) Willard Jr., executive vice president of the NAB, will receive the award on behalf of the radio industry from Dr. Everett R. Clinchy, president of the Conference, at a banquet in the main ballroom of the Waldorf Astoria.

A special broadcast, "Thanks for Thanksgiving," will be given at the banquet and will be carried over ABC and its affiliated stations.

CONTROLS ON RADIO CONSTRUCTION STAY

FEDERAL restrictions on radio and other construction projects along with orders channeling building materials into homes must continue indefinitely, according to John D. Small, CPA Administrator. He termed "ridiculous" reports that CPA might be abolished in a few days.

Specific terms of curtailed activity are being prepared under the decontrol policy for CPA but they will not ease the rules governing construction projects since they are designed to prevent nonessential commercial construction and speed the veterans' housing program.

Even if CPA is consolidated into another Federal agency, Mr. Small said, its functions will remain. Control over building materials and inventories may be transferred eventually to National Housing Agency.

Discussing the decontrol policy, Mr. Small said: "By next week we should have a pretty clear picture of the control setup. What the implications of the decontrol policy are as regards the housing program I do not know, but we will have to continue channeling building materials for some time to come." A bedrock of perhaps 30 CPA control orders will be necessary, he added. These will include tin, lead, zinc, rubber and other scarce products along with export controls.

Disagreement over housing controls reached the White House last week when Wilson W. Wyatt, housing expeditor, and George Allen, RFC director, could not agree on loans for prefabricated houses.

WMAC to IBS

WMAC MacMurray College radio station in Jacksonville, Ill., has been added to the college radio stations in the Intercollegiate Broadcasting System. Entering full-scale operations last week, the new station is staffed and managed by students and broadcasts to the college community on a daily schedule which includes popular and symphonic music, drama, news, discussions and public service features. WMAC will exchange programs by script and transcription with the other 21 stations of IBS, and will be included in one of the IBS regional networks.

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