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304 LINCOLN RD.
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Jonas Weiland, President

Lodge, Hausman Elevated by CBS

Made Vice Presidents in Charge
Of Engineering, Personnel



Mr. Lodge



Mr. Hausman

WILLIAM B. LODGE, director of general engineering, and Howard L. Hausman, director of the personnel relations department, were elected to vice presidencies of CBS last week.

Mr. Lodge, who has been with CBS since 1931, was named vice president in charge of general engineering. Mr. Hausman, a labor trouble-shooter for the network during union negotiations in the past two years, was appointed vice president in charge of personnel relations.

From 1938 to 1942 Mr. Lodge was engineer in charge of the radio frequency division of the CBS Engineering Dept. During much of the war he was associate director of the airborne instrument laboratory operated by Columbia U. for the Office of Strategic Services, specializing in electronic detecting devices. In November 1944 he became director of general engineering for CBS.

Mr. Hausman, who joined the network in its legal department in 1938, has been director of the personnel relations department since 1946, with general responsibility for all CBS labor negotiations.

Mr. Lodge, a senior member of the Institute of Radio Engineers and chairman of the panel on radio wave propagation of the Radio Technical Planning Board, is a graduate of the Massachusetts Institute of Technology. He was with Bell Telephone Laboratories for two years prior to joining CBS.

Mr. Hausman, a graduate of Harvard Law School in 1937, served in the New York law firm of Littleton & Levy for a year before joining CBS.

Ontario Golf Meet

TORONTO and Southern Ontario station and agency executives will hold the Second Ontario Radio Golf Tournament at Lakeview Golf Club near Toronto on June 18. This is the largest summer social affair in Canadian radio, and grew from the Canadian Broadcasting Corp. annual golf tournament to which the industry in general was also invited. It has now become so big that it is an industrywide tournament. Chairman is Spence Caldwell of All-Canada Radio Facilities, Toronto.

55 Vice Presidents

THE ELECTION of two new vice presidents at CBS brought to 55 the total of vice presidents now employed at the four major networks, or enough to keep Fred Allen amply provided with material until another target comes along.

CBS has 17, ABC 16, NBC 15, and Mutual, whose gigantism extends mostly to the number of its affiliates, has seven. Forty-six of the vice presidents make their headquarters in New York.

CAB Price Formula

REGIONAL MEETINGS are to be held in the next few months by Canadian Assn. of Broadcasters to discuss a formula for handling price mentions successfully. Following elimination of ban on price mentions at CBC board of governors May meeting at Montreal, effective Sept. 1 for six months trial period, CAB members will get together to develop a method of working out a price mention formula which will make price mentions on the air of permanent value and service to listeners, stations and advertisers.

New Business

(Continued from page 14)

for 26 weeks, *Chuck Wagon Tales* on Columbia Pacific Network. Program packaged by Des Autels and Graham, Hollywood. Agency: Makelim Assoc., Hollywood.

GENERAL FOODS Corp., New York (Jell-O) will sponsor Meredith Willson in new series starting Oct. 5 on ABC, Tues. 7:30-8 p.m. Young & Rubicam, New York, is agency.

ELECTRIC COMPANIES Adv. Co. signs Helen Hayes as feature star on *Electric Theatre* on CBS, effective Oct. 3. Agency: N. W. Ayer & Son, New York.

Adpeople • • •

WILLIAM W. PROUT, former account executive at Hanly, Hicks & Montgomery, New York, joins General Foods Corp., New York, as associate advertising manager for Log Cabin Syrup, LaFrance Bluing Flakes, and Satina Ironing Aid.

R. C. SCRIVENER, advertising manager of Bell Telephone Co. of Canada, Montreal, named director of Assn. of Canadian Advertisers, replacing the late D. E. BANKART of Northern Electric Co., Montreal. E. H. WOODLEY appointed advertising manager of Northern Electric Co. replacing Mr. Bankart with that firm.

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