

Fulton Lewis, jr.



Tenth Year On the Air With "Mutual"

One significant day in 1937, ten years ago this fall, Fulton Lewis, jr. took his nose for news out of WOL's Washington transmitter and extended his field of operations to Mutual, U. S. A. Since that time he has dug out a lot of news beats—and adhered faithfully to reporting the news as he sees it.

His policy pays off in devoted listeners. The proof? He's currently sponsored on 262 stations!

If you need a program with a loyal following, get in touch with us immediately. Maybe F. L. jr. is available in *your* community.

Saumenig Is WIS Managing Director

Furr Will Manage WIST (FM)
In Surety Shift



Mr. Furr



Mr. Saumenig

APPOINTMENT of J. Dudley Saumenig as managing director of WIS Columbia, S. C., and Ray Albert Furr as managing director of WIST (FM) Charlotte, N. C., was announced last week by G. Richard Shafto, manager of the Surety radio interests.

Mr. Saumenig's radio experience dates back to 1927 when he was named manager of WSUN St. Petersburg, Fla. He joined WIS in 1932 and shortly afterward was named manager of the Surety-controlled WNOX Knoxville, Tenn. He remained there until 1937 when the company sold the station, and he was then appointed manager of WCSC Charleston, S. C., also owned by Surety at that time. When WCSC was sold in 1938 he returned to WIS as sales manager and remained in that capacity until his current promotion.

Mr. Furr received his B.A. from Missouri U., his M.A. at George Peabody College and passed his qualifying examinations for a Ph.D. from New York U. His first radio experience came at Winthrop College, Rock Hill, S. C. where he was in charge of journalism and public relations for seven years and supervised school programs over WBT Charlotte. In 1943 he was named program director of WIS and served in that capacity until his current appointment, which takes effect Sept. 1. WIST is now under construction.

Concurrently, Mr. Shafto announced the promotion of Frank Harden, current sports director of WIS, to program director replacing Mr. Furr, and the addition of C. Wallace Martin to the WIS sales staff on Sept. 1.

Mr. Harden is a veteran of 12 years in radio, starting as an announcer at WFTC Kinston N. C. Later he served as program director of WBIG Greensboro, N. C. until the war. After four years in the Navy, he was discharged in 1945 and became program director of WGTM Wilson, N. C. In March 1946 he joined



Mr. Harden

MANAGEMENT

ROBERT M. BAUSMAN, former general manager of WISH Indianapolis for past six years, has been appointed manager of KOOL Phoenix. Mr. Bausman previously was business manager of WIRE Indianapolis for four years. He assumed his duties at KOOL on Aug. 12.

JOHN CLEGHORN, program manager of WMC Memphis, has resigned to become manager of WRBC, new 5-kw station on 620 kc to begin operations late this month in Jackson, Miss. WRBC is owned by Rebel Broadcasting Co. and will be affiliated with MBS. Mr. Cleg-horn first joined WMC in 1929, later going to WKY Oklahoma City, and KARK Little Rock, Ark. He returned to WMC in 1937 and was appointed program manager, position he has held to present date with exception of two years service in Navy.

ALLAN PAGE, former program director of KOMA Oklahoma City, has been appointed general manager of KSWO Lawton, Okla. He assumes his duties Aug. 18. Mr. Page began his radio career at KOAM Pittsburg, Kan. in 1937. He later worked for KVOO Tulsa for six and a half years, joining KOMA in 1945. He had been producer-director of KOMA "Oklahoma Roundup" on CBS since series started in July 1946.



Mr. Page

RAYMOND BROWN Jr., commercial manager of WEAM Arlington, Va., in addition to that position has been named general manager. He succeeds CHARLES S. ZURHORST, resigned. Before joining WEAM, Mr. Brown was with WOL Washington and WGAN Portland, Me.

GEORGE GREELEY has been named general manager of WOSH Oshkosh, Wis. SHERWOOD LORENZ, program director of WOSH, has been appointed studio manager. Mr. Lorenz joined WOSH in November 1946 and previously was with WIP and WFIL Philadelphia.

MARSH YARROW, formerly of the Ottawa Citizen and war correspondent in Europe, has been appointed manager of CKCO Ottawa.

WCAO Baltimore, effective Aug. 4, began operating from new location at 1102 N. Charles St., Baltimore, Telephone: Vernon 0600.

J. R. POPPELE, vice president in charge of engineering at WOR New York, and president of Television Broadcasters Assn., New York, is to discuss "Outlook of Television" at first formal meeting of Television Assn. of Philadelphia on Aug. 20.

ROBERT O. REYNOLDS, vice president and general manager of KMPC Hollywood, has been made chairman of 1947 Los Angeles Community Chest campaign radio division.

WIS as sports director, his present position.

Mr. Martin, new to radio, is a well-known native Columbian. He was manager of the Carolina and Five Points theatres prior to his 3½ years in the Navy, from which he was discharged as a lieutenant. Since then he has been associated with the Reamer Ice and Fuel Co.

Mr. Shafto indicated that these changes in executive and sales personnel are being made "in connection with the expansion program of Surety Life radio interests," which includes the acquisition of WSPA and WSPA-FM Spartanburg, the current constructions of FM stations WIST Charlotte and WISP Columbia. "With these men in their new capacities," said Mr. Shafto, "we expect to continue our service to the listener which, in the past, has distinguished WIS and WSPA."



COOPERATIVE PROGRAM DEPARTMENT
MUTUAL BROADCASTING SYSTEM



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TRIBUNE TOWER, CHICAGO 11, ILL.