

## They Like Our Style

A station either DOES or DOES NOT have that certain something—you know—the honest-to-goodness ability to move merchandise from dealers' shelves. WAIR is famous for its salesability. A test will prove it.

# WAIR

Winston-Salem, North Carolina

Tick-tick-tick Tick-tick-tick-tick Tick-tick-tick

Tie YOUR Tale to  
WHEBBY's ASSOCIATED  
PRESS Teletype, and  
Pull a "News High" in  
Sales!



Boston Rep: BERTHA BANNAN

# WCHS

CHARLESTON, W. VA.

5,000 on 580

CBS AFFILIATE

**W  
G  
P  
C**

"Spending Spot"  
COVERAGE  
of one of Georgia's  
Richest Markets

The Pioneer Station of Southwest Georgia

ALBANY GEORGIA

CBS 250W 1450KC

Represented by SPOT SALES Inc.

## in the CONTROL ROOM

CHARLES PARKER has been transferred to the transmitter staff of KOMA, Oklahoma City, and is assistant chief of the engineering staff. New engineers at KOMA, to fill vacancies left by the Army are Danny Daniel and Dick Tullius of KTOK, Oklahoma City, and Remy Perot.

EDDIE OATES, assistant to the chief engineer of WINS, New York, left the station last week to enter the Army.

IVAN WAYNE, technician of WFAA-WBAP, Dallas-Fort Worth, and member of the Plainsmen Quartet, is the father of a girl born recently.

RALPH WARD, control room engineer of WFIL, Philadelphia, joined the Army on Oct. 15.

BILL NEILL, engineer of WFIL, Philadelphia, will report Oct. 30 for duty as a warrant officer in the Navy.

CARL CHRISTIANSEN, technician of KYA, San Francisco, recently was inducted into the Army.

JACK QUINN, announcer-technician at KJBS, San Francisco, has resigned to join shortwave station KGEI as engineer.

HOMER POPE, operations engineer of KOMO-KJF, Seattle, was married recently to Virginia Murray, station librarian.

ARTHUR FULTON has joined Don Lee Broadcasting System, Hollywood, as sound engineer. He formerly operated his own transcription studios under firm name of Fulton Sound Enterprises.

CLYDE GREEN, of the engineering staff of WTCN, Minneapolis, has been appointed first lieutenant in the Army Air Corps. Jerry King-Ellison, also of WTCN, enlisted in the Navy as first class radio man. Newcomers to WTCN are Leo Aro, formerly with WMIN, St. Paul, and Harry Zeabel, formerly of WDG, Minneapolis.

PHIL GREENSTONE, studio control engineer of WLIB, Brooklyn, leaves Oct. 23 for duty with the First Fighter Command of the Army Air Forces.

MARTIN GABRIEL has joined WOWO-WGL, Fort Wayne, as engineer.

GIL JOHNSON, formerly control engineer of WEAN, Providence, is now chief engineer at WFCI, Pawtucket, and Charles Hayman, formerly control engineer at WFCI, is supervisor of the control room staff. New men in the control room are Garry Lampinsky and Bob Morgan. Jerry is brother of Gus Lampinsky. WPRO, Providence. Henry J. Byrnes, WFCI control and recording engineer has joined the Navy as 1st Class Electrician, stationed at Quonset Point, R. I. and Jack Perry, and Gene Soares of the engineering staff, are Marine staff sergeants at Quantico, Va.

CLYDE MOSTELLER, WFAA, Dallas, engineer, who resigned to head the radio section of a defense plant, is the ninth engineer to leave for war service in less than eight weeks. Joe Kelly, Theil Sharpe, Loran Wicker, Bill Ellis, Vernon Malloy, Jim Speck and Paul Bostaph have commissions, and Jack Hopkins enlisted in the Army as a private.

AL McDOWELL of the engineering staff of WIBG, Philadelphia, married Louise Hutson.

HOWARD KAPLAN, engineer of WJWC, Chicago, has joined the Army Air Corps.

## ACA PLANS COURSE FOR NEW ENGINEERS

RESERVOIR of broadcast technicians is anticipated as a result of a training school proposed by the American Communications Association, CIO affiliate, with broadcast technicians in ACA contract stations serving as instructors.

Though plans are as yet incomplete, graduates are expected to be placed on a union list, to be allocated to jobs when vacancies occur. Efforts will be made to have local station heads cooperate in a labor-industry plan which will afford practical training at regular studio control rooms and station transmitters as part of the school course.

A syllabus is now being prepared to cover the requirements of the industry. Those interested should communicate with Association offices at 1626 Arch Street, Philadelphia.

THOMAS DOONAN, engineer of WHO, Des Moines, is foster-father of a girl, Sandra Jean.

ART RYDBERG, transmitter engineer of WHO, Des Moines, has returned to work following hospitalization for surgery.

JOSEPH MACKORA, engineer of WNBC, Hartford, is father of a girl.

LEE STEVENS, control engineer of WLAV, Grand Rapids, has completed a four-month course of receiver-inspection training at RCA, Camden.

SAM FELSINGER, studio control engineer of WLIB, Brooklyn, is the father of a baby girl.

EARL JAMES, field technician of WABC, New York, has left CBS to be inducted into the Army.

ARTHUR ELKIN, engineer of NBC-Chicago, is the father of a girl.

HERB LEWIS, engineer, formerly of KQW, San Francisco, recently resigned to teach radio construction and maintenance at the Gompers Trade School in San Francisco.

JACK DUNCAN has joined the transmitter staff of WAVE, Louisville. Irving Lively joins the control staff to replace Art Stevens who has enlisted in the Navy.

## Veteran Wireless Group Makes Annual Awards

WINNERS of this year's Marconi Memorial Scholarship, sponsored by Veteran Wireless Operators' Assn. in cooperation with Science Service and the American Institute of the City of New York, are Edward Lombard, of Syracuse, and John Raymond Mills, of Orange, Cal. Announcement of the outcome of the nationwide competition was made last week by J. R. Poppele, chief engineer of WOR, New York, and chairman of the scholarship committee of Veteran Wireless.

Lombard wins a two-year course at RCA Institute, while Miller receives a one-year course in aviation radio at Midland Television & Radio Schools, Kansas City.

## New Kent Cooper Song

KENT COOPER, song-writing general manager of the Associated Press, has dedicated his latest composition, "America Needs You," to the Girl Scouts, who will receive all accruing royalties. This is the second Cooper song to be published, the first being "Dixie Girl".



OCCASION FOR HANDSHAKE and smiles by George Jennings (left), acting director of Chicago Radio Council, and Ralph Atlans, president of WJJD-WIND, Chicago-Gary, is donation of 28 Zenith all-wave radios by Mr. Atlans to 28 Chicago schools not radio equipped. A number of the In-School broadcasts of the Council are broadcast by WJJD-WIND.

## FRISCO RADIO FRONT KQW Enlists New Advertisers —To Reach War Workers—

WAR buying habits have converted San Francisco department stores to regular use of radio time instead of occasional brief campaigns. Now KQW, San Francisco, has already lined up four large department stores in a new participating production, *San Francisco's Open Door*, to reach this audience.

Since these retail stores are open Thursday evenings to accommodate war workers, KQW decided on a musical program to serve them with guest singers and an m.c., Fred Briggs. Already four large retailers, The City of Paris Dry Goods Co., I. Magnin & Co., Ransohoff's and Eagleson's have signed for participation for 13 weeks, as has Union Square Garage.

## Aviation Firm on Coast Solicits Labor by Radio

ISSUING a call for skilled and unskilled workers, North American Aviation Inc., Inglewood, Cal., on a week-to-week basis, is using a heavy schedule of spot announcements on six Los Angeles area stations. List includes KHJ KIEV KFAC KFVB KMPC KPAS. Agency is BBDO, Hollywood.

Douglas Aircraft Co., Santa Monica, Cal., in a similar campaign for workers, currently is utilizing transcribed one minute dramatized announcements on KFI, Los Angeles, and KFVB, Hollywood, with other stations in the 11 Western states to be added. Current contracts are for 52 weeks having started Oct. 6. Placement is through Biow Co., Hollywood.

## WFIL Code Graduates

FIRST TEN graduates of the WFIL Navy Code School, sponsored by WFIL, Philadelphia, received diplomas and certificates of completion of the course at special ceremonies which were broadcast. Having received their basic radio training at the WFIL Code School, the men are sent to Newport, R. I., for "boot" training. Louis Littlejohn, director of the school and acting chief engineer of WFIL, said the school will probably turn out 15 to 20 men trained in radio for active Navy duty every three weeks.