

This is Mr. Harry Wiseman

President, Empire Tire Company,
General Tire Distributor, Billings, Montana



This is what he says

"We have sponsored Fulton Lewis, Jr. over KBMY (Billings, Mont.) for seven consecutive years. Throughout this period our sales have consistently increased. We have been able to trace a large part of this increase directly to our sponsorship of Mr. Lewis. Through the publicity derived, the Empire Tire Co., General Tire Distributor, has become the best known in the Billings trade area."



This is Fulton Lewis, Jr.

whose 5-times-a-week program is available for sale to local advertisers at local time cost plus pro-rated talent cost. Currently sponsored on 364 Mutual stations by more than 750 advertisers, the program offers a tested means of reaching customers and prospects. Check your local Mutual outlet or the Cooperative Program Dept., **Mutual Broadcasting System**, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

Omaha Stations Stage Red Feather Simulcast

ALL of Omaha's radio and television stations participated in a half-hour simulcast Oct. 11 on behalf of the Omaha Community Chest, according to Harold Soderlund, KFAB Omaha general sales manager and chairman of a simulcast committee of radio-tv executives.

The simulcast's title was "Life Begins With Forty," referring to the 40 Red Feather agencies in Omaha. Stations participating were KBON KFAB KMTV (TV) KOIL KOWH and WOW-AM-TV.

Other members of the simulcast committee were Dick Welna, KBON; Garry Schroeder, KOIL; Frank Fogarty, WOW-AM-TV; Glen Harris, KMTV; Todd Storz, KOWH, and Harry Burke, KFAB. The simulcast was sponsored by the Omaha Advertising Club, which acts as the Chest's publicity committee. Henrietta Keiser of Bozell & Jacobs, Omaha, was chairman of the radio and tv committee.

The program was written by Amos Eastridge of KMTV and Jim Harker of KBON, directed by Paul Borge of KMTV and produced by Lou Jeffrey of KMTV. Most of the radio-tv stations canceled time to clear for the public service program, according to Mr. Soderlund.

The Omaha Community Playhouse furnished actors who created tableaux depicting various problems which the Chest agencies help to solve. Newscasters who told how the agencies solved the problems were Lyell Bremser, KFAB; Ray Clark, WOW-AM-TV; Floyd Kalber, KMTV; Dick McCann, KBON; Dean Naven, KOIL and Virgil Sharpe, KOWH.

Leslie W. Joy Dies; Former KYW Manager

LESLIE W. JOY, former general manager of KYW Philadelphia, died last Wednesday at his home in Chester Springs, Pa.

He had been manager of the station 12 years before retiring in 1947. He also was manager of WDAS Philadelphia for about a year.

Mr. Joy started his radio career at NBC New York as an announcer and was in radio more than 25 years.

Surviving are his wife, the former Ann Lutz; a son; a sister, and two brothers.

T. J. Fontelieu Dies

FUNERAL services for Theodore J. (Teddy) Fontelieu, 56, sales manager of WSMB New Orleans, were held there Oct. 14. He had been sales manager of the station 25 years and conducted several of its early-day disc jockey and special events programs. Mr. Fontelieu was known in New Orleans broadcasting as "the dean of radio."

Mrs. Evans Nord Dies

MRS. NAN NORD, wife of Evans Nord, general manager of KELO-AM-TV Sioux Falls, S. D., died Oct. 17 after a lengthy illness. She is survived by her husband, three children and her parents.

WILS-TV Completes Link

WILS-TV Lansing, Mich., has completed its privately-owned microwave link to Detroit in 24 days, the station announced last week. WILS-TV will carry ABC-TV and DuMont network programs over the connection.