IN ITS SOMETIMES SLOW, but usually intent, way, WOR finally got around to reading Samuel Hopkins Adams' delightful biography of Alexander Woollcott, "A. Woollcott—His Life and His World."

WOR is not a critic, and, even if it were, it would hesitate to add its one plaudit to the hundreds that Mr. Adams' book has received. But WOR is kind of proud, and it would like to take Mr. Adams pleasantly to task for a statement made on page 152.

Writes Mr. Adams, "He (A. Woollcott) made his debut with the Mutual Broadcasting System, on station WOR, in September 1929... WOR was a pioneering outfit, willing to take chances in exploration of the developing entertainment field."

Why, Mr. Adams, dear sir, please! That past tense! "WOR was a pioneering outfit in the entertainment field..." Why, Mr. Adams, WOR is a pioneer, and has been for years more than two decades.

It is—and was—WOR's pioneering in household help shows, i.e., Bessie Beatty, Martha Deane, et al., that focused a bright light on a field of radio showmanship that has long been nationally luminous. It was—and is—WOR's shrewd and generous development of total radio news coverage that has, partially, made it the great American station that it is. It was—and is—WOR's unerring ability to spot talent like A. Woollcott, Morton Gould, Richard Huey, Sunny Skylar, and many others that has helped it build one of the strongest and most listenable programming schedules in modern American radio.

NOTE—to agencymen and sponsors: If you would like to take advantage of the advice of people who make a habit of consistently picking shows and talent that arouse local and national acclaim—on both sides of dealers' counters—simply call PE 6-8600, or write...
Nine-year-old Roger has been driving the tractor for his father, because help is difficult to obtain and production must be maintained. Mr. Fields has just one hired hand; farms 277 acres, grinds feed, milks 24 cows, and finds time for custom combining and cornpicking on nearby acreages. The Fields family, old friends of WLS, Mr. Fields is at left, by one of the two radios. On the radio is the cup given Mr. Fields for top alfalfa production. On the floor is 9-year-old Roger; standing, 11-year-old Shirley (now in 4-H club). On the dresser are Sandra, 7; John, 3; Mrs. Fields; and 4-year-old Richard.

Cross Section
OF YOUR MIDWEST MARKET

THE FIELDS FAMILY OF FULTON COUNTY—PROSPECTS FOR YOUR PRODUCT

THE FIELDS of Fulton County, Indiana; Cecil, Lula Mae, and five healthy youngsters; are a modern family. Their standard living equipment includes electricity, refrigeration, car, tractor, telephone, and two radios. Farming 277 rich, Indiana acres, Cecil Fields has received the Kiwanis cup for the county’s best alfalfa production three years straight. Fifty fine Holstein cattle, electrically cooled milkhouse, White Rock Poultry flock, herd of hogs, Farm Bureau membership, daughter Shirley’s 4-H work: these show the quality farm life the Fields enjoy; the substantial market WLS listening friends make for your product.

To the Fields family, WLS is part of daily living; hearing the station since 1926, they have come to depend on Dinnerbell’s information and entertainment, the news and weather provided by Julian Bentley, Ervin Lewis and Gil Hix. They see WLS entertainers annually at their county 4-H Fair. Mrs. Fields tunes in Martha and Helen of WLS Feature Foods; the whole family enjoys the WLS National Barn Dance.

Since 1924, WLS has worked for Midwest American families like the Fields. Our million letters a year indicates both the size of this audience and the response our friendly service brings. To profit from this responsive four-state audience, use WLS. Any John Blair man can give you more facts about WLS, its audience of old friends, and established programs now available.
WPEN BRINGS PHILADELPHIANS "ROBIN HOOD DELL"

- Music in picturesque Robin Hood Dell is a summertime habit with Philadelphians. Thousands crowd this open-air concert hall at every performance to hear symphonies, light classics, popular singers. And this summer, thousands more have listened over WPEN.
- These concerts are only one of the new programs offered by WPEN since The Evening Bulletin, America's largest evening newspaper, took over the ownership and operation. Like the Robin Hood Dell music, other new programs have a distinctive appeal to listeners in the Philadelphia area.
- WPEN newscasts have won wide popularity. They're on the air every hour on the hour—direct from The Evening Bulletin news-rooms. Philadelphians count on them.

WPEN ... the Station for Philadelphians
Upcoming

Sept. 11-12: First meeting, new NAB Sales Managers Executive Committee, Woldorf Astoria, New York.
Sept. 19: Hearing before FCC, sale of WINS New York by Hearst Radio to Crosley Corp.

Bulleted

JOHN WHITMORE resigned Friday as MBS news director to join Associated Broadcasting Corp., fifth coast-to-coast network opening September 16. As eastern manager he will headquarter in New York and have charge of all network's eastern activities, coordinating them with headquarters in Grand Rapids. Ed Pancoast, formerly on sales staff of WINS New York, now sales manager of Associated, operating from New York. Both appointments effective Aug. 20.

Business Briefly

PABST BRINGS KAYE: Pabst Sales Co., Chicago (beer) brings Danny Kaye Show to air Sept. 28, 10:30-11, p.m. on CBS. After first broadcast comedian leaves on six-week USO overseas tour, guest stars substituting. Good man Aze will write Kaye series. Agency, War-\n\nTHILLER RETURNS: Thomas J. Lipton Inc., Hoboken, N. J. comes back Aug. 28 with Inner Sanctum on 142 CBS stations, Tuesday, 9:30 p.m. Agency, Young & Rubican, N. Y.

BENRUS IN BOSTON: Benrus Watch Co., New York, starts sponsorship Sept. 3 of new five-weekly five-minute show, 6:40-6:55 p.m. on WEEI Boston, featuring Lt. Charles J. Ashley, former American naval aviator recently released from the Navy. Local names in the news will be highlighted. Contract for 52 weeks placed through Radio Sales, N. Y., by Young & Rubican, New York.


CANDY ACCOUNT: Confections Inc., Chicago (Snacks) moves account from Paul Grant Adv., Chicago, to Ollan Adv., Chicago, effective Sept. 1.

TRACTOR BUSINESS: Harry Ferguson Corp., Dearborn, Mich. (Ford-Ferguson tractors), plans 39-week spot campaign starting about Oct. 1 through Fuller & Smith & Ross, Cleveland.

'WE THE PEOPLE' FIRST:

BIG AUDIENCE FOR BIG NEWS

WE THE PEOPLE, with 12.5 rating, was most popular network commercial program first week in August, according to Aug. 15 report of C. E. Hooper Inc. on nighttime network listening. Dr. I. Q. was second with an 11.8, Take It or Leave It third with 11.5. Remainder of the first 15: Man Called X 11.1; Mr. District Attorney 10.4; Vox Pop 10.4; Crime Doctor 10.0; Substitute for Winchell 9.9; Phil Harris 9.8; Your Hit Parade 9.6; Gabriel Heather 9.5; Screen Guild Players 9.4; Lowell Thomas 9.0; Jack Haley 8.8; Dr. Christian 8.8; Can You Top This 8.5; Buelah Show 8.8.

Figures on daytime listening for week preceding official announcement of Japanese surrender, compared with comparable weekdays in July, shows releases Eight by Eight and Hooper show effect of important news on listening. On Tuesday, Aug. 14 sets-in-use averaged 34.8 between 8 a.m. and 6 p.m. compared to 12.9 Tuesday July 10. Previous Wednesday, Aug. 8, when Russia declared war on Japan, showed average daytime sets-in-use of 14.7, compared with 13.3 Wednesday, July 11. Thursday, Aug. 9, had average daytime sets-in-use average of 27.5, compared to 12.8 for July 13.

NBC SURRENDER COST

CANCELLATIONS for NBC network and O&O stations and talent rebates were estimated Friday to have cost the network $200,000, including the Sunday Day of Prayer.
Max Jordan, from Berne, Switzerland—4:18 p.m., Tuesday, August 14, 1945

"Within approximately two hours from now the White House in Washington will have the complete transcribed facts of the Japanese reply to the last message of the Allies in relation to their demand of unconditional surrender . . . the general impression in Diplomatic Quarters (is) that Japan has accepted the terms of the Allies in principle, and that the war is over."

These historic words of NBC's Max Jordan scooped the world's Press and Radio with a clear-cut "beat" on the most important, most eagerly awaited news story of modern times. It was Max Jordan, too, who scooped Press and Radio before the war began with news of the "Peace in Our Time" Munich Pact.

This kind of reporting . . . plus NBC's reliable day-to-day coverage—is what audiences have come to expect, and why, when great events are pending, they tune first to NBC, "America's Number 1 Network" . . . for NEWS, too.
MENTHOLATUM COMPANY

Three 15-minute Musical programs per week...
J. Walter Thompson, N. Y.

ORCHARD & WILHELM CO.
(Furniture)
Three 15-minute News periods weekly... Now in THIRD year...
An Acknowledgment

As broadcast by and over Mutual
Wed., Aug. 15, 1945 at 12:30 A.M.

The Mutual Broadcasting System and its affiliated stations—274 stations—from coast to coast, at this time pause to say “thank you” to the many men and women who made these broadcasts possible. Broadcasts which started on December 7, 1941 and which reached a climax tonight at 7:00 P.M. when Mutual proudly flashed the first word of President Truman’s surrender statement.

We intrude on your time—you the listener—to tell you that thousands of American men and women, each with his or her particular job, played an important part in bringing to your radio set the biggest news in the history of the world.

Engineers, announcers, technicians, musicians, producers, actors, writers, newsmen in every station across the land all filled important roles in bringing you the news quickly, accurately, continuously. Our commentators, reporters, war correspondents all were part of this vast organization geared to bring American listeners their prize heritage—free and unbiased news. In fact, two of Mutual’s war correspondents paid the supreme sacrifice on the field of battle in their jobs of reporting to you—the listener.

This tremendous task of world news coverage, culminating in the surrender of the Japanese empire, would not be possible if all those associated with our industry did not participate, gladly and willingly. To our associated stations, our sponsors, our employees, we value your cooperation highly.

Mutual gratefully acknowledges the cooperation of the vast news services—the Associated Press, International News Service and the United Press. Without the cooperation of the foreign broadcasting systems, no overseas reports would have been possible. To the British Broadcasting Corporation, Radio Chungking, Radio Moscow, Radio France, and Swedish Radio, we say “thank you.” Without the cooperation of the Army Signal Corps and Navy Communications, few broadcasts would have been possible from the scene of battle. And it is through these same agencies that we hope to bring you the broadcast of the actual surrender when General MacArthur assumes command over occupation troops in Japan.

There are other organizations too numerous to mention who helped with the daily job of broadcasting. The men and women of the A.T.&T., RCA, Press Wireless, Mackay Radio—all were important parts of our vast far-flung coverage. To all these people, directly or indirectly connected with broadcasting, we say “Thanks for making our jobs easier.”

The war has been with us almost four years. We are sorry we had to wait that long to say “Thank you.” But we of Mutual could think of no more fitting time than this—the Night of Victory for America.
On "THE VOICE"

C. E. HOOPER SHARE OF AUDIENCE RATINGS FOR ST. LOUIS (December 1944 - April 1945)

MORNING INDEX
(Monday-Friday, 8 A.M.-12 noon)

41.1

AFTERNOON INDEX
(Monday-Friday, 12 noon-6 P.M.)

29.3

EVENING INDEX
(All week, 6-10 P.M.)

33.5
OF ST. LOUIS"...

our ratings speak for themselves!

They speak your language, and straightforwardly. The story they tell is anybody's business. It's a salesworthy story that speaks for themselves! the attention of sponsors: a weeklong 33% share of audience—22% greater than that enjoyed by any other St. Louis station.

Look, too, at our news program superiority: Consider, for sample's sake, our Dr. Samuel Johnson, an able, keen news analyst. Few programs lead all competition from their very first rating period—but that's exactly what his morning news show (8:00-8:15 A.M. Monday-thru-Saturday) has done.

Dr. Johnson began at the top with a 3.8*—highest rating in St. Louis for the time period—and worked up. In a swift eight-month rise, he built his following to a 5.2.* It's unshakeable evidence that Dr. Johnson's sound knowledge and appraisal of world events have a high place among mid-Mississippi Valley radio listeners.

High-riding ratings like that are also testimony to KMOX's smart sense of program timing—the kind that keeps us first with audiences, even in the highly competitive noon and nighttime periods when all four network stations in St. Louis offer news.*

For more straight facts about KMOX dominance, call us or Radio Sales. Our ratings not only speak for themselves—they can speak for you, too.

*Hooper, December 1944-April 1945 Listening Index (including Saturday and Sunday daytime)
*Hooper, Fall-Winter, 1944-45 vs. Hooper, Winter-Spring, 1945
*CBS Listener Diary, Spring, 1945
WHAT was the best radio story of the war?

Broadcasters differ widely. A poll conducted by Broadcasting brought the following replies:

Royal Arch Gunnison, Mutual: "The best story of the war was when President Roosevelt declared war against Germany and Japan because it meant we quit kidding around.

Robert Kintner, vice-president of American in charge of public relations: "The attack on Pearl Harbor."

Leif Eid, Richard Harkness and Morgan Beatty, NBC, agreed: "The best story was President Truman's announcement that the war was over."

Bob Evans, CBS: "Churchill's defiance of the Germans in his famous 'We shall never surrender' speech."

Bill Shadell, CBS: "D-Day."

Claude Mahoney, CBS: "The atomic bomb."

Russ Hodges, Mutual: "Pearl Harbor was the outstanding radio story."

Bob Trout, CBS: "The greatest war story was D-Day but the atom bomb made the biggest story of the age, maybe of the world."

Baukhage, American: "Radio's biggest contribution was its coverage of Roosevelt's death and the changeover to Truman."

Bill Repaid, Mutual: "I'm picking the one I think will live the longest in the history books: Churchill's announcement after Dunkirk."

Gunnar Back, CBS: "The biggest radio story of the war was the death of Roosevelt. Considering that it came suddenly and was handled without preparation, it seems to me radio did a beautiful job."

Ralph Peterson, NBC: "I'll go along with Leif, Harkness and Beatty that the big story was the end of the war."

Robert St. John, NBC: "D-Day was the most important story because on that day the war was really won."

John Vandercook, NBC: "I think the V-2 rocket bomb was the most important story because that was the beginning of the war of remote control."

Ray Henle, American: "From a radio performance standpoint it was D-Day but I think the most important story of the war was the atomic bomb.""

H. V. Kaltenborn, NBC: "The most important story of the war was Pearl Harbor, when the United States went into the conflict."

Douglas Coulter, CBS: "The revelation of the atomic bomb is the most important story because the implications of this ... make even the war itself pale into comparative insignificance."

W. W. Chaplin, NBC: "I think it was the atomic bomb because it hastened the end of the war and holds promise of meaning the end of all wars."

Earl Godwin, NBC: "I think the outstanding radio story of the war was the invasion of France."

Frank Singiser, Mutual: "The atom bomb."

A. A. Schechter, Mutual: "The harnessing of atomic power by Allied scientists."

David Wills, American: "The most dramatic single event on the radio was Churchill's speech after Dunkirk. That speech changed the history of the war."

**New Majestic Plant**

MAJESTIC RADIO & Television Corp. will soon occupy its third plant, it was announced last week by E. A. Tracey, president. Modern factory will be built on land recently acquired north of Elgin, Ill., and initial units will comprise a main manufacturing facility, general office building and a power house and shipping department. Factory unit is scheduled for occupancy first of next year and general offices by early spring. Cost has been estimated at $600,000. Majestic now operates plants in Chicago and St. Charles, Ill.

**KALL to Fete Weiss**

PRIOR to commencing operations on Sept. 30, KALL, new 1 kw Salt Lake City station, will play host Sept. 4, 5 and 6 to Lewis Allen Weiss, vice chairman of Mutual's board of directors and general manager of Don Lee's network. Visits to the Geneval Steel Plant, the Clearfield Naval Supply Depot and Army Air Technical Service Command at Hill Field are included in the itinerary. On Sept. 5 Mr. Weiss will address the Ogden Rotary Club, with the management of KLO as host, and on Sept. 6 he will participate in open house festivities for the new KALL studios in downtown Salt Lake.
For the ADVANCEMENT of Broadcasting

On Sunday, July 29th, announcement was made of the gift of a FM transmitter and studio equipment to the University of Tulsa by Radio Station KVOO.

Vice President and General Manager William B. Way in making the presentation said, "Education is accomplished only in part if our youth leaves our schools with much fundamental knowledge but with little understanding of its practical application. It is with this in mind that KVOO presents this modern FM radio station to the University of Tulsa for use in its School of Radio. We believe its study and use by student operators will build for a sound future since it will bridge the gap between classroom and listener, the ultimate consumer, whose normal reaction to any program is dictated by his unbiased opinion, alone."

Wm. B. Way, left, and Dr. C. I. Pontius, President of the University of Tulsa, discussing the FM station at the site of the University's new $100,000.00 Radio Building.
Elbert Hubbard was right with his "build a better mousetrap and the world will beat a path to your door" theory! The U. S. Treasury has just paid KGW the supreme compliment of naming assistant manager, H. Quenton Cox, assistant director in charge of national War Bond radio activities. "Q" is being loaned by KGW and we are sure that this will prove to be one of the best loans the U. S. Treasury has ever participated in. Yes, it's a "first" for any Portland radio station, and for KGW!

These radio pin-up gals, ready to go into their act, were photographed in the KGW studios in November, 1924. Frankly, we don't know whether it was "first" or not, but it probably was, because KGW was constantly pioneering then, just as it is today. KGW isn't content with just keeping up with the parade — KGW believes in leading it, has been doing so since 1922.

KGW has been winning friends and influencing listeners for 23 eventful, thrill-packed years. Study your maps and your figures, and your surveys all you want to, this PLUS factor of audience influence must be present before your advertising investment will pay maximum dividends. By ALL measurements, KGW is your FIRST buy in the great Pacific N.W. market.
Wherever radio can help to solve the myriad problems of peace, the zeal and skills of CBS are pledged to the task.

Before the outbreak of this war, radio meant to many just a quick and convenient means of ephemeral expression.

Radio emerges into peace accepted round the world as a penetrating and durable medium by which men's minds and hearts communicate.

It has proven its almost 'atomic' power—for good.

Such power for good creates an unconditional responsibility.

Long before war broke out in Europe—back before Munich and Prague and Godesberg—CBS accepted this responsibility, lived with it, practised it.

In the sobering tasks of peace, as well as in its happier moods and opportunities, we shall continue to accept this responsibility, live with it, practise it.

The Columbia Broadcasting System
"This is the one service I don't get from F&P!"

- We maintain that nothing can equal a well-conducted spot broadcasting campaign, for selling more goods at less cost. But in national spot, the real star isn't some glamorous "Radio Personality"—it's the under-sung and overworked Time Buyer!

We know what he's up against: constantly-changing availabilities that call for quick decisions; the constant need for market surveys, audience studies and research necessary to stay ahead of the parade.

Here at F&P, our proudest boast is that most Time Buyers say we give them the best service in the industry. And that we're constantly striving to improve it.

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932
V-J Day News Climaxes Radio War Job

Networks, Stations
Air Historic Surrender

RADIO today faces the future with the climax of its public service in wartime still fresh in the memory of America's 130 millions and of untold millions more throughout the world.

Within a few minutes after President Truman announced at a news conference at 7 p.m. on Tuesday, Aug. 14, 1945, that Japan had accepted the Potsdam surrender terms, the entire world knew it officially. Simultaneously similar announcements were made in London, Moscow and Chungking. It was radio that carried the glad tidings for which the pinched world had awaited since Aug. 10.

Combined Broadcast

When the din of celebration had died down it was radio—the four major networks combined—that gave to Americans 24 hours later an insight of what's to come. At the request of the White House, Willett Kempton, chief of special events, Office of War Information, set up a 30-minute special broadcast, first of its kind, from the White House Oval Room.

John W. Snyder, director of the Office of War Mobilization & Reconversion, coordinated the program and served as moderator while government officials, in a roundtable discussion, 7:30-8 p.m. Wednesday, spoke of the future. Time was cleared less than six hours earlier.

Participating were William H. Davis, director, Office of Economic Stabilization; Chester Bowles, OPA administrator; J. A. Krug, War Production Board chairman; Frank McNamee, deputy War Manpower Commission chairman, speaking for Chairman Paul V. McNutt. Each gave an idea of what's ahead. It was the first time such a pooled broadcast had originated at the White House, other than Presidential addresses.

As the broadcast closed, President Truman walked into the Oval Room, congratulated his executive heads, told them he had been listening. That was just 25 hours after he had announced the end of hostilities. The night before it was a different scene.

Bedlam broke loose in every city and hamlet of the world except, perhaps, in Japan. Radio was there to broadcast reactions, even to giving the world Adm. Halsey's victory message to his Third Fleet.

Fleet Silence Broken

For the first time since the war, radio silence of the Navy's fleets was broken as network correspondents aboard Adm. Halsey's flagship 150 miles off Japan were permitted to broadcast. While the folk back home went wild, the men of Adm. Halsey's command were at battle stations. They had been alerted when Jap planes were sighted in the vicinity of the fleet. Five of the planes were shot down—aftter President Truman announced the capitulation.

Normally that news wouldn't have reached America for some time, due to wartime censorship and security. But Tuesday night the war had ended officially and radio was permitted to tell the world of an action almost as it took place.

Soon after President Truman announced that Gen. Douglas MacArthur would be supreme allied commander of Japan, the networks broadcast from his Manila headquarters word that one of his first official acts as head of the conquered empire was to ask for a transmitter with which to broadcast specific instructions to the Japanese.

People Turn to Radio

At the same time radio newsman disclosed that Gen. MacArthur had commanded the emperor to send authoritative representatives to Ie Shima on Aug. 17 to complete surrender negotiations and receive instructions. It was at Ie Shima that Ernie Pyle was killed. Gen. MacArthur plans to keep in constant touch with the Japanese mainland—when he is away—and with his forces at Pacific bases when he is in Japan, by radio.

While a victorious people turned to radio for developments that historc Aug. 14, the defeated Japanese were told, also by radio, of the surrender. Emperor Hirohito broke the news to his people at 11 p.m., EWT, Tuesday, four hours after (Continued on page 85)
Victory Releases Big Radio Expansion

Industry Ready To Reconvert Quickly
By JACK LEVY

WHAT will V-J Day mean to radio? First of all, the end of the war will set off more development and expansion than will probably take place so soon in any other field of human endeavor.

Television, FM, facsimile are the major innovations in the coming age of electronics. They were ready to blossom before the war, and with impetus gained through military progress in communications, they are waiting only until reconversion has advanced sufficiently to add their contributions to the American standard of living.

100 Television Stations Likely
Within the next year it is likely that at least 100 new television stations will be built in various parts of the country and that a sizable audience will have been developed. Major companies have already announced plans to connect New York, Philadelphia and Washington through station relays at intermediate points and other large cities will be similarly joined. The recently announced airborne relay system, in which Westinghouse and Glenn Martin will establish flying transmitters at great heights, will start progress toward national video networks.

On the FM front, broadcasting will undergo its greatest expansion with the possibility that 700 new stations will come into operation, depending on the speed with which applications can be processed by FCC and the availability of transmitters which require three to six months to manufacture. Existing FM stations will immediately lengthen their broadcast day and vary their program structures, with the removal of manpower controls, thus affording more program service to present and prospective set owners until new stations are established.

The prospects for facsimile, although not definitely projected as yet, will certainly be expedited by the end of the war, now that military security no longer need conceal developments in this field of radio during the last four years. During hearings before the FCC on frequency allocations, it was predicted that postwar receivers would be equipped with facsimile so that radios would provide “newspapers” for breakfast reading. Finch Telecommunications Inc., leading facsimile firm, recently predicted that the device will be useful to broadcasters for advertising, for advance notice of programs and for furnishing listeners with daily logs. Receivers and senders will be available within the range of moderate incomes, according to the company.

Other Developments
Closely related to radio are other impending developments which were almost entirely born out of the war. There are the recorders, wire and film, which are being planned for a variety of uses. They are certain to play an increasingly large role in broadcasting operations—mainly in reporting news events—and may soon be incorporated in receiver cabinets to permit easy recording of programs. Should these recorder attachments come into wide use in home radios—and plans for marketing them at low cost support the likelihood—they may have an important effect on programming, perhaps to stimulate educational, documentary and special subjects suitable for replaying.

Other developments are likely to crystallize in the next year. Subscription radio, furnishing listeners noncommercial programs for a nominal fee, will begin operations. Goodwill morning, perhaps to stimulate educational, documentary and special subjects suitable for replaying.

Waiting for News that plunged the world into its wildest celebration, radio kept constant watch, broadcast special pre-V-J Day programs. Left, Mutual officials huddle in the wee small hours before surrender (1 to r): Phillips Carlin, vice president of programs; Tom Slater, special events chief; Abe Schechter, director of news and special events, at desk; Paul Jonas, Slater’s assistant, at phone; Edgar Kobak, network president; (c) William Thomas of WNEW New York interviews Shavey Lee, unofficial mayor of New York’s Chinatown just before big news came; (r), American Broadcasting Company commentator discusses strategy. Shown are: Walter Winchell, Robert Bellar, Martin Agronsky, Walter Kiernan.
Broadcasting’s Role in World War II

Industry Played Big Part in Conflict
By J. FRANK BEATTY

WORLD WAR II was a radio war — a radio war that found broadcasters ready at its beginning Sept. 9, 1939 to report and analyze, and ready at its ending last week to serve during the peace years ahead.

In every sense of the word, the most costly conflict radio was a critical factor. In the foxhole, submarine, tank, ship or plane there was absolute dependence on radio. And at the seat of government back home, as well as at the fireside, office and factory, the electronic art provided first contact with events that daily affected the lives and fate of all.

The narrative of the electronic side of the war is unfolding day by day. The broadcasting industry's special role has been told piecemeal. The industry has contributed time, talent, personnel, equipment — all that it has possessed been at the disposal of the nation.

Scaps of this story grew out of the opening day of hostilities, Sept. 9, 1939. At 6:14 a.m. (EST) Prime Minister Chamberlain announced that Great Britain was in a state of war with Germany.

Followed one of radio's most exciting days, with the whole world tuned to such features as London's first air raid alarm; King George VI delivering his war message; Premier Daladier announcing France's declaration of war; Premier MacKenzie King of Canada pledging the Dominion's support to England; President Roosevelt's statement of American neutrality. And then to top off the Sunday's excitement, announcement of the sinking of the Athenia came through at 11:15 p.m.

After that burst of events, with regular network and station schedules upset as never before, the industry settled down to organize its wartime procedure. Within a few days the major networks had adopted a set of rules for war news coverage, with NAB cooperating. Basic provisions dealt with return to normal schedules and safeguards to prevent spread of misinformation.

Fears Quieted
White House assurance there was no intention to upset broadcasting, barring extreme developments, quieted fears in some quarters that war would bring an entirely new regulatory picture.

By Oct. 9 the first group of American war correspondents, credited by the British had gone on duty in France. Bill Henry, CBS, and Arthur Mann, MBS, were first radio reporters in the front lines. During the comparatively quiet war winter of 1939-40 the day-to-day coverage was handled in orderly style. Big break came at 11:45 p.m. April 8 when German entry into Scandinavian countries was announced. Listening posts which had been in operation since outbreak of war provided helpful service to network newsmen as they followed the Nazi invasion.

A month later came the German invasion of the Low Countries, and again the world turned to radio for the story. Dramatic tipoff came late in the evening of May 9 when United Press reported foreign airplanes over Holland. Invasion news started coming in at 1:02 a.m. and networks put their star newsmen on all-night schedules. The invasion reporting brought from FCC Chairman J. Lawrence Fly at 8 a.m. New York network stations, locally only, stacked up like this: WOR-MBS 7:36; WABC-CBS, 7:36:50; WJZ-American, 7:30-52; WEAF-NBC, 7:37.

WHILE the networks vied for "first" honors, Jack Paige, publicity director of WOL Washington, commented: "It seems that public claims of 'firsts' are used too often and too loosely by all radio stations. We believe a station's obligation to the community it is privileged to serve is to perform the best possible public service. On this basis and on this basis alone the listening public will decide whether or not a station is 'first.'"

WAR or surrender, it made no dif-
(Continued on page 87)

War-End Coverage Highlights

RIVALRY ran high between major nets. In a large display ad in New York papers Aug. 11, American said: "52 seconds later the American Broadcasting Co. gave our country the first news of the Japanese offer to surrender. This is one of those firsts that looms large in the eyes of the people in the radio industry. It means we got the jump on some other very smart, very alert radio networks." On Aug. 13 CBS rebutted with equally large space with: "For the record: CBS was first again—with news of the Japanese surrender bid (but we’re sorry that we have to mention it all)." [EDITOR'S NOTE: Logs of networks, reported by Broadcasting Aug. 13 show CBS was first at 7:42:30, opening earlier than usual; other three nets put it on

ALL SERVICE BRANCHES—Army, Navy, Marines—used radio extensively during war to contact troops and public alike, and in turn keep them in contact.

Far from Jap and German prison camps, where they spent many months (left photo), Bert Silen (right), NBC western division asst. news and special events director, chats with Lt. Arthur M. Holler Jr., Army pilot and formerly of KPO San Francisco, in office of John W. Elwood, KPO general manager. Silen was interned 37 months. He operated KZRH and KZRC Manila and Cebu, before outbreak of the war.

Installers of permanent studio at Guam were (center photo): Standing (1 to r), EM 1/C Bob Meyer; RT 1/C Ed Haarek; RM 2/C Anthony M. Pierre; RT 3/C William Southworth; RT 3/C Murray Greenberg. Seated, Lt. Marvin Royston, formerly NBC and Blue; Ed Francke, MBS; LT Bob Brooke, formerly NBC Hollywood; Fred Frutchey, NBC; Clark Sanders, KGO. Photo by Navy Dept.

From the front lines (right photo), Marine Sgt. Alvin M. Joseph Jr., who was formerly with WOR and OWI, describes battle action on film recorder for subsequent release to networks. Marine Corps photo.
British Seek Brighter, Lighter Shows

Won't Go Commercial When BBC Charter Expires in '46

By SOL TAISHOFF
(Special from London)

BRITISH radio won't go commercial when the BBC charter expires at the end of 1946 but strenuous efforts are being made to brighten and lighten program service to stem the tide of American style competition from commercial stations on the Continent and in Ireland.

That much is evident after inspection of the British radio scene and a whirlwind tour of BBC far-flung domestic and overseas operations by a delegation of American broadcasters. (See story this page.) The tour was concluded by an hour-long news conference with BBC Director General W. J. Haley and his high command, The general impression is that BBC has an efficient organization to fit peculiar Empire needs, but lacks the imagination and enthusiasm which animates American radio.

Emulate U. S.

Haley, for 20 years managing director of the said Manchester Guardian, before coming to BBC two years ago, politely but firmly said commercial radio isn't suited for the British who have become accustomed to a program of non-commercial operation. Parliament must decide the issue, and it is doubted whether the new Labor government of Prime Minister Attlee is disposed to change the status quo unless the public becomes articulate. The Attlee government is regarded as more of a British New Deal than a third party.

Indicative of the effort to emulate American programming heard through program service for troops was the inauguration July 29 of a new light program service nationally, containing what the British call variety but which is our music-comedy formula. Third program later to be added will be highbrow, said Haley, who termed light programs lowbrow and regular national service middlebrow. The new highbrow service won't watch the clock, with full-length operas, plays and the like, but observation of time interruption irrespective of timing. Britain has plans for FM and television, though nothing conclusive has been decided yet on when and how.

Regarding television, results of recommendations by the special government commission headed by Lord Hankey are awaited. The commission recommended television be restarted downstairs where it left off in 1939, but that work go forward on a new system in the higher bands, with provision for a transition.

Financing of television is an open question, the Hankey report pointing out that sponsorship return would be too small to foot the bill. Revenue is expected from public showing of televised events in cinemas on a license fee basis, while the individual user would pay a license fee of perhaps one pound ($4.10) in addition to the present 10 shillings ($2.00) standard fee. Television programming costs are three to four times as much as sound. BBC in 1939 spent a half million pounds on it. FM, when it comes, will not be

BBC Holiday

BIGGEST STORY in history was covered by British Broadcasting Corp. in 7 minutes. It took exactly that long for Prime Minister Attlee to read the surrender statement, which he began at midnight, London time. When he finished, BBC signed off all national service and personnel went home. There was no further coverage until Wednesday. Overseas service was continued, however. Normally BBC shuts down at midnight. Schedules are set up weeks in advance and seldom are altered, even for news flashes.

a separate service but will back up the new third program (on network). Haley, chairman of BBC, will be mainly in large cities, with both medium wave and FM stations to carry identical programs over separate transmitters. L. W. Hayes, head of BBC overseas and engineering information department, prototype of Commissioner Jett, said FM likely will be in 40 mc region although tests are being made around 90 mc. He thought the lower band was desirable.

Keystone of television and FM, said Mr. Haley, is for gradual transition, BBC to work closely with overseas manufacturers. Marketing first of AM set replacements, then television and finally FM is contemplated sequence which would be provided two years away on receiver manufacture.

BBC has extensive personal interview system of checking listener reaction, Mr. Haley said, but did not clarify. He said checks are made within 24 hours, which is delayed method, but insisted it is too early for reactions to new light program.

Surely, the Haley review, Mr. Haley said, that 98.5% of United Kingdom population gets programs of two national services and 60% of homes are radio equipped. BBC expenses run $84.9 million pounds annually (approximately $35 million to 37 million dollars). Revenue is received from the sale of advertising in the BBC publications, World Radio, and Listener, and from receiving set licensing and advertising.

BBC is allocated facilities by the Broadcasting Post Office, equivalent of our FCC. Sufficient transmitters are authorized to provide national service.

(Broadcasting) (Continued on page 78)

Broadcasters May Extend ETO Tour

Itinerary of U. S. Group May Include

Moscow

By Sol Taishoff
(Special from London)

HAVING completed first leg of their scheduled three-week inspection of ETO, American broadcast mission last week looked hopefully for extend trip perhaps a week for Moscow and Scandinavian visits.

In channels with Ambassador Winant and State Department was a formal request for extension which would mean return to the United States about Sept. 10. All members want the extension. Scandinavia is sought because it has the greatest radio set concentration in the world.

First week of inspection, in judgment of mission, justified trip, with the many revelations in Britain imparting a clearer concept of world radio conditions and problems. Delegation of 15, escorted by Col. E. M. Kirby, chief of the Army Radio Branch, Washington, traveled in uniform with simulated Army rank of major.

Named head and spokesperson was Justice Justin Miller who assumes NAB presidency Oct. 1. Others in group include: John J. Belz, CBS vice-president; Maj. Gen. R. R. Reineck, managing director of the Cox stations and radio adviser to President Truman; Marcus Woods, president, American Broadcasting Corp.; Thomas O'Donnell, president, Mutual Broadcasting System; Joseph Ream, vice-president, CBS; William S. Hedges, vice-president, NBC; Col. Harry C. Wilder, WSyr Syracuse; Cliff McCol- lough, Mason-Dixon Radio Group; Martin B. Campbell, WFFA Dallas; John E. Fetzner, WKU Kala- nazo; and assistant director of censorship for radio; Morris Novik, WNYC New York; John Allocote, Radio Daily; Joseph Cislo, Boul- board; Abell Green, Variety; Sol Taishoff; Duncan McCallum.

Group Arrives

Group arrived Peaksville, Scott- land, at 3 a.m. London time Monday, and billeted at air transport command base. After four hours on British radio, older and not too easy on entourage, they flew to London in three hours. Group was greeted by Maj. Bob Pollock, radio chief, United Forces, Euro- pean Theater, formerly of WSBS Atlanta and Capt. Joe Graham, for- merly of WCKY Cincinnati. Sunday evening group was welcomed at dinner by foreign press. Monday the group met with Maj. General Pettet and his officers.

Office Abolished by Directive

Censorship of News Is Declared at End

Andranas Price received requests for by Byron Price

VOLUNTARY censorship of news was ended last Wednesday by a Presidential directive sent to Byron Price, Director of Censorship, which also puts back on a peacetime footing international communications. Mr. Price had recommended the action.

Meanwhile, the Combined Chiefs of Staff through Joint Security Control Board are understanding in drawing up a new directive providing for a relaxation of Army and Navy censorship. The military presumably will continue some sort of restrictions on news from occupied territory, particularly those in which there is unrest, and on secret military equipment. Until definite policy is established, the Navy Security Control and Army Review Board seem to be temporizing their judgments in light of the present situation.

Thirty Days Notice

Domestic censorship was always separate from military censorship which extricates from accredited correspondents to submit copy for review. Local theater commanders probably will still decide what may be passed from their commands.

The President directed that 30 days notice be given all employees except a small group needed to liquidate the agency and Mr. Price.

(Continued on page 74)
Six years to fill

Early on the morning of August 6, Lake Mead, the 115-mile reservoir in back of Boulder Dam, took its first spill into the concrete trough on the Arizona side. It carried through great tunnels around the dam and emptied back into the Colorado River below. For six and one half years the lake has been filling and now the water is spilling in great torrents over a man-made crest.

There’s a lesson in that story for advertisers.

You’ve been telling consumers about your products ... even when you didn’t have too much to sell during the last five years. You’ve been building up background.

If you’ve been using W-I-T-H in Baltimore, one of the five radio stations in town ... you’ll have the satisfaction of knowing that you’ve been reaching more listeners-per-dollar-spent, all that time.

Baltimore, Md.

Tom Tinsley, President • Represented Nationally by Headley-Reed
August 20, 1945 • Page 19
Radio's Plans Reach Blueprinting Stage

Industry To Spend Millions on New Equipment

WITH the atmosphere rapidly clearing both in regard to WPB material freezes and FCC spectrum allocations, construction is under way on the new arts of television and FM and revamping of war-weary AM equipment have for the most part reached the last blueprint stage.

Applicants to date for new commercial video stations number 127. Far exceeding this, the FCC has received 489 requests for licenses for new commercial FM stations and notwithstanding the possibility of competition from its offspring, new standard stations found 200 applicants.

The average cost of the new FM stations, based on information contained in applications, is estimated at about $25,000. TV stations, according to preliminary data, will cost an average of $320,000. Added to this will be the money spent on new standard outlets, the millions to be spent on building construction and the funds earmarked for modernizing existing stations. Thus radio's contribution to a healthy postwar economy will be more than commensurate to its position among other U. S. industries.

Networks Have Big Plans

Starting with the network headquarters in New York, CBS states it has filed FM applications for Boston, St. Louis, Washington and Los Angeles. As with other networks and stations, actual construction will proceed as soon as approval is granted and other relevant details are settled. In addition to complete new plants in those four cities, CBS will modify its Chicago FM transmitter radically.

The immediate plan in New York is for installation of a high-definition, high-frequency, full-color video transmitter in the Chrysler tower augmenting the new one being used. Federal Telephone & Radio Corp. is now doing all the work possible in its factories before actual installation. Costs will be about a half million.

Plan Television Studios

Studies are now under way regarding television studios, Frank Stanton, CBS vice-president in charge of plans on building, revealed, with present thinking being along horizontal rather than vertical lines. A Manhattan skyscraper is not considered suitable location for video studios by CBS engineers and a move to a less crowded area is contemplated unless one of their admittedly far-fetched schemes such as renting two or three blocks of space over Hudson river piers and adjoining railroad tracks materializes.

CBS also needs more New York AM and FM studios and probably will try to get another building similar to that on E. 52nd St. across from headquarters. An all-out move to a building housing both offices and studios is considered but tempered by the definite FCC attitude on dual ownership of AM and FM and similar problems.

In Washington, new studios and offices await policy by the District Zoning Commission on antenna heights since CBS wants to combine its FM (and possibly television) transmitter with studio location.

In addition to outlets of both sorts it already operates in New York. No exact details would be given and although specific plans undoubtedly exist the official network attitude, as exemplified by a statement by William S. Hedges, vice-president in charge of planning and development, is to leave the onus of action or lack of it to FCC policy.

NBC Ready

"The National Broadcasting Co.," he said, "is ready and willing to do its part in advancement of the art of sound broadcasting and in the development of the new service of television. Under favorable auspices of good economic conditions and a sound governmental policy, NBC will expend millions of dollars . . . New studios must be built; new transmitters established and many millions more must be poured into the creation of television programs and in the leasing of costly intercity connections both for television and FM. As an example, the increased cost of high quality circuits for FM alone will be close to $400,000 per year over and above the cost of present circuits.

No exact sums have been allocated for these purposes nor will they be until we are certain the economic and regulatory conditions are favorable. We are confident that any doubts that may now exist will be resolved before the end of the war so that the arrival of peace will also mean the arrival of a new era of progress and development in broadcasting for the benefit of the entire nation.”

The most ambitious plans of all would seem to be those of American whose president Mark Woods, revealed a project to build its own radio city about the end of the war. Approximately 16 million dollars is expected to be the cost for new quarters in five cities, the New York building alone to be about eight million.

Location and type of the new building have not been decided. Being mulled over are a one purpose building for exclusive use or a structure with space for rental to allied arts such as advertising agencies. However, designs for the most up-to-date studios combining the latest FM and television and AM equipment are under observation by company officials.

Expansion Planned

Tentatively, buildings in Hollywood and New York would be bought with larger space than either present quarters of CBS and NBC, according to Mr. Woods. San Francisco and Chicago offices probably will be rented. In the latter city the sales staff is in offices at 20 East Wacker Drive and extensive space may be taken there as more suitable quarters cannot be found. In Washington American expects to buy space in the new building planned by the Evening Star which is affiliated with the network through ownership of WMAL.

Possible sites are being looked over by company engineers for new FM and television transmitters. Monitors in all five cities. Also under consideration is the use of higher fidelity lines connecting broadcasting stations.

Mutual, which has a three-year contract in its present quarters with WOR, is seeking new quarters farther uptown, according to Robert Swezy, vice-president and assistant general manager. As the key MBS station, WOR may require more theaters for origin of network shows, one of which will definitely be acquired within the year at $50,000 per year rental.

Three new studios are under construction on the ground floor of WOR headquarters and should be completed by Oct. 1. Cost will run between $150,000 and $200,000. Old control equipment may have to be used until after the war. Modified phasing control equipment for the transmitter has been ordered. (Continued on page 38)
kglo and WTAD
Quincy, Illinois
Mason City, Iowa
Lee STATIONS
Deliver two balanced town-farm markets
in the Mississippi Valley
provide the 3 essentials of a successful radio campaign...

THE RIGHT MARKET FOR THE PRODUCT... The listeners served by KGLO, Mason City and WTAD, Quincy, Ill. are about half urban and half rural families. Populations were not swollen by war-time industries. Home ownership is at an all-time "high".

THE DOMINANT STATION IN THE MARKET... Recent listener surveys for both stations indicate KGLO in Mason City and WTAD in Quincy have top dial preference throughout the areas in which they serve.

LISTENERS WHO CAN BE BUYERS... Bigger crops, greater meat and poultry production and industries running at full tilt give listeners "buying power" greater than ever before.

Put Lee Stations on your list for a successful campaign!

**kglo**

**Market data**

**Mason City, Iowa**

**Coverage** — 57 counties in the "Heartland" area of Iowa and Minnesota are served by KGLO. Urban communities include Mason City and Charles City, Iowa; Austin and Albert Lea, Minnesota.

**Population** — 1,321,853, 1940 U. S. Census. 293,080 Radio Homes.

**Retail Sales** — $634,828,000 in 1944 (Sales Management est.)

**Farming** — More hogs were raised in this station's Primary Area than in any other whole state during 1944. These millions of hogs have sent farmers' cash incomes up to an all-time record. Farmers here are continuing to work and spend towards even greater production during 1945.

**Industry** — Six big modern meat packing plants, hemp mills, corn processing, soybean and sugar beet factories keep industrial payrolls high.

F. C. Eighmey, General Manager

*National Representatives — Weed & Company*

New York, Chicago, Detroit, San Francisco, Boston, Hollywood

**WTAD**

**Market data**

**Quincy, Illinois**

**Coverage** — 40 Mississippi Valley counties in the primary and secondary areas, including Quincy, Illinois; Hannibal, Missouri and Keokuk, Iowa.

**Population** — 772,431, 1940 U. S. Census. 186,060 Radio Homes.

**Retail Sales** — $262,780,000 in 1944 (Sales Management est.)

**Farming** — This is the core of the productive Illinois-Iowa-Missouri agricultural region where corn, wheat, oats, barley, rye and soybeans are grown in quantity. The WTAD market is also one of the leading hog-producing areas in the U. S.

**Industry** — Highly productive and stable industries include metal working plants, chemical plants, paper mills, stock feed and feeding equipment manufacturers.

Walter J. Rothschild, General Manager

*National Representatives — The Katz Agency*

New York, Chicago, Detroit, Kansas City, Atlanta, Dallas, San Francisco
Radar Will Affect Postwar Electronics

Army and Navy Explain Many Possibilities Of Science

By SIDNEY SHELLEY

CREDITED with changing the face of warfare more than any development since the airplane, radar, details of which were released last week, will play an equally important role in safe transportation and is one of the wartime devices which will continue to roll off the production belts of radio manufacturers.

A direct outgrowth of radio research, radar undoubtedly will be installed in all commercial planes and perhaps eventually in private ones as well. Its uses here, as in other fields, will be manifold. In good or bad weather flight may be maintained at similar speeds with radar warning the pilot of any topographical hazards or approaching aircraft.

Determined Location

In navigating, exact location may be determined by scanning the countryside below and comparing the radar scope picture with a map. While over water or uncharted areas navigation is still facilitated by a land-based set which can discover the plane and “talk” it in. Planes will probably ride radar beams instead of the present radio beams. Landings at crowded airports will be made more swift and safe. The control tower, even in foggy weather, “seeing” each plane in exact relationship to the others may give simple traffic directions. Fifty planes coming in to land at once will be child’s play to handle after putting more than a thousand bombers over a target at once. Blind landings will be commonplace. Sensitive sets can guide a plane to within a few feet of the ground since exact altitude may be determined rather than altitude above sea level.

Use by ships at sea will be similar. Other employment of the discovery may proceed as far as the inventiveness of man and the pressure of necessity encourage. It is now employed in meteorology by tracking balloons sent aloft to determine wind drift and by rescue search parties. Even small objects such as a man floating in the water may be discovered. Special sets locate submarine periscopes protruding ever so slightly from the water and others have detected an enemy soldier crawling over the ground.

According to military men few sets now in use may be adapted to peacetime requirements so radio manufacturers probably will not face competition with surplus commodities.

But the biggest contribution of radar is seen as indirect. The lengthly research which has gone into radar components—many of them similar to radio and television set components—have made many prewar conceptions of electronics obsolete.

Radar has made electronics one of the major American industries, comparable in size to the prewar automotive field. Particularly as a result of the opening up of the microwave field, radio communications will be tremendously enlarged. What’s more, trained personnel a valuable prerequisite to such an advance, has been provided at Government subsidy.

Although there are many different types of radar sets for varied usage, ranging from huge land and battleship installations to fighter plane miniatures, the basic operation and component parts are similar. Practically every set is composed of the following:

1.—A modulator to form the energy into a definitely defined beam since this is method of determining direction to objects.

2.—Highly efficient. All generated power must go into the beam without leaking off into “side lobes” which might cause fatal confusion.

3.—A beam which, the bigger the better, which might cause fatal confusion.

Directional Antenna

An antenna may be made directional either by composing it of an array of small antennas of dipoles or by utilizing the searchlight principle of spraying energy into a large parabolic “mirror” focusing the energy into a beam. In either case, the larger the the antenna the sharper the beam. Scanning must usually be done by mechanical movement of the antenna structure which, whatever its size, must swing around or up and down to direct the beam in the necessary direction. In certain cases where only a small sector need be scanned, rapid electrical scanning not requiring motion of the whole structure has been worked out. Automatic gun direction employs this.

(Continued on page 22)
Radar

(Continued from page 22)

technique. To carry radio-frequency energy from oscillator to antennas, and the echo from the antenna to the receiver, wires and coaxial cable are used at ordinary wave lengths. For microwaves it is more efficient to use wave guides of carefully proportioned hollow tubes.

4. The receiver which must have extremely fast response, much faster than television, because of the peculiarity of pulse signals. Superheterodyne principle is employed in almost all radar, involving generation at low power of a radio frequency fairly close to that received and “beating” this against the received signals, forming an intermediary frequency which is amplified many times. The receiver must be disconnected from the antenna when the transmitter is operating so that the receiver will not be paralyzed or burned out by the phenomenal energy generated by the transmitter. Within a millionth of a second after the transmitter has completed its pulse, the receiver must be open to get the relatively weak echo signal; but now the transmitter must be closed so it will not absorb any of this energy.

5. The indicator presents information collected in a form best adapted to efficient use of the set. The types vary according to the purpose or dimension required. Nearly all consist of one or more cathode-ray tubes. In the simplest or “A” type the electron beam is given a deflection proportional to time in one direction—say, horizontally—and proportional to the strength of the echo pulse in the other—vertically. If no signals appear, one sees a bright horizontal line (the “time base”) on the tube face, the distance along the line representing time elapsed after the outgoing pulse. An echo gives a V-shaped break in the line at the point corresponding to the time it took the echo to return. The position of the pip (V) measures the distance to the reflecting object. Although there are many variations of this type indicator, most sets have an A-scope in addition to the others. Most indicators can be adjusted to operate at various distances. The horizon is generally considered maximum distance.

Plan Position Indicator

Many radar whose antennas scan various directions employ a Plan Position Indicator (PPI) tube. In this circular device, the time base (or position of radar set) is in the center and moves radially outward in the direction the antenna is pointing. The returning signal, instead of causing a break in the time base, intensifies its brilliance for an instant, each signal being a bright spot of light as a position corresponding to the range and bearing of the target. A maplike picture of all reflecting objects appears on the tube face by using phosphorescent-like screens. Otherwise the picture would fade as the antenna rotates.

In the operation of a radar set the transmitter and antenna are located in the same spot. The transmitter is on when working; a small part of the time, sending out energy in intense bursts or pulses. A long time—a few thousandths of a second—is waited between pulses during which the receiver is in operation. The pulse travels at the speed of light—186,000 miles a second—and by calculating the time it takes to get back and back, one can determine the distance of the object. Accuracy in these measurements has been developed to within 5 or 10 yards range or about one-thirtieth of a millionth of a second. The directional antenna determines the direction in which a target lies by getting back the strongest “pip” when on target.

Calibrated tube faces make distance reading easy and in some cases, such as anti-aircraft fire, the radar antenna moves automatically, always pointing at the plane without help from the operator and the guns follow automatically by remote control.

Many Victories

Devastating effectiveness of radar in its wartime role is attested by many victories. The PPI used as a bombsight is said to make bombers 500% more efficient. At sea in surface action it gave us superiority as a weapon of surprise and it licked the submarine menace during the early days of the war. When German bombers were laying ruin to Britain it gave advance notice of the raids so that the few fighters could be concentrated to meet the waves of bombers at whatever point or time they came. When night raids were tried the night fighters were directed to the general location by land sets and then used their own sets to close for the kill. Radar-directed guns shot down 80% of the flying bombs.

Other ingenious military uses of radar include a device known as IFF (Identification, Friend or Foe), installed in aircraft which provides instantaneous, automatic recognition of friendly planes.

(Continued on page 26)

Examine WOAI’s daytime primary area and you’ll find that it contains more people than all the cities of Cleveland, Atlanta and San Francisco combined!

These nearly 2,000,000 prosperous Texans have the WOAI listening habit. And that’s because—for almost a quarter of a century—WOAI has been the dominant radio station in this rich market, as shown by survey after survey.

Receptive listeners make up a responsive audience, which helps explain why—year in and year out—WOAI sells more merchandise to more people in Central and South Texas than any other station—at a lower cost per sale!
This is the first in a series of advertisements inspired by WSAI's pride in the quality and prominence of its national and local advertisers. Next: Drugs.
other is the use of a set in the tail of a plane which rings a bell and flashes a red light when another craft approaches from the rear.

Scientists here and in England share credit for foremost development of radar. Knowledge of both groups was pooled after we entered the war. The enemy is believed to lag far behind. Their use of radar has not been nearly as effective as ours and captured sets definitely show inferiority.

When asked who invented radar the men who are responsible for its development will demur and generally give some such answer as Heinrich Hertz, discoverer of radio waves in 1886, who showed that they were reflected from solid objects.

The beginning of military interest in the U. S. dates back to 1922 when two civilian scientists working for the Naval Research Laboratory, and Leo C. Young, an associate, observed a distortion or "phase shift" in received signals from across the Potomac due to reflection from a small steamer. In 1930, the same men experimenting with radio direction-finding equipment, noted that reflections from airplanes could be similarly detected. As a result, later that year they were given authority to continue experiments along this line.

The Army too was experiment-

**Radar**

(Continued from page 24)

WINNERS of the WJZ New York beauty contest and the New York State contest, who will go to Atlantic City to compete for the Miss America title, are making two video appearances on WRGB Scheectady. The first was Aug. 17 and the second will be Aug. 24. Programs are part of the Friday night series put on by American via the WRGB facilities.

Families in the Tri-Cities spend 38% more for food than the average U. S. family. . . . more than $15 million in food sales annually!

The MAJOR PORTION (52.7%) of the Tri-Cities food sales originates on the Illinois side. . . . In the Moline-Rock Island zone. You can count on WHBF to boost sales for your food product in this VOLUME market.

* Includes Rock Island, Moline, East Davenport and six other contiguous cities and towns.

**Beauty Winners on TV**

Powerful Microwave

Signal Corps experiments with microwaves produced echoes from nearby targets but it was not until the advent of the modern cavity magnetron that it was possible to generate microwaves with sufficient power for practical use. The principle of pulse ranging was first used in 1925 by Dr. Gregory Breit and Dr. Merle A. Tuve of the Carnegie Institution of Washington for measuring distance to the ionosphere. At the Naval lab in 1933 Mr. Young proposed that this principle be applied to the problem of getting the receiver and transmitter in the same ship. Robert M. Page, holder of the greatest number of radar patents, was assigned to this project.

The first funds specifically for radar came in 1935 when $100,000 was allotted by Congress on urging of Rear Adm. H. G. Bowen, then Chief of the Bureau of Engineering. This expedited work considerably and although experiments continued short-staffed for quite some time, work continued systematically.

British radar was developed at about the same time but at a somewhat faster pace because of the immediate threat to security.
WJW is proud of its listener acceptance. Mornings and afternoons throughout the week, Monday thru Friday, more people listen to WJW than to any other regional station . . . And WJW delivers more daytime dialers per dollar in Cleveland, Monday thru Friday, Monday thru Saturday, and Monday thru Sunday, than any other station.
A G-E achievement that sets the pace for broadcast transmitters

GENERAL ELECTRIC'S new 100-kilowatt international transmitters establish the pattern for G-E AM broadcast equipment—equipment which will include all the basic refinements of modern broadcasting.

- Whether your AM broadcast requirements are for domestic or international service, General Electric will be able to supply broadcast equipment for every need—AM transmitters from 250 watts to 1000 kilowatts, complete studio equipment, auxiliary electrical components, and antenna systems. This equipment will be designed to give you maximum performance. It will be capable of delivering high-quality transmissions over sustained periods of time—with maximum freedom from outages. It will be engineered ahead of tomorrow's needs to insure your investment against rapid depreciation.

- General Electric has rich experience in developing and building radio and electrical equipment of every type. General Electric operates the world's largest broadcast equipment proving ground for the four major services—AM, FM, television, and international broadcasting.

- For information on G-E equipment, call your G-E broadcast equipment representative at once, or write: Electronics Department, General Electric, Schenectady 5, N.Y.
Establish a priority on delivery of your AM equipment—now!

Write for your copy of the "G-E Equipment Reservation Plan" which explains General Electric's plan to help you obtain early delivery of G-E AM transmitters and associated equipment.

Use G-E Electronic Tubes in your station for maximum dependability, finer performance.

Hear the G-E radio programs: "The World Today", news, Monday through Friday 6:45 p.m., EWT, CBS. "The G-E All-Girl Orchestra," Sunday 10 p.m., EWT, NBC. "The G-E House Party," Monday through Friday, 4 p.m., EWT, CBS.

ANTENNAS • ELECTRONIC TUBES • HOME RECEIVERS

AM • TELEVISION • FM
Farr Wins Bronze Star; Fogel Rejoins Transcription Firm

CAPT. FINIS FARR, former writer-producer of March of Time and writer of Mr. District Attorney "for meritorious service" has been awarded the Bronze Star Medal by Lt. Gen. R. A. Wheeler, India-Burma Theater commander.

As writer-producer and officer-in-charge of the radio team in CBI, Capt. Farr handled a series of recorded programs in the field under difficult technical and living conditions. The series, Yanks in the Orient, broadcast weekly over American, was the only regular network program produced by an overseas theater of operations. Among the missions accomplished by Capt. Farr, together with Capt. Bert Parks, former CBS staff announcer, was a bombing flight over Burma and a flight behind enemy lines to a Ranger outpost. On the latter mission, the group was attacked by Japs and both men walked for four days with the Rangers before reaching safety.

Col. Fogel Retired

LT. COL. IRVING FOGEL, for 18 months closest, American Expeditionary radio stations in the Mediterranean Theatre of Operations, has been retired to inactive status and is rejoining his associate and partner William R. Holmes in Technical Research of America, transcription and recording production-manufacturing concern with offices in Washington, New York and Hollywood. Col. Fogel entered government service at start of the war as special civilian consultant to the Secretary of War, and upon being commissioned established Armed Forces Radio Service in Hollywood. He was decorated by the Italian government and in addition knighted by the Holy See in Vatican City.

First in Basic Public Service

KFNF

The Friendly Farmer Station

In ONE SERIES of 25 Public School Programs

Gave Actual Broadcast Experience to More Than

900 Public School Students

Between March 5 and May 14, 1945

PROGRAMS PRESENTED BY SCHOOLS OF THREE STATES—NEBRASKA, IOWA, MISSOURI—Which reach deep into the Hearts of thousands of friends, relatives and well-wishers of the 900 Participants.

Programs which brought thousands of cards & letters to KFNF (up to 2750 per program) as these intensely interested people boosted their favorite school for the First Prize Award—a $100.00 War Bond presented by the station.

PROGRAMS—of and for the people—explain the sincere listener loyalty which KFNF enjoys in the great, and wealthy, rural and semi-rural market around Shenandoah.

PROGRAMMING SKILL—Local "Know-How" explains why—Informed Sponsors Are Buying

KFNF

1000 W

SHENANDOAH, IOWA 920 Kc

FOR AVAILABILITIES WRITE OR WIRE FRANK STUBBS SHENANDOAH, IOWA

in charge of the radio department of the AAF Convalescent Hospital in Fort Thomas, Ky. Among programs emanating from there is Hometown U. S. A., heard Sundays over WCKY-Cleveland.

Reunion

CAPT. WAYNE RHINE, former engineer with WPAT Paterson attached to the U. S. Army headquarters in Germany, recently met Bernie Clapper, another WPAT engineer also in the Army in Germany. Capt. Rhine was formerly a member of SHAEF.

Baseball on WVTW

TWO former radio announcers, Sgts. Fred Reinhardt, WJFF Her- rin, Ill., and Roy Carroll, WIP, Philadelphia, now in the Philip- pines, teamed up to bring an overseas play-by-play account of the two New York Yankee-led base- ball teams to Army and Navy list- eners on the Pacific battlefronts. The broadcast was on Armed Forces station WVTW from Ceo Field on Leyte. P. L. Lt. Paul M. Visser, former production assistant of Vox Pop, was commentator, with Sgt. James S. Spivey, formerly of WATA, College Station in Tex., now WVTW engineer, moni- toring the broadcast. All four men are members of the Armed Forces Radio Service, which is on the air 10½ hours daily and 14 hours Sat- urday and Sunday, with special recorded broadcasts for overseas servicemen.

Col. Nussbaum Decorated

LT. COL. HOWARD L. NUSS- BAUM, radio officer for the 12th Army Group in Europe and for- mer NBC producer, has been dec- orated with the Legion of Merit for broadcasting from the European Theater from D-Day until V-E Day and for radio and recording research operations conducted in aerial combat missions over enemy territory prior to D-Day.

Brisson Gets Plaque

A SILVER PLAQUE was to be presented yesterday (Aug. 19) on The Fighting AAF to Maj. Frederick Brisson, producer of the show, designating the program "the most originally themed to come to radio during this war". This Month magazine is making the presenta- tion.

5000 WATTS 1330 KC

WEVD

ENGLISH • JEWISH • ITALIAN

National Advertisers consider WEVD a "must" to cover the great Metro- politan New York Market.

Send for WHO'S WHO on WEVD

WEVD—117 West 46th Street, New York, N. Y.
A quarter-century ago, commercial* radio broadcasting began. On August 20, 1920, the “billion year silence of the ether” was broken by WWJ, originally 8MK, The Detroit News radio station.

Many broadcasting “firsts” followed. WWJ was America’s first commercial radio station to broadcast daily programs. First to broadcast election returns. First to broadcast World Series results. First to broadcast a complete symphony concert. First to organize a broadcasting orchestra.

Throughout 25 years of existence, WWJ has maintained its leadership in public service, entertainment and ethical responsibility. Recently, it demonstrated its initiative by becoming the first station to ban transcribed announcements and transcribed singing commercials. And immediately after Pearl Harbor it eliminated middle commercials from newscasts.

Looking ahead, WWJ established a Frequency Modulation station—WENA—which has been in constant daily operation since May 9, 1941. Ten months ago an application was filed with the Federal Communications Commission for permission to construct a Television station.

The pioneering spirit which actuated the establishment of America’s first commercial broadcasting station lives and thrives at WWJ after 25 years of broadcasting in the “public interest, convenience and necessity.”

WWJ
OWNED AND OPERATED BY
THE DETROIT NEWS
THE HOME NEWSPAPER
950 KILOCYCLES—5000 WATTS
THE GEORGE P. HOLLINGSBEY COMPANY, National Representatives

*WWJ acknowledges the pioneering research efforts of such scientists as Dr. Lee de Forest, Dr. Frank Conrad and others operating under experimental and amateur licenses.
FMIB Refers Proposed Merger
With NAB to Expanded Board

REFERRING proposed merger with NAB to newly elected and expanded FMIB board, the FM industry's trade association held its common membership meeting in Milwaukee by proxy Aug. 14-15. The meeting was composed of 15 instead of 9 members, met at the same time.

Most important business conducted by retiring board was acceptance of three new members: El Paso Public Schools, Asbury Park Press Inc., and The Haverhill Gazette, Haverhill, Mass. The quorum present of retiring board was composed of Walter J. Damm, WTMJ, Milwaukee, FMIB president; George W. Lang, WGN Chicago; Cecil D. Macion, W. B. Jones Adv., Binghamton, N. Y.; Lee B. Wailes, Westinghouse Radio Stations, and R. H. Manson, president of Stromberg-Carlson.

Membership Meeting

Immediately following meeting of old board, sixth annual membership meeting of association was held by proxy. Of total 129 proxies issued, 56 were returned which together with 17 members present gave total vote of 73.

Original charter and by-laws were amended to permit FMIB to act on general industry problems instead of letting NAB handle such matters. Original restraining wording did not allow FMIB to enter any industry controversy whether or not NAB took part in the proceedings. Vote to delete this handcuffing measure was 72-1, same vote for expansion of new board.

Composing new board of directors are: C. W. Meyers, KOIN Omaha, and Gordon Gray, WSJS Washington, both elected for one year terms; C. M. Jansky Jr., Washington radio engineering consultant, and Clarence Leigh, elected for two years. G. E. Gustafson, vice-president in charge of engineering for Zenith Radio Corp., and W. R. David of General Electric were elected for three year terms. T. C. Streibert, president of WOR New York, and Ray H. Manson, of Stromberg-Carlson, to continue as members for next three years while Wayne Coy of the Washington Post replaces John V. L. Hogan of WQXR New York for three-year term. C. D. Mastin, WNBF Binghamton, was elected to fill unexpired term of F. M. Doolittle, WBCB Hartford.

Following report by President Damm, W. R. Davis reported on broadcast equipment and Mr. Jansky reported on engineering aspect of new allocation, stating that "it was too early to tell what they will mean." He will later submit written report.

Maj. E. H. Armstrong, inventor of FM, spoke on use of new directional antenna to give proper coverage from out of town transmitter sites until such time as transmitters of sufficient power are available. He said that on the basis of his observations thus far, operations in the new band indicated that tropospheric transmission might be as big a problem in the new band as was Sporadic E in the old. He commented that Sporadic E was a much over-rated problem and also said there was' no doubt about successful operation of FM in the higher band.

The system was originally sold with operation at 177 mc in first demonstrations.

Mr. Manson's report dealt with postwar FM receivers. He foresees difficulty for receiver engineers in preparing FM designs. He stated that it will be well into 1946 before tried and proven designs of new FM receivers can be manufactured available in quantity unless some safe shortcuts can be devised for field testing. Every effort to have FM receivers by Christmas was being made by all manufacturers, he said. Plans by manufacturers for their new sets are based on the following points:

(1) New FM sets have two FM tuning ranges, 42-50 mc and 88-106 mc; (2) there will be no FM sets without AM band; (3) new FM sets will have limiters or equivalent; (4) certain models of each make will provide for audio reproductions up to 15,000 cycles; (5) manufacturers will provide several FM chassis designs which will be housed in variety of cabinets; (6) some manufacturers will provide push button operation for station selections; (7) FM sets will have built-in antennas, external FM antennas to be available for handling weak signals in fringe areas; (8) some manufacturers will supply adapters for use on present 42-50.
"...and below, we see the world's second largest livestock market"

Thousands of Nebraska 4-H Clubbers were listening to Bill Macdonald (center), KFAB Farm Service Director, and L. I. Frisbie (right), State 4-H Club Leader, as they described the Omaha Stockyards. This was a big occasion for rural Nebraska...KFAB was giving the annual Nebraska 4-H Club Week entirely by air.

You see, the ODT, because of travel restrictions, asked that the event be cancelled at Lincoln...so KFAB took over the job of bringing the complete program to the homes of 4-H Club members all over the state. Descriptions of visits to various spots of interest and talks from speakers who would have appeared on the regular Club Week highlighted the ALL RADIO 4-H Club "get-together."

So many 4-H farm youths asked for more information about these broadcasts that 20,000 16-page booklets entitled "4-H Club Week by Radio" are being sent to club members throughout the state. The booklet gives a complete picture story of all activities during this big week of radio.

Bill Macdonald, KFAB's Farm Service Director, is constantly working hand in hand with the tens of thousands of farmers who rely on THE BIG FARMER STATION for farm service news.

"The BIG Farmer of the Central States"
EIGHTH WAR LOAN CAMPAIGN SPEEDED

PLANS for the Eighth War Loan Drive, formerly scheduled for November or December, were being speeded up last week following surrender of Japan and modified to compose a great Victory Loan. According to Treasury officials, drive would constitute the final major campaign to finance the war and stop inflation.

Last week Treasury called some 200 field men to meet in Washington Aug. 18-19 to consider advancing drive to late September-early October period. They also were to deliberate on quotas, methods of promotion, other details.

Radio is expected to maintain its high position in promotion support, having outranked and more than doubled combined effort of all other media in the last campaign [BROADCASTING, July 23, Aug. 6].

WHB Local News

PLACING new emphasis on local news, WHB Kansas City has revised its local news coverage setup, with Richard Clark Smith in charge as chief of the bureau and principal news announcer. Smith has been war program manager and special events director. David W. Higginbotham is new managing editor and Bob Grinde, formerly of KFH Los Angeles, joins staff as news caster. Station now has seven daily daytime newscasts. News staff will be increased.

Ralston Adds

RALSTON PURINA CO., St. Louis, effective Sept. 3, renews sponsorship of Tom Mix and His Straight Shooters 5:45-6 p.m. (CWT) on Mutual for 56 weeks. Effective with renewal show will increase to 246 MBS stations. Agency is Gardner Adv., St. Louis.

Patience Rewarded

PATIENT vigil at the shortwave post which KROW Oakland installed a year ago paid off in the early hours of Aug. 10 when Naoko Downey, operator, copied the first Morse code radio signals from Tokyo in which the Japanese offered to surrender. The dispatch was followed up by a broadcast from Japan which KROW also released immediately, scooping its nearest competition in the Bay Area by at least an hour. The listening post was installed just prior to D-Day in the hills overlooking Oakland, with directional antenna stretching out in all directions.

FMBI (Continued from page 32)

mc FM sets to accommodate new allocation.

Meeting of new board immediately following membership meeting was on discussion of future of FMBI and advisability of merging with NAB. Much of the discussion centered around fact that majority of members present felt FMBI should continue to operate in an aggressive manner but that at the same time the proposal of NAB should be explored to its fullest extent. The board approved a letter which will be sent to the president of NAB by the president of FMBI asking in effect for NAB to state their definite plans, aims and programs for the promotion of FM. Mr. Damm also said that if FMBI continued under present program with an office in Washington, he would be unable to serve again as president because of the demands the organization placed on his time and efforts. He was reelected president to serve until next annual election, a fact which presupposes closing of Washington office sometime within near future.

Myles Loucks, managing director of FMBI, also tendered his resignation effective whenever the board could decide on the future action of FMBI and operation in Washington.

An executive committee was appointed to plan future action of FMBI. Committee is composed of Messrs. Coy, WTMJ secretary-treasurer; (chairman), Gray and Mastin. There will be a meeting in Washington Aug. 28. New officers are Walter Damm, continuing as president; Wayne Coy, vice-president, replacing Ted Streibers; and W. L.Herzog, continuing as secretary and treasurer. Meeting of board has been set for Sept. 25 in New York.

Present at the meeting in Milwaukee were: Walter J. Damm; W. L. Herzog; Phil Loucks, legal consultant for FMBI; Myles Loucks; George W. Lang; O. E. Gansforth; Cecil D. Mastin; W. R. David; Lee B. Wallen; Milton B. Sleeper; publisher; "FM & Television": C. M. Jansky Jr., FMBI engineering consultant; Wayne Coy; Gordon Gray; R. R. Mahoney, Director, and F. B. Leiser, WTMJ-WMFM.
“Down to earth” reasons why WAGA is making so much progress in the South’s most responsive market.

WAGA’s 5000 watts on 590 kilocycles assures dependable coverage of a market which accounts for HALF of Georgia’s radio homes and HALF of its retail sales. Well planned and produced programs are the basis of the station’s popularity—backed by an aggressive audience-building promotion.

These are DOWN TO EARTH facts.

WAGA
ATLANTA

5000 watts on 590 Kc. • American Broadcasting Company
Represented by Headley-Reed
Just how good are locally produced programs? The answer to that one depends on the personalities you put to work for you. And WIRE really has the talent that gets the Indianapolis listeners. A glance at these Hooperatings should prove beyond doubt that WIRE's talent is tops.
In placing your 1945-46 budget you'll be needing the skillful showmanship of a 'Live WIRE Personality in the Indianapolis market. Now's the time to buy time on WIRE. Call our national representatives for availabilities on choice spots and time.

*FALL, WINTER AND SPRING, 1944-45 RATINGS
Indianapolis City Zone, C. E. Hooper, Inc.

WIRE
BASIC NBC • 5000 WATTS
JOHN E. PEARSON COMPANY
NEW YORK • CHICAGO • KANSAS CITY
AFFILIATED WITH
THE INDIANAPOLIS STAR
Should future developments in electronic communications (either audio or video) require vertical radiators of extreme height look to Blaw-Knox for the kind of structural engineering which will assure the success of such towers.

Thousands of installations, ranging from 66 ft. to 1000 ft., are ample proof that you can rely on Blaw-Knox for complete responsibility in the fabrication, erection and testing of complete antenna systems.

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
2038 FARMERS BANK BLDG.
PITTSBURGH, PENNSYLVANIA

BLAW-KNOX VERTICAL RADIATORS

Plans
(Continued from page 20)
permission for erection of 770 foot towers will be requested once again. WOR has applied for three television stations in New York, Philadelphia and Washington. The New York transmitter would be located next to the WABAM-FM transmitter atop 444 Madison Ave. Studios await Commission requirements. Initial video investment is estimated from $400,000-$500,000 in New York and about $300,000-$400,000 in Philadelphia and Washington.

The local station setup in New York is still in a very nebulous state. WNEW is the only one which revealed plans to spread out in new space and to definitely take advantage of more modern equipment. It has asked permission to construct an FM outlet and plans to apply for a 50-kw AM transmitter.

An unprecedented building program by the four major networks on the West Coast bids to further enhance Hollywood in standard Radio, FM and television. Overall investment represents several million dollars. Height-limit buildings with space restricted to network and allied crafts have been blue-printed by NBC and American Broadcasting Co. Don Lee Broadcasting System, West Coast outlet of MBS, has approved architectural plans for its new building on "radio row". CBS has blue-prints under way for two new audience

studios and additional office facilities.

NBC expansion alone will entail expenditure of a million dollars to cover new equipment, television studios as well as proposed office building, it was said. Also under discussion are plans for building sound stages with necessary television equipment. Two additional audience studios, seating around 400 persons each, are to be erected in the rear of present NBC Hollywood Radio City.

American has several Hollywood building sites under consideration. With arrival of New York executives within the next few months, full announcement of postwar plans will be revealed. Hollywood Radio Playhouse, under five-year lease, was recently remodeled at cost of $50,000 to house KECO Hollywood, owned and operated station. When American builds its own western division headquarters KECO operations will be shifted, thus centralizing all activity. Extensive building plans also are blue-printed for KGO San Francisco.

Two CBS Studios

CBS construction of two new audience studios seating 450 persons each, and additional office facilities, is estimated at about $500,000. Having acquired, subject to FCC approval, KQW San Francisco affiliate, at price of $850,000 (Broadcasting, June 15), CBS has ambitious plans for that area too.

Don Lee Broadcasting System, West Coast outlet of MBS, some months ago invested around $750,000 in a site for a new two-story studio and executive building to meet anticipated needs of television and FM as well as AM, according to Lewis Allen Weiss, vice-president and general manager. Adding to its importance in the West Coast radio picture, Don Lee recently purchased stock of Pacific Broadcasting Co., thus directly adding the 22 Pacific Northwest affiliates to its regional list of 40.

Associated Broadcasting Corp. which starts operating Sept. 16 as a fulltime 16-hour daily network, is setting up a West Coast sales
Leading Advertisers know that Detroit is the most responsive and fastest moving market in the world ... and they pick WXYZ because this station completely covers the Detroit area...where there is a market with a billion dollar buying power.

(Key Station of the Michigan Radio Network)

WXYZ

Affiliated with the American Broadcasting Company, Inc.

Owned and Operated by the
KING-TRENDLE BROADCASTING CORPORATION
1700 Stroh Building - Detroit 26, Michigan
Represented by the Paul H. Raymer Co.
Plans
(Continued from page 38)

division with offices in Los Angeles, San Francisco, Seattle, Portland and Tacoma, under direction of Van C. Newkirk, West Coast vice-president and manager. Going out of the "per occasion" class, that organization has extensive intents. If they materialize, KFWB will be the major Southern California outlet.

Following V-J Day a six-story building exclusively for talent agents, advertising agencies and program builders will be erected in Hollywood by Dave Covey, former owner of Sardi's Restaurant. Prospective tenants are being approached on long-term lease, with floor plans and space dictated by the lessee.

There are several other important developments under way which will further identify Hollywood and the West Coast in the radio spectrum. With war's end, Capitol Records Inc., will take over the building housing Broadcasting's West Coast offices. Remodeling is to be done and recording and broadcasting studios also will be erected with latter facilities available to local stations and networks for studio audience programs.

Link Means Studios

With linking of KSFO San Francisco and KPAS Pasadena, Universal Broadcasting Co. will set up Hollywood studios and a recording-transcription division. After FCC sanctions purchase of KYA San Francisco and KMTR Hollywood by New York Post, the group will move into the California picture on a more elaborate scale.

Television and FM transmitter sites have been acquired or applied for by some eight Los Angeles area stations. With Twentieth-Century-Fox recently joining Paramount, Warner Bros. and MGM in preparing for active participation in television and FM, greater emphasis will be placed upon Hollywood's position as a production center in all mediums of entertainment. Twentieth-Century-Fox, New York, also has leased a video station in Boston to start operation on a purely experimental basis by September.

International Business Machines Corp. recently filed application to build terminal stations for an experimental radio relay network in Los Angeles and San Francisco. Proposed California setup would be similar to the IBM experimental network between Schenectady, New York and Washington. West Coast relay network would have channels for two-way television programs, four FM broadcasts, two facsimiles, and in addition carry impulses to operate 120 IBM type machines, it was said. Terminal stations in San Francisco and Los Angeles would be connected by a chain of automatic relay stations placed on towers about 60 miles apart. It is expected that the two cities as well as communities in between can be served by proposed network.

Almost all Chicago stations, both network and independent, are looking forward to construction of increased facilities for AM, FM and television.

Among the independents, WIND will probably do the biggest job. According to owner Ralph Atlass, plans are already drawn for new studios and offices which will cover approximately 10,000 square feet of floor space. It is hoped that building of these $100,000 studios will get under way within three months. Principal difficulty is finding adequate space in a building that provides sample ceiling height.

WIND does not plan any FM at present; however, a television application is in. The cost of the entire television setup is estimated at $300,000.

Multiplex Tests

WJJD Chicago, owned by Marshall Field interests, desires to do immediate experimentation with multiplex transmission of FM super-imposed on facsimile. Station has no television plans at present but will move into the field if conditions warrant.

According to Art Harr, manager of WJJD, present studios and equipment, having been built in 1940, are adequate for AM and FM, with one studio especially constructed for FM work.

WAFF Chicago, managed by Bradley Eidmann, definitely plans to move from its present location to one approximately three times as large. The move will probably cost in the neighborhood of $20,000. WAAF also has an FM application before the FCC, the estimated cost for the transmitter being $85,000. Video plans are still in pre-application stage.

WGN Chicago has probably the most far-reaching blueprints of any

(Continued on page 42)

In Southern New England People are in the Habit of Listening to WTIC

How WKBB Gets Listeners For Your Program in Dubuqueland

Through Dealer Contact and Program Promotion

WKBB makes liberal use of dealer cards and letters to give advertisers further product promotion through their dealers. Information of WKBB programs sponsored by a product they carry or should stock, the dealers are encouraged to take advantage of the demand created by the program and promote the product in window and counter displays.

James D. Carpenter—Executive Vice President
Represented by Howard H. Wilson Company

WKBB makes liberal use of dealer cards and letters to give advertisers further product promotion through their dealers. Information of WKBB programs sponsored by a product they carry or should stock, the dealers are encouraged to take advantage of the demand created by the program and promote the product in window and counter displays.
In the driving-wheels of a locomotive... in the crankshaft of an automobile engine... in the normal human diet... in the rhythms and compensations of life itself, there is no rational substitute for balance.

Radio programming, too, needs balance; and, at the stations of Westinghouse, it gets it. Not only in the variety of the programs throughout an average 19-hour day of broadcasting, but in the placement of the programs... their integration to the listening audiences.

Dawn-hours bring agricultural news and views... then follow the "start-the-day-right" programs. In mid-morning, domestic science and home-making are the principal fare. Music and news dominate the noon hours, and serial stories are broadcast in the afternoons. Then follow children's hours, news, and dinner-music, to usher-in the evenings of sheer entertainment... fine music... good comedy... serious drama. Later on, more news and lighter music, and it's almost dawn again.

Radio listeners may not constitute the whole population of the country, but there are enough of them to challenge the best a radio station can give... in balancing the programming, in selecting material and talent for the programs, and in placing and spacing such programs for maximum listener interest.

For the benefit of its 18,000,000 potential listeners in primary areas alone, Westinghouse gives balanced programming top priority. Time and again, results underscore the wisdom of this Westinghouse policy.
Plan

(Continued from page 40)

Network station. These encompass television, FM and AM. Seven stories additional on the present WGN theater are planned for AM and FM studios and various offices.

In the FM field, this Mutual affiliate is already operating WGNB and has applied for construction permits in Milwaukee, Grand Rapids, Fort Wayne, and Peoria. Proposed stations will join with WGNB, all operating on the same frequency, to form the Midwest FM Network Inc. The WGNB transmitter, located on the top of the Tribune Tower, may be moved.

WGN to Build
Preparing for television but making no definite move, WGN is ready to build when the time is opportune. Sometime ago it conducted a competition for designs for a studio theater which could be used for television. Design which won $5,000 first prize was submitted by Chicago designer of theatrical buildings, Arthur Fred Adams, in conjunction with William F. Clark, engineer. The television antenna probably will be located atop the Tribune Tower, present site of the FM installation.

CBS construction plans in the Midwest, including KMOX St. Louis and WBBM Chicago, are still tentative. It is known that KMOX will build a new AM transmitter on a new site about 15 miles from St. Louis. Cost of new transmitter, site, building, and towers is estimated at $300,000. No studio development plans are concrete at the moment; however, officials have discussed additional facilities at some length. CBS television in Chicago and St. Louis will be determined by New York research now going on. A new television transmitter is under design. Both WBBM and KMOX have applied for television licenses. FM is already in operation in Chicago through WBBM-FM, St. Louis plans in FM are undisclosed.

The American Broadcasting Co. has filed with the FCC for both FM and television stations, these being owned and managed by American. It is known that the American will leave its present location. Whether the organization builds or remodels existing facilities, the cost for studios, speech input equipment and offices will run in the neighborhood of one million dollars. Transmitter costs will be based on power which has not been determined yet. Equipment is reserved for television and FM.

New Theater
New theater for audience shows is planned by WLS Chicago, American affiliate and in addition the studios built in 1939 will be modernized. Station will also purchase new remote equipment. FM, television facsimile will be entered as soon as practical.

NBC Central Division will expand existing facilities and make

its television setup as complete as present AM organization. In view of the engineering theory that cross-country television will follow the development of AM regional chains, NBC plans on centering one in Chicago. Immediate plans call for studio modernization of the present plant in the Merchandise Mart.

Plans for the postwar years contemplate further expansion of NBC facilities with the probability that the Division will eventually occupy its own AM, FM and television facilities.

Since late in 1939 Canadian stations have been limited on building alterations, frozen on new equipment and power boosts. They have had profitable years of business and now want to put money into their properties. Most of the immediate spending is going to be on new transmitters. About half the Canadian stations have been given permission to increase power, with the majority going from 1 kw to 5 kw. Three privately owned stations, one provinceally owned station, and three Canadian Broadcasting Corp. stations want power increases to 50 kw. CFB TMB Toronto, CKAC Montreal, CFBN Edmonton, and CKY Winnipeg, are all pressing for upward revision of their present power to the maximum allowed under the Havana Treaty, pointing out to the Government that time is growing short under which they can be authorized to increase power before the Havana Treaty is to be renewed. The CBC has stated in Parliamentary Committee hearings that it wants 50 kw for CFB Vancouver, CJBC Toronto, and CBM Montreal.

Increasing Power
With the purchasing of new transmitter equipment for 5 kw and 50 kw comes the construction of new transmitter houses, antenna systems including many directional antennas under Havana Treaty regulations. It is estimated that stations increasing power to 6 kw will spend on an average of $70,000 on transmitter, building and antenna, while stations going up to 50 kw will spend about $350,000 each. Add to this a number of small stations licensed in recent months and the overall expenditure in this realm

(Continued on page 44)
SOME OF SAVANNAH'S GIANT PERMANENT INDUSTRIES

American Can Co.
American Agricul. Chemical Co.
Certainteed Products Corporation
Columbia Naval Stores Company
Croswell Magnesium Company
Detroit Mfg. Co.
Hercules Powder Co.
Ludlow Mfg. Co.
Mente & Company
Natl' Gypsum Co.
Ocean Steamship Co.
Pleasant Mfg. Co.
Rathborne, Hair, Ridgeway Co.
Savannah Sugar Refining Corporation
Southern Cotton Oil Company
Southern States Iron Roofing Company
Soutwest Paint Co.
Union Bag & Paper Corporation
Virginia-Carolina Chemical Co.

GATEWAY TO WORLD MARKETS

Savannah has long been one of the most active ports on the entire Eastern Seaboard—a strategic point for the distribution of raw materials and manufactured products to all the markets of the world. Because of these favorable export-import facilities, the Savannah market has attracted giant permanent industries whose tradenames are known throughout America and many parts of the world.

The manufactured products of these industries have a value of more than $196,000,000 annually.

All this adds up to a stable, steadily growing market, where increasing payrolls offer an excellent opportunity for sales expansion. Alert advertisers, anxious to keep pace with the industrial surge of the South, recognize Savannah as one of the South's fastest growing markets, and WSAV as the most efficient medium for selling it—economically.

WSAV "THE VOICE OF SAVANNAH"

Selling the New Savannah Seaboard Market
LUCKY?

For years now they've been trying to make us believe a horse shoe over the door brings luck. To us the luck in a horse shoe is being on a horse's foot where it can work and earn.

Pretty much like a radio campaign, too! It's got to go on a station that will enable it to work and earn. WMMN is just such a station because it offers one of America's Greatest Direct Response Markets. We substitute proven results for luck!

Ask a Blair Man

Columbia Network

WMMN
FAIRMONT, W. VA.

Page 44 • August 20, 1945
No accident, either, is the astonishing record of Goldblatt's retail business... from 15 thousand in 1914 to over 62 million in 1944. And it's equally clear to see why Goldblatt's carry their entire radio load on WGN... a half hour of lively programming, six days a week... two separate quarter hour shows across the board. For WGN, the leader in local and national spot business among Chicago's major stations, is the logical answer to the middlewest advertiser.

A Clear Channel Station

MUTUAL BROADCASTING SYSTEM

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
When the returns are all in, many big scientific developments of World War II will be found to have roots deep in the past.

Certainly this is true of the revolutionary 6AK5—developed by Bell Laboratories, and manufactured by Western Electric.

Back in World War I, these two organizations developed the 215A, so-called "peanut" tube; the first tube whose filament was powered by a single dry-cell. Down the years, research in electronics continued to give birth to new tubes which made "Western Electric" a synonym for performance and reliability. When the coaxial cable system was planned, with vacuum tube repeaters every few miles, the Laboratories developed the 386A tube. At the coming of war, the Bell Laboratories were foremost in design of broadband amplifiers and of the vacuum tubes to make them work.

Indispensable for certain military equipment, the 386A was developed into the 717A tube, and still further refined in the 6AK5.

Besides producing 6AK5's in large quantities, Western Electric responded to emergency needs of the Army and Navy by furnishing design specifications and production techniques to other manufacturers. Today, at least five other companies are in quantity production.

The 6AK5 is another example of Bell Laboratories and Western Electric teamwork, which created many of the war's outstanding electron tubes. These tubes will play important peacetime roles in television and other arts of communication.

Exploring and inventing, devising and perfecting for our Armed Forces at war and for continued improvements and economies in telephone service.

Manufacturing team-mate of Bell Laboratories, and the country's largest producer of communications and electronic equipment for western electric.
Well Done, So Far

LOOKING backward through the last 3½ years the men—and women, too—who own and operate America's broadcast stations and networks can scan their logs with satisfaction. For in the nation's hour of crisis, broadcasters gave their best. They gave their time, their equipment, their personnel with little regard for cost.

The broadcasting record is an impressive one.1 Contributions of time alone, staggering in their total, have been a main factor in keeping the public keyed to the sacrifices of war. Contributions of skilled employees to technical phases of the war effort provide a saga that may never be adequately told.

All through the war years networks, stations and the satellite industries that serve broadcasting have concentrated on one effort—winning the war. Now the war has been won. What lies ahead?

Serious students of history and business agree that the months and years ahead will bring new crises and new problems. Here will come an opportunity for public service even greater than that provided during the years of conflict.

As the nation turned to its loudspeakers during the war to keep informed and entertained, so it will turn to newer and better loudspeakers—and viewers—to learn and to laugh and to weep as history is unfolded hour by hour by a medium that defies time and space.

The responsibility is a heavy one. The facilities made possible by the American system of free enterprise have completed their part in the task of saving democracy from tyrannical dictators who used the State to advance their selfish ends. The government radio faces the job of helping a democratic nation through troubled years.

A free radio will dedicate itself to that responsibility. And a free radio will do it with the benefit of technical advances surpassing the dreams of the scientists of a decade ago.

AMONG THE BLESSINGS of a peacetime world: news editors do not have to check every yarn that mentions a ship at sea, a serviceman on the move, a device for making war, against the Code of Wartime Practices for American Broadcasters. Censorship is ended, chopped off unceremoniously by Byron Price who never did like the distasteful job he performed with such notable efficiency.

What Is A Scoop?

A VETERAN NEWSPAPER managing editor once said of the news, "All we want is an even break. If we want a scoop, we'll make it."

Is there not a lesson here for radio? Do you recall during the war the twice radio gave the signal for premature celebrations of V-E Day? And Aug. 12 radio gave the signal for a false celebration of V-J Day. Once it was a story circulated to stations by INS. Another time it was an AP dispatch.

And in the latest case it was a UP flash. And always it was clearly stated that any announcement about the conclusion of either phase of the war would come from the President. In none of these instances did the stories come from that source.

News services, by their nature, can afford to be highly competitive. The effect of an error, or of such mischief as is indicated attended UP's break on V-J Day, is not felt directly by the people. News service copy sifts through editors on radio and press copy desks. But if radio establishes no editorial barricade between that news service and its listeners, it might as well be without editors.

Newspapers cannot go to press as rapidly as radio. A false flash can be, and usually is, killed by a follow bulletin before the dispatch reaches the composing room foreman. No such mechanical necessities restrain radio. That true, would it not be advisable for radio editors to hold up on flashes until confirming bulletins arrive? The delay would rarely be longer than two minutes.

Three times during the war in reporting major events radio, to parody a recently popular ditty, turned out to be a Film Flam Daddy With a Dropo-Scoop. From this sad experience some lesson can be taken.

JUSTIN MILLER, we hear, impressed the British, a remarkably calm and collected people, with his own modest assurances. Speaking to a group of our allies in London, he stated with firmness his belief in American broadcasters, admitted his limited knowledge of the art but expressed his determination to learn more. With Jess Willard, a practical broadcaster who has come up through the ranks, at his elbow, Judie Miller gives promise of steering the NAB toward great accomplishments.

Patience Will Pay

WITH RECONVERSION prominent in the minds of most broadcasters and the FCC 60-day moratorium on applications now in force, licensees are thinking of immediate construction.

But before the FCC can give the green light, a lot of Governmental red tape must be cut. In force as wartime measures are some 30 orders of the Board of War Communications. Before broadcasters and common carriers can proceed too far in new construction programs, these orders must be reviewed and, in some instances, revoked.

Several policy orders adopted by the FCC during the martial period likewise must be scrupulously followed. Action on these provisions will take time, and they appear first on the Commission's docket. When all wartime regulations have been dissolved, then there can be final consideration of such matters as FM Rules & Regulations, actions on applications and other business pertinent to expansion of the art.

Commissioners have expressed a desire to start peacetime pursuits on a solid foundation. Thus, despite the optimism, there may be comparatively little new construction immediately after Oct. 7. But by Jan. 1, 1946, the building program should be underway. Broadcasters can help by giving the Commission an opportunity to complete its own regulatory reconversion, a process which by necessity must take precedence over widespread construction.

ATTENTION to detail, hard work and love of profession are the qualities which have brought rapid rise to a virtual newcomer to radio—Henry P. Johnston, who succeeded the late Victor Hanson as executive vice-president of the Birmingham News Company, and continues in charge of the management of WSGN. For a fellow of 37 who has been in radio only about five years, Mr. Johnston seems to be going places.

Henry Poellnitz Johnston was born Jan. 26, 1908, the son of Charles P. and Eloise White Johnston in Uniontown, Perry County, Ala. There he went to grammar school and high school (two years), playing baseball and football. In 1925 he entered Culver Military Academy and in 1925 Washington & Lee University where he played football, joined Alpha Tau Omega fraternity and became athletic department assistant publicity director, editor of Ring Tum Phi, semi-weekly college publication, and took part in other campus activities.

After being graduated in 1929, he worked for Kelly Smith Co., newspaper advertising representatives, in New York, and later came to Birmingham as national advertising director of the Birmingham News and Age Herald, where he remained until 1931 when he became publisher of the Huntsville Times, Huntsville, Ala.

On Oct. 1, 1934, he returned to Birmingham as local advertising manager of the News and Age Herald.

At the beginning of 1938 the News took over WSGN. Mr. Johnston became liaison between the newspaper and the radio station. At the time he became manager, in 1937, the station was operating on 250 w and 100 w night and had no network affiliation.

By October Mr. Johnston had signed an affiliation agreement between WSGN and the Blue Network of NBC and in 1940 the station was affiliated with Mutual. The Mutual affiliation was dropped last fall.

When the Planning Advisory Committee of the Blue Network met in New York, Mr. Johnston was made a member of the permanent committee. Later he was elected for 1942 and again in 1943 and '44, representing the fourth district. When the country was divided into eight districts in 1944 he was reelected to serve for two years as representative for the new District 4.

During 1941 and 1942 he served on the NAB Code Committee and was on the Labor Committee in 1943.

Since 1936 Mr. Johnston has served as vice-president of the Birmingham News Co. He has been president of the Huntsville Times since its incorporation in 1934 and is a member of... (Continued on page 50)
WCSC thinks CBS
is tops in music...BUT!

Good as CBS music programs are (and we think they’re tops) we need more than the best in network music programs to keep WCSC the number one civic and entertainment force in Charleston. We need locally planned, locally produced programs. Programs that reach the heart of Charleston.

We think we have them.

Programs like our INVITATION TO A CONCERT. Thursday nights at 8:30, James Allan and Company, Charleston’s jeweler since 1855, brings half an hour of the world’s most treasured music to Coastal Carolinians.

INVITATION TO A CONCERT is a pleasant program, molded to the tastes of James Allan customers; fitted to Charleston’s oldest, most exclusive jeweler; planned to sell prestige for sponsor and station. It does.

Planning has made INVITATION TO A CONCERT a Coastal Carolina institution. Another example of WCSC planned, produced, successful programs. They sell products, too. Just ask James Allan and Company!

WCSC
CHARLESTON, SOUTH CAROLINA
John M. Rivers, Owner
Represented Nationally by Free & Peters
BROADCASTING

Is there more than ONE Fulton Lewis, jr.?

Take a sponsor from A to Z...and you'll probably find Fulton Lewis, jr., performing a terrific selling job for him.

Yes, there is a Fulton Lewis, jr., with local sponsors on 171 Mutual stations . . . an individualized, personal "salesman" for scores of products and services.

Things look great for Fall and Winter, so pick out your Fulton Lewis, jr., now in the few spot market availabilities that are still open.

Respects

(Continued from page 48)

the board of the Planters & Merchants Bank of his home town, Uniontown.

Henry Johnston is single, plays an 80 to 90 game of golf left-handed and gets a great kick out of being right handers. Prior to the war he traveled during vacations and visited Europe, California, Canada, Cuba, the Canal Zone, Guatemala, and Honduras, making color movies and stills as a record.

He is a Presbyterian, is active in Rotary and belongs to the Birmingham Country Club and Mountain Brook Country Club. He also keeps alive his associations at Washington & Lee and this year is serving as class agent for the class of 1929.

British Sets in Fall

RADIO sets probably will be available to the British public this fall, the Radio Industry Council announced simultaneously with word from the British Board of Trade that 20 additional Government-owned factories have been allocated to civilian production. According to manufacturers, the sets to be turned out now will be similar to the latest models before the war but prices are likely to be considerably higher because of increased material and labor costs.

COAST SALES HEAD

GENE W. LEE, retired to inactive status as captain in Army Air Corps, has been appointed Western division sales manager of Associated Broad- casting Corp., which starts operating as the fifth cross-country network with a 16 hour daily program service on Sept. 16. His appointment was announced by Van C. Newkirke, ABC Western division vice-president and general manager temporarily headquartered at 3655 Wilshire Blvd., Los Angeles.

Well-known in West Coast radio and advertising, Mr. Lee joined ABC after 14 years as co-owner and operator of KFXM San Bernar-dino, Cal. Joining the Army Air Corps shortly after start of the Pacific war, he was public relations officer for Western Flying Training Command. During his last year in the service he was in charge of public relations for WAC recruiting in the Southern California area.

Cites Tele Test

CHARLES J. DURBAN, assistant director of advertising of U. S. Rubber Co., New York, stated the 13 week television series, Television Magazine of the Air, which the company sponsored on WABD New York, "was highly successful from the standpoint of knowledge gained. We plan to come back, possibly in the fall, with a program based on our experience."

In Archives

AMERICAN'S presentation of Gen. H. H. Arnold's Air Force Day speech on Aug. 1 has been placed in the National Archives in Washington. Two combat action broad casts made by the AAF for American's The Fighting Yank, and heard on the same program, have also been included in Archives deposit.

Wire, phone or write at once to Cooperative Program Department

MUTUAL BROADCASTING SYSTEM

1440 Broadway, New York 18, N. Y.

Originating from WOL, Washington, D. C.
BOY SCOUTS IN NEW ORLEANS

4-H CLUB MEMBERS IN MISSISSIPPI

Folks turn first to—

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

THE GREATEST SELLING POWER IN THE SOUTH'S GREATEST CITY
50,000 Watts * Clear Channel * CBS Affiliate

Represented Nationally by The Katz Agency, Inc.
RATES ANNOUNCED BY RADIO ANDORRA

Radio Andorra, first commercial station to begin operations in Europe since the war, will broadcast in English, as well as French and Spanish, for programs directed at Great Britain. Rights have been negotiated by Freemantle Overseas Radio, a new company now in formation, and Empire Overseas Radio, sole concessionaires. The latter company is a subsidiary of Empire Film Productions.

Starting Sept. 1, Radio Andorra will broadcast on 401 meters experimentally, beginning programs at Spain, Portugal, France and Switzerland. It will permit mention of the sponsor's name during as well as at the end of the program, will be bilingual and will use recordings. Leonard Urry, who was the BBC Monday Night at Eight series, will direct programs, working from London.

Rates quoted are \$75 per quarter hour on Sundays for a minimum of 13 broadcasts and \$68 for a minimum of 104 broadcasts. Wednesday rate is \$6 for 15 minutes for a minimum of 13 and \$68 for a minimum of 104.

Located in the small republic on the Spanish-French border, the station will operate with 60 kw power [Broadcasting, Aug. 6].

Correction

Elmo S. Wilson, director of research for CBS, has been appointed to the NAB Research Committee, and G. Roper as was erroneously reported in Broadcasting for July 30.

Westinghouse plans

Reconversion "will be a relatively simple task" in two divisions of Westinghouse Electric Corp. in Baltimore and third in Sunbury, Pa., according to Walter Evans, vice-president in charge of the three divisions. Postwar output in Baltimore will include standard and shortwave transmitting equipment, Stratovision units for the recently announced system of airborne television relays, railroad and police radio, and various industrial and medical apparatus. Sunbury production will be devoted exclusively to radio and television receivers in all styles and models.
HERE ARE YOUR Customers... in KAMOLAND

KUOA (5,000 WATTS) can help you guide their buying power!

Here in KAMO*LAND are miners, farmers, dairymen and poultry raisers... housewives, business men, students, oil field and factory workers... lumberjacks and tourists.

Here in KAMO*LAND are 1,220,958 people who, according to official retail sales figures, have a combined buying power of over $200,000,000 to spend on YOUR products.

HERE, also is STATION KUOA — which completely covers this important market and is easily available to over 200,000 radio homes in the states of Kansas, Arkansas, Missouri and Oklahoma. HERE... is your opportunity for present and post-war sales.

KUOA
Siloam Springs, Arkansas
5000 Watts — 1290 Kilocycles

The Voice of... KAMOLAND
KANSAS-ARKANSAS-MISSOURI-OKLAHOMA

National Representatives:
The Walker Company

August 20, 1945 • Page 53
... horribilis, rauca, terribilis

The tuba, as we know it today, is a relatively modern instrument, although its antecedents date back to the pre-Roman Etruscans. The Etruscan trumpet, called in Latin “Tuba,” was more like a valveless tuba than the type of trumpet with which we are familiar. The more sensitive Roman authors described the tones of the instrument as “horribilis, rauca, rudis or terribilis.”

The German band popularized the tuba

From the days of the Romans until the last century, the trumpet underwent many changes, each of which made it less like the tuba of the ancients. In 1835, the musical supervisor of the Prussian Army felt the need of a new brass instrument to lend emphasis to martial music, and constructed the first modern bass tuba. A few years later, the long brass tube of the instrument was coiled, permitting it to be carried over the player’s shoulder. One orchestral variation was the Wagner tuba combining the features of the tuba and the French horn, which was developed by Richard Wagner — which has since almost disappeared.

Oomph, two, three, four!

Originated as a military instrument, the tuba still finds its chief use in military bands. The familiar “oomph oomph” lends cadence to the march, and the great volume of the instrument reinforces the strength of the entire ensemble. Its chief drawback is its size — and many an army tuba player insists that his instrument compares in mobility with the 240mm howitzer.

SAM CAREY, production manager of WSYA Richmond, Va., succeeds IRVIN ABELLOFF Sept. 13 as program manager. BILL HÜDDICK, program supervisor, becomes manager of production division.

WILLIAM DAWES has been named studio director of WCKY Cincinnati. Dawes began in radio three years ago with WCKY as announcer, actor and newscaster. His new duties include supervision of all announcers, auditions and programs.

FAY EVANS RIGGS, former publicity director of WTPT Raleigh, N. C., has joined continuity staff of WMCA, New York.

SYLVAN LEVIN, conductor and pianist, has been named musical supervisor of WOR New York. Mr. Levin has served as conductor of the Philadelphia Orchestra Chorus, inaugurated operas at Robin Hood Dell concerts, and founded and conducted the York, Pa., Symphonic Orchestra.

RON J. MORRIE has been appointed program director of CJCJ Halifax, shifting from the Winnipeg CBC studios where he was sportscaster and producer.

TED RUST, former announcer of CBC Toronto, to announcing staff at WOR New York.

JACK B. CREAMER, conductor of “The Handy Man” five-weekly on WNEW New York, has written “Handy Household Manual”, which Ziff-Davis Publishing Co. published last week. Volume carries a band around the jacket urging readers to listen to the author on WNEW.

DON G. HALLMAN, formerly associated with WQEX, NBC television station, New York, has joined WOBW, CBS television station, New York, as floor manager.

BOB PREMONT, announcer, from KKKZ Houston, to WQEX New Jersey.

FRANCES BIELINSKI has joined continuity staff of WINS Milwaukee.

ROBIN BLACK, released from AFPS, is temporarily replacing CHARLES BUCK, NBC Hollywood producer, while latter is on tour with “Dr. I. Q.” program.

ANDY POTTER, writer-producer of KFI Los Angeles, has shifted to NBC Hollywood staff. He replaces BILL BURCH, who resigned to join NBC “Truth or Consequences” staff.

Dwight Hauser, former writer-producer of CBS Hollywood, shifts to American network effective Sept. 1, replacing ROBERT LIGHT, resigned.

DAVE LITTLE, former announcer of KMPC Hollywood, is father of a girl born Aug. 8. Mrs. Little was formerly assistant music librarian of the station.

NICK THOMAS, former announcer of KLJ Hollywood, has joined KPAS Pasadena.

CAPT. BOB STEPHENSON, former producer of NBC “Bob Hope Show,” has been placed on inactive status by Army Air Forces after 3,100 hours of flying in the war theaters.

LT. DAVID ZIMMERMAN, former announcer of WJZ Detroit, has been named manager of entertainment program at St. Victor Staging Area.

Outlining his Pacific war theater tour for newspapers, former news commentator John Corcoran (r) and WPIL executive editor (l), publisher of the Philadelphia Record.

Marsilles, France, including supervision of five theaters and three smaller theaters. Radio programs are being handled through camp loud-speakers.

FRED CRIPPS, former chief announcer of CKCK Regina, has joined announcing staff of CKY Toronto, replacing STAN ORNESS, now freelance announcer at Toronto.

MARY MANGOLD, program-traffic director of KBUR Burlington, La., has been married to C. A. Willette III.

ROBERT LATTING, American Hollywood announcer, is father of a girl born Aug. 11.

Collins Drake, former motion picture publicist, has been appointed director of WQAM Miami. Bruce Douglas, Baltimore sportscaster, has been named to handle play-by-play assignments and develop new sports shows for fall.

Josephine Kemenko is new night news editor of WQAI San Antonio. BLAIR HODGER, sportscaster of WOL Washington, has been signed to broadcast all football games of Detroit Lions during season. He will fly to Detroit for games each Sunday.

Marrill Meade, former Florida newspaperman, is new night news editor of WQAM Miami.

Edward C. Tomlinson, NBC Inter-American commentator who started new series of Saturday 1:45-2 p.m. broadcasts from Washington on Aug. 11, will be heard from various South American cities for the next two months, returning to Washington Oct. 20. (BROADCASTING, July 23).

John S. Frazer, formerly with radio department of the New York Herald Tribune, and Arthur T. Johnstone, formerly with AF, New York, has joined the news staff of American, New York. Paul Barette, French-language war correspondent of CBC Montreal, has returned to Canada after two years overseas and is now attached to CBC International Services at Montreal.

Kathryn Craven, correspondent for WOL Washington, is to cover the war crimes trials. For late September in Nuremberg, Germany. Her reports will be shortwave directly to WOL.

... horribilis, rauca, terribilis...
Ladies and gentlemen...

NOW TRANSCRIBED
for local and regional sponsorship

13 YEARS COAST-TO-COAST • 9 YEARS FOR ONE SPONSOR

"Orchids to the Easy Aces' program"... WALTER WINCHELL
"Your program tonight best writing I've heard in years"... EDDIE CANTOR
"A Radio institution"... NEWSWEEK MAGAZINE
"Goodie Ace is America's greatest wit"... FRED ALLEN
"The best entertainment I've ever heard on the air"... ANNE HUMMERT

WRITE, WIRE OR PHONE

FREDERIC W. ZIV COMPANY

NEW YORK 2436 READING ROAD CINCINNATI, OHIO

HOLLYWOOD

BROADCASTING • Broadcast Advertising

August 20, 1945 • Page 55
While President Truman closed the UNCIO at S. F.—Researchers dialed Bay Area homes. **RESULT:** KPO topped all 8 stations with 38.8% of tune in... over twice the audience of the 2nd station... almost equal the next 3 stations combined! More evidence that most people listen most—to KPO!

KPO's the only 50,000 watt west of Salt Lake, north of Los Angeles, south of Seattle and east of Moscow.

**Techni**

RUSSELL BENNETT, after three years in the Navy, returns to KVO Stockton, Cal., as chief engineer Sept. 1. LEE BERRYHILL has been acting chief during his absence.

WILLIAM J. McHUGH, for 13 years industrial relations specialist in the East and Midwest, has been appointed director of industrial relations at Emerson Radio & Phonograph Corp., New York. Mr. McHugh will handle labor problems, supervise training of employees and will organize a training program for the handi capped. He will also handle veteran rehabilitation at the plant.

Mr. McHugh GEORGE K. GOULD, CBS master control operator, is author of drama broadcast on Aug. 18, "Grand Central Station" program.

HARVEY TULLO, director of purchases of Zenith Radio Corp., Chicago, since 1941, has been appointed vice-president in charge of purchases by SAM KAPLAN, credit manager and assistant treasurer, has been named assistant to the vice-president.

FREDERIC C. YOUNG, vice-president of engineering and research for Bromberg-Carlson Co., Rochester, has been elected a fellow in American Institute of Electrical Engineers.

Life and career of PHILIP T. FARNSWORTH, television pioneer inventor, was dramatized on Mutual's "Freedom of Opportunity" Aug. 17.

C. E. WELSHER, former field specialist on electronic heating equipment of RCA Service Co., Camden, N. J., has been promoted to field supervisor in the electronic apparatus section. He will be responsible for accumulation and distribution of technical data and training of field personnel in electronic heating field.

J. M. LAPORTE, transmitter operations supervisor of CBA Sackville, N. B., is father of a girl.

CAMERON PIERCE, electronic and radio engineer of General Electric Co., Los Angeles, will give a lecture course in television at the U. of California Extension Division, Los Angeles, starting Sept. 14. Television background, principles of optics, video cameras and television projection television will be among topics covered during course.

LUCIEN BEGIN has been appointed technical consultant on RCA film recording. He has been acting assistant to D. W. LANSING, RCA International Recording sales manager.

CHARLES P. ACKERMAN, from KDTH Dubuque, Ia., to engineering staff of WISN Milwaukee.

HOWARD HOLBROOK, from KETSA San Antonio, shifts to engineering staff of WOAI San Antonio.

EMMA SUE HUTSON has joined engineering staff of KPO-NBC San Francisco, succeeding ELMA ODDSTEAD, graduated from apprentices to full studio engineer.

EDGAR W. RYAN, new to radio, has joined transmitter operating staff of CBA Sackville, N. B.

EARL F. NOYES, former superintendent of plant security of Sperry Gyroscope Co., Great Neck, N. Y., has been appointed employment director of Hoffman Radio Corp., Los Angeles.

EUGENE H. PRICE, manager of marine division of Mackay Radio & Telegraph Co., New York, which includes engineering and development laboratories and manufacturing, has been elected vice-president of the company. Mr. Price joined Mackay Radio as radio operator in 1922.

UNIVERSAL MICROPHONE Co., Inglewood, Cal., has resumed production on its high impedance 308 dynamic microphone for p.a. installations and recording purposes.
**THE AMPEREXTRA FACTOR in INDUCTION HEATING**

The Amperextra Factor is the longer operating life and lower maintenance cost of Amperex air and water cooled transmitting and rectifying tubes. In induction heating, a field in which our engineers have pioneered, this Factor adds considerably to the general efficiency of equipment using Amperex tubes.

**LONGER LIFE . . .**

... since the life of a tube is influenced by the equipment in which it is used, as well as by the inherent characteristics of the tube itself, we maintain a Special Engineering Application Department which constantly applies our tubes in actual circuits, and determines which conditions are conducive to prolonged life. Their findings are freely available to you.

**LOWER MAINTENANCE COST . . .**

... Amperex tubes offer more value per dollar invested. Down time is noticeably decreased, number of replacements minimized, overall costs reduced.

**FIGURED . . .**

... on the basis of the hours of maximum tube life, Amperex tubes are by far your best and most economical "buy."

**AMPEREX . . . the high performance tube**

The Amperex Special Application Engineering Department, another "Amperextra," will be glad to work with you on present or postwar problems.

**AMPEREX TUBES . . .**

... for induction heating applications range from small 50 watt types to "big boys" of 100,000 watts. Many of these tube types are now available through leading radio equipment distributors.
Leon S. Wayburn, for 20 years in advertising field in Detroit, in executive capacities, has become associated with Bass-Luckoff Agency, New York. He is now partner. Firm name changes to Bass-Luckoff & Wayburn. Agency handles general advertising, local and national, and continues offices at David Scott Building. New addition to staff is Millard F. Thompson, as production manager.

Ed Helwick Jr., former Hollywood radio writer of J. Walter Thompson Co. and now in Air Transport Command, Alaska Division, has been promoted to captain.

Adolph W. Wenland & Assoc., Los Angeles, has moved to expanded quarters at 6233 Hollywood Blvd.

Robert C. Neville has joined BBDO Los Angeles as agency contact on North American Aviation Inc. account.

Robert Gillham, advertising and publicity director of Paramount Pictures Inc., New York, will join J. Walter Thompson Co. in late September as executive on the Lever Bros. (Lux) account, and is to be headquartered in Hollywood. Under setup he will be in charge of all clearing with film studio talent and story material for CBS "Lux Radio Theater." In addition he will act as liaison between agency and film studios on performances and properties for radio and television.

Frank Bull, co-partner of Smith, Bull & McCready Adv., Hollywood agency, has returned to West Coast headquarters after two months in New York and other eastern cities. Agency has moved San Francisco office to Warfield Theater Bldg.

Grant Adv., Chicago, is opening a bureau in Seattle, Wash., under charge of Dave McMillan, who recently resigned as vice-president of the Toronto office of Erwin, Wasey of Canada.

Lt. J. E. McConnell Jr., released from Navy, has joined Montreal office of McConnell, Eastman & Co., of which his father is president.

Floyd J. Christensen, once with Williamette Iron & Steel Corp., Ore.,

WINS SALE HEARING SET FOR SEPT. 19

On its own motion the FCC last week continued hearing in the proposed sale of WINS New York by Hearst Radio to the Crosley Corp. from Aug. 20 to Sept. 19. Circuit, Aug. 13. Action was taken by Commissioner Charles R. Denny Jr., sitting as motions chairman, at the request of the Commission itself.

Since the original application for assignment of license was filed last spring [Broadcasting, March 2], the Crosley Corp. has been purchasers by Aviation Corp. [Broadcasting, Aug. 6, 13], Avco assuming the contract to purchase WINS for $1,700,000 plus $400,000 in time commitments. Postponement was requested to give applicants opportunity to file amended petitions and give the FCC engineering and law departments time to prepare for hearing. Some of the original issues [Broadcasting, April 16] have become moot, answers to some questions were given the Commission during hearings July 23-24 [Broadcasting, July 30].

New York Representative - John E. Pearson Co.
This is KDYL—with its mobile transmitter, broadcasting the on-the-spot description of Salt Lake City's Pioneer Day parade this summer to thousands of Utah homes.

This is KDYL—in Utah that identification phrase is heard oftener by more people than any other. It is accepted as the dependable label of a good show always, for KDYL has combined its own alert showmanship with the superb brilliance of NBC's Parade of Stars... and through 23 years has built an enormous public preference.

That's why local and national advertisers depend on KDYL as the station that brings results.

This is KDYL—Typical of KDYL's many public services, is the "Road Back," an exclusive broadcast from Bushnell General Hospital, telling battle stories of wounded men and describing how they're being reconditioned for civilian life and discussing with them their hopes and plans for the future.
HARRY G. SERLS, in charge of advertising and sales for Roma Wine Co., San Francisco, has taken over similar duties for Cresta Blancs Wine Co. Both firms are subsidiaries of Scheperley Distilleries.

BENSON & HEDGES, New York, will sponsor "Serenade to America" on WEAF New York for 45 minutes, five nights weekly, for 22 weeks starting Sept. 3. Contract is largest sale in station's history, according to James V. McDonnell, national manager of NBC's spot sales department. Musical series, broadcast 6:15-6:45 p.m., Monday through Friday, will advertise Virginia Round cigarettes. Arthur Rudner, Inc., New York, is agency.

P. LORRIELARD Co., New York (Old Gold cigarettes), has signed Frank Sinatra to a five year contract with series starting Sept. 12 on CBS stations. Wednesday 9-11:30 p.m. (EWT). Packaged by Music Corp. of America at $12,500 per week, deal calls for name musical director and other featured talent as well as announcer and writers, to be announced later. MANN

15 Years on WMBD...

Mr. Ralph Caplan, Manager of Kay Jewelry Company of Peoria

Helps Build a Steady, Prosperous Business for Peoria Jeweler

FOR the past 15 years, Kay Jewelry Company of Peoria has continuously sponsored programs over WMBD. Today, Kay's is one of Peoria's leading jewelers. Mr. Ralph Caplan, Manager of Kay's says: "Our steady use of WMBD has paid generous dividends, year after year."

WMBD's popularity with local merchants...the men who know this market best...is a tip-off to national advertisers.

WMBD packs sales influence in Peoria!
There are no finer recordings than those transcribed on

**audiodesics**

AUDIO DEVICES INC. • 444 MADISON AVE., N. Y.

they speak for themselves audiodesics
WITH A WOMAN'S PROGRAM THAT HAS GENERAL APPEAL...

Good cook or sportswoman... young mother or spinster... Nancy's daily program holds them all. And even men!

BUT, THIS IS THE USUAL STORY FOR WRC, FIRST CONTINUOUSLY SINCE 1923.......

Nancy Osgood

WRC

REPRESENTED BY NBC SPOT SALES
Washington

850 on your Radio Dial

5000 WATTS DAY AND NIGHT

NATIONALLY REPRESENTED BY ADAM J. YOUNG, JR., INC.

GO AHEAD SIGNAL FOR IDAHO SALES

BROADCASTING • Broadcast Advertising
Radio Station KSD

Announces

The Appointment of

GUY E. YELDELL

(Formerly Automobile Advertising Manager

of the St. Louis Post-Dispatch)

National Sales Manager

Effective August 13, 1945

Radio Station KSD is Owned and Operated by

THE ST. LOUIS POST-DISPATCH

National Advertising Representatives: FREE & PETERS, INC.
two station breaks for 52 weeks on KYW Philadelphia thru Neal D. Levy Co., Philadelphia. General Electric Co., Cleveland (jams), thru BBDO, has signed for five station breaks weekly for 52 weeks on KYW.

ROBERT F. ELRICK, former director of advertising and marketing research of Quaker Oats Co., has joined Pennsylvania Division of Lever Bros. Co., Chicago, as manager of department of product testing and market analysis. This recently organized department is necessitated by increased activity in scheduling research and new product development handled by Peoplenet. Mr. Elrick is vice-president of Chicago chapter of A.M.A. and a member of the B.M.A. research committee. He was previously director of research, Ruthrauff & Ryan.


WORTH CLOTHES, Inc., New York, has signed with WBBM, Chicago, to handle all advertising. Retail clothing chain is now using spot announcements in Detroit and Hammond, Ind., where firm has stores. Schedule may expand.

SAMUEL SCHLOSSMAN & SONS, New York (transit and cloth store), in April, has appointed Lew Kashuk, Adv., New York, to handle firm's increased radio advertising. Last week Schlossman's started a twice-weekly quarter-hour musical program on WMCN New York and plans to start a local one-minute campaign using singing commercials.

INNERSIGHT LENSES, Inc., New York, has appointed Seidel Adv., New York, to handle advertising. Account now sponsors "Meet Me at the Astor" started Aug. 10 for 10 weeks on WNEW New York, Patrick O'Brien, account executive, is also m.c. of this man-on-the-street quarter-hour show.

NEVERUB Corp., Chicago, has named Goldman & Gross, Chicago, as agency for publicity and sales account. Radio & planned.

THE JORDAN MARSH Co., Boston, has signed for twice-weekly quarter-hour sponsorship on WEEI Boston on radio and television. Commentaries by Catherine Coyne, war correspondent for Boston Herald. Con-

DUESSENB BREWING CO., Pittsburgh, has signed for twice-weekly quarter-hour sponsorship on WMOA Pittsburgh of "Duesesne Swing." Spokesman is replying that firm's sponsorship of Raymond Scott the Hollywood Fur Studio, Los Angeles (retail), in summer end campaign, Aug. 8 through 18 spots weekly on KPAC Los Angeles, Contract is for four weeks. Agency is Adolphe Wendl Adv., Hollywood.

PETER FOX SONS Co., Chicago (dairy products), begins sponsorship August 13 of Ralph Howard Peterson, former NBC foreign reporter, in 8:30-8:45 a.m. six-weekly news period on WMAQ Chicago. Contract for six weeks placed by Schwartz & Scott, Chicago.

SESAC musical transcription library service has appointed Charles Michel- son radio transcriptions, New York, as exclusive export distributors. As foreign markets open up, the Michelson firm expects to place the library of international musical fare in an increasing number of overseas markets.

THIRD annual Victory Garden Harvest Festival has been sponsored in Sacra- mento, Calif., by KBIR Sacramento and affiliated Sacramento Bee. McClatchy station presented special entertainment and program for two-day activities.

NEW twist in "getting them high and signing them up." On top of west coast, KASU 1440, 9:30-10 a.m., Carlston, S.C., (CDX), advertising manager of Denver & Rio Grande Western Railroad, will try new sign for new schedule on KLE Denver with assistance of the Denver Post's staff. The Daily News of the Mountain State.

Mr. Elrick...
we lifted the basket and found the light!

FOR YEARS, (SINCE PIONEERING NEWSCASTS IN 1931), WE HAVE BEEN CURIOUS . . . IS RADIO A PRIMARY SOURCE OF NEWS OR IS IT SUPPLEMENTARY TO OTHER MEDIA?
WE FELT OUR NEWS SPONSORS WERE ENTITLED TO KNOW SO WE ARRANGED FOR A SURVEY WHICH BROUGHT TO LIGHT SOME STARTLING TRUTHS.
ROSS FEDERAL RESEARCH INTERROGATED 321 FAMILIES, REPRESENTING THE VIEWS OF 1026 PEOPLE IN ALL SECTIONS OF THE CITY OF GRAND JUNCTION, COLORADO, AND HERE ARE THE RESULTS:

QUESTION:
What source do you rely upon for getting the news, publications or radio?
What radio station or publication is your principal source?

Of the 1026 people whose views were represented in the survey 73.2% indicated RADIO as their primary source, 12.46% indicated newspapers and 14.33% stated that they relied equally on both newspapers and radio.

Of the total indicating a preference to RADIO 97.86% answered question No. 2, that KFXJ was their choice. In fact the highest showing any other station was able to show was only 1.27%! (Copy of Survey Available on Request.)

This establishes the following INDISPUTABLE FACTS:

KFXJ Dominates Its Market Exclusively as far as Radio is Concerned also Excels Over All Other Media as a Primary Source of News.

920 K. C. 1,000 Watts

HERE IS A SINGLE STATION EXCLUSIVE MARKET, WRAPPED IN AN ALL ENVELOPING SPHERE OF INFLUENCE!

Serving the rich FRUIT BELT of the INTERMOUNTAIN EMPIRE.

Rex Howell, President
A Peach of a Pair • KFXJ & MUTUAL
First in Chattanooga

How to Test Your Purchase of Radio Time

First, you want a market that is able to buy. Second, you want a medium that is able to reach and sell that market.

The Richmond market is permanent and stable with industrial plants that work steadily, peacetime or wartime. Richmond enjoyed the greatest industrial growth of any large American city of similar size during the pre-war decade.

The average buying power of a Richmond family is $2,140 nearly double that of the average family in the nation. WRNL has the listening ear of these people who have the money to spend. WRNL can do a selling job for you.

Affiliated with the American Broadcasting Company

Promotion Personnel

DICKSON MULLIN, released from the Naval Air Forces as lieutenant (senior grade), has joined promotion and publicity staff of KGO-American San Francisco. Prior to joining the service he was with Heyman & Bros., as advertising and sales promotion manager, and with Walker & Downey Adv., both in Pittsburgh.

WILLIAM A. FARREN, for two years announcer at WFIL Philadelphia, has been named director of publicity and special events of the station. He succeeds JACK STECK, recently named program director of WFIL.

ZONABELLE SAMSON, timebuyer for two years with Leon Livingston Adv., San Francisco, has joined promotion and publicity department of KGO San Francisco.

CHARLES WILEY, formerly of WGN Chicago news room, is now member of station's publicity staff.

Honey

JAMS of honey are being distributed by McClatchy Broadcasting Co., Richmond, in an effort to reach every home honey buyer in the metropolitan area. One of the better honey plants that have been successful in the use of radio, farmers markets and other outlets has been the Bee-line. The Bee-line division of McClatchy has produced a number of radio spots for the promotion of honey.

RCA Displays

RCA VICTOR division of RCA is preparing a series of five illustrated displays dramatizing important phases of manufacturing activities. Displays will be included in exhibits on sound power telephone, Victor and Bluebird records, electron tubes, sound systems and radio, phonograph and television. Exhibits will be made available through RCA distributors for dealer window and store display.

Program Folder

ADVERTISING and agencies are now receiving new program schedule from KGO San Francisco presenting morning, afternoon and evening program schedule on one side of a six-page sheet which folds into a self-mailer. Pictorial relief map of northern California is featured on the cover page. Schedule also uses new method of indicating time to take legal liberty.

American Reprint

REPRINT of New York newspaper advertisement used by American Broadcasting Co. on its coverage of Johnnie Ray's song "I Will Remember You," is now being distributed by PW, explaining in question and answer form organization and operations.

Prepare Brochure

KOTA Rapid City, S. D., is preparing a three-color brochure to show station's coverage, audience and markets, as well as similar data for sister station KOKY Scottsbluff, Neb.

WWNC Folder

SUNDAY listening in Asheville, N. C., area is outlined in folder prepared by WWNC Asheville titled "Know-How in Western North Carolina re Sunday Superiority".

WOL Letters

LETTERS promoting Dunninger program sponsored on NBC Friday by Lever Bros. are being sent to local grocers by WOL Ft. Wayne, Ind.

NEW diversely shortwave receiving station has been installed by CBC at U. of British Columbia, Vancouver. Receiver is fed by three separate doublet antennas. Eventually CBC plans a shortwave transmitting station at Van-

WFAT Paterson, featuring university's weekly broadcast and other interests in the local market are being highlighted in "Teen-Time", Wednesday evening quarter-hour started by WWDC Washington. Guest interview is included.

Exclusive

PHILADELPHIA'S "most exclusive broadcast" - according to WFIL - was that station's version of "Sports Go Bang" demonstration held in Municipal Stadium. Tom Moorehead, WFIL sports director, gave two-hour play-by-play description of events to 250 blind war veterans present, via individual headphones which were provided by "D" and specially wired for the occasion.

November 9, 1945

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BROADCASTING • Broadcast Advertising
You may be able to wing an arrow 614 yards*

But—you can’t loft an “outside” broadcast into Western Michigan!

Power counts in archery, but sometimes it fails in radio!

For instance, you’d think those mighty stations in Chicago and Detroit could reach Western Michigan rather easily. But there’s an unseen barrier that blocks them out—a barrier of fading. Result is that listeners here rely almost exclusively on local broadcasts.

A real combination; WKZO in Kalamazoo plus WJEF in Grand Rapids—now offers complete coverage of all Western Michigan, with bell-clear signals, with CBS audience-appeal, with skilled local programming for the separate markets involved, and with one low combination rate to pay. Together, they do the job these two big markets deserve.

We would be happy to send you all the facts—or just ask Free & Peters!

**“Free-flight” record made in 1941 by Curtis L. Hill of Dayton, O.**
BROADCASTING GOES ON COMBAT MISSION

BROADCASTING may lay claim to being a magazine of international scope according to a letter from Lt. Max A. Hutto concerning one of the men in his combat recording team, T/Sgt. Hal Brown, former announcer-manager of WERN Bakersfield, Cal., and recent winner of the Medal of Honor. Lt. Hutto wrote:

"Before Hal Brown flew the Kawasaki mission to make the recording for the AAF anniversary program, he had just received the June 18 issue of Broadcasting magazine. To while away the long 15 hours of the mission, he took it along with him to read.

"So over Yokohama, Kawasaki, and Tokyo went Broadcasting in the Superfort 'Orpen's Orphans'. When Hal returned he was so tired that he climbed out and forgot it. It is probably still in the ship.

"Anyway, the point is, it is the first copy of Broadcasting to fly a combat mission over the three cities (their run took them over the D-Day). Hal laid it aside to do his recording, and resumed later after the bomb run. The crew members listened to Tokyo Radio, but Brown read it."

Coaxial Cable Link Is Approved by FCC

AN ADDITIONAL 339-mile link in the AT&T proposed $55,000,000 coast-to-coast coaxial cable line to serve television and heavy telephone traffic was approved last week by the FCC. AT&T also was granted permission to construct seven new experimental Class 2 point-to-point stations to be used with two terminal stations in New York and Boston, in connection with line-of-sight transmissions over a relay chain between New York and Boston.

The new coaxial link will include six coaxials between Meridian, Miss., and Shreveport, La., a distance of 69 miles, and eight coaxials between Jackson, Miss., and Shreveport, covering about 240 miles. Estimated cost is $7,056,000.

Already completed are these units of the transcontinental coaxial system: New York-Philadelphia, 2 coaxial unit cable for 90 miles; Philadelphia-Baltimore, 8 coaxial unit cable for 100 miles; Baltimore-Washington, 4 coaxial unit cable, 43 miles.

Under construction are the following links: Washington-Charlotte, 8 coaxial unit cable, 400 miles; Atlanta-Meridian, 6 coaxial unit cable, 510 miles; Shreveport-Dallas, 8 coaxial unit cable, 209 miles.

Last week's grant brings the total approved mileage to 1,482. Additional construction proposed by AT&T will make the total route 3,287 miles long.

Farnsworth Television and Radio Corp., has acquired all assets of Halstead Traffic Communications Corp., N. Y., and will move the latter engineering manufacturing facilities to Farnsworth plant at Pt. Wayne, Ind.

Breaks at Daybreak

RADIO stations which went on 24-hour vigil in anticipation of important war developments were able to give their listeners on-the-spot coverage on local news which broke during the night. WCPO Cincinnati, on its first all-night schedule following the Russian declaration of war on Aug. 9, provided an eye-witness account of one of the most spectacular fires in the city's history, described by Dick Williams, newscaster, and Dick Wiggman, announcer, as they observed the blaze at 4 a.m. Aug. 10 from the 38th floor of the Carew Tower. WSAZ Huntington, W. Va., alerted for V-J Day news on Aug. 11, set up a remote broadcast from the scene of a fire engulfing an apartment building which was observed by Bert Sonis, program director, at 11:30 p.m. from the roof of the station. After calling Leroy Kilpatrick, chief engineer, who set up a line to the studio, Sonis gave a 30-minute description of the blaze.

Co-op Sponsors

TOTAL number of sponsors on each of the 11 cooperative shows of America's cooperative program department to date are as follows: Ethel and Albert 27, Dick Tracy 46, Raymond Swing 129, Martin Agronsky 94, John B. Kennedy 63, Headline Edition 37, Correspondence Around the World 144, Walter Kiernan 14, Baukhage Tunic 118, Connie Bennett 23 and Charlie Chan 7.

ECA Radios

CIVILIAN radios will be shipped to dealers within 60 to 90 days by Electronic Corp. of America, Jack Gartner, sales manager, announced.
Your NBC station offers

Washington Analysts

FOR LOCAL SPONSORSHIP
AT LOCAL COSTS

- Up-to-the-minute commentaries by nationally known Washington analysts are available for local sponsorship through NBC stations from coast-to-coast. Currently, stations are offering such outstanding programs as "Morgan Beatty" and "Harkness of Washington" on a low-cost co-operative basis. Every day, more and more local sponsors are learning that "it pays to advertise co-operatively"—to enjoy the prestige and audience appeal of nationally known programs at local coverage costs.

THESE NBC EXPERTS KNOW
WASHINGTON, WAR AND THE WORLD

- News programs with wide appeal, plus ready-made audiences, are constantly building prestige and sales volume for dozens of local products on NBC stations throughout the nation. 
Advertisers buy nationally known talent—yet pay only local costs.

Important live talent news programs currently broadcast co-operatively include:

H. V. KALTENBORN . . . Monday, Wednesday, Friday
7:45 to 8:00 P. M. EWT

WORLD NEWS ROUNDPUP Monday through Saturday
8:00 to 8:15 A. M. EWT
(Sundays 9:00 to 9:15 A.M.)

NEWS FROM NBC . . . . Monday through Saturday
11:00 to 11:15 P.M. EWT

These programs already are at work for local sponsors in many communities. Your NBC station representative will be glad to supply details of availability in your area.

Morgan Beatty—A versatile, interesting interpreter of both political and homefront events, Beatty recently accompanied President Truman to Berlin to cover the historic Potsdam Conference for all the networks. His factual, concise accounts of the day's news in Washington are "musts" with growing audiences everywhere. (Monday through Friday 1:45 P.M. EWT)

Richard Harkness—A seasoned, politically wise newsmen with 12 years' experience on the world's busiest newsfront, Harkness interprets Washington decisions and developments in the light of their effect on people—the men and women who listen to his nightly commentary. Harkness knows the White House, the War, Navy, and State Departments thoroughly. (Monday through Friday at 11:15 P.M. EWT)

National Broadcasting Company
America's No. 1 Network

1945—Radio's 25th Anniversary—Pledged to Victory!
Hampden Features WWJ Celebration

WALTER HAMPDEN, who made his radio debut over WWJ Detroit 25 years ago, and Morton Gould will headline the special 25th radio anniversary broadcast which the station will present on its birthday today (Aug. 20).

Mr. Hampden will act as narrator of a drama highlighting the history and growth of WWJ and will interview one of radio's pioneers, E. L. (Ty) Tyson, sports announcer, who has been with the station since 1922. Another pioneer, Herschell Hart, first production manager of WWJ in 1924, who now radio editor of the Detroit News, will also participate. Don DeGroot, program manager, will direct the hour-long show from a script written by Margot Pfeifer.

Mr. Gould will direct 55 members of the Detroit Symphony Orchestra in his own compositions, “Pavanne” and “American Salute”. Following the broadcast, which begins at 8 p.m., WWJ will entertain its employees, guests from other stations, representatives of sponsors and agencies. On the morning of Aug. 20 the station will broadcast “On the Air”, a transcribed program dramatizing the history of American radio, which WWJ distributed as a public service to 360 stations.

Iowa State Sponsors Three-Day Institute

A THREE-DAY radio writing and production institute to teach “listener interest” to representatives of various public service groups will be held at the Iowa State Teachers College today through Wednesday (Aug. 20-22). Under Herbert V. Hale, radio instructor and director of the college radio studios.

Among industry experts appearing will be four representatives of American Broadcasting Co., Merritt R. Schoenfeld, central division assistant general manager; Gene Rouse, central division program manager; Robert W. White, public service division production director; Chris Ford, central division continuity writer. Instructors from KXEL Waterloo will be Joe DuMond, vice president and general manager; Ava Johnson, European observer and news analyst; Isabelle Loar, continuity editor; Hugh Muncey, farm director; Don Kassner, chief engineer.

Two Net Shifts

AUTO-LITE BATTERY Corp., Niagara Falls, switches Dick Haymes show from present Tuesday 7:30 p.m. spot on NBC to CBS, Saturday 8-8:30 p.m. on Oct. 13 or 20. CBS period formerly held by Shenandoah Chemical Co., Baltimore, Maryland, now belongs to CBS, will shift to CBS 8:30-9 p.m. period. Agency is Ruthrauff & Ryan, New York.
Here’s our Story...

**AUSTIN’S**
Per Family Income is **19%**
Higher than the National Average

**IN A NUTSHELL**

The average per family income for

- the U.S. is **$4061.00**
- The West S.W. States (Texas, Okla., La., & Ark.) **$3134.00**
- Texas **$3428.00**

**AUSTIN’S AVERAGE PER FAMILY INCOME** **$4850**

*All figures May 1945 Sales Management Survey*

The key to this rich market is **KNOW**

Austin’s oldest, best established radio station. Hooper ratings give it a wide margin over Austin’s other station at all hours. In any Texas sales promotion Austin and KNOW are a MUST.

**KNOW**
Austin, Texas

AMERICAN, MUTUAL AND TEXAS STATE NETWORKS STATION

**WEED & CO.,** Representatives

TWO AMPLIFIED ANSWERS TO AN ENGINEER'S DREAM

PARTICULARLY PERFECTED FOR PRE-EMPHASIZED DISC RECORDING

Two premium quality amplifiers, flat over the entire frequency range, have been particularly perfected for the requirements of high power at high frequencies as required for pre-emphasized disc recording. One 35 watts, the other 75 watts rated power provide a choice to suit individual needs. Each unit has plenty of reserve power for perfect pre-emphasized disc recording. Curves, specifications, and performance data will be sent immediately upon request.

ALTEC LANSING A255 AMPLIFIER

Power Output: 35 watts
-Gain: 65 DB - Frequency Range: 20 to 20,000 cycles
Uses 645 Type tubes

ALTEC LANSING 287F AMPLIFIER

Power Output: 75 watts
-Gain: 55 DB - Frequency Range: 20 to 20,000 cycles

ALTEC LANSING LIMITER AMPLIFIER

The new Altec Lansing 5 watts, 70 DB gain, A322 Limiter Amplifier for driving the above A255 and 287F amplifiers is also available. It effectively eliminates “thumping” and “monkey chatter” in radio broadcast work. Send today for complete details.

Martha Deane Program Begins Twelfth Year

ONE of radio's oldest and most successful series, the Martha Deane program, is about to celebrate the beginning of its twelfth year on WOR New York. This pioneer of women's non-domestic science programs has been widely imitated since its start in 1934, and its two alumnae now have exceedingly popular series of their own. Pictured above are the two former Martha Deanes, and the present one, Marian Young. On the left is Mary Margaret McBride who ran the series for six years from 1934 to September 1940 (now broadcasting under her own name on WEAF New York). Next is Bessie Beatty who conducted the program until August 1941 when she, too, started a series under her own name which is still heard on WOR. Right is Marian Young herself. Marian Young won this year's first award for Women's Programs in Ohio State University's Institute for Education by Radio, but that is just the most recent of her honors. She is as well known to newspaper and magazine readers as she is to radio audiences, and has had assignments that have taken her all over the world. In private life she is the wife of William B. Taylor, advertising executive, and the mother of boy and girl twins.

Plan $100 Video Table - Model Set

PLANS for manufacture of a $100 table-model television set in the postwar era have been announced by Viewtone Co., N. Y. In a simple walnut cabinet, set will use seven-inch viewing tube and will be streamlined to minimize wiring.

Viewtine Co., now entirely engaged in electronic war production, is headed by Irving Kane, president. Other company officials are: Alfred Nadel, chief engineer; Joseph Risner, chief of television development section; Jerome Francouer, electrical section chief; Sidney Dafinka, chief of receiver-development section; Harold Cohen, special products division chief; Benjamin Brody, chief of mechanical engineering section; Howard Bachenheimer, advertising and publicity manager; Fred Emmanuel, chief purchasing agent, and Louis Kane, general manager and assistant to the president.

5000 WATTS

WORLD'S MOST MEMORABLE BATTLE GUARANTEED

NBC IN RICHMOND, VA.
Climaxing A Brilliant Record In World War II,
INTERNATIONAL NEWS SERVICE
won wide acclaim for its outstanding array of extraordinary FIRSTS in the closing days of the Pacific conflict.

Two of these I.N.S. FIRSTS made journalistic history.

On Tuesday, August 14, William K. Hutchinson, veteran I.N.S. Washington Bureau chief, was first by 57 minutes with the news that the U. S. had received Japan’s final unconditional surrender note, agreeing to all "Big Four" demands.

Previously, on Friday, August 10, Hutchinson had revealed exclusively and on highest authority that the U. S. would agree to leave Hirohito on the throne to carry out our surrender terms. This story remained EXCLUSIVE for 18 hours and 44 minutes until officially confirmed the next day. Hutchinson made this a two-ply exclusive by revealing further, on Saturday, August 11—nine hours before the official announcement—that the "Big Four" jointly would support the American position by permitting the Jap emperor to retain his throne.

Here are only a few of the many other FIRSTS scored by I.N.S. as Japan went down to final defeat:

AUG. 8—FIRST with Russia’s declaration of war on Japan.

AUG. 11—FIRST with the "Big Four" reply to Japan’s surrender offer, confirming Hutchinson’s great exclusive on U. S. willingness to leave Hirohito on the throne.

AUG. 12—FIRST to reveal that General Douglas MacArthur would be named Supreme Allied Commander to enforce surrender terms.

AUG. 14—FIRST with official announcement in Washington that Japan had surrendered, confirming Hutchinson’s earlier exclusive story.

The list of I.N.S. World War II exclusives and firsts is indeed impressive, but of far greater importance is the I.N.S. record for ACCURACY.

In peace, as in war, I.N.S. pledges rigid adherence to its slogan:

"Get It First, But—FIRST Get It RIGHT."

INTERNATIONAL NEWS SERVICE
The Script's the Thing...
...and you'll find in the Continuity Service provided by BMI any number of carefully planned scripts—from a five-minute program to a 30-minute production.

Whether your programming makes use of phonograph records or electrical transcriptions, BMI RADIO CONTINUITY answers your every need . . . as sustaining or sponsored shows.
Hundreds of stations, coast to coast, are cashing in on BMI CONTINUITIES in commercial programs.
Each script includes the use of carefully selected music, in recorded form, accompanied by smooth, well written continuity—all are distinctive and refreshing program ideas.

This BMI service is provided throughout the year, without cost, to all BMI-licensed stations.

The complete list of continuities will be sent upon your request.

KNOW YOUR BMI MUSIC AND KNOW HOW BMI CAN SERVE YOU

Censorship
(Continued from page 18)
estimated that the office will be completely disbanded within 90 days.
In a note to broadcasters and editors Mr. Price stated:
"It gives me great pleasure to inform you that effective at once, voluntary censorship is ended and the code and its attendant cautions entirely canceled.
"During the long trying years since Pearl Harbor you have written a bright page in the history of free enterprise. No one will dare question hereafter that your patriotism and patient cooperation have contributed greatly to the glorious victory.
"You deserve, and you have, the thanks and appreciation of your Government. And my own gratitude and that of my colleagues in the unpleasant task of administering censorship is beyond words or limit."

In an address over NBC Mr. Price stated that radio and the press were assured of emerging from the war "as free as they were before the Japanese assault". He also read a message from Maj. Gen. L. R. Groves, who directed work on the atomic bomb, expressing gratitude to radio and newspapers for cooperation in keeping back information on the project.
"Volunteer firemen" tried in many instances to order broadcasters and editors to kill news unrelated to military security, Mr. Price said on the broadcast, but it was to the credit of military and civilian war leaders that the orders came from "busybodies down the line" and without Washington sanction.

Gillingham Promoted

GEORGE O. GILLINGHAM, information director of the FCC on leave with the Army, has been promoted from major to lieutenant colonel, the War Dept. announced last week. He is chief of the Information Branch, Office of the Chief, Chemical Warfare Service. Col. Gillingham, a veteran of World War I, left the Army with the rank of second lieutenant, CWS, after the last war. On April 3, 1942, he was commissioned captain in chemical warfare and was given a leave of absence by the Commission for the duration.

Rate Hike Hearing

A HEARING into the "lawfulness" of proposed rate increases by five international communications carriers between the U. S. and its possessions and Spanish Morocco was ordered for Sept. 12 by the FCC last week. Companies affected are Mackay Radio & Tel. Co., Western Union, Commercial Cable Co., RCA Communications and All American Cables & Radio, all of which filed new tariffs effective Aug. 20, 22 and Sept. 15.

JORDAN UNCOVERS JAP NOTE DELAY

DR. MAX JORDAN, NBC religious program director, on Tuesday added a string of world news beats to a long list of stories he has covered. In Berne, Switzerland, he was first to reveal that the Swiss Government had received Jap surrender note (spiking earlier stories to contrary); 4:20 p.m., Jordan told world Japanese message had just come; in the broadcast that Jap reply had been transmitted to New York.

Among big stories covered by Dr. Jordan for NBC, where he has been employed since 1930, are: Hitler's entry into Linz, Austria and Vienna; Munich conference; death of Pope Pius XII; election of Pope Pius XII; Nazi invasion of Russian Caucasus; capture of U. S. cargo vessel, City of Flint; Picard stratosphere flight in 1931; eruption of Mt. Vesuvius; first broadcast in history from Addis Ababa. For several years he was with Universal Service, now INS.

BBC Names Brewer

APPOINTMENT of Commander Charles H. Brewer, for past six years in fleet air arm of Royal Navy as North American director, headquartered in New York, was announced last week by BBC. To assume office end of August, he succeeds John Salt, recently appointed program director north of England in Manchester. Brewer was assistant director of variety programs before entering war service.

New World Series

WMCA New York will offer recording of its New World A-Coming series which returns to air about Oct. 1, to nonnetwork stations for use as sustaining public service feature only. Drive fee will cost about $14 each. Format of the show will be changed from an all-Negro program to one including all minority racial groups.

1000 W. 550 kc.

NBC for the rich Shenandoah Valley of Virginia

WSVA

HARRISBURY, VIRGINIA

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BROADCASTING • Broadcast Advertising
TWO WORLD BEATS...

as Japanese war ends

Through its listening post outside San Francisco United Press was first with news of—

1. Japan's sensational bid for peace, announced over Radio Tokyo (7:35 A. M. EWT, August 10);

2. Japan's second official broadcast announcing acceptance of the Potsdam terms (1:50 A. M. EWT, August 14).

These are only two of a long list of news beats made possible by the U. P. listening post in the Moraga Valley.

Other notable firsts were the surrender of Hong Kong and of Singapore, Doolittle's raid on Tokyo, Admiral Yamamoto's death in action, Tokyo's reaction to the first major B-29 raids, and the first Japanese clash with Soviet troops in Manchuria.

United Press established this listening post before the war. Like the other major U. P. monitoring stations near New York and London, it has been manned day and night, month after month, in peace and in war, since the beginning.

Its unending vigilance has paid off again and again, has enabled U. P. clients again and again to be first to tell listeners of events of first importance—to assure them of "the world's best coverage of the world's best news."

UNITED PRESS
Reconversion
(Continued from page 10)
before FCC applications are pro-
cessed.
Reconversion will also have its
effect on advertising. With au-
tomobiles, refrigerators, washing ma-
chines, electrical appliances and
other consumer goods again in
supply institutional advertising will
be largely displaced in favor of
merchandise promotion. With a
flood of new products entering post-
war markets, radio will again be
called upon to sell goods.

The end of the war means the
early dissolution of OWI and the
abolition of the Domestic Radio
Bureau, through which millions of
war messages have been channeled
to stations, networks and adver-
tisers in the last few years. Some
campaigns will continue for a while.

notably Don't Travel, price con-
trol, and coal conservation and
broadcasters will be asked to co-
operate. Probably the last major
contribution to World War II cam-
paigns will be the Victory Loan
Drive now being planned.

Advertisers and agencies were
advised by telegram Thursday by
Edward Klauber, associate direc-
tor of OWI, and George Ludlam,
chief of the Domestic Radio Burea,
that their support would be "badly
needed" in the weeks immediately
following V-J Day and that some
programs may be continued for
months. "We assure you," the of-
icials advise, "that government re-
quests will be kept to a minimum
and reduced as rapidly as possible
and on that basis ask you to stay
with us. Any future relationship
between advertising and govern-
ment efforts, if there is to be any, is
something beyond the life of the
lived scope of OWI, and this message is
addressed to the immediate future."

Mr. Ludlam telegraphed stations
through OWI regional offices that
changes in spot announcement plans
to permit dropping of transcrip-
tions were being formulated and
would reach stations shortly. Mean-
while, he urged that cooperation
with regional offices be continued.

Liquidation of OWI raises the
problem of disposal of the vast
shortwave facilities taken over for
the duration from broadcasters and
additional stations built by the
agency for psychological warfare
operations. The possibility that the
government may continue to oper-
ate these facilities in the interest
of world peace was seen in a state-
ment last week by Elmer Davis,
OWI director, on the prospective
closing of the agency. "The need
remains for the rest of the world", he
said, "to get a balanced picture of
America and to receive its knowl-
dge of official American aims and
ideas from American sources. I
hope that the Administration and
the Congress will find the appro-
priate means for government to as-
sist and supplement private infor-
mation agencies to whatever extent
is necessary to meet this demand."

Some word on the disposition of
OWI may be learned this week.
President Truman may decide to
transfer the agency's Nazi educa-
tion operations, which Congress
voted to continue after the Senate
restored appropriations for this
work which the House had denied, to
a permanent agency. This func-
tion, as well as that performed by
the Office of Inter American Af-
fairs in furthering the Good Neigh-
bor policy may be merged with the
State Dept.

Finally, V-J Day means relief
to manpower shortage problems in
the broadcasting industry and the
return of personnel from the war
fronts and the availability of thou-
sands of men and women who have
been given technical training in
radio and radar in the armed ser-
ices.

Daytime Ratings High
In Small U. S. Cities
LAST winter's ratings of daytime
network programs averaged 107% higher
in smaller U. S. cities, ac-
cording to the third News-Letter
series of Cooperative Analysis of
Broadcasting. While more than
50,000-100,000 were more than dou-
table those in cities of 1,000,000 and
over.

National average rating for all
daytime programs was 3.9, varying
among city-size groups as follows:
Over 1,000,000, 2.9; 500,000-1,000,-
000, 5.5; 100,000-500,000, 4.9; 50,-
000-100,000, 6.

The most popular programs last win-
ter in cities of 1,000,000 and over
were Kate Smith Speaks, 5.8; Ro-
mance of Helen Trent, 5.7; Ma Per-
kins (CBS), 5.3; Goldberg's, 5; Our
Gal Sunday, 4.9; When a Girl Marries,
4. Cities of 500,000-1,000,000, 1,000,-
000, 7; 500,000-1,000,000, 5.9; Loren-
zo Jones, 5.8; Cities of 100,000-500,000,
Breakfast at Sardi's (11:15-11:30), 8.4;
Kate Smith Speaks, 8.3; Breakfast at
Sardi's (11), 7.9; Ma Perkins (CBS),
7.4; Pepper Young's Family, 7.4. Cities
of 50,000-100,000, Ma Perkins (CBS),
11.1; Ma Perkins (NBC), 10.1; Breakfast
at Sardi's (11:15-11:30), 9.6; Right to
Happiness, 9.4; Kate Smith Speaks,
9; Pepper Young's Family, 9; When a
Girl Marries, 9.

ASSOCIATED COURT PETITION DEFERRED
HEARING on petition of Associ-
ated Broadcasting Corp. for a tem-
porary injunction to restrain Amer-
ican Broadcasting Co. from using
the "ABC Network" signature, be-
gun Wednesday at 250 w.

Merle Co. heard. The case was
continued. When Callars has
decided to pass the picket line,
immediately started a special schedule of
news programs on the hour and half
hourly; additional programs were
written daily and an editorial sum-
maries given.

The Star Times did not increase
news programs on XOKO as it felt
there were enough sponsored news
periods to do an adequate report-
ing job. Special features were not
used either.

No time was purchased on any
station by the Daily Globe Demo-
crat, third paper involved.

Resume Symphony
ALLIS CHALMERS MFG. Co.,
Milwaukee, Oct. 6 starts sponsor-
ship for third consecutive season
of Boston Symphony Orchestra.
8:30-9:30 p.m. Saturday, on Amer-
ican. Agency: Compton Adv., N. Y.

FCC GRANTS TEN
WITH FREEZE LIFT
FIRST grants of the FCC since its
Statement of Policy, Aug. 2, lift-
freesing on new construction
last week were issued for eight
local stations and two changes of
existing stations. A dozen or more
applications will be granted prob-
ably this week.

In each instance applicants had
been given conditional grants, but
with the 60-day moratorium on
pending files action and now the
war's end, construction may go
ahead. WSPA Spartanburg, S. C.,
was granted a construction permit
increase power from 1 kw night to
5 kw, making the station a 5 kw out-
side, and install a di-
rectional antenna. WING Dayton
received a conversion per-
it to change its directional an-
tenna and move the transmitter.

New stations granted under the
light-green policy follow:

WBQZ Richmond, Va., 1,420 kc.
250 w. unlimited, to Albert E. Buc-
ker & Merle G. Tucker, doing business
as Buc & Tucker Broadcasting Co.

WJNY Jacksonville, N. C., 1240
250 w. unlimited, to Louis N. Hors-
field, Ellis M. Howard, doing business
as Jacksonville Community Broad-
ing.

WMGJ Lenoir, N. C., 1330 kc.
250 w. unlimited, to Corin Video
Broadcasting Co.

WDDW Pendleton, S. C., 1300
150 w. unlimited, to the Daily
Lancaster News.

WRRC Spartanburg, S. C., 1250
to 1300 kc., 5 kw., 400 w.
 unlimited, to the Daily
Bryan Index.

STRUCK ST. LOUIS
PAPERS USE RADIO
TWO station-owning newspapers in
St. Louis were depending on their
broadcasting outlets to supply news
coverage of last week's

During the past 10 days a strike of
2,000. It used the "ABC Network" In-
identification on 3,070 commercial
broadcasts in 1944 on coast-to-
coast hookup including 196 stations.

Petition also stated that after
Broadcasting reported last Sep-
tember that the Blue network
was changing its name to American
Broadcasting Co., Associated had
notified Blue of its prior claim to
the ABC tag and that Blue has
acknowledged receipt of that letter.

American moved to dismiss the
petition, holding that the Court did
not have jurisdiction. Both parties
claim that ABC is a logical con-
truction of their names and both
stated that the ABC tag has been so
identified in both trade and general
press and elsewhere.

BELIEVED to be first time scholar-
ship honors student has been in
Miss. Peggy Chauxam and Miss Ann
Williamson, both 1951, have been
awarded the $1,000 University School
Scholarship. Both attended University School
of Speech through Edgar Bergren Scholar-
ship Fund.

WRHBO 1300 kc., 25 kw.,
 unlimited, to Charley S. 
Beckley.

WJHP 150 kw., 1,000 w.
 unlimited, to the Daily
Globe Democrat, third paper involved.
tory of the Treasury Morgenthau appealed to stations to aid in sale of defense bonds and savings stamps. Vincent F. Callahan, general manager of WWL New Orleans, was named head of Treasury's Radio Section.

International shortwave stations, desiring to improve use of their facilities for national defense, in April appointed Stanley P. Richardson, foreign correspondent, as coordinator of operations.

Voluntary censorship, which had operated satisfactorily since 1939, was reaffirmed the same month by high U.S. officials. A suggested list of "don'ts", published by Broadcasting, brought to date a previous list and laid the background for later wartime censorship.

Army Radio Branch

Staff of the Army's Radio Branch, in the Bureau of Public Relations, was lined up April 3. Among those named to work under Director Kirby were Col. C. Colson, former radio director of San Francisco Fair; Jack Harris, news, special events and sports director of WSM, Nashville; John Watson, news and special events director of WMDB Peoria. Curtis Mitchell, former editor of Movie & Radio Guide, was assigned to press and radio intelligence for general staff. Gordon Hittenmark, WRC Washington announcer, was assigned to Morale Division in charge of radio, including a captain. Capt. Harold K. of Chicago Board of Education radio director, was named Radio Branch liaison officer for educational broadcasts.

Another radio official joined the defense effort in late April when Frank E. Mason, NBC vice-president in charge of information, was named special public relations assistant to the Secretary of the Navy.

Manufacturers of radio set agreed in early May to use substitutes for aluminum for receivers wherever possible.

Calling up of reserve officers was beginning to affect station operations. A transmitter and tube bottleneck was developing from the low priority status given broadcasting by the Office of Production Management.

War emergency was proclaimed May 27 by President Roosevelt but it had little effect on broadcasting industry. The FCC on the same day adopted a rule under which it could shift frequency, power and hours of station operation with wishes of the armed forces.

Propaganda aspects of broadcasting first began to take shape when NBC in May dropped the traditional straight news policy of its international stations to urge the French not to collaborate with Germany. This action was taken in connection with President Roosevelt's speech asking noncooperation. Broadcasts were presented in three languages by NBC-French, Spanish and Portuguese—and the international division then went on 24-hour schedule.

Further U.S. interest in propaganda broadcasting was shown June 15 when the RFC authorized a $40,000 loan to World Wide Broadcasting Corp., Boston, operating WRUL and WRUW, international shortwave outlets. CIAA had previously granted aid to World Wide for programs beamed to Latin America.

Monitoring setups of the networks proved their value the night of June 21 when they picked up news of Germany's invasion of Russia. Well-organized worldwide news forces handled the developments smoothly. A few days later the sinking of the submarine O-9 near Portsmouth Navy Yard found network crews on the job. Broadcasts were picked up direct from the scene of the tragedy.

Mobilization

By July of 1941 plans for mobilization (M-Day) had been developed by the military, dispelling fears of Federal operation of stations and direct censorship.

Enactment of an appropriation bill in early July provided $200,000 for purchase time on World Wide by the CIAA. RCA, meanwhile, disclosed that improved technical practices by shortwave outlets were giving American stations domination in the international radio battle. In October the shortwave stations were tied to permit combined use of facilities.

Col. William J. Donovan was named by the President as coordinator of information on national security.

Shortage of technicians was becoming serious and the CAB began steps to develop a reservoir.

Summer Army maneuvers provided a chance for networks and stations to develop plans for coverage of war games in the autumn as well as actual war itself. FCC had developed by this time a staff of 515 for its 91 monitoring stations.

Second anniversary of the European war found broadcasting almost on a war footing, with crises in materials causing trouble. Transmitters and tubes were worst problems.

Office of Facts & Figures was created Oct. 7, by President Roosevelt to give clear picture of defense and foreign policies. Named to OFF were Dr. Frank Stanton and William B. Lewis, of CBS, and Douglas Merserey, of NBC.

All broadcasts by American nets from Berlin were stopped in mid-November by the Hitler government.

All the planning and training for actual war had put the industry in position to accept Dec. 7, 1941, in its stride. First news of the Pearl Harbor attack by the Japs came from Presidential sec- retary, Harry Hopkins. Quickly the whole world knew. Then things began to happen on the home front. Within a week came these developments: Army orders for blackouts and silencing of stations; Defense Communications Board given supreme power over communications; amateurs ordered off air; President Roosevelt's war message to Congress Dec. 8 put on the air, reaching rec- ord audience, as did his radio speech Dec. 9; Neville Miller sent President telegram placing broad- cast stations at his service; Army issued credo for war news; short- wave stations went on 24-hour basis.

The second week after Pearl Harbor was marked by these developments: Byron Price, executive news editor of AP, named Di- rector of new Office of Censorship; weather forecasts banned by Weather Bureau; Ensign Thomas A. McClelland, on leave from KLZ Denver, was found to have been killed at Pearl Harbor, the first broadcasting war fatality.

The third week mark was by appointment of J. Harold Ryan, vice-president and general man- ager of Fort Industry Co., as As- sistant Director of Censorship for Broadcasting, and the naming of Office of Facts & Figures as clear- ing house for all Government time requests.

By mid-January the voluntary broadcasting code had been issued by the Office of Censorship and the wartime operating pattern had taken shape. Stanley Richardson was named chief assistant to Mr. Ryan. Daylight saving time was promised as Congress enacted legis- lation and freezing of assign- ments was foreseen. Navy Dept. opened a radio training school in charge of Capt. William C. Eddy, Balaban & Katz television director. Here were trained the teachers who taught the teachers who taught radar technicians.

Victory Council

FCC froze assignments of all pending issuances of construction by Donald M. Nelson, chief of War Production Board. On Feb. 9 the NAB Code Com- pliance Committee adopted a se- ries of suggested controls over war news broadcasting.

Freezing of facilities was provided for Feb. 13 by the Defense Communications Board in recommen- dations to the FCC and WPB. Advertising Council (later War Advertising Council) was organized in late February to aid the war effort, as high U.S. officials went on the air in a series of speeches designed to arouse the na- tion to war needs.

New Broadcasters Victory Coun- cill, headed by John Shepard 3d, Yankee net president, explained its

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World War II
(Continued from page 77)
functions as a liaison agency be-
tween the industry and the Gov-
ernment. O. L. (Ted) Taylor, gen-
eral manager of Taylor-Howe-
Snowden stations, was named
executive secretary.

Freeze order went into effect
Feb. 24. The Army opened its se-
sies of Command Performance
programs for troops March 8, using
shortwave stations. In charge was
Ed Kirby, of the Radio Branch,
with Lt. Rankin Roberts as su-
ervisor. Radio section was set up in
OFF foreign language division,
OFF to serve as clearing house for
foreign language broadcasts.

OFF on March 18 issued its poli-
cies governing handling of news,
restricting casualty news to
localities and providing maximum
information without aiding the
enemy.

Popular Sunday afternoon pro-
gram, The Army Hour, took the
air on NBC April 5 to link armed
forces with the folks back home.
In charge was Robert C. Coleson,
administrative executive of Radio
Branch.

In late March OFF tried out a
priority system for war emergency
broadcasts, building the appeal
around a coal-buying campaign.

WPB in early April banned all
building projects over $5,000 with-
out specific authorization, amount-
ing to a new prohibition against
station construction. DCB on April
16 recommended to FCC and WPB
that all broadcast construction be
stopped. This was later adopted.
OFF announced its plan to coordi-
nate use of sponsored and sustain-
ing time on networks and stations,
effective April 27. DCB also
ordered registration of every piece
of apparatus capable of generating
radio frequency energy. WPB April
14 cut use of shellac for phono-
graph records to 30% of previous
year. On April 24 the WPB gave
broadcasting an A-3 preference
rating against the previous A-10,
in view of industry's important
war role. Vinylite later was put
under allocation control. The in-
dustry was placed fourth on list of
seven most important occupations
by draft director, Brig. Gen. Lewis
B. Hershey.

Army Troops
A portable radio-phonograph-li-
brary kit for Army troops abroad
was developed by Maj. Gordon
Hittenmark of Special Service
Branch, Army Services of Supply.

Proposed plan to pool radio
equipment was sent to WPB by
DCB but later dropped, with 1
debell power cut adopted instead.

Harry C. Butcher, CBS Wash-
ington vice-president, entered the
Navy June 1 as a lieutenant com-
nander. Later he was named naval
aide to Gen. Eisenhower and rose
to a captaincy. At present he is
putting finishing touches on a diary
of his war experiences.

Civilian use of copper was
stopped May 31 by the WPB.

Elmer Davis, CBS commentator,
was named June 13 to head the new
Office of War Information, replac-
ing OFF.

Revised broadcasting code, some-
what easing restrictions on sta-
tions and networks, was issued
June 15.

In telling the war story day by
day, providing news for the world
even as it happened, broadcasters
found they had assumed the front-
line role as a news source. A sur-
vey by OFF convincingly showed
how the nation had come to turn
to the loudspeaker as the primary
source of news about the war.

Col. David Sarnoff, president of

(Continued on page 80)
OURS is a moderate-sized, compact organization in which everyone from the chief executives to the kid who runs the blue print machine is dedicated to just one purpose. That purpose—to design and build efficient, dependable Radio Transmitting Equipment—our exclusive specialty.

We have been at it successfully since 1922—long enough to gain genuine, practical know-how in every phase of the business. That experience, plus engineering ability and precision workmanship, add up to the kind of Equipment which appeals to Engineers and Station Managers alike.

Let us tell you more about GATES Transmitting Equipment—and about the GATES Priority System for Prompt Post-War Delivery! Write today!

GATES RADI0 CO. • QUINCY, ILLINOIS

GATES ONE KILOWATT BROADCAST TRANSMITTER

This new Transmitter, utilizing many wartime developments, will meet the exacting demands of peacetime broadcasting. Its proven dependability—plus its modern, streamlined appearance—fit it perfectly into tomorrow’s Radio Station. Accurately engineered, with all parts conveniently accessible. The pressure-type cabinet keeps out dust and helps assure cool operation. High fidelity performance. Detailed bulletin on the GATES 1 KW Transmitter will soon be available.

PROGRESS REPORT
GATES production facilities now make it possible for us to give you prompt delivery on most items.

GATES RADIO CO. • QUINCY, ILLINOIS

EXCLUSIVE MANUFACTURERS OF RADIO TRANSMITTING EQUIPMENT SINCE 1922
World War II
(Continued from page 78)

RCA and chairman of the board of NBC was called to active duty in the Signal Corps June 24. Later he set up the communications system for invasion and occupation and was raised to brigadier general.

Getting the OWI under way, Elmer Davis, July 10 named Gardner Cowles Jr., assistant director, with William B. Lewis head of the Radio Bureau. A policy was issued to cover war news. WBC ordered a survey of station tube supplies and a study of manpower.

Selective Service July 14 declared broadcasting an essential occupation. KPFL, Dallas, Tex., became first wartime station casualty, giving up operation because of the manpower shortage.

A. A. Schechter, NBC news and special events director, resigned Aug. 15 to join OWI. Kenneth R. Dyke, former NBC advertising and promotion director, joined OWI to direct Bureau of Campaigns. Program standards for commercial programs beamed to troops issued by Army.

Most of the war news had been of a defensive nature since Pearl Harbor, along with preparations for an offensive role. The situation quickly changed in August when Marines landed on Guadalcanal and Tulagi in the first major Allied offensive of the Pacific war.

When the South Pacific campaign got under way the Marine Corps was ready with a combat correspondent crew developed by Brig. Gen. Robert L. Denig, who expanded initial plans to bring in radio coverage. First combat radio correspondent was 2d Lt. James O. Hardin Jr., who had worked on several Army stations. Accompanying him was Capt. John A. DeChant, who had prepared equipment.

First network battle broadcast was recorded at Bougainville by Sgt. Roy Maypole, formerly of CBS New York, who used a wire recorder to cover the landing. Sgt. Hardin recorded many network shows.

Later, Lt. James W. Hurlbut, formerly news editor and publicity director of WTOP Washington, who had been in the thick of the Guadalcanal fighting, was named head of the Marine's Radio Section, a unit of the Division of Public Information, a post he still holds. He expanded combat radio recording teams to cover every division, air wing and corps. By the end of the war the Marines were sending over 700 recordings a month to local stations, besides providing battle recordings to networks and U.S. agencies as well as the BBC. Recently a program, Your Marine Corps, has been heard on CBS.

Active in Marine Radio

Active in Marine radio were these: T/Sgt. Alvin M. Joseph Jr., formerly WOR New York and OWI; Sgt. Richard E. Mawson, WBAX Wilkes-Barre, Pa.; Sgt. Bill Ross, WLS Chicago; T/Sgt. Art King, WEEI Boston; S/Sgt. Vince Lonergan, WEBC Duluth; Sgt. Jim Knox, Biow and D'Arcy Adv. Co.; 2d Lt. Ned Burman, KQW San Jose; Sgt. Alvin Planagan, MBS; Sgt. Roger Roberts, KLS Oakland; Sgt. Ed Stodel, Los Angeles agency head; Sgt. Dave Wellburn, Midwest announcer; S/Sgt. John Slocum, CBS; Sgt. Dave Stuck, formerly with Fulton Lewis Jr.; Jerry Gordon, CBS; Capt. Loyd B. Hayes, KSRO Sacramento; T/Sgt. Keene Hepburn; Sgt. Henry P. Meisinger, Dept. of Interior Radio Section; T/Sgt. Frank Acosta Jr., NBC; Lt. George Putnam, NBC and later m.c. for Army Hour; Lt. Col. George T. Van der Hoef, now Office of Strategic Services, who was formerly head of Radio Section, comes from Federal Housing Administration where he had been radio executive.

The Bataan fighting, surrender of Corregidor, occupation of Burma, Battle of Midway had provided bright news and bad news, mostly the latter.

This Marine battle coverage laid groundwork for the future Pacific campaigns and provided lessons helpful in the African and European campaigns.

OWI directed Sept. 10 ordered all U.S. broadcasts channeled through its Radio Bureau. WPB assumed control of all electronic


Horsefeathers

TWO Washington RCA radio communications messengers delayed by a quarter-hour President Truman's announcement of Japan's surrender, for more than 20 minutes. As they were speeding to the Swiss Legation to deliver messages to Bern, caught while making an illegal U-turn to start on their way, the RCA men were answered only by "horsefeathers," they tried to explain in their important mission. Usually, triomph of justice resulted after a quarter-hour of banter and the pair continued on their way, still in possession of the note of international import—a plus traffic ticket.

Brown, WSFA-WORD Spartanburg, S.C., vice-president, remaining with him, Justice Byrnes had been Economic Stabilization Director.

CIAA in mid-year consolidated programming of Latin American shortwave beam under Don Franco (Continued)

Radio announcer.

Another invasion—Sicily, July 10—marked entry of American troops on the Continent of Europe and radio newsmen were there to tell the story. Raymond Clapper, MBS commentator, described bombing of Rome later in the month. Historical bombing of the Ploesti oil fields in Roumania was described on the Army Hour by Maj. Gen. George Breeretom from Cairo, first incident of official received by Gen. Arnold, commanding the Air Forces.

"An idea of what was come in European radio reporting was given by Col. Kirby on return from test of lightweight wire recorders in England and North Africa.

Biggest Assignment

Biggest news assignment of all came to radio Sept. 8 when Gen. Eisenhower read his proclamation of the armistice with Italy over the Aligiers radio. The message was picked up and fed to the world. Italian radio then-Badoglio's proclamation to Italian people was read over the Rome radio. Capt. Harry C. Butcher (then commander) accepted surrender of the Italian Navy at Malta, after R. Morris Pierce, WGAR Cleveland engineer out of leave, had quickly rigged a transmitter to broadcast orders to the Italian fleet on 500 kilowatts. President William S. Paley of CBS, on Oct. 7 took leave to join OWI and later became head of the Psychological Warfare Branch at Gen. Eisenhower's headquarters with rank of colonel. Edward Klauber, CBS executive committee chairman, was named associate director.

Greatest radio hookup in history carried a Christmas Eve broadcast by President Roosevelt, rebroadcast by transcription on the networks. Origination points included battle stations, carriers and submarines.

NAB estimated the industry's 1944 war contribution at $200,000,000.

In early February, 1944, J. Harold Ryan resigned his censorship post to become interim NAB president. His successor is E. F. Feeney of WZKO Kalamazoo, becoming Assistant Director of Censorship.

Turn to England

All during the winter and spring of 1944 the eyes and ears of the world were turned to England, where plans for the European invasion were being polished. At Gen. Eisenhower's headquarters were Condr. Butcher, with Col. Sarnoff in charge of communications facilities. The biggest military invasion in history. On this side, networks by early March had drawn up their invasion plans, built around elaborate staffs using all available communications facilities.

Meanwhile, OWI was constructing four powerful shortwave transmitters on the West Coast for its Asiatic operations.

Lined up for coverage were transatlantic circuits providing 18 hours daily of continuous service, with 16-hour facilities operating from consolidated studios. The Army had trained a staff of correspondents under field conditions.

And then June 6! From the first German radio tip at 12:37 a.m., American broadcasting calmly stepped into its well-arranged role. They were at their posts during the night, then when the news came from SHAEF they settled down to a routine that continued through V-E Day in May 1945.

In telling the biggest story of all, broadcasters threw commercials out the window and concentrated on the Normandy landings. D-Day brought a continuous flow of newscasts, eye-witness stories and background material, culminating in President Roosevelt's 10 p.m. broadcast.

On-the-scene recordings were flown to London for editing and transmission to the U.S. Outstanding was a description by George Hicks, Blue network, of an air attack on Nettuno, then flagship of the invasion forces.

A radio barrage on D-Day culminated months of broadcasting to the French underground. A familiar voice instructed Frenchmen in various areas. Transmitters at various points continued sending news to every point on the Continent.

Broadcasters' Prominent

Broadcasters took prominent parts in all phases of the invasion. Besides those to SHAEF, there were the AMG, Radio Free Europe, the Voice of America, Samuel R. Rosenbaum, WFIL Philadelphia; Maj. James C. Hanrahan, Scripps-Howard Radio, Capt. Arthur W. Scharfeld, radio attorney. Phil Cohen, former OWI radio chief, was in charge of ABSIE, OWI transmitter in Europe.


By mid-June news was being transmitted directly from a mobile Press Wireless transmitter at the beachhead.

That summer the Navy was setting up its communications facilities for news of Pacific action. All broadcasts and messages had been cleared for broadcast by the Navy the day that the island of Guam was made secure, decision was reached to install radio facilities there—facilities to be set up prior to any previous installations.

Transmitter Qunset with everything needed left Pearl Harbor Aug. 18 and was placed in operation Oct. 27.

Meanwhile a broadcast from a fleet unit in action led to installation of broadcasting studios and transmitters aboard the battleships Iowa and Missouri.

Similar installations later were ordered for three amphibious command ships, used in the Iwo Jima operation in February. Nearly 300 broadcasts were handled in 20 days, one of the war's most intensive coverage feats. Three transmitters have been installed at Guam by that time.

Facilities Improved

Facilities were constantly improved and the American public owed to them, Central Pacific broadcasts as well as press stories and radio telephone transmissions of fleet, in the Pacific and all activities. By the summer of 1945 many broadcasts originated from battleships within sight of the Japanese coast.


(Continued on page 88)

BROADCASTING • Broadcast Advertising

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devices, barring non-essential production.

Mefford Runyon, CBS vice-president, resigned in early October to become a lieutenant commander in the Navy.

The former Davis told a Congressional committee broadcasting was contributing $64,000,000 in time to war agencies.

The session of that year brought two important U. S. developments as OWI and CIAA took over all but technical operation of shortwave outlets and as FCC reduced power, both on December 1, with engineering rules revised.

Invasion of Africa Nov. 7 was effected with the aid of shortwave barrage, including a transcribed message from President Roosevelt.

Networks quickly had their correspondents operating smoothly, bringing the story in detail from the battle points within minutes.

During the year the networks devoted more than 4,000 network hours to war effort programs and announcements, with serials used late in the season, due to reaching a large segment of the public.

Citation for extraordinary heroism was awarded to Lt. Thomas E. Knodle, WRC Washington news editor, wounded in New Guinea. He received Distinguished Service Cross and was promoted to captain.

As 1943 went under way, broadcasting was operating smoothly and efficiently in its multifarious war role. Many industry officials were in importance of using coverage methods was working well, and OWI had set up an office in London.

Cuhel Lost

Frank J. Cuhel, MBS reporter, was lost in the Feb. 22 crash of the Yankee Clipper at Lisbon.

OWI adopted a new allocation plan for war news, offering programs available for sponsorship. Donald D. Stauffer, Ruthrauff & Ryan, was named OWI Radio Bureau director. Latin-estimated radio had donated $86,900,000 in time and talent for war messages. ODT gave industry heavy share of credit for easing holiday transportation crush.

Meeting at Casablanca, Africa, of President Roosevelt and Prime Minister Churchill was announced Jan. 25 after terse announcements by OWI and CIAA. Economic censorship was centralized under a revised code, with foreign tongue provisions stiffened.

War developments during the year and future prospects of the world. These were covered, along with other developments in all parts of the world. George B. Storer, Fort Industry president, in April was commissioned a lieutenant commander in the Navy; later made commander.

An invasion was created May 25, headed by Justice James F. Byrnes, with Walter J. Brown, WSPA-WORD Spartanburg, S. C., vice-president, remaining with him. Justice Byrnes had been Economic Stabilization Director.

Disclose of basic radar facts by Navy led to wide publicity on this subject, but later full secrecy was revived.

CIAA in mid-year consolidated programming of Latin American shortwave beam under Don Franco (Continued)
World War II
(Continued from page 81)

Chicago radio staff; Lt. Colton G. Morris, NBC Boston. Lt. Royston was engineer in charge of planning and installation with Lt. Comdr. Hartley who until June 1, 1945, was officer in charge of Radio Section, Office of Public Information.

As American forces moved closer to Tokyo, Armed Forces Radio Service set up expeditionary stations. Among those taking active roles were Col. Tom Lewis, former Young & Rubicam, as head of AFRS; Maj. True Boardman, formerly in Los Angeles radio, who supervised many installations; Maj. Purnell Gould, WBAI Baltimore, in charge of Pacific AFRS network.

In late August, 1944, a portable transmitter accompanied Allied landings in Southern France. Among those taking part were Lt. Col. Frank E. Pellegrin, executive officer in charge; Lt. Carl Zimmerman, WEMP Milwaukee; Lt. Daniel Sutter, NBC.

Broadcasts from Southwest Pacific forward area in New Guinea began Sept. 15, 1944. GHQ radio officer was Lt. Col. Schechter, working with these ex-broadcasters: Capt. Donald G. Weiss, WRUF Gainesville, Fla.; Sgt. Walter P. Kelly, WAAT Jersey City; Sgt. Charles A. Mack, Zenith Radio; Cpl. Stanley Quinn, MBS;

Cpl. William Merrick, March of Time writer.

When the Philippines were invaded Oct. 20, an Army Signal Corps radio ship was there to handle communications. From this ship Gen. MacArthur broadcast to Filipinos that he was returning. Japs had been kept in the dark about the invasion by transcribed broadcasts prepared by network correspondents who actually were on route to Leyte rather than at the New Guinea transmitter.

Again, in late October, Morrie Pierce effected a military coup, arranging capture of Radio Luxembourg intact. This powerful transmitter became a key factor in Allied operations in Europe. He left OWI in November.

All winter ABSIE systematically drove its propaganda messages into Nazi ears, paving the way for a breakdown in German morale, under direction of Phil Cohen. Radio Luxembourg was staffed by many radio men, including Lt. Colon Rosenbaum; Wendell Adams, formerly CBS; Ed Codel, formerly Atlantic Network.

On Feb. 7 Bert Silen made his famous remark: "As I was saying when I was so rudely interrupted over three years and a month ago..." He spoke from Manila, liberated by MacArthur's forces. Also rescued was Don Bell, former NBC correspondent in Manila.

Rumors of imminent peace began to appear with frequency in early April, shortly after radio reporters had covered the Rhine crossings from airplanes. At the same time the industry was busy setting up facilities for complete coverage of the Security Conference scheduled to start April 25 in San Francisco.

All networks and over 50 stations sent crews to the Conference, which was reported and interpreted completely and expertly.

Tribute to Roosevelt

Death of President Roosevelt April 12 brought the entire industry into a four-day tribute during which a bereaved nation was informed of all phases of his life along with the story of last rites. Succeeding to the Presidency, Harry S. Truman twice turned to radio to explain his policies.

Through the weekend of May 4-7, American broadcasters were prepared for the final V-E announcement the morning of May 8 by President Truman. A program of pickups from military leaders all over the world was fed through the Pentagon, with broadcasts coordinated by Lt. Col. Francis H. Menagh, Signal Corps, and Maj. Albert Wharfilder, Radio Branch overseas liaison officer, Lt. Comdr. Dillon, Lt. Col. Jack Harris, Col. Kirby and Col. Albert Warner, War Intelligence Division head and formerly CBS, took part.

Every phase of V-E Day, and subsequent developments, was handled as all the world listened. Censorship code provisions were quickly eased to permit request programs, ad lib interviews and foreign language programs.

V-E Day, with its record-breaking broadcasts, quickly found the industry turning attention to the next big war goal—V-J Day.

War Production Board removed restrictions on antennas June 4, and permitted construction up to $1,000. A new 200,000 w shortwave station at Delano, Calif., started beaming messages to Japan June 15. All-out reception was tendered Gen. Eisenhower, accompanied by Comdr. Butcher, June 8.

And then came the atom bomb and the announcement from Radio Tokyo that Japan would accept Potsdam terms. Official announcement came from the President Aug. 14 (details in this issue).

NO PRIORITY

For Harco Radio
Masts & Towers

Revocation of Order M-126 permits manufacturing from surplus inventories. We have adequate surplus stocks to make...

IMMEDIATE SHIPMENTS

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BOSTON'S EXCLUSIVE
AMERICAN OUTLET

W COP

A COWLES STATION
Represented nationally by the Katz Agency

Page 82 • August 20, 1945
The radio stations of the country have been face to face with a tremendous responsibility during the past war years. They are to be complimented on the service they performed. AP radio is glad to have been a part. Its coverage of World War II speaks for itself. But the task is not finished. Now another responsibility faces all of us in radio. News is constant.

*This is no time to relax.*

**AP NEWS FOR RADIO**
Decisions...

NATIONAL CONSTRUCTION PERMITS

KXA Seattle—Granted request for additional time to 11-1-45 to make necessary application for operation at site which meets standards.

CONSTRUCTION PERMITS herefore granted conditionally were ordered by Commission to be issued immediately to following applicants: KCMJ Palm Springs, Cal.; KOAK Gallup, N. M.

LICENSEES for following stations were granted renewals by Commission for period ending 8-1-47: KFVS, WVGB, WJW, WMMO, WSPY, WMYR.

WDAK Columbus, Ga.—Granted license renewal for period ending 2-1-47.

WINN Louisville—Granted license renewal for period ending 8-1-46.

APPLICATIONS:

KJR Seattle—Granted petition for continuance of hearing on application for vol. assign. license; continued to 8-1-45.

KQH KGA Spokane—Granted petition for continuance of hearing on application for license renewal, continued to 9-15-45.

Kinhin Broadcasting Corp., Hammond, Ind.—Granted motion for extension of time to file in pending applications for new commercial TV stations.

APPLICATIONS ON MOTIONS:

KJR Seattle—Order motion for continuance of hearing on application for license renewal, continued to 8-1-45.

APPLICATIONS:

NEW-1400 kc Indian River Broadcasting Co., Fort Pierce, Fla.—New permanent standard station 200 w unli.

NEW-1400 kc Freeport Broadcasting Co., Freeport, Ill.—CF new permanent standard station 500 w unli.

NEW-77.3 mc KVWC Vernon, Tex.—CF new FM station 4,727 sq. mi.

NEW-49.3 mc Hearst Publications, San Francisco—CF new FM station 4,727 sq. mi., change trans. site, specify studio site and type trans.

MBS FOLLOW'S THEME FOR DAY OF PRAYER

MUTUAL network used the Thanksgiving prayer themes Sunday (Aug. 19), the day set aside by the President as a day of prayer, on its first seven regularly scheduled religious programs.

Mutual did not cancel commercials on that day, however, it was suggested to three sponsors that scripts include prayers. Shows are Steel Horizons, 9-9:30 p.m., sponsored by Allegheny Ludlin Steel Co.; Your America, 4-4:30 p.m., sponsored by Union Pacific and Sweetheart Time, 1:30-2 p.m., sponsored by Gum Labs.

The network has no definite plans for official V-J Day Program schedule is slated to go on as usual, according to Phillips Carlin, vice-president in charge of programs.


ADMINISTRATIVE BOARD ACTIONS

AUGUST 12


Reading Broadcasting Co., Reading, Pa.—Same.

Louis G. Bittmore, Wilkes-Barre, Pa.—Placed in pending file application for new commercial TV station.


AUGUST 15

KJR Seattle—Order motion for continuance of hearing on application for license renewal, continued to 8-1-45.

Kinhin Broadcasting Corp., Hammond, Ind.—Granted motion for extension of time to file in pending applications for new commercial TV stations.

APPLICATIONS ON MOTIONS:

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NEW-49.3 mc Hearst Publications, San Francisco—CF new FM station 4,727 sq. mi., change trans. site, specify studio site and type trans.

AUGUST 14

600 kc KJKB Jamestown, N. D.—CF increase 100 w to 5 kw DN. Install DA-DN, move trans. and studio.

NEW-960 kc Hallcrafters Co., Chicago.—CF new developmental station, 250 w, special emission for FM.

NEW-490-920 mc Raytheon Mfg. Co., Chicago.—CF new experimental TV station, 3 kw peak, FM emission.

NEW-369 kc San Bernardino Broadcasting Co., San Bernardino, Cal.—CF new standard station, 1 kw unli. DA-DN.

NEW-471.7 mc WNGE New Orleans—CF new FM station, 14,800 sq. mi.

MWG...
War Jobs
(Continued from page 15)
President Truman had given the official announcement.
Weary from 24-hour watches dating from early Friday, Aug. 10, when Domei broadcast that Japan had accepted the surrender terms, networks and the nation’s 900 odd stations nevertheless were prepared for that moment when word became official. Even though radio had taken off the edge of the formal announcement (Japan having broadcast earlier that the Potsdam terms had been accepted), when the word finally came, after traveling through diplomatic channels almost around the world, radio’s job was just beginning.

Through Tuesday evening and well into the morning the networks did pickups from virtually every point of the globe. Prayers of thanksgiving were recited by clergymen of all faiths. Celebrants in all parts of the country voiced their feelings via radio.

In Washington all networks and independent stations had microphones and mobile units at the White House, the hub of celebration, and the downtown business district. From New York’s Times Square, Chicago’s Loop, San Francisco’s Market Street, Cleveland’s Public Square and many places came the voices of a joyous people. Announcers and special events mongt fought crowds, attempted to do a job.

Few Errors
Nobody seemed to mind the few errors that crept into radio’s coverage of the celebration. Everybody had one thing in mind—the war had ended. They had heard on the air.

Each of the four major networks had made careful preparations Tuesday for the expected news after Secretary of State Byrnes, upon leaving the White House in early afternoon, predicted some news before the day was over. Then it was learned that President Truman had the official text of the Jap surrender, presented to Secretary Byrnes by the Swiss legation.

At the White House the networks had correspondents. Mutual, CBS and American broke the news from their respective New York studios. NBC gave it from its Washington studios.

Mutual apparently was first by a margin of five to two minutes to more than a minute over the other three networks. Out of three seconds after President Truman made the announcement, Tom Slater, the network’s special events chief, read the brief statement from a New York improvised studio which Mutual had used during the hectic 5-day period following the first surrender alert on Friday, Aug. 10. This, with the news, appeared to be CBS. Bob Trout read the bulletin which was phoned by special wire from the White House at 7:00:56 p.m.

Fraser Used INS
Lowell Thomas had just concluded his 6:45 p.m. newscast on NBC and the originating point was switched to Washington, where Morgan Beatty was standing by, connected with the White House newsmen. Ralph Howard Peterson, NBC White House reporter and former war correspondent, gave the news to Beatty, who repeated it on the microphone. This was at 7:01:05.

Gordon Fraser, veteran war correspondent of American, read the surrender announcement at 7:01:10, using the INS bulletin as his source. A few seconds later David Wills was on the air in Washington, describing the White House scene and giving further news on the surrender.

All the top network commentators and newscasters were on the job, many of them in Washington; others in New York and on the West Coast.

To attempt to give individual credit to the networks for their outstanding job of reporting would be difficult. Large news wires an entire issue of BROADCASTING would be required to chronicle the top coverage job of the country’s independents. Network affiliates as well as non-affiliates laid plans for the greatest moment in American history—the end of the world’s worst conflict. And they carried out those plans, adding many impromptu broadcasts.

Radio experienced its busiest week in its history, what with surrender in the air and false reports emanating from unknown sources, causing a premature celebration Sunday night, Aug. 12.

First definite word that the Japanese would surrender came from Radio Tokyo shortly after 7:30 a.m. EWT, Aug. 10, with a Domei dispatch saying the Japanese had accepted surrender terms [BROADCASTING, Aug. 13]. Then came two dose announcements. First was the President Truman at the White House from early morning until late night. Radio correspondents remained on the job, even after the President had retired. The networks and most stations remained on 24-hour daily schedules.

Then at 9:34 p.m. Sunday, Aug. 12, the routine clack of news teletype machines was broken by flash bells. UP carried a flash with a Washington dateline stating the Japs had surrendered. Network newsmen went through a fast routine of getting the news on the air—and promptly retransmitting it as soon as the UP kill came in.

Both the FCC and FBI were investigating, after UP officials had sought their aid. UP Washington headquarters said the flash originated elsewhere, although it carried a Washington dateline. UP posted a $5,000 reward for arrest and conviction of the culprit. AP also announced it would offer a reward.

But that didn’t undo what the false flash had done. NBC interrupted the Beyer program, American Album of Familiar Music. CBS broadcast the flash during the James Melton show. Before either network left the air, the kill had come in and commentators broad- cast it. But a premature flash had been set off. Whistles blew and the people started a wild orgy before word that the announce- ment was a phoney got around.

Then came Tuesday, Aug. 14. At 1:50 a.m. Radio Tokyo broadcast this message: “14/8 flash flash Domei has learned of imperial ac- ceptance of Potsdam declaration.”

At 1:50:48 CBS broadcast the bulletin. A few seconds later Mutual put it on the air. So did American and NBC. When Americans awakened they heard details by radio, but there was no formal announcement from the White House.

Swiss Message
Then came word that the Japanese had transmitted a lengthy message to the Swiss Government, presumably the surrender acceptance. Louis Aiken, WINX Wash- ington newscaster, in early afternoon, announced on the air that the Swiss legation in Washington told WINX newsmen that the surrender message had not been received at 7 a.m., as earlier reported.

Later the White House disclosed that the message Japan had sent to Switzerland was not the accept- ance and the surrender watch continued, radio keeping the people informed of developments as they occurred.

About 5:30 p.m. radio learned that the Japanese note had been delivered by the Swiss Government to the State Dept. Although regular schedules were maintained, networks broke in frequently with brief bulletins. Then came word that President Truman had called a news conference for 7 p.m.

What happened is history. The lid was off. Radio did its job. Evendomestic news took a double uptake of news last day last, proclaimed by President Truman, broadcsters were looking into the future.

War news will be no more, but there’ll be peace developments and the radio already has laid plans to bring to the American people the results of the peace conferences.
The Voice of Mississippi

Figures Don't Lie
in Mississippi

Taxable sales increased 93.33 per cent from 1940 to 1944 in Mississippi. A comparison of actual figures shows that taxable sales amounted to only $651,168.456.00 in 1940—but jumped to $1,258,901,781.40 in 1944. Mississippians are buying as never before!

From 1940 to 1944—
Retail Food Sales jumped 129.29 per cent.
Apparel Sales jumped 183.37 per cent.
Lumber & Building Material
Sales jumped 125.02 per cent.

*WJDX—the DOMINANT "Voice of Mississippi" effectively, efficiently, covers this growing, buying market.

*State Tax Commission.

Snow in September...
down South...

Cotton is the 16-county WSPA-Piedmont's largest money crop. Over 27,500,000 baled-pounds each year are produced in Spartanburg County alone.

WSPA
Spartanburg, S. Carolina
Home of Geno Craft
5000 watts Day, 1000 watts Night
950 kilocycles, Frc. by Holladay

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BBC
(Continued from page 18)

ice. Now there are two services in the United Kingdom but there will be three when a new hibrow system starts. All stations use landline relays leased from Postoffice Department. In addition to standard band Europe uses band from 160 to 280 kc with high power. Power up to 100,000 w is used with up to 150,000 w on medium waves. United Kingdom has 10 clear channels for its geographical small area and plans to keep them clear. Freewave radio Normandie, commercial, used 80,000 w and Freewave Luxembourg 150,000 w. Both are expected back as American-type commercial stations, leased to concessionaires. Several commercial stations are expected in the Irish Free State to serve the United Kingdom and Continent.

BBC hasn't experienced trouble with political broadcasting, said Mr. Haley in replying to Morris Novik, New York City-owned WNYC. Charter simply specifies BBC must be impartial. In liberal campaign Atlies swept into office blocks of 24 periods of 20 minutes each were given to major political parties to use as they saw fit after 9 o'clock news. Miscellaneous parties having 20 candidates were given 10 minutes each after 6 o'clock news. Even though no control and no advance script scrutiny exist, BBC had no trouble.

Newspapers feel BBC is competitive but relations are improving though not yet is there as much tolerance as in America.

BBC's overseas shortwave service, greatly expanded during war, will never shrink to prewar proportions, Haley predicted.

There is no labor problem at BBC, which has a staff association not affiliated with any other union. Musicians are not staff members and there's nothing approaching Petrillo antics.

Interview with Haley and executives was preceded by tour of BBC operations, many of which were badly damaged by German blitz in 1940 and by buzzbombs. For six years most operations were from underground studios. Many employees were killed.

Technical operations of BBC were most impressive. Little program line was shown. Technical innovations include ingenious new instantaneous recording equipment developed by staff with 50 to 10,000-cycle range and by technically informed group to be far ahead of anything we have. It was impossible to recognize difference in quality of broadcast and transcribed signal recorded on zinc base blank as we watched.

Much equipment in use is about 10 years behind. But timing is watched closely and each program monitored by continuity writer and boy who keeps second by second log.

New control panel planned postwar has very large knob with

half living in quaint village. Hospital nursery and canteens are maintained on manor house premises.

Back in London the group visited Bush House where European services are maintained. At war peak BBC broadcast 50 hours per day over three networks short, medium and longwave. Now it broadcasts 34 hours over four networks in each 24 hours. Broadcasts are in 22 languages in the overseas service.

The inspection concluded with the news conference and banquet attended by top BBC executives at Claridges Hotel.

KLS Change
PRELIMINARY to its affiliation with the Associated Broadcasting Corp. Sept. 16, call letters of KLS Berkeley will be changed on Sept. 10 to KWB, according to F. Welington Morse, manager. He added that the station would make a clean break from the past, toasting out foreign language and religious programs and adjusting its schedule to the new chain policy. Similarly, Larry Jones, manager of KSAN San Francisco, which likewise joins the web, announced a policy of accepting each new chain offerings as suit local program tastes and conform to station requirements.

Jett on CBS
E. K. JETT, FCC commissioner, yesterday started a new series of interministerial commentaries during the Sunday afternoon CBS symphony broadcasts, with postwar communications as the overall subject. Commissioner Jett's inaugural talk was on "Frequency Modulation". Subsequent speakers will include Paul A. Porter, FCC chairman; Dr. Peter C. Goldmark, director of CBS engineering research and development department; Worthington Miner, manager, CBS, video department.

Toal Appointed
E. P. TOAL has been appointed sales manager of standard radio receivers in receiver division, electronics department, General Electric Co., it has been announced by Paul L. Chamberlain, division sales manager.

CONVENIENCE in New York...

is the word for The Roosevelt. Just a step from Grand Central and Madison Avenue and recreational areas. Typically Hilton-in-stil


Direct Entrance to Grand Central Terminal

BROADCASTING • Broadcast Advertising
"WFDF Flint says many of the boys haven't seen a white girl in months."

**Highlights**

(Continued from page 17)

reference to a piano tuner at WOR New York. At 5:15 p.m. Tuesday, a little man with a little black bag strode into Studio 8, focal point for remote broadcasts from Chinatown and Times Square and began ping-p ping at the piano. Announcers, engineers, commentators and producers pounced on him. He couldn’t tune that piano—broadcasts were in the making. He paid no heed and three hours later completed his task.

* * *

PREMIER Mackenzie King of Canada addressed the Canadian people over CBC on the “victory shortly after the false surrender story Aug. 12. The brief talk had been recorded earlier to be used when official word of the surrender came. CBC newscasters in Ottawa, seeing the flash on UP and BUP wires, immediately put on the recording. Explanations and apologies followed.

AMERICAN Broadcasting Co. joined UP and AP in offering a reward for apprehension and conviction of the person who sent the false surrender flash over UP wires Aug. 14. Chester J. LaRoche, American vice-chairman, said the network will be “pleased to contribute a substantial amount” but he didn’t name a figure. UP has offered $5,000 as contributed too.

* * *

BJORN BJORNSON, NBC’s correspondent in Stockholm, broadcast the first American interview with a Jap diplomat since the war’s start. He talked with Japan’s ambassador to Sweden on Aug. 11 and reported the interview on NBC at 4:55 p.m.

* * *

JOHN McTIGUE, American special events director, was so tired Tuesday afternoon after being on the job since the previous Friday, that when word came the White House would have an important announcement at which John understood to be 11 o’clock, he went home for a few hours’ sleep. When he awakened at 10 p.m. he went to the celebration, and investigated, he learned the time of the announcement was 7 o’clock. He had slept through it all.

* * *

LOU AIKEN, newly-elect of WIXN Washington, hong a record of control payments, a pay telephone. For one nickel he talked for more than an hour from a phone in the foyer off the White House Oval Room. Newsmen Ed Bill Gold spotted the phone booth, about 30 feet nearer the Oval Room than the White House newsmen. Shortly before 6 p.m. Tuesday, Aiken put in his nickel, dialed the Washington Post, headquarters of the WIXN newsmen, and from then until President Truman released the news, he talked everything from Shakespeare to limericks to Denis Sartain. Gold was in the first contingent to leave the news conference. He flashed WIXN studio audiences with Jack Shoemaker’s while his wife ran to the sidewalk, where lines were installed at the West Gate. When Sartain had completed the first bulletin, Shoemaker gave an eye-witness description of the conference and Aiken read the texts of the Allied demand and Jap acceptance. Jerry Strong and Dick O’Nams, WIXN newsmen, were ready to take over with outside color, having milled with the crowds. WIXN has no network affiliation, has stressed news under the direction of Mr. Gold, former news chief of WPCO Cincinnati.

* * *

KLZ Denver did a reverse on the conference, took a group of en- tertainers and party guests on a show for men restricted to the field. Also interviewed men included on surrender day. statewide organization of news correspondents, whose members included by Manager Hugh Terry, kept copy going into KLZ studios.

* * *

WOWO Fort Wayne not only broadcast news of surrender but provided printed bulletins. With no newspaper publishing, station issued special bulletin sheet, including program logs and publicity personal, a story message from the mayor and President Truman’s statement. NCB asked sponsors to revamp programs on V-J Day, eliminating some sales talks and making copy conform to spirit of occasion. Sponsors whose copy was not adaptable to V-J Day mood were offered substitute programs, specially created, or they could cancel entirely. Network had two special V-J Day hour-long programs on tap.

* * *

INGenuity of Jack R. Reed, head of Yankee News Bureau, Washington, serving WWDC local outlet, gave that capital city station timely on surrender. Jack attended President’s news conference at 7, dashed from room shouting “One!” Elsa Naurocki of Yankee staff, stationed at open telephone in newsmen shouted “One” to phone to Doris Zallo at another end in WWDC studios.

“One” and Norman K. told listeners: “Japan has the Potsdam surrender terms.

**ETO**

(Continued from page 18)

Manchester Guardian, was host. Col. Kirby did not attend, presumably because BCB preferred it that way. Col. Kirby, while on previous ETO duty as SHAEF radio officer for Gen. Eisenhower’s staff, experienced difficulties in coordinating army radio through BCB. Relationship evidently remained sufficiently strained to cause BCB to eschew invitation.

Tuesday mission visited Eighth Air Force and RAF at High Wycombe, inspecting aviation groups which will appear in Germany this fall. Wednesday the group took a bomb damage tour of London, interviewed the new British Minister of Information and Tom Blaisdell, economic adviser, American embassy. Day concluded with cocktail party by London bureaus of the four American networks, also attended by British press.

**Filo Paris**

Thursday morning the mission flew to Paris, to arrive at lunchtime for second leg. Billed at the Hotel Raphael.

**Radio**


Aug. 22, Paris to Luxembourg, presumably meet Col. William S. Paley, CBS president, assistant chief psychological warfare, Eisenhower’s staff. Also Luncheon, Col. Charles S. Rosenbaum, director Radio Luxembourg, former pres. WPIL.

Aug. 23, auto tour Ardennes battlefields. Return to Luxembourg.

Aug. 24, Luxembourg to Brussels. En route bomb damage assessment area, Belgian Army.


Aug. 26, interviews with commander, American zone, and tour of Berlin.


Aug. 28, Saarlouis to Frankfurt. Planned interview General Eisenhower. Meeting General Adcock, members of GI, examination military government.

Aug. 29, continuation GI inspection tour. Luncheon General McClure, information control division, inspection of activities.


Aug. 31, Paris to Nice. Tour Riviera resort area, briefing on activities. Sept. 1, visits to Edie Hoc, Cannes, other points.

Sept. 2, Nice to Biarritz, inspect school center.

Sept. 3, Biarritz, to Paris and thence to America, probably via southern route to Azores and Bermuda.

**Kelly Woolpert**

1/c Kelly Woolpert, USCG, former night news editor at KHJ Hollywood, was drowned while canoeing in Ward Lake, near Ketchikan, Alaska, according to information received. He joined the service three years ago.
Help Wanted

Wanted—Veteran first class license holder for transmitter and/or studio for Rocky Mountain 1 kw outlet. Salary education and experience. Box 990, BROADCASTING.

Announced by southern 50 kw. station. Salary and talent. Excellent opportunity for good man. Box 993, BROADCASTING.

Salesman—Basic network station in midwest, has opening for competent salesman. Young man preferred, with some experience. Salary and requirements. Your application should include complete data. Box 991, BROADCASTING.

Wanted—Experienced radio salesman for NBC affiliate station in western state. Opportunity to make $5,000.00 per year or better. Send full details and first letter. Box 36, BROADCASTING.

Wanted—Southern 5 regional wants one good reliable first phone man. Not exactly a gold mine but a secure future. No floaters please. Box 37, BROADCASTING.

Salesman—Not to just sell time but to sell radio, salesmen. Copy station, Rocky Mountain area, not a defense center. Box 62, BROADCASTING.

Chief engineer—Second class, 1000 watt progressive station. Excellent opportunity. $85 weekly, $500.00 annual. No up-front costs. C. H. Prey, WLOG, Logan, Va.

First class engineer or second class, 1000 watt progressive station with future. $90 weekly, $5200.00 annual. Box 996, BROADCASTING.

Unusual qualifications airmail to New York station. Opportunity waiting to be filled. Box 995, BROADCASTING.

Unusual opportunity—We are looking for an experienced radio engineer with a good program background, and a broadcast station in a big city area. Write for your information. New York station, midwest town, 30,000 popula-
tion. Box 997, BROADCASTING.

Apply care of Box 985, BROADCASTING.

Help Wanted (Cont’d)

Producer management for independent New York station. Opportunity for man with sound ideas and previous experience, and preferably those holding a good position and salary requirements. Your application should include complete data. Box 99, BROADCASTING.

Wanted—Experienced radio salesman for NBC affiliate station in western state. Opportunity to make $5,000.00 per year or better. Send full details and first letter. Box 36, BROADCASTING.

WANTED—Southeastern, 5 regionals wants one good reliable first phone man. Not exactly a gold mine but a secure future. No floaters please. Box 37, BROADCASTING.

Salesman—Not to just sell time but to sell radio, salesmen. Copy station, Rocky Mountain area, not a defense center. Box 62, BROADCASTING.

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tion. Box 997, BROADCASTING.

Apply care of Box 985, BROADCASTING.

WANTED—Licensed engineer for 250 watt CBS outlet in midwest. Write Box 988, BROADCASTING.

Indiana local needs experienced an-
nouncer-engineer. Send qualifications immediately to Personnel Manager, centrally located network outlet. Box 987, BROADCASTING.

Announcer—Capable becoming program director position of large and well established, cooperative, New York network outlet. Full letter. Box 989, BROADCASTING.

Radio personnel wanted—Midwest, drawing account and commis-
sion. Box 991, BROADCASTING.

New England announcer—Permanent position doing news, and variety shows. Excellent opportunity for good man to become permanent. First letter must be received. Box 992, BROADCASTING.

Salesman: Must be a live wire, capable of contacting merchants, writing spots, developing shows. Excellent opportunity for a good veteran. Write care of Box 993, BROADCASTING.

WANTED—First class transmitter operator for Wisconsin network station. No experience necessary. Start $10 week. Box 994, BROADCASTING.

Situations Wanted

Radio engineer—Twelve years experience, has developed and directed program department for networks. Includes FM and directional antennas. Desires to work with large and well established network. Box 995, BROADCASTING.

Chief announcer-production man—Veter-

an, WW2, married, six years experience, wants program directorship small station. Will go anywhere. Permanent position only. Box 2, BROADCASTING.

Producer-writer—30 kilowatt experience, with radio drama and technical background. Seeks full time position with a network. Box 997, BROADCASTING.

Writer—Young woman, has five years business and promotional background. Desires opportunity to work for any type musical show. Has excellent "mike" quality and voice. Call or write. Box 998, BROADCASTING.

Staff announcer—Available immediately for some suitable station. Box 14, BROADCASTING.

Announcer-assistant director 4 years research 1 year. Box 28, BROADCASTING.

Situations Wanted (Cont’d)

Engineer with sixteen years experience as operator and chief engineer of large years Army service desires permanent position with good progressive station. Box 30, BROADCASTING.

Announcer, college educated, network trained, experienced. Has news and announce-
charge. No wartime position. Experi-
enced program director. Young, single. Network references. Box 33, BROAD-
CASTING.

Engineer—First class phone, 3 years broadcast. 4F. Desire permanent posi-
tion as chief and permanent salary. Box 34, BROADCASTING.

Manager—25 years experience in radio. Good voice, fair education. Recognized leader of men. Strong management experience. Anywhere in U.S. Box 41, BROAD-
CASTING.

Two engineers holding first and third class engineer's license. Experienced in writing, or studio, remote re-
cord, etc., desire permanent positions with large and progressive station. Good salary. P. 0. Box 515, Manchester, N. H.

Day day disc jockey Dilliner delivering. Announcer, Casey, emcee, etc. "BD to

replies in plenty;" call Fred Kluge, 128 W. 51st St., New York 19, N. Y.

Copywriter capable of producing, sell-
ing spots and continuity. Box 41, BROAD-
CASTING.

Operator, 12 years experience on con-
tract. No maintenance and operation of broadcast stations. Go anywhere, prefer travel, car allowance, and good salary. P. O. Box 515, Manchester, N. H.

Situation Wanted (Cont’d)

For sale—Western Electric 315 B-1 kw broadcast transmitter with new tubes, spare oscillator, microlante-
neau, spares of all kinds, new batteries. Also, Western Electric 110A volume limiting amplifier, Central Institute of Technology Phasemeter. Price parts for cost. Also included: nine 9 RF ammeters. Box 907, BROADCASTING.

One, Transcorder Laboratories Inc. Type Pt+19M Pack Transmitter. One Model 19F. Two 1000 watt Power Plant. Box 908, BROADCASTING.

Broadcast transmitters available—(2) New 250 watt Model K-250 at $3,000 each; (1) New 250 watt Model K-250 at $2,500; (3) 100 watt Model K-100 at $1,000 each; (1) 100 watt Western Electric $1000; (1) Recon- structed, 1000 volt, 5000 volt, 3000 volt, 15,000 volt, 30,000 volt, etc., 200 kw, 500 kw, 1500 kw, etc., with outlet. Box 909, BROADCASTING.

Opportunity to work for a large independent. Transmitter Subject to most Government regulations. Kruges, Radio Equipment, Los Angeles, California. Telephone Exposition 1762.

Miscellaneous Wanted

Manager-executive with thorough ra-
dio experience will invest capital and engineer services in local network or will buy outright. Box 28, BROADCASTING.

Announcer, writer's encomium Comedy Material. Call, wire or letter for confiden-
tial consideration. Address Bruce Colburn, KIROSeattle, Wash.

WANTED—Broadcast Engineers

Here is a chance to get in on the ground floor of a new and progressive network program in a field where your past experience and ability will contribute to the advancement. Good opportunity for engineers having experience with broad-
casting, network, or station, and with some knowledge of the design and construction of audio, FM and AM transmitters and all associated equipment. Write to Personal Manager, Federal Telephone & Radio Corporation, 39 Central Avenue, E. Newark, N. J.

FEDERAL TELEPHONE & RADIO CORPORATION

39 Central Avenue
E. Newark, N. J.

THE SCHOOL OF RADIO TECHNICE

NEW YORK • CHICAGO

America's Oldest School Devoted Exclusively to Radio Broadcasting

Comprehensive Day and Evening Courses in all phases of Radio Broadcasting taught by Network personnel. Modern equipment in all laboratories. Course designed for successful engineers.

For Full Details, Request Booklet E.

NEW YORK 20, N.Y.: RADIO CITY, R. K. O. Bldg.
Knowlson Heads Surplus
JAMES S. KNOWLSON, president of Stewart Warner Corp., Chicago, and central field commissioner at Paris of the Army-Navy Liquidation Commission, will direct surplus war property disposal in Europe. The Commission announced that supervision of disposal will be from the French capital.

Peak Sales Predicted
NATIONAL retail radio sales in the first full year of unlimited manufacture will reach an all-time peak of approximately 15 million sets representing a retail value of $800,000,000, according to an estimate by Leonard C. Truesdell, sales manager for radio and television with Bendix Aviation Corp.

JANSKY & BAILEY
An Organization of Qualified Radio Engineers
DEDICATED TO THE
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

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CONSULTING RADIO ENGINEERS
MONTCLAIR, N. J.
MO 2-7859

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
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BUY COMBINATION AM-FM SETS, JETT URGES

COMMISSIONER E. K. Jett of FCC started

FM on its peace-time way on CBS Sunday by

urging listeners to buy combination sets tuning

both AM and FM. If present AM receivers are

in good condition, owners should buy FM

adapters, he said. (See story page 92.)

FM growth depends on how rapidly listeners

accept "new method of program transmission," he

said. For FM he predicted: it will replace local

and regional AM stations, with high-

power clear-channel AM outlets "retained

through the years" for rural coverage; 500 sta-

tions within two or three years; wider service

areas than AM; freedom of interference from

other stations on same or adjacent channels.

The vast possibilities of FM broadcasting

offer a clear challenge to American broad-

casters and American listeners," said Mr. Jett. He

lauded Maj. E. H. Armstrong, FM inventor, and

engineers who have developed the art during

the war. Mr. Jett spoke during CBS symphony

program, 3:43 p.m., in first of series of inter-

mission talks on "Radio of the Future".

CLINE, COX AT WFD

TWO broadcasters last week took jobs at

Treasury's War Finance Division. They are

William R. Cline, of WLS Chicago, who re-

turns to Treasury as WFD agriculture con-

sultant, and H. Quentin Cox, of KGW Port-

land, Ore., who becomes a $1-a-year specialist

in WFD Radio Section. Both will remain

through Victory Loan drive, and until end of

year.

NBC EXTENDS NIELSEN

A. C. NIELSEN Co. contract for delivery of

Nielsen Radio Index service to NBC has been

extended two years, following similar exten-

sion of CBS contract. Increase in life and scope

data will be available to both clients, made

possible in part by current Coast-to-Coast ex-

pansion of coverage.

Closing Circuit

(Continued from page 4)

managed to get MBS on the air first (at 7:03)

with President Truman's announcement of the

Japanese surrender. How it was done, he's not

saying. But about doing it, his comment is:

"So what? How many networks can you listen

to at the same time?" (See Editorial, page 48).

CLOSED CIRCUIT last week reported that

William Hillman of Mutual represented the

four networks at the Potsdam conference. It was

Morgan Beatty of NBC. Sorry.

WESTINGHOUSE Mfg. Corp. must file an

application for its Stratiovation exper-

iment [BROADCASTING, Aug. 6, 13]. When

original application was filed on Aug. 9, day of

public announcement of new airplane trans-

mitter proposal, it was so skeletonized at

Commission could dope it out. New appli-

cation, to be filed short, will ask for 46.7 and

104.1 mc channels for developmental portable

mobile station, using 1 kw maximum power

and A0, A2, A4 and A6 emissions to carry

out research program and new methods of

broadcasting covering all phases.

CBS TO INSTALL COLOR

TELEVISION TRANSMITTER

ULTRA-HIGH frequency television transmitter

which Federal Po station K Radio Corp. is

constructing for CBS will be installed in De-

cember in observation area of 71st floor of

Chrysler Tower, New York.

Peter C. Goldmark, CBS director of engi-

neering research and development, said Fri-

day new transmitter will broadcast high-defini-

tion color pictures on 485 mc. Coaxial cable

transmitting system will connect transmitter to CBS

video labs at 485 Madison Ave., a dozen blocks

away, via CBS television studios in Grand Cen-

tral Terminal across the street from the tran-

smitter. Special antenna developed by CBS will

be installed.

SEVERAL WARTIME ORDERS

ARE REVOKED BY FCC

FIRST STEP towards peace-time reconv-

ersion in the communications field was taken

when the Board of War Communications re-

voked 21 of 30 regulatory orders, in effect

during the war (see editorial, page 48). Two

revocations affect broadcasting; one affects

amateurs and the others common carriers.

Order 13, adopted July 10, 1942, authorizing

a survey by questionnaires with respect to trans-

mitting tubes of broadcast stations, was re-

voked. So was a BBC order forbidding other

than authorized persons to visit transmitting

plants and stations. Such visits now are left

to discretion of owners.

FCC advised CCTV it had no objections to

revival of amateur operation in 112-115.5 mc

band for 90 days. FCC action will be necessary,

however, before amateurs can resume. After

90 days Commission will consider amateur

use of 144-148 mc band in lieu of 112-115 mc.

Telegraph companies may restore messenger

errand service, sell travelers checks, handle ex-

press packages and accept greeting messages,

all barred under Order 25, which was revoked.

FCC members: FCC Chairman Paul A.

Porter, chairman; Maj. Gen. Harry C. Ingles,

Chief Signal Officer, USA; Rear Adm. Joseph

R. Shraiber, director, Naval Communications;

William L. Clayton, Assistant Secretary of

State in charge of Transportation and Com-

munications; Herbert E. Gaston, Assistant

Secretary of Treasury in charge of Treasury

Enforcement Activities.

Scooped Himself

INTERVIEW on radar with Lt. James

Peck of Merchant Marine, scooping his

own article to appear in Popular Science

magazine was a highlight of the special

program telecast Tuesday night by

WCBS, CBS video station. Program, in-

cluding man-on-street interviews, talks by

civic, political and religious notables, spe-

cial commentaries, news and docu-

mentary films, culminated a week of un-

usual activity for WCWB Station. Station, which

normally operates four hours a week,

was on air Monday through Friday, Aug.

6-10, and stood by over the weekend, re-

turning Monday and Tuesday.

People

GUY E. YELDELL appointed national sales

manager of KSD St. Louis. He had managed

automotive department of Post-Dispatch, sta-

tion owner, for 18 years.

ROBERT J. LANDRY, CBS director of pro-

gram writing, left Aug. 17 for London to

study radio conditions. He will be gone about

a month.

ROBERT B. HUTSON, director of Rocky

Mountain Radio Council, joins CBS in fall as

assistant to Dr. Lyman Bryson, director of

education. He will supervise certain CBS edu-

cational programs.

JOSEPH HEVESY, of CBS television public-

ity staff, is leaving to join U. S. Steel Corp.

to write commercials for the company's new

Theater Guild program starting this fall on

American.

STANLEY FLORSHEIM, director, American

cooperative program department, is in Chicago

on two-week business trip.

BARNEY Cragston, sales manager of

American cooperative programs, and George

Schrier, publicity director of department, are

vacationing.

CANADIAN CENSORSHIP ENDS

CENSORSHIP ended Thursday in Canada.

Last directive covered armed services

request to retain certain equipment on secret

list. Charles Shearer, chief radio censor, re-

turns to Ottawa head office of Canadian Broad-

casting Corp.

RETURN DELAYED

ILLNESS of Fannie Brice caused three-week

postponement of the "Children's Hour" two-

week evening series, slated Sept. 16. Young & Rubi-

cam lining up fill-in programs for General Foods, series sponsor.

GRUBB A CASUALTY

GAYLE V. GRUBB, manager of WKY Okla-

homa City, narrowly escaped severe burns

Tuesday night and the WKY mobile unit was

saved from being wrecked by servicemen, police

and police aid. About five minutes after the

net was broadcast, Mr. Grubb took the station's mobile unit on the streets to do

his first broadcast in years. The crowd surged

around. An antenna rod was broken, the wire

falling. Mr. Grubb, chief Engineer quickly

grabbed the broken rod but not before the

station manager was burned by the hot wire.

WKY was off the air only about 10 seconds

while the crowd was pushed back. Mr. Grubb

completed his broadcast.

WILLARD SERIES

WILLARD TABLET Co., Chicago, Sept. 17

starts five- and 15-minute shows 3 to 5 weekly

[BROADCASTING, July 30], on these stations (in

addition to WLW and five Cal. stations now

used): WAPI WSFA KLCN KTHS KGHI

KXOX KYA KGHF WDBO WSUN WQAQ

WOCO WGLC WJCL WJDL WJEF WJSO

WZTA WXEW WDBF WQBF WIBQ

WCKQ WMDU WJFJ WJKO WCOY

WGET KJLP WJBR WDSU WJEJ WFCJ

WCOO WFWO WJDX WAML KHMO

KCMO KWKH WKEX WCOS WLSG

WKUL WBMF WDBR WJTL WJVG

WKY WRLS WJSW WHO KOMA KTUL

WWSH WPIC WTMAT WKIB WAPI WMPS

WATOM WRLJ WJYJ WHF WQJF

WFCQ WQXL WOKQ WCOY WAXF WJSQ

WJEF WJQG WJOD WNEU WJBB

WJWQ WHLO WTOM WZTV WIPA

WWVA WOC WMHB WQTO WRGB

KFEL. Several more will be added. Six-month contract placed by First United Broadcasters,

Chicago.

Page 90 * August 20, 1945
WGAR, CLEVELAND

for best personifying its symbol and slogan contributed to broadcasting in wartime

WGAR first set to words broadcasting's double-edged purpose to serve this country's needs in war—and forthwith translated these words into action. Through these many months, the WGAR slogan, "In Service of Home and Nation", has permeated an industry. Thousands of radio employees wear the WGAR created radio button. Stations large and small proudly display its plaque.

IN SERVICE OF NATION...

WGAR stepped forward with the personnel and facilities to take leadership in Cleveland war campaigns (as illustrated by vice-president John F. Patt, presiding as general chairman of a War Chest campaign). It has provided a medium through which a war government could inform a democratic people about the problems involved in such things as War Bonds, scrap salvage, etc.

IN SERVICE OF HOME...

WGAR was the first single, independent station to link the fighting front by direct broadcasts from over there to the families back home (as illustrated by program director Dave Baylor in the field with the American Army approaching the Siegfried line). It has brought needed entertainment and relaxation to war workers and others who have been asked to work longer hours.

Again—the proudest thing from an industry standpoint that can be said of WGAR accomplishments is that these things can be said of other radio stations—yes, in Cleveland (WHK, WJW and WTAM), and in other cities across this broad land. KMBC of Kansas City wasted no time in the early days of the war to recognize its responsibility to home and nation. Such efforts were good enough to win the Variety award for outstanding wartime service.

Of Course—KMBC-FM—an extra service at no extra cost

SINCE 1928 * BASIC CBS STATION FOR MISSOURI AND KANSAS
KLZ, Pioneer Station of the West, is pioneering again: this time in the field of Frequency Modulation.

KLZ's 1000-watt FM transmitter, W9XLA, is now transmitting on 43.5 megacycles under a developmental license granted by the FCC.

KLZ, first AM station in the Rocky Mountain region and first, again and again, through the years with innovations and improvements in facilities, programming and public service, is now first with FM in the Rocky Mountain West.