Every time a WHO newscaster goes on the air, he is fore-armed and prepared in a way that few other independent-station newscasters can boast.

(1) He has received his basic material from eight news wires, of three big news services (UP, INS, AP)—the largest news facility, either newspaper or radio, in Iowa.

(2) His material has been completely rewritten (for style and brevity) by a staff of ten professional news men and women under his direction.

(3) He has spent his entire working day in preparation for news only. And his voice means news only to his listening audience—he is not an "announcer".

To elaborate on No. 2, above—our news staff has 82 cumulative years in journalistic work—29 in newspaper, 35 in radio news, 18 in teaching. Their educational background includes eleven degrees—seven Bachelor of Arts, three Masters, and one B.S.E.

So what? So more Iowa people like WHO newscasts better than all other newscasts heard in the state, combined. That was proved in the 1944 Iowa Radio Audience Survey.

Want complete details about this reason why Iowa prefers WHO?
Portrait of a Typical Timebuyer...

This composite advertising executive does his fall buying with a weather eye on ratings. In Washington, he finds that WOL shows substantial share-of-audience increases during all three segments of the broadcasting day (Monday through Friday), ranging up to 60% increase in the 8:00 A.M.-12:00 noon period.*

He spends carefully, wisely...and is pleased to discover that WOL is Washington's most economical network station—that, in spite of higher Hoopers and overall improvements, WOL still costs 20% less than any other network station in Washington.

He's alert for news programs...and surmises (correctly) that the reason advertisers prefer WOL news is the comprehensive (often exclusive) coverage afforded by our Washington Radio News Bureau, complete with three overseas correspondents. Case-in-point: General Electric's sponsorship of two quarter-hour strips a day of WOL news, across the board.

Past performance and local advertisers' opinions count with him. He finds that 61 local advertisers are using WOL today, 78% on a renewal basis.

He weighs promotion and merchandising heavily...and has discovered that WOL, like all Cowles stations, is equipped and accustomed to follow through all the way on large-scale sales service—and has a file full of letters to prove it.

He has notes like this on his cuff: couple of tested shows still available on WOL, Washington's fastest-growing station. Better see Katz today.

*According to latest Hooper Station Listening Index available at deadline: May-June, compared with November-December 1944, when active Cowles management of WOL was just beginning.

BASIC MUTUAL
Washington, D.C.

A Cowles Station
WOL
"THE VOICE OF WASHINGTON"

NEWS STATION IN THE NEWS CAPITAL OF THE WORLD

Represented nationally by The Katz Agency, Inc.
ANNOUNCEMENT

Restrictions on the use of paper by all branches of the printing and publishing industries, except newspapers, were removed August 24th, according to the WPB.

BROADCASTING MAGAZINE, in turn, has immediately removed all advertising and circulation rationing.
Upcoming


Sept. 11-12: First meeting, new NAB Sales Managers Executive Committee, Waldorf Astoria, New York.

Sept. 19: Hearing before FCC, sale of WINS New York by Hearst Radio to Crosley Corp.


Business Briefly

VASELINe SPots • Chasebrough Mfg. Co., New York (Vaseline hair tonic), begins 92-week spot campaign throughout country first week of September. Agency, McCann-Erickson, New York.

NAMES AGENCY • Allied Molasses Co., Perth Amboy, N. J. (Mother's Pantry Brand honey, syrup, and molasses), has appointed Norman A. Mack & Co., New York, to handle advertising. Radio to be used.

'THAT BROADCASTERS' mission to the Pacific, which was scheduled to embark about mid-September after return of the European contingent, will be delayed indefinitely—and may be cancelled altogether.

THE LETTER President Truman wrote Broadcasting (July 9) expressing his faith in American broadcasters has won plaudits from many citizens, as expressed in dozens of letters he has received. One of latest, from prominent broadcaster, warned that in Congress and even on FCC are some who would do away with the American system and he named names.

EXPERIENCE of armed services with wire recorder may be reflected in improved models. Though the military demanded emphasis on voice reproduction, experimenters are said to have attained high fidelity at average running speeds—how high they aren't saying. Quantity output of high-fidelity wire recorders involves solving of many problems but these are yielding to laboratory research.

EDUCATORS seeking electronic equipment from war surplus stocks for proposed FM stations figure end of war and slashing of red tape at Surplus Property Board may speed up plans to equip schools and colleges with transmitters and perhaps set up educational network. Further encouragement came last week from signing of Wisconsin bill setting up State radio system. Two main worries remain—getting appropriations and finding suitable FM transmitters in military warehouses.
Fast water... dull sky... tapered line... sparse hackle... the angler's dream. Then the rise... set hook... steady pressure and faultless netting of the speckled king. Many factors.

And so in radio . . . .

Local programming... local news service... local public service... all of great importance. Yes, it's stations such as these listed here that know their markets and their people... know their likes and dislikes... these are the same stations that do a sponsor job.

* * *

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC. * * *

NEW YORK - CHICAGO - LOS ANGELES
DETROIT - ST. LOUIS - SAN FRANCISCO

SPOT RADIO LIST:

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
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<tr>
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<td>WAAB</td>
<td>Worcester</td>
<td>MBS</td>
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THE TEXAS QUALITY AND YANKEE NETWORKS
Tacoma, with an average family income of over $5,000 per year—20% above the national average—is among the dozen richest markets per capita in America. This is not mere "War Wealth" for its products are as acutely needed for peace. The lumber, plywood, door, furniture, flour, chemical and electrometallurgical industries need no reconversion period, and have tremendous backlogs of unfilled orders, plus continuing demand which will produce high worker incomes for years to come.

KIRO is the only 50,000-watt station in this rich market...it brings Columbia Programs to Tacoma, Seattle and a wide surrounding area of prosperous communities in the Pacific Northwest.
In radio—as in archery—the way to get best results is to score the most bullseyes. And WSIX, with an increase of 81.5% in the all-day average Hooper for the two years ending in January, is ready to send your sales message straight to the target. Here’s why WSIX can do the job: (1) The best daytime Hooperating of any Nashville station. (2) Top shows of both AMERICAN and MUTUAL Networks. (3) A very low unit cost for excellent coverage. (4) In this rich Middle Tennessee market over a million potential buyers await your “arrow”.

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.
"OOP — SORRY!"

We missed by 1/10th of one per cent

Our recent post card survey on "Regular Listening to New York Radio Stations" showed 14.7% of the radio audience in our primary area listened regularly to WQXR after 6:00 PM on weekdays or a total of 441,000 homes.

For a double check, we compared our findings with a person to person survey conducted by The Pulse of New York among 2,100 radio homes. 60% non-telephone homes and 40% telephone homes, scientifically weighted by county population and economic distribution as follows:

6% A Incomes; 24% B Incomes; 40% C Incomes; 30% D Incomes.

The Pulse interviewers asked, "How often do you listen to WQXR—frequently; occasionally; seldom; never."

According to "The Pulse" 14.6% of those interviewed said they listened "frequently" to WQXR... almost identical with the result obtained by the post card survey, which was 14.7%.

Well! That's not so bad after all.

Incidentally, if you don't have a copy of our original post card survey, we will be glad to send you one.

WQXR AND FM STATION WQXQ
730 FIFTH AVENUE, NEW YORK 19, N.Y.
Mr. Seymour Berkson  
General Manager  
International News Service  
235 East 45th Street  
New York, N. Y.

Dear Mr. Berkson:

I wish to express my appreciation for the great work turned in by International News Service during the closing days of the war.

The "beat" scored by INS in fleshing the news that Japan had surrendered, followed by the sensational verification of William Hutchinson's disclosure earlier that General MacArthur had been chosen as Supreme Commander in Japan, made it possible for KOIL and KFOR to be well out in front of other stations in this area.

The flash the following day that gasoline and canned goods had been removed from the ration lists was so outstanding that we were able to flash it to our listeners well in advance of other stations not using International News Service.

Your Nebraska-Iowa Bureau Chief here, Craig Campbell, was on the job twenty-four hours a day during the height of the news breaks seeing to it that this Bureau continued its smooth job.

Your repeated accurate exclusives and scoops have more than justified the confidence we have in International News Service.

Your entire organization is to be congratulated on the alert manner in which the news report was handled.

Yours very truly,

Gordon Gray  
General Manager, KOIL-KFOR

GG: hrc
Feature of the Week

EASTERN IOWA wholesale fruit dealers are disposing of 1945’s excellent fruit crop in spite of the canning sugar shortage by beamsing an educational program to housewives through half-hour radio segments and a mail broadcast of WMT Cedar Rapids.

Ten leading jobbers and wholesalers in Cedar Rapids, Waterloo, Clinton, and Dubuque organized in June to broadcast canning information supplied by recognized home economists and the extension service at Iowa State College. Along with the opinion of these authorities that sugar is necessary only for sweetening (not for preservation), the radio spots emphasized that commercially canned fruit will be scarce this winter.

Harvest of Sales

The wholesalers supplied grocers with printed home-canning information and advised homemakers to ask their grocers for tested canning recipes, calling for little or no sugar. After two weeks of broadcasting straight educational information, the wholesalers concentrated on unloading specific fruits. They began advertising bing cherries through taste-appeal copy. At the end of the bing cherry season, wholesale buyers discovered that they had sold at least 40,000 lugs—three times as many as in any previous year. When they advertised apricots on WMT, they sold them just as fast as they could get them. In fact, the demand exceeded their supply. And they expect similar results through the pear and peach seasons.

The 25-a-week spot announcement schedule, which was begun June 25, will continue through September 23. Sponsors are Lagomarcino-Grupe Co., Nash Finch Co., Wittwer Grocer Co., Midwest Fruit Co., and Robert J. Blau’s Sons Co., of Cedar Rapids; Hoxie Fruit Co., Waterloo; Guinta Brothers, Clinton and Dubuque; and Everett Chandler, Cedar Rapids fruit broker.

Sellers of Sales

WAITING for the Japanese surrender, which had a world on edge, didn’t faze Harry Mason Smith as it did millions of others. He refused to become perturbed about anything—that is, except his golf score.

As sales manager of WLW Cincinnati, Harry holds down one of radio’s top selling jobs, but this red-headed, freckle-faced smiling chap is an easy-going, take-it-in-stride fellow.

Harry’s business career was fortified with six years of study at Northwestern U., Evanston, III. He got out in an advertising field following World War I. His work was fascinating and he took it like the proverbial duck to water. For 10 years he was with the Hilmer V. Swenson Adv. Co., Chicago, becoming vice-president and director of sales.

Meanwhile, radio broadcasting spread out. Harry saw in this medium a great force for selling. But he stuck to the agency field, leaving Swenson to become vice-president of Henri, Hurst & McDonald, Chicago, in charge of sales. He played golf nearly every day and among his partners were some radio men. Conversations drifted to listener impressions.

In 1936 Harry was appointed sales manager of WBBM Chicago. He started late in the season, but with the ascendancy sales volume that must materialize in order to achieve full employment not only of manpower but also of production and capital, advertising people again perform this function,” he said.

“It will take the combined planning, ingenuity and genius of the broadcasting people to do the job. Broadcasting is ready to perform its job in the period ahead.”
Do you realize this market contains over 3 1/2 million people; more than these 14 cities combined: Kansas City, Indianapolis, Rochester, Denver, Atlanta, Toledo, Omaha, Syracuse, Richmond, Hartford, Des Moines, Spokane, Fort Wayne.

Royal Crown Bottling Company of Newark, Inc., bottlers of Royal Crown Cola,—“best by taste test”, must have complete coverage in America’s fourth largest market. So, in July, 1941, the Nehi Corporation bought six, 1-minute “spots” per week on WAAT. From that modest beginning, Royal Crown Cola, year after year, has been renewing and continuously using New Jersey’s First Station. Yes, from 6 “spots” to 168 “spots” per week, because they know:

WAAT delivers more listeners per dollar in America’s 4TH Largest Market * than any other station—including all 50,000 watters!

* Do you realize this market contains over 3 1/2 million people; more than these 14 cities combined: Kansas City, Indianapolis, Rochester, Denver, Atlanta, Toledo, Omaha, Syracuse, Richmond, Hartford, Des Moines, Spokane, Fort Wayne.

WAAT

970 KC NEWARK, N.J.

(National Representatives: Radio Advertising Co.)

"DOLLAR FOR DOLLAR NEW JERSEY’S BEST RADIO BUY"
ELECTRONIC TELEVISION IS AN RCA DEVELOPMENT

This is the sixth in a series of advertisements showing that RCA engineers developed the basic essentials of the electronic television system—including tubes and circuits.

RCA built the first all-electronic television transmitters and receivers—the first commercial television station—established the first television relay system—presented the first electronic theatre television—was the first to televise a baseball game and a Broadway play; and was first to televise from an airplane.

RCA is, and will continue to be, the leader in practical, successful, commercial television. You may expect the best of all kinds of television transmitting and receiving equipment from RCA.

BUY MORE WAR BONDS

6. THE FIELD CAMERA

To provide the public with the greatest service from television, it was necessary to develop cameras that would operate satisfactorily under the wide variety of conditions encountered in the field. Increased sensitivity was essential because of the low light conditions that frequently exist. Portability and ruggedness were prime requirements. The RCA Field Camera, developed and manufactured before the war, was the first step in this direction. It has been used extensively for televising football and baseball games, boxing and wrestling matches, and many other interesting events. The heart of this camera is, of course, the Orthicon, a 100% RCA creation. RCA was the first to produce a camera using the Orthicon — conceded to be the most satisfactory pick-up tube for outside work. When manufacture is resumed, a new and improved field camera will be available. This RCA camera will bring "on-the-spot" telecasting of sports and news events within the reach of every television station.

The Fountainhead of Modern Tube Development is RCA

Radio Corporation of America

RCA Victor Division • Camden, N. J.

In Canada, RCA Victor Company Limited, Montreal
Tom Manning...has the Know How to Know Who

Tom (Red) Manning brings to WTAM all the "big shots" of the sports and entertainment world. It takes "know how" to know "who's who." Cleveland's first announcer ever to broadcast the Yankee and Giants baseball games by television; Cleveland's first and only winner of the Sporting News Golden Trophy. Tom is first in the "know how" of serving Cleveland fans...just as WTAM is Cleveland's first station in listening audience...day and night.

First in Cleveland

WTAM

50,000 watts

Represented by NBC Spot Sales

Two City Slickers...Spike Jones
on Tom Manning's Program

TOM MANNING and Jewish War Veterans at Lincoln Memorial Statue Service

TOM MANNING and Jennie Erle Cox 1945 Maid of Cotton

BOB HOPE, BING CROSBY and TOM MANNING at 7th War Loan Golf Match

Broadcasting • Broadcast Advertising
August 27, 1945 • Page 13
"Oops! Sorry, Miss Love—but that might have been a call from F & P!"

- We hate to interrupt anyone when he's busy—and we certainly try to avoid it. But spot broadcasting is a fast business, and opportunities that are here today are almost always gone tomorrow! So, if you're not already especially familiar with radio, please remember this:

When one of our old Colonels calls you or calls on you pretty breathlessly, don't think he's trying to give you the rush act. That's not in our book. What we do try is to give you a shot at good things, when they break. In almost every case of that sort, these days, every minute counts. So thanks for your help in getting the word to you as fast as possible!

**FREE & PETERS, INC.**

*Pioneer Radio Station Representatives*

*Since May, 1932*

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<td>Sutter 4353</td>
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<td>Main 5667</td>
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*EXCLUSIVE REPRESENTATIVES:*

| WGN-WREG | WABC-BUFALO |
| WCBS | CINCINNATI |
| KDAL | DELUTH |
| WBBY | FARGO |
| WBBX-WZKQ | GRAND RAPIDS |
| WBBM | KALAMAZOO |
| WAVE | LOUISVILLE |
| WTCN-MINNEAPOLIS-ST. PAUL | PEBRIA |
| WMBB | ST. LOUIS |
| WFBFL | SYRACUSE |
| WHO-WOS | DES MOINES |
| WOCI-DAYENPORT | SUDANDOAE |
| KEMA | SOUTHEAST |
| WCHM | BALTIMORE |
| WCSC | CHARLESTON |
| WIS | COLUMBIA |
| WPTF | RALEIGE |
| WDBJ | ROANOKE |
| KOB | SOUTHWEST |
| KEF | ALBUQUERQUE |
| KEN | BROWNDELV |
| KERI | CORPUS CHRISTI |
| KTXZ | HOUSTON |
| KONA | OKLAHOMA CTT |
| KTL | TULSA |
| KOB | PACIFIC COAST |
| KEIB | PORTLAND |
| KEHO | SEATTLE |
| and WRIGHT-BENOXY, Inc. | | | | |
FCC Extends FM Band for New England

Holding Channels, Nonduplication Ruled Out

REEDING the warnings of industry that its proposed allocations of FM would not permit good service in New England, the FCC proposes to revamp its FM Rules & Regulations, extend the FM band in the northeastern states from 106 to 108 mc and permit more stations in that thickly populated area.

Rules & Regulations will not be released for another three weeks or month, but the FCC issued a report late Friday covering its intentions. Instructions on procedure will be issued shortly to all applicants. Developments are these:

(1) The northeastern section, to be known as Area I, will have 90 commercial FM channels instead of 70, as originally proposed, with addition of the 106-108 mc band. Area II, remainder of the country, will have 70 channels, with the 106-108 mc band assigned to facsimile. Proposal is compromise between high-powered stations (such as Yankee Network's 50 kw Mt. Washington outlet) and CBS single-market plan.

(2) Proposed rules governing metropolitan, rural and community stations revised, eliminating rural stations from Area I.

(3) FM stations will be licensed for unlimited time, with minimum of 6 hours daily required at outset.

(4) No rules or regulations concerning duplication of programs. Commissioner C. J. Durr dissented, holding that absence of a rule will favor AM operators who have made "big profits" and work hardship on newcomers who will have to build from scratch.

(5) FCC will not reserve 20 channels for "newcomers" as proposed. Commissioner Durr again dissented, contending some reservation should be made for servicemen and women who may return to find all available channels taken by those who didn't fight.

(6) Multiple ownership rule (Sec 33.6) to apply and FM ownership limited to 6 stations per owner. No rule regarding ownership of FM by AM operators.

(7) Network regulations will apply to FM.

(8) Sharing of antenna sites will be required under certain conditions.

(9) Rooster station applications will be considered on merits.

(10) Transmission of simplex facsimile will be permitted during hours not required for FM aural broadcasting.

(11) Community stations will be allocated on upper end of band because of low power. Educational channels, 88-92 mc, not affected. Rules governing educational stations to come later.

Following is text of the Commission report:

"The Commission has decided with respect to the 10 suggested rules and regulations concerning FM broadcasting which were set forth in the Commission's order of June 27, 1945 and which were the subject of recent protests and argument. While the substance of the Rules and Regulations is substantially unchanged, this report which is issued at this time in order that manufacturers, existing and prospective licensees, and applicants may have an immediate opportunity to make specific plans for the postwar development of FM broadcasting, will be issued within the immediate future."

Part 1

The allocation plan which was set forth in item 10 in the Commission's report will be discussed first. Any allocation plan for FM broadcasting is complicated by the fact that in the eastern part of the United States (hereinafter defined with more particularity as Area I) there is a heavy concentration of population. The demand for facilities in this portion of the country will be greater than in the remainder of the country and testimony at the hearing clearly indicated that the 70 channels allocated to FM broadcasting would not meet the demands which can reasonably be expected in this area. Accordingly, the Commission has concluded that the two megacycles between 106 and 108 megacycles, which had been initially reserved for facsimile but which the Commission indicated would eventually be used by stations, should be immediately assigned to FM. The Commission has the discretion that as between facsimile and FM there is much greater present need for the use of these frequencies by FM. Accordingly, that by facsimile does not mean that no provision is being made for facsimile. In the first instance the 10 megacycles between 97 and 108 mc are available for facsimile broadcasting. Secondly, even as to the two megacycles between 106 and 108 mc the Commission intends for the present to utilize the frequencies in this band for FM broadcasting only in Area I. In the remainder of the country channels will not be assigned to FM at the present time and can be used for facsimile broadcasting. Finally, the rules which the Commission is adopting express the only stipulation that within the experimental stage the multiplex transmission is limited to 2750 megacycles. The rules as planned will permit the transmission of experimental broadcast for a period of six hours per day and also for aural transmissions, in conformity with the recent decision of the Federal Communications Commission that the multiplex transmission is limited to 2750 megacycles.

Seven Offers Are Received for WOW

SEVEN offers to sell or lease WOW Omaha were received and opened Thursday by Woodmen of the World Life Insurance Society. A committee named by D. E. Bradshaw, chairman of board, is considering the offers which were asked after the recent U. S. Supreme Court ruling [Broadcasting, June 25] reversing a ruling by the Nebraska Supreme Court. Effect of ruling had been to put license up for the FCC.

The seven bids follow:

George W. Kline, Lincoln, would form corporation to buy WOW for $1,000,000, to operate station 10 years for $17,500,000 monthly and 86% of net profit after taxes.

Omaha Post No. 1, American Legion, lease with option to buy for $2,000,000 at annual rental of $150,000 plus 50% of net income until $500,000 is paid, then title will pass.

Radio Station WOW Inc., present lessee, lease for 15 to 25 years at annual rental of $140,000 or $5,500,000 over 25-year period, title remaining with Society.

A. H. Blank, theater operator, and D. Ralph Branden, both of Des Moines, form corporation to lease for 15 years at annual rental of $105,358.12 plus 10% appreciated value of real assets, with option to buy after two years for $2,952,289.20.

World Publishing Co., owner of Omaha World-Herald and KOWH (which would sell), purchase for $1,060,000.

Central Newspapers Inc., publisher of Indianapolis Star, purchase for $1,000,000 and lease for five years at total rental of $900,000 with option to buy for $500,000 at end of lease period.

J. M. Harding & Associates (W. J. Custer, W. D. Horford, Robert H. Storz, Paul Gallagher), of Omaha, lease 15 years $1,890,000 payable $126,000 a year, Society retaining title but if it proposes to sell during lease, group being given right to purchase at any bona fide price offered by a third party.

Two Kinds of FM

SOME broadcasters felt the FCC's new proposal for allocation of FM will be discriminatory. One spokesman, after studying the Commission's report, commented that it "sets up two kinds of broadcasting—one for the East and another for the rest of the country".

Solution lies, he continued, that "the East will have more power greater than in the remainder of the country, and this will be reflected in the charges proposed. According to the commission, the power ratio is going to be 85% to the East, 15% to the rest of the country."

Plane Relays Planned In '35

A RADIO relay broadcasting system using planes flying in the stratosphere as transmitters was conceived by Nils E. Lindblad, research engineer of RCA Labs, in 1935 and a patent on the invention has been pending since application was filed Jan. 7, 1942.

Westinghouse Electric Corp., in cooperation with Glenn L. Martin Co., early this month announced the development of Stratovision, an airborne transmitter system (Broadcasting, Aug. 6, 15).

A broadcast application has been filed at the Patent Office by Westinghouse in which its claims are stated generally. Research is continuing and may naturally disclose material affecting present claims, in which case they will be enlarged or amended as required. Westing- house is not cooperating with Glenn L. Martin Co. in this development, but they are interested in the possibility of using such equipment for broad- casting.
Millions of Sets Will Boost Radio Audience

Set Makers Race To Get Product On Market

By J. FRANK BEATTY

RADIO manufacturers, racing to get receiving sets on the market, will add 3 1/2 to 4 million sets-in-use to the present 55,000,000 total by the end of the year. Once production rates down to normal, they will produce 2 to 3 million sets every quarter.

These figures are based on a roundup of factories by Broadcasting, showing that many plants already have assembly lines in operation. Others are reconverting furiously. Some still are wrestling with early production problems and can't promise action for some weeks. Receiving sets should appear on retailers' floors in September. By October they should appear in quantity, with buyers having a wide choice of models and brands.

Third of Normal by Holidays

Several manufacturers promise a third of a normal year's production by the holidays. Some will reach normal production in two or three months. Most are setting up for huge production—10,000 sets a day planned in one case. Effect of all this production on broadcasting industry will be not only to bring quick and sharp increase in sets-in-use total, but also provide public with improved listening.

Policies of set makers on FM vary. Several plan to include both present and upper FM bands in their sets, but effect of the letter sent to RMA by FCC Chairman Paul Porter (see story, page 18) was just sinking in last week. This letter warns against putting two FM bands in new receivers.

FM picture at weekend was this:

Small percentage of early production will include upper FM band. Makers are eager to get into showrooms at earliest possible moment and can attain volume by concentrating on straight AM receivers. Later in autumn they will increase percentage of FM-equipped receivers.

When FM stations in upper band begin to take the air, percentage of FM sets will rise sharply.

Television is getting scant consideration in the scramble to reconver and get production lines operating. Consensus is that television receivers will be made when there are enough television stations to create public demand for TV sets. Though most sets will be low-priced table models they will be superior to 1942 sets in same price range. Lessons learned in war production will be utilized for peacetime sets. Military tolerances in radar, for example, were extremely fine and new production will benefit by improved practices and components.

Advertising Committee (Set Division) of Radio Mfrs. Assn., met last Wednesday at Edgewater Beach Hotel, Chicago. Merchandising and exploitation problems were discussed, along with distribution policies.

The RMA group also went into plans for joint observation with the NAB of the 25th anniversary of radio. Plans for a symbolic statuette were reviewed and changes suggested.

For several years radio's total of sets-in-use has been slipping due to wartime ban on production and to battery shortage. Now sets are starting to come off a few production lines. By October stores will have plenty. Set makers, though, are harrassed by reconversion problems. Here is nationwide roundup by broadcasting of what they are doing since WPB gave them green light.

Impetus to radio receiver production came last Monday when WPB revoked L-265, order specifying limitations on production of sets and components. Action was taken as part of sweeping WPB revocation of production controls. It gave the green light to receiving sets and components manufacturers. Also revoked last week was WPB control over use of surplus electronic products. To date the war surplus stocks released by the military have not been an important battery.

Most manufacturers have huge backlogs of orders. Switch from military to civilian production is simple in comparison with many industries, since receivers contain condensers, resistors, tubes and other components similar to the parts used in military equipment.

One of knottiest problems centers around cabinets. Scarcity of wood, plastics and finishes is serious in many plants. Until these shortages are solved, production will be concentrated in table model field, prices probably ranging from $20 to $50. Here plastics are satisfactory and public has been educated to the use of such materials. Some plants plan to produce console models in plastic but expect to switch to wood when it's available. Fancy combination models will be provided dealers for display.

Pricing Tough

Pricing problem is tough. OPA was caught short by sudden end of Pacific war but is being pressured to act quickly. Situation is difficult since component manufacturers, for example, make some 4,000 items. One proposed solution is for OPA to fix profit for items by departmentalizing—tubes, so much profit, etc.

John W. Snyder, director, Office of War Mobilization & Reconversion, met with RMA officials Thursday. He told them OPA is holding up the reconversion to set production. OPA action was promised on component pricing by the middle of this week, probably on a departmentalized basis.

Many new manufacturers are entering the set field, having been active in electronics during the war. Total number of makers before war was about 80, but at least 100 are entering the postwar set market.

Effect of the WPB action revoking L-265 was to start set manufacturers on a grand rush to get sets into retail channels as quickly as possible. WPB explained the move was taken to remove any barriers to quick reconversion and speed employment of war workers out of jobs because of cutbacks.

Melvin E. Karna, director of the WPB Radio & Radar Division, predicted the industry could produce 3 1/2 to 4 million home receivers by end of 1945. Terminated contracts cover 80% of total contracts outstanding last month. Some military production continues, with new procurement and existing contracts taking care of needs. Special priorities will be granted, if necessary, and general WPB controls will be retained where necessary.

Military deliveries have exceeded $200,000,000 a month for several months, said Mr. Karna. This month there will be 20,000 receivers for military use. The military set will be the same as the civilian set, with some minor differences.

Some sets will remain in short supply for some time, he added, and substitutes must be employed. Among such items are tin, crude rubber, certain kinds of lumber, paper and paperboard, certain textiles and chemicals, and some finishes. Many of these should become easier after a short period.

Electronics Research Supply Agency, which has supplied components to development laboratories during the war, will cease operation about Sept. 30.

Radio & Radar Division will continue to aid industry in breaking bottlenecks and in handling problems but priorities assistance will be granted only in rare cases of unusual hardship. Manufacturers working under OPA study limitations, find substitutes and plan production in a sound manner.

John Creutz, assistant director of the division, said M-R markings on tubes are no longer required, no channel excess tubes into repair and replacement market. Plan to issue suppliers certificates to dealers so they could get tubes before manufacturers also is discarded, along with spot authorizations for radio set and equipment production.

Here is roundup of what set manufacturers are doing:

ADMIRAL RADIO Corp.—Production on postwar sets began a month ago with dealers promised 5,000 sets per day by October, 10,000 by January. Seymour Mintz, advertising manager, said biggest selling point will be new five-second changing cycle on record changer at opening. Line will concentrate on table models, with AM-FM, console phonographs coming later. Tele will be secondary, but will offer new RCA HIS free set.
Outlook Is for System Closely Following BBC Pattern

By SOL TAISOFF (Special from Paris)

STILL DAZED and uncertain after six years of war, France within the next few months will determine its new national radio policy. And the outlook is for a state-controlled system following the BBC pattern until such time as FM or other developments will obviate the "limitation" on stations which can be operated, or until the people decide otherwise.

In fact, it has been urged that a French information and radio authorities to adopt the state system. One of the French officials told the U. S. broadcasting mission now touring Europe that unless such a system is adopted BBC will not collaborate with the French radio on program exchange and reciprocal radio back-scraping. It is evident BBC is looking over the Continent against commercial or "publicity" radio.

Dual System Formerly

One French official, who recently conferred with J. H. Haley, BBC director general, said he had urged all possible pressure against the reopening on a commercial basis of Radio Luxembourg and other commercial operations designed to lure listeners from government systems. That French official was Commandant Phillippe Desjardin, chief of foreign broadcasts of Radio Diffusion Francaise, a bright and frank young man who had operated the French radio underground as Phillipe Wolf.

Before German occupation, French radio was operated through a dual system, with the commercial stations having by far the greatest audience. That is readily admitted by the French officials, but they emphasize that France must "reclaim her honor" and a state system is needed to do this.

Jean Guignebert, director general of RDF, said he felt that commercial radio in a nation such as the United States is desirable since it has upwards of 900 stations and competition therefore can grow, but in France, with limited facilities and a tremendous task of rehabilitation ahead, radio "cannot be as free as the press". He backed up Commandant Desjardin's view that if FM provides more stations, then radio could be "as free as the press".

In Bad Shape

French radio today is in a sorry state. The Nazis destroyed practically all the studios and transmitter equipment of Radio Free France just a year ago. Studios are at some 30 different locations in Paris. Employes are underfed, underpaid and subjected to forced travel between studios by bicycle, since transportation is lacking.

While it seems a foregone conclusion that French radio will continue on a nationalized basis, the formal judgment must come from the new legislature to be established by the elections next month. The present De Gaulle Government is a coalition and the "ins" aren't too certain about the result. But those men now running radio, all De Gaulist, want a state system, and if they win the election that's the way it will be. Despite glooming battles about French television, examination of TV progress shows facilities are crude compared to U. S. signals.

The outlook is for a state-controlled radio. But in fact it has been urged that France will have state-controlled radio. It is nothing but French to adopt the system like theirs. Despite glooming battles about French television, examination of TV progress shows facilities are crude compared to U. S. signals.

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Recovery problem for French radio is difficult. After looking over situation, Mr. Taishoff, touring Europe, believes France will have state-controlled radio. BBC is nudge French to adopt system like theirs. Despite glooming battles about French television, examination of TV progress shows facilities are crude compared to U. S. signals.

Crude Images

The television demonstrated to a group of the broadcasting mission by Dr. Andre Oray of the French RAIW line is quite crude compared with the 525-line pre-war video in the U. S. Dr. Oray predicted practical television in 10 years in France, but it will have to be costed in.

The vast new television-theater studios being built by RAIW which are about half completed, plus transmitters and antennas, will cost about $3,000,000 francs ($40,000,000) for the entire program, Dr. Oray said. But how the money will be raised for the overseas project, and how the financing of restoration of the French domestic and overseas radio will be accomplished remains for the new Government and new Chamber of Deputies to decide.

News Freedom in USSR Is Denied to Radio Correspondents

A RADIO correspondent entitled to as free access to the news as a newspaper correspondent is not a newspaper correspondent. The United States thinks so, Russia does not.

That much was revealed by Secretary of State Byrnes in a press conference. Mr. Byrnes said that the use of the word "radio" synonymous with "press" in the free press platform adopted at the Potsdam Conference was approved [Council Ciscuit, Aug. 20].

Soviet Interpretation

The Soviets take the view that radio is a state institution, and that entrance of radio correspondents into the USSR or its satellites would 'be tantamount to admitting on that basis a government institution from another land.

The Soviets say that radio is a "communications" service, and newspaper correspondents, on the other hand, will be given free access. At least, such is Mr. Byrnes' understanding. He acknowledged that four newspaper correspondents had not been admitted to the Potsdam Conference since the Potsdam Conference—halted by the USSR at Budapest.

He has asked the Allied Control Commission to investigate this matter, and is calling it to the attention of the Russians. He believes that the correspondents will be passed as soon as Budapest authorities are apprised of the Potsdam free press agreement.

Mr. Byrnes did not answer directly at the press conference a radio correspondent's question as to whether the fabricated news to the disposition of the Soviet Union is expected to be dictated to such a radio correspondent. He felt that this would be a good time for some radio correspondent to try his luck at gaining free access on a par with the press, and he suggested that such a venture might offer a test case.

President Truman's sentiments about radio's status in the world of news are well known. They were stated in a letter published by the New York Times, in which he understood that radio to act as "a medium that by its very nature must remain as free as the press." This was written on the eve of his departure for Potsdam. That it was fresh in his mind may be evidenced by the terminology used in the Potsdam conference agreement that the American delegation was understood to have been first to introduce the free radio issue when the free press plank was under discussion.

At such meetings, by terms of agreements among the Allied Nations, a subject is dropped when one party objects. Russia objected and remained adamant. Although Great Britain took a view of broadcasting different from that taken by the United States, it was understood she was willing to go along with President Truman and Mr. Byrnes.

Possibly the Russian attitude may become clear when the Soviets are given a fuller explanation of the system under which American broadcast operates. It is observed by some that they now permit American radio correspondents to speak from within the USSR.

The press provisions adopted at Potsdam were composed in the closest consultation with the Russians and it is understood that time did not permit full enough discussion to dissuade the Russians.
FM Will Move to 88-108 mc by Christmas

Furore Caused by Porter Letter To Cosgrove

By BILL BAILEY

FM will be in its new home (88-108 mc) by Christmas day, or shortly thereafter.

That's the prediction of FCC officials, based on information from both set and transmitter manufacturers.

Set manufacturers, transmitter makers and broadcasters alike literally "hit the ceiling" last week when the Commission released a letter written Aug. 17 by Chairman Paul A. Porter to R. C. Cosgrove, Radio Mfrs. Assn. president, threatening to terminate FM in the old band (42-50 mc) immediately if manufacturers fail to turn out new sets with two FM bands.

FCC's Threat

Mr. Porter's letter, signed "by direction of the Commission", said it was the Commission's desire to permit simultaneous operation in both the old and new FM bands "as long as it is necessary" but added: "If new receivers are manufactured to cover the old band, the Commission might very well take the position that it is necessary to put an end immediately to all FM transmissions in the old band in order to protect the public from an unnecessary expense and to insure that the change-over to FM's new and permanent home should not be delayed."

That sentence caused a furore among manufacturers. Several already had two-band sets in the making. Their decision to cover both bands was taken, it was understood, because the FCC in earlier releases failed to estimate a date for termination of interim operation and for the changeover.

The Commission is informed by transmitter manufacturers that 10 kw transmitters will be immediately available for the new band,” wrote Chairman Porter. That brought vigorous denials from transmitter manufacturers, who told BROADCASTING that 250 w, 1 kw and 3 kw transmitters probably would be ready by Jan. 1—with the more expensive 10 kw transmitters won't be ready for a year or more.

"Bosh," replied a high Commission official, who asked that he be identified. "I have letters from some of the large manufacturers assuring me that transmitters capable of 10 kw radiated power will be ready before the first of the year. Converters will be out long before and there's no reason why FM stations operating in the present band can't be moved up to give the public the Christmas present of programs in the new FM band."

Manufacturers polled by BROADCASTING were more pessimistic, however. Prof. E. H. Armstrong, FM inventor, said he had the money, tower and antenna ready for a new high-frequency transmitter, but so far he hasn't had anything like an offer for immediate installation.

No Commitments

No spokesman would commit himself to a definite delivery date for FM transmitters, but all pledged the fastest action possible. Because of the abrupt end of the war, they still have conversion problems to iron out.

General Electric plans to fill FM is expected to move to its new home (88-108 mc) by Christmas. That developed after FCC threatened to terminate all FM transmissions in old band (42-50 mc) if set manufacturers failed to turn out new receivers. With transmitters available in immediate future, FCC soon will require present FM broadcasters to move to higher band.

RTPB Votes 20-11 Favoring AM Band Extension to 530 kc

EXTENSION of the standard broadcast band to 650 kc has been recommended by Panel 4, Radio Technical Planning Board, by a 20-11 vote. The panel voted, 16-15, a proposal to recommend that the FCC extend the AM band still further to 520 kc.

The panel was unanimous in its support of the FCC's proposal to extend AM band standard band to 540 kc [BROADCASTING, May 28]. Final allocations below 25 mc still are to be announced.

Poll on AM

Following oral argument on proposed allocations below 25 mc, Panel 4 canvassed its members by mail ballot on extension of the AM band to 520 kc. During allocations hearings last fall Howard S. Frazer, Panel 4 chairman, testified that various groups in the panel favored extension of the band, some to 520 kc, some to 530 and others to 540 kc.

The mail ballot, results of which were disclosed last week, showed 31 votes in favor of the Commission's proposal to include the 540- kc channel in the AM band. There were no dissents.

FCC Foreign Broadcast Intelligence Will Be Demobilized Before Oct. 1

DEMOLIZATION of the FCC Foreign Broadcast Intelligence Service employing 300 persons will take place before Oct. 14, it was heard last week.

FCC Chairman Paul A. Porter has notified other Government departments using FBIS services that the department will cease to function unless otherwise ordered by Congress. Under the 1946 fiscal year appropriations bill, national defense activities, including FBIS, must terminate 60 days after hostilities.

Provide Daily Digests

The FBIS, target of the House Select Committee to Investigate the FCC, has been providing daily digests of foreign broadcasts for other Government agencies, principaly the State Dept. and Office of War Information. In his letter, Mr. Porter suggested that if the other agencies still find a need for FB service in the future, financial responsibility be assumed by them and not the FCC.

He said that the FCC is precluded by statute from diverting any of the $2,450,000 national defense appropriation for other purpose but the Commission plans to go Congress early next month with request for additional funds to carry on its present activities.

Although the Radio Intelligence Division also was allocated funds under national defense activities work of the RID actually will increase, what with hundreds of hne transmitters and new services the offering, Mr. Porter said. Standards are expecte this week.

Western Electric wouldn't set date but like others promised to put steam ahead. Federal Teleph & Radio Corp. is pressing for equit but making no commitment regarding delivery dates. Federn hopes to have 1 kw and 3 kw transmitters in number next year an 10 kw transmitters a little later.

Developments moved rapidly la week, following release on Tuesdays of the Porter letter to R. C. Cosgrove. Some manufacturers reported to the FCC they were going ahead anyhow—the FCC had business dictating what kind of se they should make.

Such a dictatorial stand by Commission, they asserted, would punish manufacturers—as appa ently intended, but would penalize the public; (2) and pioneers who had a chance to convert to new frequencies.

Mr. Porter told BROADCAST that he should ask manufacturers to turn out two-band receivers. The Coj mission would carry out its three and order present FM transmitter off the air to "protect the public from using extra money for TV band sets."

By week-end the Commissioners wasn't so sure it would have infinite threat to the one and order present FM transmissions out the air to "protect the public from using extra money for TV band sets."

WPB estimates that 31/4- million sets will be out by Christmas. Mr. Porter's letter has not disclosed how many but manufacturers indicated the number would be smaller. (Continued on page 70)
Makes 600 mile gale

Two sets of fans, as shown in this photograph, force air through the test section of a wind tunnel at Moffett Field, California. They develop a gale of 600 miles per hour... speed almost equal to a bullet.

It's far from being the largest test chamber... but it has the highest velocity for a tunnel of this size.

Not the largest, it says... but man, how it produces! And we're using this story because there's a parallel in it for radio station W-I-T-H in Baltimore.

We're not the biggest either. But this successful independent produces more listeners-per-dollar-spent than any other station in town.

It will pay you to take a look at the facts. Remember... it's W-I-T-H, the independent in Baltimore.

Tom Tinsley, President * Represented Nationally by Headley-Reed
Baltimore, MD.

Broadcasting * Broadcast Advertising
August 27, 1945 * Page 19
INCREDIBLE PROFIT FOR CBS PREDICTED

CBS, whose earnings have been lower during the past six years because of excess profits taxes, ranging between $2.64 and $2.95 a share annually during the last six years, "probably will be able to earn substantially more than $5 a share" after the war, according to a booklet, "Profit Possibilities in Advertising Shares," issued by W. E. Hutton & Co., New York brokerage firm.

Booklet discusses, in addition to CBS, American News Co., Condé Nast publications, Cuseo Press, Curtis Publishing Co., McCall Corp., McGraw-Hill Publishing Co., W. F. Hall Printing Co., and Time Inc. of these, it says, "CBS appears to be the most interesting. The shares of American News, Time Inc. and CBS appear to have the more outstanding investment qualities." The analysis of CBS earnings since 1935 shows a high of $4.41 per share in 1936. Earnings for 1944 were $2.72 per share, but "given a 40 per cent corporate tax and instead of a 63 per cent rate (approximate deduction) in 1944, the company would have earned $4.50." Assuming the repeal of the excess profits tax and a tax rate of around 40 per cent, CBS earnings will probably exceed $6 a share, the booklet states, "because (a) it probably will sell much or more advertising time, (b) it may obtain moderately higher rates from advertisers, and (c) the company's phonograph record producing subsidiaries, which has had a negligible excess profits tax exemption, probably will become an important contributor to earnings."

"CBS is in a very strong financial position with net working capital at the end of 1944 at $12,530,-000, compared with $7,770,000 at the end of 1941."


NOW IT'S OUR TURN TO TALK
"Red" Bauer of WINN Answers Complainers With Industry Side of Question

TAKING advantage of the opportunity when offered the "guest" spot as columnlist in the Louisville Courier-Journal radio column, G. F. "Red" Bauer, WINN sales manager and newscaster, got a few gripe off his chest about people and radio.

First on his list of people "to talk back to" is the man who gripes about commercials. "Does he think that we, in the business, aren't trying our level best, seven days and nights a week, to improve radio commercials? Radio is a big business and we've got a big investment to protect. . . . If it weren't for the commercials—and the advertisers—who pay for them—the finest broadcasting system in the world wouldn't exist."

Next he takes up the radio advertiser "who doesn't like spot announcements between programs, because he believes the time they consume is stolen from the program period he pays for." Although Mr. Bauer says he believes programs are a sound investment, if there were no spot announcements, the price on the programs would soar.

Number three is the listener who writes anonymous letters. "It's always the anonymous letter that expresses such unflattering sentiments." In the words of Mr. Bauer, they express "ignorance and cowardice." And they far outweigh the complimentary letters, he says.

His fourth gripe is the prospective radio advertiser who uses his own likes or dislikes to evaluate a program's worth. These people, he says, judge by virtue of their position what is the average listener, and therefore are not good judges of what will appeal to the majority.

He feels that people in radio who are worth their salt know more about what sort of program an advertiser should have than the advertiser. Mr. Bauer suggests to the prospective radio advertiser: "Talk to nobody about the purchase of radio advertising unless you are confident the man you talk to knows his business . . . Then follow the man's advice."

HAMS TO USE WERS BAND TEMPORARILY

AMATEURS in good standing may operate in the 112-115.5 mc band immediately, the FCC announced last week. Such operations will continue until Nov. 15, by which time the Commission will have announced new regulations covering amateurs.

The Board of War Communications opened the 112-115.5 mc band, which has been used by the War Emergency Radio Service [Broadcasting, Aug. 20]. WERS will be terminated on Nov. 15. In the meantime amateurs may use the band. Amateurs were taken off the air when the Japanese attacked Pearl Harbor.

Wisconsin FM Project

BILL, authorizing a State FM non-commercial educational radio network system in Wisconsin became law Aug. 18 when it was signed by Gov. Walter Goodland. Appropriation of $162,000 for construction of FM broadcast system is provided and a State Radio Council is created to take charge of the project.

Wunderlich Appointed

NORMAN WUNDERLICH, manager of communications and electronic division, Galvin Manufacturing Corp., Chicago, has been appointed sales director of radio equipment and allied products of Federal Telephone and Radio Corp., Newark. Mr. Wunderlich is responsible for the Wunderlich tube, the first dual purpose tube.
THE regular dissemination of news by radio stations is commonplace today, but 18 years ago the establishment of a full-time news department by WKY was an innovation.

The moment WKY came under the wing of its present management with a quarter-century newspaper background, news was given major emphasis... news of the world, the nation, the community... news of the weather... news of interest and value to farmers.

WKY not only sensed a major obligation to use its facilities to keep listeners informed but accepted the responsibility of doing a characteristically thorough job of it, setting up a news department with a full-time staff of experienced newsmen. With full wire service of the Associated Press and its affiliation with The Daily Oklahoman and Oklahoma City Times, WKY began giving, and still gives, Oklahoma its most complete, authentic and timely news service.

EVEN during wartime when electrifying news from across the seas furnished leads for virtually every newscast, WKY's tailor-made news programs, every one especially written and prepared for local broadcast, covered the local scene, let listeners know what was happening in their own communities. When local news again becomes uppermost, Oklahoma listeners will know which station will be doing the best job.

In addition to general news, WKY has long recognized the utility of radio in the dissemination of such vital and useful news as weather, stock and market reports. For this information, of incalculable value to farmers and business men, but dull to the average listener, WKY goes direct to headquarters; the weather bureau, a broker's ticker and the stockyards.

NEWS of the farm, of food, of style and dozens of other things in which people are always interested are a part of WKY's broad program of keeping listeners informed.

WKY will always cherish and protect its reputation among Oklahoma listeners which 18 years of emphasis on news have given it.

DOW MOONEY heads the WKY full-time news staff of experienced newsmen. Mooney and his assistants have rich backgrounds in newspaper work and radio.

WEATHER BUREAU CHIEF W. E. MAUGHAN checks his maps to give WKY listeners a look ahead at the weather.

LIVESTOCK REPORTS, vital news to Oklahoma cattle feeders, are broadcast daily direct from the stockyards by A. W. Lucas, National Commission Co. head.
Co-op Sales Boosted by Network Aid

American Sales Staff Cooperates With Local Men

By BRUCE ROBERTSON

THE OTHER DAY Stanley C. Florsheim, director of American's cooperative program department, called the manager of one of the network's affiliate stations to let him know that a co-op salesman would be passing through his city and if the manager liked he'd stop over for a few days to call on some of the station's prospects for co-op shows with the station's salesman.

"He started to hem and haw," Mr. Florsheim said, "and I couldn't figure out why. Then it came to me that he was trying to find out what the catch was, what it was going to cost him. When I told him that it was strictly a no-charge proposition and just part of American's service to its stations he couldn't say yes fast enough. So our man-

AMERICAN Network is doing nicely with its co-op selling plan. Like most good ideas, it's simple. The network makes its co-op salesmen available to affiliates. Backed by experience of local sponsors in other cities, these network salesmen help stations sell new prospects and help the present sponsors with their merchandising.

stopped off and before he left Baukhage had another sponsor."

To this plan of helping the stations sell their own time—and of course American's co-op shows—Mr. Florsheim gives much of the credit to the fact that his department's billings in the first week in July were two-and-a-half times the total for the same week a year ago. "Better than that," he said, "they were well ahead of the first week in June. And August is going to be even better than July. The curve is up. We've licked the summer slump."

Announced early in July, the idea of placing the network's co-op salesman at stations disposal had been thoroughly tested in advance. Barney Craigston, co-op sales manager, and his associates, Larry Surles and Frank O'Connell, made calls with local station salesmen in more than a dozen cities, where station managers reported many traceable co-op sales and sponsors were grateful for the merchandising help they had received.

"Our men aren't equipped to do pressure selling," Mr. Florsheim said, "but they can give advertisers the benefit of their experience—and make a lot of calls in many cities and towns. And they can pass along merchandising ideas used by similar advertisers in other cities."

The promotion given by many sponsors to the co-op programs is another major factor in their success, Mr. Florsheim believes. He cited Gimbel Brothers, who bought Swinge in both Philadelphia and Milwau-

kee to increase the prestige of the men's departments of their Philadelphia and Milwaukee stores. Blowups of Swinge were in the store windows; newspaper ads carried his picture with the line "brought you exclusively in Philadelphia (Milwaukee) by Gimbel's"; merchandise stuffers plugged the broadcasts.

Promotion

Another store sponsor, Northwestern National Bank of Minneapolis, advertises the program on its billboards, on newspaper radio pages, by enclosures in its monthly statements, by postage meter on its envelopes, with five-foot blowups in window and lobby displays and with counter cards in the main bank and all its branches. "Merchandising like that," Mr. Florsheim declared, "helps build the program and so helps it to do a better job for the sponsor. And when our salesmen can pass along examples like those to other advertisers in other cities, they are benefited also. And we and the stations benefit, too," he added, "because advertisers talk in many cities with wholeheartedness on a campaign wouldn't dream of dropping it for the summer."

Local advertisers are encouraged to discuss their problems with him and his staff, Mr. Florsheim said, adding that his department frequently benefits as much as the clients. For instance, when Neusteter's, Denver women's specialty shop, assumed sponsorship of Constance Bennett in that city, the store's head, Ed Neusteter, and his advertising man, E. K. Shelton, called on Mr. Florsheim in New York to discuss promotion.

At that time, Mr. Florsheim said, Miss Bennett each day described her costume or accessories as filler material in her broadcast for those stations which did not have sponsors for the program. At the sug-

(Continued on page 22)
A radio station is known by the Companies it keeps

BASEBALL
Sells for
Walgreen Drug Stores
and
Old Gold Cigarettes
on the New
WJJD

Walgreen Drug Stores have been sponsoring baseball broadcasts on WJJD now for 7 years. Old Gold Cigarettes for 2. Pretty good testimony that the New WJJD'S exclusive White Sox broadcasts have produced results where results count. Experience proves that dollar for dollar the New WJJD rates as a best buy in Chicago. With 20,000 watts of SELLING POWER, the New WJJD signal booms out into a coverage area containing 3,234,059 radio homes—spread over a greater coverage area than any other Chicago Station, regardless of power.

SPECIAL: The New WJJD's post-baseball programming will open up a few choice availabilities in key afternoon time. They're bound to go fast. Better get your reservations in early.

A Marshall Field STATION REPRESENTED NATIONALLY BY PAUL H. RAYMER
broadcasting is a business where the rewards can be tangible. Don't let the enthusiasm of the two hosts, Mrs. Bennett and Mr. Neusteter, lead you to think that such rewards really come simply because there are other people doing this work. In the two people who co-hosted this particular broadcast, there is a combined knowledge of broadcasting years and years. More, there is an understanding of the very definition of broadcasting.

The newsroom of the KFWB Hollywood station was abuzz with activity. The early evening news broadcast was nearing conclusion and the celebration was about to begin. The network switch assistants were in their assigned stations and were ready to receive the news to be broadcast. The newsroom was filled with people, some of whom were standing, others sitting. The atmosphere was one of excitement and anticipation.

The newsman of the KFWB News team, B. Woodward, was standing at the microphone, preparing to deliver the news. He was dressed in a suit, with a microphone in his hand. The studio was filled with newspeople, ready to deliver the news and share it with the world.

The KFWB News team was ready to deliver the news, and the celebration was about to begin. The newsroom was filled with people, some of whom were standing, others sitting. The atmosphere was one of excitement and anticipation.

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EVERY Network Show on WOW has a Hooperating higher than the national average—but WOW also does a terrific job on National Spot Programs. Witness the "Skippy Hollywood Theatre" rating of 18.6, and Hamm's Beer "Preferred Melodies", a local production, three times a week, early evening, has a rating of 17.9—the "Nebraska-Iowa Quiz", for Listerine, Sunday afternoon, rates 14.1—while the McKesson Robbins "Noonday Forum", 12:45 across the board carries a rating of 11.7. Note Hooperatings Fall-Winter, 1944-45.

The above is substantial evidence that WOW has a predominating hold on the listeners in the Omaha trade territory. Write for availabilities or phone the nearest John Blair office.
Jack Benny Sued
A BREACH of contract suit for $10,000 has been brought before the New York Supreme Court against Jack Benny. Edward A. Powers, a public relations counsel, charges the radio and screen entertainer did not compensate him for a broadcast idea he submitted. Mr. Powers asks $7,500 as the "fair and reasonable value" of his idea sent to Mr. Benny, plus $2,500 for services rendered.

Leslie Brady
LESLEY R. BRADY, 39, chief of the Frequency Assignment Section, International Division, FCC Engineering Dept., died today at his Washington home following a heart attack and was buried Aug. 18 in Laurel, Md. He joined Federal Radio Commission in 1928 when it was created and had been with Commission since. Mr. Brady leaves his widow and two children. He was a native of Baltimore.

Will Stations Lose Their Identity?

By LESLIE L. KENNON, Assistant to General Manager of KWTO

NETWORK and transcribed programs have worked to the advantage of radio stations. However, regional stations are losing a part of their individual identity by scheduling an overdose of them. Listeners recognize a regional station by what they have been accustomed to listening to over an extended length of time. It has been a practice in the past for stations to give over a goodly portion of their schedule to live talent shows, service features such as farm forums, weather forecasts, market reports and regional sports. Most of them have built their success on this pattern.

I suggest that we have gradually slipped away from local programming that fits the tempo of our own community and, in many instances, have found disfavor with many of our listeners when transcriptions and network have been substituted.

Overall Job
Those who have maintained a large and versatile talent staff now are finding little use for them because of the desire on the part of the advertiser to do an overall job by the use of the above method. The first consideration should be for our listeners. That is the advertiser's first consideration also. We cannot have a wide and varied schedule if we cannot provide a well rounded one, and this oftentimes means sacrifice of revenue. A morning and afternoon diet of transcribed shows or network, regardless of national or regional rating, will not accomplish the best results for the station or for the client. It is our job to protect ourselves, and thereby protect the advertiser, by keeping our own individual identity in our community.

Howard Elected
LOUIS HOWARD, owner of WHIT New Bern and WJNC Jacksonville, N. C., has been elected president of the Tobacco Network succeeding Fred Pleth, general manager of WRAL Raleigh. Billy Hodges, general manager of WGTC, Greenville, was elected vice-president; Harry Bright, general manager of WGBR Goldsboro, reelected secretary; Allen Wannamaker, general manager WTMD Wilson, reelected treasurer. Eugene P. Weil continues as general sales manager for the network.

Stewart Warner Report
A PROFIT of $1,200,207 was listed for the first six months of 1945, ending June 30, in the unaudited semi-annual report mailed to stockholders by Stewart Warner Corp., Chicago. Sum of $400,000 was set aside for postwar improvements, with the balance equal to 68 cents per share of capital stock.

Office to Close
HOLLYWOOD radio section of Office of Inter-American Affairs is to close Sept. 8. Move follows budget slash of $1,300,000. Employees of Hollywood division have been offered jobs with merged Washington and New York OIAA operations in New York, it was said.
Mark up another jackpot for the WNAx “Sunday Get-Together.” Army Goods Distributors used seven quarter-hours on this program to sell Surplus Army Commodities. Cost, $75 a broadcast or $525 total. Sold, more than $10,000 in merchandise . . . including 451 raincoats at $2 each; 1221 pairs of Army shoes at $4 each; and 222 Army pup tents at $20 each. Advertising Cost, less than 1 of 1 percent.

That's hitting the jackpot, in anybody's language . . . and the reason that the WNAx “Sunday Get-Together” hits the jackpot, continuously, is the fact that it speaks the language of some five million folks in the states of Minnesota, Iowa, Nebraska, North and South Dakota.

The “Sunday Get-Together” is just part of the WNAx plan to give folks in this five-state market what they like to hear most . . . nice, lively entertainment plus outstanding newscasts. It's the kind of programming that helps your advertising dollars hit the jackpot every time.

Represented Nationally by the Katz Agency

WNAX

A Cowles Station

Sioux City • Yankton

WHEN THEY HEAR COMMERCIALS ON WNAx They Buy!
in North Carolina. The value of North Carolina’s manufactured products is nearly three times the average for the nine other Southern states. North Carolina’s cash income to farmers is nearly twice the Southern average. Surely those facts are worth consideration when you’re choosing Southern Markets!

and

WPTF at
RALEIGH
IS
NORTH CAROLINA’S
No. 1
SALESMAN!

With 50,000 Watts, at 680 k.c.—and NBC—Station WPTF at Raleigh is by long odds the No. 1 radio salesman in North Carolina. Let us send you the complete facts and availabilities. Or just ask Free & Peters!

50,000 WATTS — NBC
RALEIGH, N. C.

Free & Peters, Inc., National Representatives

KXOA Now Operating On Regular License
KXOA Sacramento, Cal., which had been operating under program test since May 20, at the beginning of the month received its regular license. A basic affiliate of Mutual, Don Lee network, the station is owned and managed by Lincoln Dellar, former vice-president and general manager of Associated Broadcasters Inc., San Francisco.

Department heads of KXOA, announced by Mr. Dellar, are Morton Sidley, sales manager, formerly of KSPO San Francisco; H. Neil Black, chief engineer, previously with NBC; Earl Russell Jr., program operations manager, from KFBK Sacramento.

A subscriber to Associated Program Service and United Press, KXOA has completed contracts for license agreements with ASCAP, BMI and SESAC. From its inception, the station has carried the full commercial Mutual West Coast schedule and has a night hourly rate of $80. John Blair & Co. is national representative.

Transcriptions Again Prepared for Europe
WORLD WIDE Broadcasting Foundation of Boston soon will resume sending foreign-language transcriptions to Europe for broadcast on the Continent, according to George E. Caraker, lecturer, writer and member of World Wide’s New York staff.

The new World Wide recordings, based on such subjects as rehabilitation and public health, will go to Europe via diplomatic pouch, Mr. Caraker said. Requests for the transcriptions have been received from the Netherlands and other countries are expected to ask for the special programs in the near future.

Now in its 10th year, the Foundation expects to resume foreign broadcasts from its powerful Boston station WRUL as soon as the Government relaxes its wartime control of the outlet.

One of the wartime activities of World Wide has been the transcribing and distributing to stations of a program called Beyond Victory. Mr. Caraker, pointing out that the program is two years old, cited letters from military officials, soldiers and civilians throughout the nation as proof of the program’s enthusiastic reception. Beyond Victory, featuring guest experts on each program, has dealt with such topics as “Forms of World Organization”, “Living Conditions in the Postwar World” and “Messages from United Nations’ Leaders”.

Beyond Victory is now beamed to overseas military and civilian posts by the OWI and broadcast transcribed on a large number of U.S. stations.

World Wide is now preparing a special series on the United Nations Charter, which will be broadcast as part of Beyond Victory.
HONORS ENOUGH

FOR ALL 4 NETWORKS

On J-S Day, Tuesday, August 14

On Japanese-Surrender Day, August 14, that day which climaxed all the climaxes of World War II—the C. E. Hooper staff worked round-the-clock in 32 cities—in a searching measurement of radio listening.

Never was the place which broadcasting plays in American life more sweepingly revealed. Listening leaped from peak to peak throughout the day—often at levels which doubled ordinary war-time tune-in. Conservative projection indicates that 30,000,000 American homes turned to their radios that day for the first authentic news of final victory.

There is no room in radio for smugness—but no broadcaster can read without pride the record which this timely and intensive study writes. The results, released exclusively by CBS, contain honors enough for everyone. If, in the process, they explode certain myths, that's all to the good...

SEE NEXT TWO PAGES
HONORS FOR CBS

1. The CBS share of audience held to a higher level throughout the day (never averaging below 20% in any clock hour) than that of any other network. Network X dropped to 16%, Network Y to 12, Network Z to 10.

2. CBS led the field during 9 half hours in the morning, afternoon and evening—and led its nearest rival through 10 half hour periods.

3. The CBS lead grew at one point to 135% more audience than the next highest network—an appreciably larger lead than we yielded to any other network, at any point.

4. Working uphill against traditional Tuesday night listening habits, CBS increased its regular share of total Tuesday night audience by 17%—while its nearest competitor lost 26%.

HONORS FOR NETWORK X

1. Network X nosed out CBS on average ratings for all periods combined by a narrow 1 point lead—thanks largely to that lucky Tuesday evening.

2. Network X hit a peak of 44% of total audience during one period (higher than the CBS peak of 38%)—offsetting its 16% low.

3. Network X dropped behind CBS twice during the evening, but rallied strongly and led CBS at the finish line by a score of 33 to 30, in percent of total audience.

4. Network X crossed the finish line with more than twice as large an audience as either Network Y or Z. (So, of course, did CBS.)
HONORS FOR NETWORK Y

1. Network Y, which lives less by words than by deeds, turned the tables on Network Z. Network Y's average rating of 6.2 was almost 15% higher than its nearest rival's 5.4.

2. Network Y, in a wonderful half-hour at 8:30 a.m. swept the field! It led CBS by 50% and led its traditional competitor, Network Z, by nearly 200%!

3. Although Network Y dropped to only half the audience of CBS during the evening, it averaged $\frac{3}{5}$ as large an audience as either CBS or Network X during the daytime.

4. While Network Y in certain periods had only 10% of the total audience, still that was $\frac{1}{2}$ more than the low ebb of its rival's audience (7.3).

HONORS FOR NETWORK Z

We promised honors enough for everyone, and we meant it. There aren't as many, of course, at the bottom of the list as at the top. But still enough to go around...

1. Network Z proved there is room for a fourth network by corralling a loyal slice of the audience from morning to night.

2. Although Network Z dropped, in share of audience, from 17.5% in the morning to 16.8% in the afternoon and down to 12.1% in the evening, it averaged 14.6% for the whole day.

3. Moreover, Network Z proved it could average 87% as high as its nearest rival—and 53% as high as CBS—and that's nothing to hide under a bushel.

SEE NEXT PAGE
## TOTAL TUNE-IN AND SHARE OF AUDIENCE

**On Japanese-Surrender Day — August 14, 1945 — Hooper (32 Cities)**

<table>
<thead>
<tr>
<th>32 Cities—EWT</th>
<th>Sets On</th>
<th>CBS Share</th>
<th>X Share</th>
<th>Y Share</th>
<th>Z Share</th>
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**AVERAGE HOOERATINGS**

8 a.m.-10:30 p.m. 32 Cities

- CBS: 10.2
- X: 11.3
- Y: 6.2
- Z: 5.4

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**THE COLUMBIA BROADCASTING SYSTEM**
On the Service Front

Miniature Film Recorders
Will Be In Production Soon

First of the new "pint-sized" film recorders are now ready to roll off the assembly lines of the Frederick Hart & Co. plant, Poughkeepsie (formerly Amertype Recordograph Corp.). Seen as a "first aid kit" for stations in special events coverage, recorders weigh but 25 to 30 pounds, can be operated easily by one man and are self-powered. Sets, developed by the Hart Co., were designed by Lt. Marvin F. Royston, engineer of the Navy Radio Services Section, and former NBC and American engineer. In handling radio coverage of the Normandy invasion for the Navy and setting up Navy studios at Pearl Harbor and Guam with Lt. Comdr. J. Harrison Hartley, Lt. Royston saw the need for improvement over the film recorders in use, loaned by the Navy to net correspondents.

Complete equipment weighed 150 pounds, including a separate power supply and required a team of two to operate. New 25-pound model is a complete unit, with recorder, power and playback included. It can be strapped to the chest with the microphone attached to a head band.

Recording time on the 30-foot film is 15 minutes, with but five seconds required for changing film. Film width is 8 millimeters. The lead-acid storage battery is non-spilling and is the source of power.

Originally designed for the coverage of invasion of Japan, the set is easily adaptable for peacetime commercial use. It will be offered to the commercial market but no price has been set on it as yet.

* * *

Howell Transferred

Wayne Howell, formerly with WLAC Nashville, has been transferred from the Paris studios of American Forces Network to the Berlin studios.

* * *

XNEW New Studios

First anniversary of XNEW Kunming, China, was celebrated by the opening of new studios. Station was started by one man, 1st Lt. Ausley Roberts of WMBR Jacksonville and was run by him in his "spare time" for almost half a year. AFRS annexed the station in October, and in February, M/Sgt. Steve Kravchuk, formerly with RCA in Camden, boosted the station to 1000 w from its 300 w power. In late winter, Lt. Roberts was given the o.k. to start a staff. Members now are Lt. Roberts; Cpl. John R. McKinley, who had had radio managing experience; Sgt. David Brooks, former announcer with WFCI Providence, R.I.; Cpl. Bruce MacDonald, former news editor of WJW Cleveland. Their new studios were built by hand—by the station's staff. XNEW is on the air 18 hours a day.

* * *

Jameson Heads Announcers

Sgt. Keith Jameson, former WMAL Washington announcer, has been named chief announcer for the American Forces Network in the United Kingdom.

* * *

Nelson in Los Angeles

Capt. Harmon O. Nelson, after 21 months' service in the Pacific, has reported to Armed Forces Radio Service, Los Angeles, on temporary duty. He has been officer-in-charge of the Jungle Network, now Far Eastern Network, working with Lt. Col. Ted Sherelman who was assigned to AFRS Los Angeles during July, Capt. Nelson played an important part in development of radio as a means of transmitting information necessary to island-invading troops before the operations. Prior to entering the Army, he was producer with Young & Rubicam, N.Y.

* * *

WELL-SEASONED script goes down the hatch of Fred Macpherson of KTAR Phoenix who said last June that he'd eat his script if Japan surrendered before the end of this year. The commentator suffered no ill effects.

Sgt. Lesser to Hollywood

Sgt. Gilbert R. Lesser, vice-president on leave from the Emil Mogul Co., New York, who has been consultant in Washington to the Surgeon General on the use of broadcasting for reconditioning of wounded servicemen, is now attached to the Armed Forces Radio Service, Hollywood. He is planning (Continued on page 80)
Service Front  
(Continued from page 28)

production of transcribed radio programs for hospitals and hospital ships throughout the world. Programs are transcribed in Hollywood and then distributed to all parts of the world. * * *

Kurlan Shifted

LT. ARTHUR KURLAN has been shifted from Washington, to Hollywood to be officer in charge of Navy Radio Production Unit. He was formerly a writer with Campbell Playhouse. Lt. Kurlan also is officer in charge of the newly formed West Coast radio branch. * * *

Los Angeles AFRS

WITH ARMY decision to release men over 38, six Armed Forces Radio Service staff members in Los Angeles have been discharged. Included with their former affiliations are: Cpl. Bill Morrow, writer on NBC Jack Benny Show; Sgt. Ed Merrill, account executive of Young & Rubicam; Pfc. Urban Lynhe, NBC Hollywood studio and field engineer; Sgt. Earl Lawrence, NBC instrumentalist and musical arranger; Sgt. Marvin Fisher, writer on NBC Chase & Sanborn Show and other network programs; Cpl. David N. Tamkin, film music arranger.

Other recently discharged staff members are Melvin Angle, director of news and special events of the former California Radio System; T/Sgt. William Voeller, executive assistant to Adolph Zukor; Sgt. Bill Card, NBC assistant program director; M/Sgt. Michel Perriere, musical conductor of KFI-KECA; Sgt. John Rider, radio director of The Bow Co., and now with OWI overseas; Pvt. Robert Lee, Young & Rubicam Inc. writer-producer.

THE SUDDEN impact of the war's end is spelling futility to scores of network programs produced by the armed services. Many will run to the end of series time, with some still hanging fire pending negotiations with networks.

Added to the fact that the war is over, and its story told, is the situation that many of the service men in charge of the productions have the required points and are going back to civilian radio jobs.

The Army Hour is among those undecided about continuation. At present, decision depends on NBC. Col. E. M. Kirby, who heads the Radio Branch, War Dept. BPR, responsible for the show, is now in Europe conducting the tour of broadcasters, and will probably be eligible for discharge when he returns. Maj. Albert Wharfhead, acting chief, and Maj. Charles Batterman in charge of the overseas service, also will be due for discharge within a short time, it is understood.

Personnel

Maj. Ted Steele of the Radio Branch, is now stationed in Paris, and Capt. Lansing Lingquist is slated for the Pacific. Lt. Robert Schall is handling The Army Hour while awaiting replacements in the Radio Branch. Maj. Larry Hoover has reported for duty there, with Capt. Arnold Leo and Lt. Wallace Irwin due in within a few weeks.

Still on duty are Stanley Field, Sol Panitz and Abe Fischler, civilian writers with the Radio Branch.

Army Service Forces expects most of its shows to end at the expiration of the present series time. Assignment Home, as an ASF show goes off CBS Sept. 8 or 15. Network may continue the series with a change of format and production. Weapons for Victory, on CBS, ends Sept. 26. Your Army Service Forces is over Sept. 5 on Mutual.

Tokyo Calling, the ASF program on American, now changed to Pacific Serenade, will probably continue under network production and direction. Fate of Service to the Front, the Wrigley-sponsored show on CBS is undecided. WACS on Parade, CBS, ends Sept. 26.

Maj. Andre Baruch, who has handled the ASF shows, expects to be a civilian by mid-September.

What will happen to the nine programs now being produced by the AAF Office of Radio Production is still undetermined. According to one spokesman, "We may re-trench a number of the shows, but we are prepared to keep them all going until the networks can make their own adjustments in schedule. From there on, much depends on the networks."

As the AAF is not releasing personnel so readily as other branches, staff handling the radio productions is biding its time and not making any announcements—or plans—at present.

The Navy Hour reaches the end of its 13 weeks Oct. 2 and will not be renewed. A projected second Navy show from the West Coast awaits decision as to whether it should go on or be cancelled before its start. It was scheduled for American. Meet Your Navy, sponsored by Raytheon on American as well as First Line, a Wrigley-CBS.
TIME BUYERS!

CALL ON "Spot" FOR TIME DETECTING

"Spot" can't always nail the exact buy you're after. NBC spots are in much too much a demand for that! But time and time again he has helped many a time buyer put his finger on something equally good... buys which have been astonishingly productive for a wide variety of big-name advertisers.

For NBC Spot Sales representatives know their business... and make a business of helping you in yours. So, if you've got a spot problem just sing out and you'll get all the facts and all the help we can give you.

Call on "Spot" today for time detecting on one or more of NBC's key stations... stations in markets where families have a buying power more than one third higher than the nation's average—stations with 55% of the country's radio homes in their primary areas.
WTIC Enlarges Day

As a result of a survey bringing requests for more agricultural time, WTIC Hartford is now on the air a half-hour longer each day, its broadcast day being from 5:30 a.m. to 1 a.m. the following morning. According to listeners' demand for more farm and home information between 6:15 and 7 a.m., the Farmers Digest has been expanded along with the morning news show. The latter opens the schedule followed by the farm program at 6:15.

Armed Forces

(Continued from page 30)

Navy series will go on for the present.

Leaving the Navy by early fall are Lt. Comdr. Charles E. Dillon, head of Radio Programming section; Lt. Hazel Kenyon Markel; Lt. John Murray; Lt. Armand Deutsch.

Marine Corps program, Your Marine Corps, on CBS, is scheduled to continue. Program was designed to tell the story of Marines in war and peace, so there is "still a lot to be told." Lt. George Putnam will remain announcer and m.c. of the series. Lt. James Hurlbut, who has been producing the show, has a formidable number of points for discharge.

Coast Guard fate depends on Navy headquarters about continuation of series on Mutual, The Coast Guard Program. Production staff expects to know within about a week if the show will go on.

Maritime Service has two shows, It's Maritime, CBS, and Men at Sea, NBC. First goes off Sept. 25, the latter the mid air. Aug. 26. Men at Sea was a summer replacement and was originally scheduled to run the eight weeks ended Aug. 26. Peacetime activities of Merchant Marine may be told in a series now in early formative stages.

First plan of most of those leaving the service—all of them with commercial radio experience in addition to their service work—seems to be a good rest. Then practically without exception, all will return to the industry. At present, job announcements are premature.

As to the discontinuance of many of the service series, prevalent attitude is: There is still a job to be done, questions to be answered about the great numbers of servicemen in the occupation armies, the role of the services in shaping the occupied countries, and the activities of servicemen still on duty in the U.S. Radio is the best medium for getting to the public. So there is still a need for some service shows, designed to fit into the now completely changed picture.
NEW ENGLAND WOMENFOLK LIKE

Mildred Carlson

They sense the sincerity of her interest in the well-being of their families... they never tire of her fresh, sympathetic approach to their problems. In countless New England households, at nine each morning, home-makers participate, for fifteen minutes, in that far-flung feminine conclave which is the WBZ "Home Forum."

Mildred Carlson sparks this well-planned, well-timed, smoothly-functioning, 6-days-a-week participation-program, now in its fifteenth year of broadcasting. In her competent hands, it is a balanced blend of friendly, understanding helpfulness to the individual, and to the public service... and of deft, persuasive buying-hints to her listeners, ere they go forth to shop.

Mildred Carlson's roster of sponsors is impressive, diversified... and enthusiastic, as their letters to her freely attest. The list at the right is typical of the clients who have shared the vast selling potential of the WBZ "Home Forum" with gratifying results. NBC Spot Sales will enlist its aid in your behalf.

1944 and 1945 participants in the WBZ "Home Forum"

Pearsall Butter Co. Oakite Products Inc. Natural Sugars Inc.
Curtis Publishing Co. Durasol Chemical Co. Little Crow Milling Co.
Seaman Bros. Eldred & Barbo Richard E. Thibaut Inc.
Soy Food Mills. Park & Tilford Decorative Cabinet Corp.
Houghton Mifflin Co. Homemaker Magazine Ch. Hassen Laboratories
Raytheon Manufacturing Co. Periodical Publishers National Committee

WESTINGHOUSE RADIO STATIONS Inc

KEX • KYW • KDKA • WOWO • WBZ • WBZA

REPRESENTED NATIONALLY BY NBC SPOT SALES—EXCEPT KEX • KEX REPRESENTED NATIONALLY BY PAUL H. RAYMER CO.
Letters to the Editor

EDITOR, Broadcasting:

As usually happens after a big news break, the nation’s radio stations deluged you with their claims of speed and ingenuity in getting the Japanese surrender story on the air. And, as usual, you went for all of them.

That’s Okay. I’m not complaining. I’m not telling you how to run your paper. I’m just asking a simple question.

I want to know how any radio station could air President Truman’s remarks “only three seconds after he made them.”

I was in the Oval Room, I heard Mr. Truman, I ran as swiftly as the next man, and I had stationed myself as advantageously as the other old hands—near the door rather than near the President’s desk. I maintain that the tales of speed are reduced to absurdity by a claim that anybody could have aired the news three seconds after President Truman spoke them.

We might as well go one step further and accept the claim of Bill Hutchinson, of International News Service, who says he not only scooped all the other news men, but actually beat President Truman by 67 minutes.

The only way you can top Hutchinson is to make a case for Drew Pearson, who even scooped the Japanese. On Sunday night he confidently predicted that “sooner or later” they would have to surrender.

Hell, Bells, mister, let’s try to keep our feet on the ground. When radio’s own news magazine prints stuff like this it’s small wonder that radio news is held in such low esteem by millions of people. When is radio going to grow up?

To my mind, the best indication that radio news has yet to come of age is the fact that every network (and my own station, too) hit the air with the false United Press peace flash despite the fact that all of us were paying men to eat and sleep for endless hours at the White House, yet nobody thought to check his own White House man before hitting the air.

WILLIAM E. GOLD,
News Editor,
WINX Washington
Aug. 21

EDITOR, Broadcasting:

Your issue of July 30, 1945 contained the sensational disclosure that Miss Eleanor Bontecou had at one time been employed by Mr. Justice Hugo Black, and to be sure that this startling bit of information received the wide publicity it deserved, it was repeated in the issues of Aug. 6 and Aug. 15, 1945.

As an old snark hunter, it is not surprising that you should immediately have recognized Mr. Justice Black’s chambers as “Just the place for a snark”. However, you are obviously acting upon the sound principle of snark hunting laid down by the bellman a number of years ago: “What I tell you three times is true”. So no one should now dare to question the correctness of your story.

However, it is hardly fair to your readers to leave them only suspecting the worst, and you owe it to them to let them know when Miss Bontecou was employed by Mr. Justice Black and the nature of the employment. This additional information should be easily produced by your research department as was the original story.

Sincerely yours,
C. J. DURR,
Commissioner, FCC.

Aug. 17.

(Broadcasting’s) editors acknowledge error in reporting that Miss Bontecou [cq] had been employed by Mr. Justice Black. She was endorsed by the Justice and by his colleague, Mr. Justice Felix Frankfurter, for the position she holds in the Department of Justice. As a self-appointed student of snarf-hunting, perhaps Commissioner Durr will be equally helpful in telling Broadcasting’s readers what happened to Charles Arthur Siepmann, the Bontecou expert retained for an “internal assignment” by the FCC... and to whom Miss Bontecou acted as an assistant.

EDITOR, Broadcasting:

In this changing world... many business men are plagued by restrictions of many kinds, some by governmental red tape, and more by so-called “People’s Representatives” in public offices who can always see the faults of his neighbors, but never the faults of himself or the office he holds...

America is a free country. Our boys have been fighting and dying to preserve that freedom, but while they have been fighting and dying the American trades and American enterprise free and untrammeled, there have been others at home, trying with all their might to force censorship and strangle voluntary regulations. It is good in general and one business in particular that has done more for the war effort than any other single business in the United States—RADIO.

In the first place, it is not according to the American code to tell any radio station or newspaper how they should run their business, unless we wish to live under a regime that smacks of Hitlerism—provided of course, the interest of the public generally is not jeopardized. They are a few radio stations who do not do this. The whole radio stations do, and glory in their ability to please and satisfy the public. The public after all, is the truest and greatest and, I might add, the most severe test of radio stations, a newspaper or the movies have. I don’t know about many others, but I do know that our station does operate in the public interest, but that we never question why it shouldn’t be operated for profit the same as any other business.

What chairman or member of (Continued on page 50)
You seldom see
a Special Events Director
like
BILL FARREN

When the roving job of Special Events and Publicity Director was opened up by Jack Steck's appointment to Program Director at WFIL, Roger Clipp could have selected anyone of several qualified men to head the department.

But he naturally turned to Bill Farren ... and for good reasons. For Bill's experience seems to have been tailor-made for the job.

Since 1928 when he started at the first commercial radio station in the country (KDKA), he has been an announcer, sportscaster, newscaster, newsreel commentator and producer. With NBC, Bill broadcast: the first television show from the World's Fair; first visit to the U.S. by the King and Queen of England; official newscasts to Admiral Byrd's expeditions at the North and South Poles; radio addresses by the President of the United States; and many headline news events since he came to WFIL two years ago.

Today when many special events center around military affairs, Bill Farren's education at the U.S. Naval Academy and service with the U.S. Signal Corps gives him an edge over most special events directors.

In fact, you seldom find a Special Events Director as experienced and adept in handling news events so well as Bill Farren. And here at WFIL, special events are a vitally important part of our Public Service to the people in the nation's third largest market.

IN PHILADELPHIA
WFIL MEANS PROGRESS and PUBLIC SERVICE

Represented Nationally by THE KATZ AGENCY
Noble Would Like To Examine Flamm

EDWARD J. NOBLE, chairman of the board of American, filed a motion in state supreme court last Monday seeking to examine Donald Flamm, former owner of WMCA, in connection with the Flamm claim that he was coerced into selling the station in 1941 to Mr. Noble for $850,000.

Motion is one of a series of legal actions since 1943 when Mr. Flamm brought a damage suit for $2,925,000 against Mr. Noble and later Mr. Noble entered a counter-suit for $1,000,000. Mr. Flamm then sought and obtained permission to examine Mr. Noble before trial of his suit. Mr. Noble countered with the motion Monday to force Mr. Flamm to produce his records of earnings for 1941.

J. H. RAYMER, purchasing agent of NBC Chicago, and Geraldine Diyer, purchasing agent for Van Swearingen Chemical Co., were married in Chicago Aug. 18.

Dr. Studebaker and Son

Applicants for Station

DR. JOHN W. STUDEBAKER, U. S. Commissioner of Education, is co-applicant with his son, Lt. Col. John Gordon Studebaker, Army Air Forces, for a local station in San Diego, Cal. Applicant is listed by the FCC as John Gordon Studebaker and John Ward Studebaker, d/b Studebaker Broadcasting Co.

Asking about his connection with the station Dr. Studebaker explained that he is aiding his son financially in going into business. If the station is granted, Dr. Studebaker said, it will be operated by his son and he will not be active in its management. Facility requested is 1320 kc 250 w unlimited hours.

ARTHUR PEARSON, purchasing agent of NBC Chicago, and Geraldine Diyer, purchasing agent for Van Swearingen Chemical Co., were married in Chicago Aug. 18.

Letters

(Continued from page 44)

any commission is duly qualified to tell a practical station manager what is the best program to air for the public interest in his local community? What radio executive from France, England, or Russia who operate radios under government supervision, is qualified to tell American radio what is best for it?

The average American radio station manager is conscious of his duty to the public, and most certainly isn't going to abuse their confidence and his position in the community as a living, vital force for good. There's nothing wrong with our American radio that the common horse sense of its owners and managers can't handle without the aid of some men in pure politics who would like to see it completely under Government control and supervision, even to telling us if we can insert a commercial in a newscast.

Our President has said that "American Radio Is in Good Hands"; let's leave it there.

N. L. ROYSTER,
Mgr., Station WOL.
Aug. 6

Offices Opened

ON-THE-AIR Inc., newly formed radio package firm, specializing also in open-end transcription features, has established offices at 8428 Sunset Blvd., Hollywood. Telephone Grazy, 6199. Victor Erwin, formerly associated with NBC, CBS and MBS as musical director and producer, is president, with Major Spencer Feld, vice-president. Recently released from the Army Air Force after serving in China, Burma and India war theaters, Major Feld had previously practiced law in California.

Gates Radio Expands

GATES RADIO CO., St. Louis, has added a new factory building to its facilities, allowing for expansion of the engineering and lab departments. Company also has appointed the Specialty Distributing Co., with offices in Atlanta, Chattanooga, Savannah and Macon, to represent both the sales and engineering section of Gates in the southeast. Houston Radio Supply Co., Houston, has been named south-central distributor of all Gates products in Texas, Louisiana and Mississippi.

PW to Continue

PRESS WIRELESS, Inc., New York, plans to continue operation of all its special wartime mobile stations with no expected reduction in its manufacturing schedule, according to A. Warren Norton, president. Company plans to re-open all war-closed circuits as soon as possible and to open new circuits. Present staff of the Press Wireless manufacturing plant at Hicksville will be increased to fill special radio apparatus contracts, Norton said.

Paul H. Raymer Co. National Sales Representatives

WTAG

Owned and operated by the Worcester Telegram-Gazette

Page 36 • August 27, 1945

Broadcast Advertising

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Page 36 • August 27, 1945

Broadcast Advertising

Fighting Polio

HELPING to battle the infantile paralysis sweeping Rockford, III., WROK has set up a microphone in the lobby of the Hotel Faust, designated as headquarters for emergency work. Station broadcasts appeals for beds, blankets and manpower to combat the disease. Cry for help for a Red Cross sewing project in connection with the epidemic brought 40 volunteers the day after the Jap surrender was announced. WROK has given extensive cooperation to the city health department in its work, especially in spraying the city and suburbs with DDT. Now it is looking for V-P Day—victory over polio.

McKIM, Adv., Montreal, has been named to handle advertising of CKNW New Westminster.

Worcester's TOP 28

NIGHT TIME Network Programs ALL on WTAG

<table>
<thead>
<tr>
<th>PROGRAM</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radio Theatre 32.4</td>
<td>11. American Melody Hour 26.9</td>
</tr>
<tr>
<td>Thanks to the Yanks</td>
<td>12. Fannie Brice 26.0</td>
</tr>
<tr>
<td>Aldrich Family</td>
<td>13. Adventure of the Thin Man 25.6</td>
</tr>
<tr>
<td>1. Vox Pop</td>
<td>14. It Pays to Be Ignorant 25.4</td>
</tr>
<tr>
<td>Blondie</td>
<td>15. Inner Sanctum 24.9</td>
</tr>
<tr>
<td>Burns and Allen</td>
<td>16. Suspense 24.4</td>
</tr>
<tr>
<td>Your Hit Parade</td>
<td>17. Kate Smith 24.8</td>
</tr>
<tr>
<td>Big Town</td>
<td>18. Mayor of the Town 24.4</td>
</tr>
<tr>
<td>Crime Doctor 28.9</td>
<td>19. Hayden on Broadway 23.6</td>
</tr>
<tr>
<td>Dr. Christian 28.4</td>
<td>20. Theatre of Romance 23.5</td>
</tr>
<tr>
<td>All data from Hooper Survey, Dec. '44 - Apr. '45</td>
<td></td>
</tr>
</tbody>
</table>

WTAG's High Hoopers are proof conclusive of the advantages of covering Central New England from the INSIDE.
HITCH YOUR MARKET TO A HABIT!

NAPOLeON BONAPARTE'S well known stance was only one of that great man's strange habits. When deep in thought, he would stir the embers in the fireplace with his foot, often charring his boots in his absent-mindedness. It was also his frequent custom to wipe his pen on his breeches.

If you are more interested in Baltimore as a market than the foibles of Napoleon you should be informed about a local habit. Baltimoreans know that the best in radio entertainment and news is consistently found at "1400 on the dial." It is no wonder then that "listening to WCBM has become a habit in Baltimore!"
Boys Ball Game
ESQUIRE Magazine, Chicago, will sponsor the annual Esquire All-American boys’ baseball game 9 p.m. on American, Aug. 28 which will be played on the Polo Grounds. Harry Wismer and Red Barber will broadcast the game. Bat boys at the contest will be Quiz Kids, Joel Kupperman for the western nine and Harve Fishman, for the eastern team. Agency is Schwimmer & Scott, Chicago.

Factory V-J Notices
TWENTY-FOUR war manufacturing plants in the Newark, N. J. area used facilities of WAAT Newark to send special notices to their celebrating employees on V-J day. Firms used WAAT announcements to tell workers about changed schedules, work resumption plans, pay envelope pick-up times, etc. WAAT facilities were offered as a public service for these special announcements by the war plants.


Transfer of WBT Near Completion
TRANSFER of WBT Charlotte, N. C., 50 kw clear channel station, by CBS to Southeastern Broadcasting Co. for $1,505,000 will be completed within a fortnight or three weeks, it was announced following approval by the FCC of the sale.

The vote was 3-1, Commissioner C. J. Durr voting for a hearing on Mr. Crutchfield the price angle, and Chairman Paul A. Porter not voting. Commissioners Walker and Wills were absent.

Coinciding with the FCC action, CBS announced that Charles H. Crutchfield, WBT program director, has been named acting manager effective Sept. 1, succeeding A. D. (Jess) Willard Jr., who becomes executive vice-president of NAB on Oct. 1 [BROADCASTING, Aug. 13].

Southeastern Broadcasting Co., subsidiary of Jefferson Standard Life Ins. Co., plans to retain Mr. Crutchfield and the present WBT staff, according to Maj. Edney Ridge, one of the new owners.

Officers of Southeastern are: President, J. M. Ryan, vice-president of Jefferson Standard; principal owner of WBIG; secretary-treasurer, Maj. Ridge, vice-president of WBIG; director and general counsel, Julius C. Smith, Greensboro attorney. Mr. Ryan also is president of WBIG Inc., licensee of the Greensboro station, and 50% owner of WORD Spartanburg, S. C.

Included in the sale are WEHI and WCBE, relay stations. WBT is the dominant station on the 1100 kc channel. Sale was forced under the FCC network regulations which provide that no license shall be granted a network for any standard station in any locality where existing stations are so few or of such unequal desirability that competition would be restrained by such license.

Last week’s Commission action ended long negotiations which began shortly after the Supreme Court upheld the network regulations on May 10, 1943. A three-phase transaction had been worked out whereby CBS would have become 45% owner of KFAB Lincoln and WBT and KFAB Broadcasting Co. would have owned 55% of both stations [BROADCASTING, Feb. 7, 1944]. That deal fell through when it became apparent that the Commission would not approve the transfer on the grounds that CBS would hold too much stock.

CBS then received offers from several sources, the Jefferson Standard having been reported the highest. Plans are to operate WBT and WBIG as two separate units, according to Maj. Ridge.
TOPS IN LISTENER POPULARITY AMONG NEW YORK INDEPENDENT EVENING PROGRAMS . . .

ALAN COURTNEY'S popular "1280 Club" program enjoys the largest metropolitan evening audience listening to any New York independent station between the Hooper hours of 7:30 and 10:00 p.m. Six evenings a week, Monday through Saturday, this fast moving, recorded show augmented by special features, delivers the largest average audience at the lowest cost per listener during the two and a half hour period when most sets are in operation. A few participating periods are available, three or six nights a week.

RALPH N. WEIL, General Manager
JOHN E. PEARSON CO., Nati Rep.
ARE YOU REACHING THE OUTSIDE AUDIENCE

on the Pacific Coast, too?

THE OUTSIDE MARKET represents approximately half of the retail sales and radio families on the Pacific Coast.

UNLESS DON LEE is the radio network you use on the Pacific Coast, you can't reach the "outside" and the "inside" audience, with combined retail sales of over 8 Billion Dollars.

How come? Most markets on the Pacific Coast are surrounded by mountains 5,000 to 15,000 feet high—and the long-range broadcasting of other networks doesn't reach them. Don Lee has 39 stations (compared to the 7, 12 and 8 stations respectively of the other three networks), and every one of Don Lee's 39 stations is located squarely within one of these vital mountain-surrounded markets.

"Outside" listening is tops on Don Lee. A special Hooper coincidental telephone survey of 276,019 calls (the largest ever made on the Pacific Coast) showed 60 to 100% of the listeners in the "outside" market tuned to Don Lee stations! (See below.)

As for "inside" market listening: Regular C.E. Hooper reports reveal that all of the shows that switched from any of the other 3 networks to Don Lee during the past year, received higher Hooper ratings within 13 weeks!

Don't forget your interested outside audience—buy Don Lee on the Pacific Coast. Remember: More than 9 out of every 10 radio families on the Pacific Coast live within 25 miles of a Don Lee station!

Example from Special C.E. Hooper Survey
EUREKA, CALIFORNIA

<table>
<thead>
<tr>
<th>STATION</th>
<th>SHARE OF AUDIENCE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Morning</td>
</tr>
<tr>
<td>Don Lee Station K1EM</td>
<td>98.2%</td>
</tr>
<tr>
<td>Most popular out-of-town station</td>
<td>0.9%</td>
</tr>
</tbody>
</table>

Other examples to follow

The Nation's Greatest Regional Network
Approximately half the retail sales on the Pacific Coast are made OUTSIDE the counties in which Los Angeles, San Francisco, San Diego, Oakland, Portland, Seattle and Spokane are located.

*
Government Reorganization May Alter Present FCC Set-Up

REORGANIZATION of the Government, with more than a possibility that the FCC will be affected, is scheduled to get under way Wednesday (Aug. 29) when a subcommittee of the Senate Judiciary Committee begins executive consideration of the McCarran Reorganization Act of 1945 (S-1129). For some months there has been considerable agitation on Capitol Hill to abolish the FCC as an independent agency and make it a part of the Commerce Dept. or create a new Dept. of Communications & Transportation, with Cabinet status, taking in the Interstate Commerce Commission and FCC. The Bureau of the Budget has been conducting a quiet survey for President Truman and is expected to submit a reorganization plan when Congress gives the President such powers.

The McCarran Bill, introduced June 7 by Sen. Overton (D-La.) for Sen. McCarran (D-Nev.), authorizes the President to reorganize the executive branch of Government and submit to the Congress his reorganization plan. It shall be effective 60 days after submission unless both Houses pass a concurrent resolution to the contrary.

Companion Measure
Pending in the House is a companion measure (HR-3225) introduced by Rep. Manasco (D-Ala.). That Bill would exempt the FCC and 20 other agencies and commis-

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CBS Covers Surrender
SEVEN CBS correspondents are expected to be on the scene in Japan and China to broadcast the final signing of surrender documents. Webley Edwards, Bill Downs and Tim Leinert, now on Guam; and John Adams in Manila, will probably fly to Japan for the formal surrender. Gene Rider will remain with the fleet when it steams into Tokyo harbor. Bill Dunn and George Moorad are flying to the Pacific from San Francisco.

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NBC Fills Crews Spot
ASSIGMENTS formerly held by Major Albert Crews, NBC-Chicago production director now on leave of absence to U. S. Armed Forces Institute as radio director for Biarritz, France, have been turned over to Norman Sultan and Bill Lawrence, of the NBC production staff.

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Record Newscast
THE 350th consecutive broadcast of a 15-minute newscast sponsored by Fowler Bros. Furniture Store on WKY, Oklahoma City, was celebrated in the store window with the mayor, city manager, store and Westhinghouse officials present. The show is believed to be a record for consecutive broadcasts of a news period under the same sponsorship.

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How to Get a Close-up of Your Sales Future

Use WTAR Popularity to Prove Product, Package, Plans in the no. 1 test market

WTAR's one-station leadership of the NORFOLK METROPOLITAN MARKET is stronger than ever. More listeners—week by week, day by day, Sunday—than all other stations combined, with listening to outside stations practically nil.

NORFOLK METROPOLITAN MARKET offers richer returns than ever before. ... 3 adjoining cities make up this single unit of metropolitan buying—Norfolk, Portsmouth, and South Norfolk. WTAR is the only station in the area, and it is the only one with the necessary 10% reversion well under way. And... WTAR gives you effective one-station, one-cost, easy-to-check coverage.

NBC NETWORK 5000 Watts Day and Night
National Representatives: Edmar Perry & Co.
Held up for your inspection are two negatives taken from different cross sections of the same piece of honey comb. Note the perfect series of hexagons that makes up each section. Bees with an age-old instinct invariably build their cells with mathematical exactness. In fact, a French scientist once recommended that the width of a bee cell be adopted as the basic unit of measurement all over the world!

Bees all know just how far to go to create a perfect cell and it takes thousands of them working in unison to do it efficiently. Likewise the Beeline, working on the group principle, goes just far enough to represent one of the most efficient coverage units in radio broadcasting. The Beeline with its 41 primary counties is the only combination of stations that can cover properly the Central California Valleys plus Western Nevada.

WHAT THE Beeline IS... Not a regional network but a group of long established key stations, each the favorite in its community... combined for national spot business. See the McClatchy Beeline rate listing first under California in Standard Rate and Data.
WBAL means in
business Baltimore

* Fastest Growing Big City in the East
* Great Industrial Center
* Diversification Insures Progress
* Great Shipbuilding Center
* A Great Port with a Great Future

WBAL, Baltimore—50,000 Watts—NBC Network
One of America's Great Radio Stations

NATIONALLY REPRESENTED BY EDWARD PETRY & CO., Inc.
Turn of a Trend

RADIO's circulation is about to enter a new trend—an upward trend. After three years in which the sets-in-use total has dropped from 59,300,000 to 55,000,000, a sharp swing in the other direction will occur when new receiving sets enter the market.

There will be millions of new sets before Christmas, possibly four million, according to estimates in the first six months. The wartime loss in sets-in-use, through obsolescence, will be overcome. Then will come new records, continuing the upward movement that started with 400,000 sets in 1922.

Many of the autumn models will closely resemble the last ones produced in 1942. As manufacturers get organized, they will come out with new receivers reflecting advances in the fast-moving radio art, including FM and television. Quality will become more important as the slack is taken up.

Critical factor in the life of any advertising medium is its circulation. American radio soon will have no worries about sets-in-use. It now becomes a matter of keeping them in constant use through constant effort toward better programming.

Agency Recognition

THE SALES MANAGER'S EXECUTIVE COMMITTEE of the NAB will meet in New York Sept. 11-12 to hear the report of a sub-committee which has been studying a plan for forming an agency recognizing body.

Harold A. Soderlund, Omaha Sales Manager, KFAB Lincoln-Omaha, wrote a provocative piece about the subject for this journal [Broadcasting, June 18].

The need for a group which will undertake to establish the authenticity and reliability of advertising agencies doing business with radio is obvious. It might even be acute, in view of the wartime emergence of many so-called "agencies" which, in truth, are composed of a personnel of one.

Broadcasting stations have in the past been required to undertake their own investigations of agencies in efforts to establish their reliability. This has resulted in wasteful duplication.

Mr. Soderlund has proposed that an entity established for conducting required investigations be charged with reporting facts alone, making no recommendations. Station managers, from the facts, can draw their own conclusions. This is the procedure followed by a similar organization operating in Canada.

Mr. Soderlund, as a member of the sub-committee of the Sales Managers Executive Committee which is studying the problem, is hopeful that an agency recognizing body can be an integral part of the NAB. We incline to the view that the NAB should take the lead in establishing the organization, but we believe it should end there. The work to be done is too delicate to be undertaken by any agency, and it is in the nature of an agency that it must be exposed to charges, however groundless, that its findings are "influenced".

At all events, we hope the sub-committee, of which Stanton P. Kettler, general manager of WMMN Fairmont, is chairman, comes up with a workable plan that can win the support of the sales managers and, subsequently, the NAB Board.

Our Respects To

ROBERT DWIGHT SWEEZY

NEWEST to radio among the executives whom Edgar Kobak has gathered around him at Mutual is the 38-year-old vice-president and general manager, Robert Dwight Sweezy. He is now on an ETO inspection tour with other top radio executives.

Bob is apparently one of those souls who felt some ethereal call towards the "arts", if motion pictures, publishing or radio may be so classed, or at least away from the more mundane types of business.

He attended Harvard, studied law and passed the Massachusetts Bar exams in 1932. But as a lawyer he found himself at a loss among Boston's nabobs. At first going out on his own hook, he took desk space with an established firm and hung out a shingle. Desiring experience and clients being infrequent, he offered his services to the Legal Aid Society. When the firm found their waiting room cluttered with a clientele they thought undesirable, they politely hinted. Bob recognized the hints only when he ran out of funds.

He then tried a salaried position on the staff of another Boston firm. After some best-forgotten skirmishes he decided to leave. When the owners heard of his "unlawful" intentions they doubled his salary and declared "no one ever leaves this firm", Bob left.

Coming to New York with $100 in one of the worst-depressed years, Bob set his course toward motion pictures, publishing or radio, with the latter as first choice. After a weekend diet of fresh bread, donated by a fellow lawyer who was counsel for a baking company, he took a job in the Chemical Bank & Trust Co.

The spectacle of a white-haired old codger who had done nothing but clip coupons for 60 years drove Bob to hop a plane for Washington where he applied for a job with the Federal Home Loan Bank. Before that came through, however, one of Chemical's vice-president's heard about this "hersy" and Bob had to leave.

Bob spent from 1934 to 1939 with a few government departments and while in Washington took some university courses in radio writing and radio law. He wrote a paper on freedom of speech on the air and sent it to NBC's legal department, which was so impressed it turned the document over to RCA's legal minds. Shortly afterward, in the summer of 1939, he was invited to join NBC.

At the request of Mark Woods, Bob left NBC to join the newly formed Blue Network in 1942. For weeks he worked until after midnight. Contracts with talent unions, setting up the Blue's corporate structure and the million (Continued on page 48)
A GOOD OLD FRIEND

It is no simple thing to achieve the status of Best Friend. But it is the simple, fundamental virtues which lead to that status. Sincerity must be evident, and must prove itself, before any man accepts another without question. It is the same with a radio broadcasting station. And the status of Best Friend enjoyed by WSM stems from exactly such roots, but is particularly remarkable because the five million folks in our listening area are noted for their caution in yielding confidence to anyone.

THE STATION WHOSE SPONSORSHIP IS DOUBLY VALUABLE TO THE SPONSOR WHO IS STRANGER TO OUR AREA

HARRY STONE, Gen. Mgr.
EDW. PETRY & CO., Natl. Reps.
Respects

(Continued from page 16)

new organizational details kept him busy. Frequent complications caused by American’s two ace commentators, Walter Winchell and Drew Pearson, kept Bob on his legal toes. When he resigned to take his present job at Mutual he was secretary and counsel on legal affairs at American.

Bob’s duties as general manager at Mutual are flexible and are concerned with much more than the legal affairs which occupied his time at American. The scope of his activities is now increased to general administrative tasks.

His interest in people enlivened by his early law experience, Bob’s office is flooded by a constant stream of visitors. He is one of the most accessible executives and may be seen by his employees.

Bob was born in Somerville, Mass., Sept. 27, 1906. His father, Arthur Dwight Swezey, a native New Yorker, was a wholesale produce and fruit merchant in Boston with a market in historic Faneuil Hall.

His mother was Elizabeth Thompson, a Canadian. Bob’s paternal ancestors were seafaring men and both his grandfather and great grandfather, master of their own ships, were lost in the China Sea.

In April 1938, Bob was married to Helen Brereton, daughter of Capt. William Brereton, USN, and niece of Lt. Gen. Lewis Brereton, AAF.

The Swezeys have three children, Robert, 6; Maria, 2 ½ and Bill, 8 months. Their social life right now is a family affair. Bob has little time left after the demands of his job, for when he went to Mutual he decided to devote a solid year to affairs of that network at the expense of his personal life.

Wife Dampens Fans

JERRY MARSHALL, WNEW staff announcer, almost had himself a fan club the other day. But then the young woman who wanted to start the “Marshall Admiration Society” found out that Jerry’s married now. She’s taking it up with the committee and says she’ll let him know what they decide.

New Building

STROMBERG - CARLSON Co., Rochester, one of nation’s ten producers of radar equipment during the war and now engaged in production of peacetime products including radios and telephones, has begun construction of a new $300,000 building alongside its main plant. New building will be used for manufacture of chassis for radio and television sets.

Respects

(Continued from page 48)

SLIP THIS OVER ON YOUR COMPETITORS!

• EXTRA BUSINESS
• EXTRA RESULTS
• EXTRA PROGRESS
AND ALL BECAUSE OF TIME BOUGHT ON

WJHP

A JOHN H. PERRY ASSOCIATE
1320 ON YOUR DIAL
A MUTUAL BROADCASTING SYSTEM AFFILIATE

WJAC

JOHNTOWN

WFBG

ALTOONA

These Two Stations Provide the Only Full Coverage of This Rich Pennsylvania Area

National Representatives
HEADLEY-REED COMPANY
New York, Chicago, Detroit, Atlanta, San Francisco

JOLIFFE PREDICTS NATIONALWIDE RELAYS

RADIO relay stations, replacing wire communications throughout the country and carrying telephone and telegraph messages, broadcast programs, facsimile and television simultaneously, were envisaged last week by Dr. C. B. Jolliffe, vice-president in charge of RCA Labs, in a speech at the Naval Air Technical Training Center, Corpus Christi, Tex.

“It is not fantastic,” he stated, “to imagine long telephone and telegraph lines being replaced by lines of towers spaced 25 to 40 miles apart each equipped with small automatic radio transmitters and receivers” and using highly directive beams. Maintenance problems would be reduced to a minimum, he explained.

Radar, citizens’ radio, electronic heating and aviation radio are other fields of communications that will become of increasing importance, Dr. Jolliffe pointed out, and their normal progress has been speeded up by wartime research.

“Each of these new applications of radio,” he said, “can create a new industry which will affect other industries. Engineering developments and planning must be speeded up so that trained men who come out of the armed services are not unemployed or their skills lost because it becomes necessary for them to take employment in other industries.”

Dr. Jolliffe sees “television as a possible five or ten billion dollar enterprise, employing thousands of men and women, directly and indirectly.”

URGES BAND CHANGES

RESTRICTION of the broadcast band (540-1600 ke) to 106 clear-channel stations using vastly more power than the present 50 kw maximum is advocated by M. L. Levy, chief engineer, special products division, Emerson Radio & Phonograph Corp., New York. All other stations would operate on the 88-106 mc FM band, with local and regional stations enjoying wider coverage and better signals than at present.

SALES ARE CLIMBING IN MONTANA

CARRYING ALL CBS MAJOR PROGRAMS
this is a Farmhouse

It is one of many in the heart of North Dakota's "Bread Basket". This particular house is near Jamestown, where most of the people make their comfortable livings by farming: 87 percent of all the people in North Dakota live from the land.

Spring wheat, winter rye and blue flax are raised on this profitable farm. The North Dakota land, fertile and productive, yields such bountiful crops that in one average year, farmers who live in the 29 counties surrounding Jamestown, had $181,241,000 to spend on food, clothes, furniture, radios, automobiles, lumber and drugs.

So, this North Dakota farmhouse puts plenty of money in people's pockets. People with money in their pockets are able to buy things. And radio is one of the most effective ways to sell things—in Jamestown, as everywhere else.

To be specific, the regular-listening area of KSJB Jamestown, is made up of 29 counties. Of the 79,168 families who live within this 29-county coverage, 71,092 have radios.*

*1940 U.S. Census, projected by NAB Research Bureau

REPRESENTED BY NORTH CENTRAL BROADCASTING SYSTEM, INC.
New York, New York, Empire State Building, Lexington 2-6892 • Chicago, Illinois, 360 North Michigan Avenue, State 0381 • St. Paul, Minnesota, E 622 First National Bank Building, Cedar 8579
Three Dimensional Lens Method Works on Video
“OPTICAL BALANCE”, a method for increasing the depth of focus of any camera lens, whether still or motion picture or television camera, developed by Stephen E. Garusto, was demonstrated last week in New York through motion pictures which had a sharp three-dimensional effect and which were not distorted even when viewed from a position nearly at right angles to the screen.

I. H. Simmons, New York representative of the inventor, said that the three-dimensional effect is gained through a “supplement” to the camera lens which will work just as well for live telecasts, either studio or outside pickups, as for film programs. He declined to describe the process in detail until Mr. Garusto’s applications for patents have been granted. Mr. Simmons said that representatives of a number of video broadcasting companies had seen the demonstration and that actual studio tests were being arranged.

Reference Handbook
A HANDBOOK designed for agencies and advertisers who have need of a quick reference source on Pacific Coast radio and market facts has been compiled by the Don Lee Broadcasting System. Data on competitive networks is listed.

Quaker Tour
CAST of Ladies Be Seated, sponsored by Quaker Oats Co., Chicago, leaves New York Sept. 1 for a one-week tour of the midwest. Broadcasts will originate from Yankton, S. D., Sioux City, St. Joseph, Mo., and Kansas City. Included in the party headed by m.c. Jimmy Olsen will be Aunt Jemima, Walter Herlihy, announcer; George Brengel, ABC representative, and Eugene L. Bresson, vice-president and radio director of Sherman K. Ellis Co., agency handling the account.

New Radio Firm
NATIONAL Radio Clearing House has been formed as a radio consulting, research and buying organization by Stanley Young, editor and publisher of Radio News, 485 Fifth Ave., New York.
HOT NEWS ABOUT STORE SALES IN INDIANA!

• Sales of independent retailers in Indiana were 10 per cent higher in June 1945, than in June 1944. Department store sales were up 21 per cent in the same period.

So says the Director of the Census, and he should know!

Yes, business is at the all-time peak in Indiana—and in the face of substantial cut-backs in military employment.

WIBC makes its programs available to more people than any other Indianapolis station. With the lowest frequency (1070 Kilocycles) of any station in the Hoosier capital, on a clear channel, the WIBC signal carries farther, with greater clarity.

The way to reach the most people in this rich industrial and agricultural area, and at the lowest cost, is to specify WIBC for your Indianapolis station.

REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

Owned and Operated by the Indianapolis News

WIBC
MUTUAL’S OUTLET IN INDIANAPOLIS
For Your Audio Control Needs

Western Electric 129, 130, and 131 amplifiers are doing an outstanding job in many broadcasting studios, as components of the 25 type speech input equipment. These famous amplifiers are available separately for those who wish to assemble their own audio facilities. All three amplifiers have a range of 30 to 15,000 cycles— they're all OK for FM.

Western Electric

L. W. Kaisser, night supervisor of WPRE Syracuse and former manager of WOLF Syracuse before entering the Army in 1942, has been named head of the radio services for the College of Agriculture and Home Economics at Cornell U.

George Crawford, chief announcer of WORX Washington, is father of a girl born Aug. 16.

J. E. Kampe, 8½ years with WIL St. Louis, resigned as program director Aug. 16.

Michael Wayne, formerly with WOL Washington and Tom CRAIG, formerly with WHIO Dayton, have joined the announcing staff of WHBC Cincinnati.

Cyril Jay, formerly with WDBF Birmingham, has joined the announcing staff of WNYC New York, replacing Howard Reed who has joined the service.

Robert D. Williams, program director of KEUL Vermillion, S. D., U. of North Dakota station, is winner of the dramatic program contest conducted in the NBC-Northwestern U. Summer Institute. His script, "Profit of Peace," was broadcast on NBC last Saturday afternoon.

Dan Webster, producer of WORM Mobile, Ala., has been appointed supervisor of commercial music for American.

Homer Welch, program director of KGW Portland, Ore., has been designated a "Citizen of the Week" in honor of his War Bond activities and a picture with his picture and biography-brief was displayed in Portland buses and streets.

Ted Colby, ex-service man and formerly with KDON Monterey, now is new program director of KOH Reno.

Fred Kelle has joined announcing staff of WOOC Asheville, N. C. He formerly was with WHJ Bluefield, W. Va.

F. Lee Edwards, announcer, to WWO Market Wayne, Ind., from WKY Oklahoma City.

Dun Phillips, from WMCA New York and KXOK St. Louis, to KXOK St. Louis as announcer. Dun Norman, former 25th bombardier and announcer at WTAQ Quincy, Ill., also joins KXOK.

Bill Rutledge, former chief announcer of KEMP Jonesboro, Ark., to KARK Little Rock, Ark., announcing staffs. Elizabeth Ann Gunn joins KARK continuity staff.

John Allen, formerly with KHIT Houston, Texas, has joined announcing staff of WPAB-KOHO Dallas-Ft. Worth.

Dorwin Baird, producer of GOR Vancouver, is father of a girl.

Fletcher Markle, released from the RCAF public relations staff for radio and a producer of CBC, Toronto, has been awarded one of the literary fellowships for $1,500 by 20th Century-Fox Films, New York. He was only Canadian to win award.

Ernie Courtney, former announcer of KGBO Tucson and CFEC North Bay, has returned from overseas after being a prisoner of war in Germany. He was captured two days after D-Day. On discharge from the Canadian Army about Sept. 13 he is to return to Northwestern Broadcasting & Pub. Co.

Jim Kirkpatrick has been appointed producer of CKLX Kirksville, Lake, Ont. He formerly was with CKWS Kingston, Ont.

Ron Grant, formerly of CPRB Toronto, has joined announcing staff of CKWS Kingston, Ont.

George D. Snell, former program director of KIDO Boise, Idaho, and prior to that program director of KDYL Salt Lake City, has joined production staff of KGO San Francisco.

William E. Shaheen has been named as producer of KPO-ABC San Francisco to freelance as Hollywood network writer.

Dorothy Waggstaff, formerly of the continuity department of KDYL Salt Lake City, was joined continuity staff of KGO San Francisco.

Harry D'Onofrio has been named announcing man of KXSW-Topsfield, Mass., after release from Canadian Army. He was formerly with CKCO Winnpe and CBM Montreal.

Ed Bohser has joined announcing staff of WCCO Minneapolis, Minn., following posts at CKCW Moncton and CKRC Hamilton. He was released from RCAF a year ago.

James R. (Dick) Biff, former news editor of WDBF Birmingham, has joined American network's newsroom writing staff. He has been shifted to new room of WLC Cincinnati.

Frank Korch, formerly of WBIB Chippewa, shifted to WDNA Chicago newsroom.

John Melville, former news producer of WBBM Chicago, has been joined newly formed Lee Broadcasting Co. Richmond, Va., been ordered by his doctor to take a six month vacation. He is now in New Rochelle, Raleigh.

Knoxy Manning, CBS Hollywood commentator, has been signed for radio announcing role in Gay Godwin's "Kid From Brooklyn."

Warfield Johnson, newscaster of KGW San Francisco, has been assigned CBS foreign correspondent.

NBC is concentrating its Pacific correspondents to cover the final phases of the Japanese surrender and occupation. Group is headed by MERRILL MUELLER. With him are J. BAIRLINE, GEORGE THOMAS, POLSTER, GEORGE MILHESTER, J. HANSEN and ROBERT SHAPLAN. On the Asiatic island will be ROSS MCNICHOL, HOWARD FYLE, RAY CLARK and J. C. SHELLEY.

Industrialist Henry J. Kaiser will take over management of new Pearson's program, Sunday, Sept. 2, 7-7:15 p.m. over WLW New York and an American stations, while the latter is on vacation. Secretaries of the Interior Harold Ikeran spoke on program Aug. 28 Program is sponsored by Burroughs, Jersey City, New York.

65 different programs daily.

Serving a market of two million Minnesotans who demand, deserve and get the best in radio.

MINNEAPOLIS + ST. PAUL MINNESOTA

AMERICAN Broadcasting Co.

FREE & PETERS

Natl. Reps.
What

HAVE YOU TO SELL TO A HALF MILLION FARMERS?

This great Southern farm audience is at your fingertips . . . with "Daybreak in the Barnyard," WLAC's 5 A.M. to 6 A.M. show, now available in quarter-hour units at 20% of Class "A" rate.

Coverage? Mail count shows consistent, Southwide listening: Tennessee, 13%; Arkansas, 8%; Texas, 6%; Louisiana, 13%; Mississippi, 15%; Alabama, 9%; Georgia, 12%; Florida, 3%; South Carolina, 5%; North Carolina, 4%; Kentucky, 4%.

This is one of WLAC's famous early-morning programs that's noted for sales punch. A part of "Daybreak"—coupled with other morning shows, pulled 25,370 $1.00 Vitamin orders in the 26 weeks between October 1944 and April 1945; and, this was the account's fourth 26 week cycle!

Write or wire for details.

"GATEWAY TO THE RICH TENNESSEE VALLEY"

Represented by the Paul H. Raymer Co.
HARRY LYON, chief engineer of WOL Washington, has been named consulting engineer, working with COMDR. T. A. M. CRAVEN. Cowles vice-president in charge of technical operations. New chief engineer is HARRY REID. TED BELYOF becomes head of studio operations.

LYMAN SMITH, former recording division manager of KMTR Hollywood, joins KPI Los Angeles in similar capacity effective Sept. 1.

PHILIP I. MERRYMAN, NBC facilities development and special assignments director, spoke Aug. 21 before St. Louis Advertising Club under sponsorship of KSD, NBC St. Louis affiliate. Topic was "Television Dollars and Cents for the Advertiser".

Sgt. Eugene C. Henry, formerly with the export division of Sylvania Electric Products, New York, now with the Army in the Philippines, helped build KVKD Philippines, which broadcast during Philippine invasion.

Wilbur W. Hetzel, secretary-treasurer of Stromberg-Carlson Co., is recuperating at Highland Hospital, Rochester, following a serious illness.

Harold E. Fulton, former superintendent of central radio office of RCA Communications, New York, has been appointed supervisor of traffic operations of the company. H. R. CHEREL- GAN, former BCAC district manager in San Francisco, moves to New York to succeed Mr. Fulton, while HARRY E. AUSTIN, former district commercial manager in San Francisco, becomes district manager in that city. F. Wil- helm, who has been assistant district manager in San Francisco, has been transferred to the administrative division of the traffic department in New York. He is succeeded by JAMES F. WAPLES, formerly assistant superintendent of BCAC in Manila.

Harry L. Pearson, former instructor at Port Arthur Radio College, has joined transmitter staff of WOWO Port Wayne, Ind.

Capt. Wayne Rhine (C) and Air Marshal Tedder (c) at V-E celebration at Rheims.

H. Milton Nicholas, control engineer of WWL New Orleans, is father of a boy.

Frank Schoales, chief operator of CEWS Kingston, has been transferred to the same post at CHEX Peterborough Ont. Bruce Alston, new to radio, has joined CEWS operating staff.

Winners of the KFAB Lincoln, Neb., "Timely Topics" contest, announced last week, are Dorothy Poli and Ronald Ritchie. Each will receive a $150 scholarship to the U. of Nebraska, given through KFAB. Station plans an expansion of contest next year.

In the Ark-La-Tex area, KWKH — with its 50,000 watts — is the No. 1 Medium, with full coverage and SELLING POWER in this prosperous market.
KOH — the only station covering the nation's wealthiest per capita market

Department of Commerce figures (1943) show that Nevada ranks #1 among the states in per capita income. This accounts for the tremendous wealth of the Reno market, the focal point for most of the state's industrial and commercial activities. And Reno, "The Biggest Little City in the World," has the highest average for retail family expenditures in the entire country. And KOH is the only station heard consistently in this market.

This sign is a familiar sight to visitors of this frontier... yet cosmopolitan city

The sophistication that's New York, the recklessness that's Monte Carlo, the frontier friendliness of the old West... shake it all up, and you have Reno! And KOH caters to this unique audience with strong local programs — plus top NBC Western Division shows — plus outstanding NBC transcontinentals... a combination that can't miss! Yes, station by station you'll find in the west NBC reaches "most of the people most of the time."

WESTERN DIVISION
OF THE National Broadcasting Company, Inc.

HOLLYWOOD Sunset and Vine • SAN FRANCISCO Taylor and O'Farrell

1945 — Radio's 25th Anniversary — Pledged to Victory
First Choice of Newspapers

1944 WRC was the only station used by all four Washington newspapers. WRC still has the largest total appropriation.

Network Accounts

New Business

P. BALLANTINE & SON, Newark (beer) In Oct., starts Barry Fitzgerald on full NBC network, Tues, 7-30 p.m, for 33 weeks. Agency: J. Walter Thompson Co., N. Y.


FROCTOR & GAMBLE Co., Cincinnati (Teel liquid dentifrice), Sept. 8 starts The Life of Riley on NBC, Sat. 8 p.m. Agency: Blowe Co., N. Y.


COLGATE-PALMOLIVE-PETT Co., Toronto (Cashmere Bouquet products), on Oct. 6 starts Cashmere Bouquet Show on 26 CBC Trans-Canada network stations, Sat. 8-30 p.m. Agency: Spitzer & Mills, Toronto.

Renewal Accounts

FROCTOR & GAMBLE Co., Cincinnati (Lava Soap), & Oct. 22 renewed The F.B.I. in Peace and War on CBS network, Thurs. 4:30-5:35 p.m., after eight-week hiatus. Agency: Blowe Co., N. Y.

RAILSTON PURINA Co., St. Louis, Sept. 17 starts Tom Mix and His Straight Shooters on Mutual 1-45-6 p.m. (CWT), increasing to 248 stations. Agency: Gardner Adv., St. Louis.

CRAEM OF WHEAT Corp., Minneapolis, Sept. 22 renews Let's Pretend on full CBS network for 33 weeks, Sat. 11-95-11-30 a.m. Agency: BBDO Minneapolis.

EVERSHARP Inc., Chicago (pens and pencils), Sept. 16 renews Take It Or Leave It on full CBS network for 33 weeks. Sun. 10-10:30 p.m. Agency: Blowe Co., N. Y.


COLGATE-PALMOLIVE-PETT Co., Toronto (Cue dentifrice, Palmolive shave cream), Sept. 8 renews Share the Wealthy on 26 CBC Trans-Canada network stations, Sat. 8-8:30 p.m. Agency: Spitzer & Mills, Toronto.

W.M. WRIGHT Jr. Co., Toronto, (gum), Aug. 1 renewed Treasure Trail on 8 Ontario and Quebec stations Wed. 8:30-9 p.m. and Aug. 7 on 10 CBC Dominion network stations. Tues. 8-30-9 p.m. Agency: Jack Murray Ltd., Toronto.


BORDEN Co., Toronto (milk products), Sept. 17 renews Canadian Cavalcade on 24 CBC Trans-Canada network stations. Mon.-Fri. 8:30-9 p.m. Agency: Young & Rubicam, Toronto.


WOSO Charleston, S. C., claims first shortwave broadcast interview from an Army hospital ship under steam.

Programs

KDKA School Series

First broadcasts coordinated with public and parochial schools will be started in Pittsburgh by KDKA. Free-
day-a-week series will supplement classroom instruction and will teach general interest. In charge for station are J. E. Baio nino, manager and R. W. White, public relations director. Titled "Learning Via Radio," series will include nature study and science, citizenship, literature and music, vocational guidance.

Towns Served

NEARBY TOWNS are featured on weekly "Salute to the Towns" on CJCA Ed- monton, under sponsorship of a local tire service in behalf of General Tire dealers throughout northern Alberta. Towns in primary area of stations were contacted and data obtained on growth of the community. Musical dramatiza-
tion is arranged from this data.

Business Guide

SUCCESSFUL businessmen will tell returning servicemen how to go into business for themselves in "Start Your Own Business" series to be broadcast each Friday on WPTA Paterson on daily "Hunt for Happiness" program.

Light Opera

FOLLOWING UP recent Hollywood Bowl auditions series, KFI Los Angeles has started weekly half-hour light opera program with Canadian cast, musical director. Contestants in recent auditions series will be called back for profes-

Names

STORY behind names is featured on three-weekly quarter-hour program started on KXOL, San Francisco under spon-

Program Review

HIGHLIGHTING personalities on its local programs, KECA Hollywood has started twice-weekly quarter-hour "Johnny Forrest's Radio Review".

PRIZE of $25 War Bond was awarded Shirley Handley, promotion manager of KFMB San Diego, American outlet, in promotion contest for network series "Hawthorne House." Guittard Choco-

THIS IS MR. WALKER...

...one of the 1797 druggists in the WGY COMMUNITY. Mr. Walker sells over $44,542,000 worth of products to the 1,045,717 housewives of the WGY Community, annually—products they hear about over WGY throughout central and eastern New York and western New England.

And WGY is the ONLY medium which combines this valuable market into ONE coverage area.

WGY's primary and secondary areas contain 18 cities with a population of over 25,000, 39 cities of over 10,000 population, and 40 incorporated towns and villages of over 5000 population.

WGY

SCHENECTADY, NEW YORK

50,000 watts—NBC—23 years of service

Represented Nationally by NBC Spot Sales

General Electric

Broadcasting • Broadcast Advertising

Page 56 • August 27, 1945
Accent on talent? Decidedly! The outstanding distinction of WFAA is in our ability to discover and develop new artists. Big Time air waves, stages, and the studios of Hollywood all number our alumni among their luminaries. We were talent-minded in the pioneer days. We're still that way. Current live-talent programs originating with us are studded with artists whose future holds unlimited possibilities.

**Who They Are--**

1. Fred Lowery, world-famous whistler with big name bands. WFAA gave him a start that carried him on to fame and fortune.
2. Dale Evans, leading woman with Roy Rogers in Republic Pictures. Once a talented amateur whose ability was immediately recognized and developed by WFAA.
3. "SHOWTIME," another of the outstanding shows aired over the Texas Quality Network through the facilities of WFAA, spawning ground for new talent.
4. The famous "CASS COUNTY KIDS," featured staff unit of WFAA. This group is in great demand for stage and other personal appearances in addition to regular local and network programs.
5. Jimmie Jeffries, original MC of the "EARLY BIRDS," radio's oldest continuous breakfast-time program, still going strong making every week-day a Mirth-day.
6. Peg Moreland, "King of the Ditty Singers," one of the oldest artists in radioland in years of service. He was our first staff artist and is still on the job, busy with programs, recordings, and personal appearances.
7. Nancy Gates, once a fledgling on our staff. Now a leading lady with a great future on the sound stages of the RKO lot in Hollywood.
8. Jimmy McClain, who started out doing chain breaks for WFAA and eventually became the famous "DR. I.O."
9. Eddie Dunn, who started with us as an apprentice announcer and who has gone on to fame as MC on popular programs of the big time networks.
10. Orval Anderson, former WFAA announcer, the man at the mike on "DARTS FOR DOUGH" until Uncle Sam called him recently for military service.

**WFAA Dallas**

Martin Campbell, General Manager    Ralph Nimmons and Ray Collins, Asst. Mgrs.

NBC and Texas Quality Network Affiliates

820 KC...50,000 Watts    A Nationally Cleared Channel Station

Owned and Operated by The Dallas Morning News

August 27, 1945 - Page 57
WANT A TEST MARKET?

WBOC has the answer!

1944 Per Capita Retail Sales:
WBOC's Market $726
National $541

Per capita sales in largest city of WBOC's Primary Area were $1,813—more than three times the national rate.

1944 Effective Buying Income:
WBOC's Market $1,191
National $1,166

1944 Gross Cash Income Per Farm:
WBOC Area $5,678
National $3,480

POST-WAR IN THIS AREA MEANS HIGHER INCOME AND GREATER PER CAPITA BUYING!

Wire or write for coverage map, market data, availabilities, etc.

DILL-MAR-VA'S OWN VOICE
WBOC
RADIO PARK-SALISBURY, MD

John W. Dbelie, Pres.
Charles J. Truitt, Mgr.

MUTUAL BROADCASTING SYSTEM
MARYLAND COVERAGE NETWORK

JAMES WILL JOIN MUTUAL IN SEPT.

E. P. H. (Jimmy) JAMES, former director of publicity, promotion and research for American Network, has been discharged as a captain in the Army Air Forces Intelligence Division and will join Mutual in September as manager of sales operations.

Mr. James will supervise the work of the sales service, estimating and contract divisions, and also will coordinate the sales, program, research, promotion and station activities for the sales department. He will he responsible for setting up the closest interrelation of these activities required by Mutual's expanding organization, it was declared.

Co-author of The Technique of Market Research and a founder-member of the American Marketing Assn., Mr. James began his radio career as sales promotion manager of NBC in 1927.

be awarded. Event will be free to public and will include dedication of the half-million dollar Veterans' Memorial Park, now near final construction. Volume of sales programs, announcements and promotion in other media is being stepped up.

CJCA Tour
TOUR of CJCA Edmonton and forum on radio composed part of the general science section summer school course for teachers being given at U. of Alberta. Different group visits station each day.

News Service
SUMMARY of national, state and local news is presented by WAJR Morgantown, W. Va., to luncheon meetings of Morgantown Kiwanis and Lions Clubs.

Special Guests
VANSANT, DUGDALE & CO., Baltimore, is distributing new booklet, "The Tested Formula for Successful Selling," by H. R. Dugdale, agency vice-president and treasurer.

Agency Folder
FOLDER titled "This Is It," stressing fact that the postwar period is at hand, has been distributed by Olmsted & Foley, Minneapolis. New responsibilities are outlined.

WKBK Data
FACTUAL booklet on the Youngstown, O., industrial and farm market has been prepared by WKBK Youngstown. Coverage information is included.

Bi-Weekly Schedule
BECAUSE of program stability, WWVA Wheeling, W. Va., now publishes its program schedule once every two weeks instead of weekly.

1000 W. 550 Kc.

NBC for the rich Shenandoah Valley of Virginia
W S V A
HARRISBURG, VIRGINIA

Page 58 • August 27, 1943
General Lord Asks Radio Not to Let Soldiers Down

(Special from Paris)

FERVENT PLEA to American broadcasters not to further taste in the mouths of returning soldiers by continuing cooperation in programming for GI's was made Tuesday night at Reins by Maj.-Gen. Royal B. Lord, commanding general, Assembly Area Command for Repatriation.

The last big job is movement of men from ETO, and Gen. Lord, former deputy chief, Army Public Relations, Washington, asked radio and American business not to let the soldiers down.

Pledges Cooperation

Suggestion was made at the dinner given the U. S. broadcasting mission after the inspection of the Reins AAC operation and was accepted by NAB President-elect Miller who called it "the best postwar program I have yet heard and one I am certain radio will live up to."

As the mission ended the second week of tour prospects dimmed for a Moscow, Scandinavian extension but brightened for a trip to the Vatican to inspect radio operations and for a possible audience with the Pope. If plan develops, the schedule will be extended from a Sept. 3 return to about Sept. 6.

Col. Edward Kirby, escorting officer, was warmly praised by Gen. Lord as a friend who has been like a brother to me for many years'. Mr. Miller replied that Col. Kirby was the inspiration of the trip and had done the smoothest job of organization and follow-through ever accomplished.

Col. Mason Wright, former head of the pictorial division, Army Public Relations, Washington, and for the past year AAC public relations chief, saluted radio's war job saying that other means of entertainment, such as movies, are not always available, but radio with the finest entertainment and recordings, is always at the elbow of the soldier.

He cited radio as something from Grimm's Fairy Tales for the soldier, and a most tremendous morale factor, much more so than movies because it has national appeal. He asked for more good programs and more radio personalities for personal appearances. This is the last impression the American soldier receives before he returns, he admonished. Col. Wright returns to Washington this week for an undisclosed assignment, presumably China, where he served for two years in public relations under Gen. Stilwell.

Comdr. Mason Is Named To RCA Frequency Post

Lt. Comdr. WAYNE MASON, USCW, has been appointed assistant manager of the New York office of the RCA Frequency Bureau, where he will handle matters pertaining to frequency allocation and station licenses for RCA and its subsidiaries and services, including sound broadcasting, television, international point-to-point communications, marine communications and experimental operations.

Following graduation from U. of Florida, Comdr. Mason served successively as a merchant ship's radio operator, as a broadcast station operator and as a technical instructor at RCA Institutes, Maryland Radio Institute and his alma mater. In 1937 he joined the FCC as a radio instructor, being transferred to the Commission's marine unit in 1938. Two years later he was made assistant chief of national defense operators of the FCC engineering department and in 1941 he became assistant chief of the international division, later assistant to chief engineer.

WCLO Anniversary

DUAL anniversary was celebrated this month of the 100th year of publication of the Janesville (Wis.) Gazette and of the 15th year of broadcasting of WCLO Janesville, owned by the newspaper. The Gazette is now operated for the third generation by the Bliss family which took over 62 years ago. WCLO is a member of the Mutual and Wisconsin networks.

The Tale of Two Sponsors on KFNF

"The Friendly Farmer Station"

In 18 Midsummer Mail Days, July 9 - July 28, 1945

For Sponsor No. 1

We Produced 2864 $1.00 Cash Orders

For Sponsor No. 2

We Distributed 5945 Free Booklets

A Brief Story—Quickly Told—Utterly Conclusive


SALES PARTICIPATIONS—2 to 3 Minutes in an established program—Monday through Saturday cost only $25.00 per week. Multiple Participations for intensive mass coverage campaigns 4 or 6 per day on a monthly basis are available for as little as $3.18 per broadcast.

When You Buy Shenandoah—Remember This—Informed Sponsors Buy

1000 Watts

KFNF 920 Kc

FOR AVAILABILITIES WRITE OR WIRE FRANK STUBBS, SHENANDOAH, IOWA

* TWO FROM MORE THAN 100, ALL INFORMED, ALL HAPPY.

ASK FOR THE ENTIRE STORY.

Andrew Sisters Back

ANDREW Sisters, recently back from an extensive overseas tour entertaining GIs in Europe, returned Aug. 26 to their Sunday series on American, sponsored by Nash-Kelvinator Co., Toledo. Agency is Geyer-Cornell & Newell, New York.

Quiz Service

SOME of the questions asked on Quiz Your Mayor program on WIRE Indianapolis were on extending the city's boundaries. Mayor Robert H. Tyn dall and other civic leaders explained the benefits of the annexation on the program. Immediately after the show, the Mayor announced the annexation of a million dollars worth of property around Indianapolis.

BROADCASTING • Broadcast Advertising 

August 27, 1945 • Page 59
Solons Will Hear Of Radio Drive
Olsen Compiles Report to Be Presented by Mitchell

AS A TRIBUTE to broadcasters' unprecedented support of the Mighty Seventh War Loan, Sen. Hugh B. Mitchell (D-Wash.) will present a detailed report of the radio campaign to Congress when that body reconvenes. Report was compiled by Tom Olsen, manager of KGY Olympia, Wash., for the Treasury while Olsen was serving with the Radio Section of the War Finance Division during the drive.

Joining his services to Treasury for four months, Mr. Olsen devised the tabulating system for daily charting of industry activities, which was coordinated with the NAB report to show a total contribution of $23,513,742 in facilities, 109% greater than the Sixth Loan figure for radio and more than double the combined effort of all other media in the Seventh [Broadcasting, July 23, Aug. 6].

The report states that the factual data and information presented "speak most forcefully in tribute to the American system of broadcasting and the men and women of

P&G Test
PROCTER & GAMBLE Co., Cincinnati, is testing four programs to decide which two bring best results in the 7-7:15 p.m. spot on CBS for Ivory Soap. P&G has the Jack Kirkwood program on 30 CBS stations in the South and on the West Coast, and Mommes and the Men on 44 CBS stations in the East and north central areas. In 7:15-7:30 p.m. spot for Oxydol, P&G is using the Jack Smith musical program on 38 CBS outlets in the East and North, with Vic and Sade on at the same time on 13 CBS affiliates in the South and West. The test is to determine which of the four programs stack up best against network competition in their respective periods. Agency for Ivory is Compton Adv., New York, and for Oxydol, Dancer-Fitzgerald & Sample, Chicago.

III. Football Net
A NINE-STATION Illinois Football Network, with WDWS Campaign, III, feeding, has been set up to carry all home games of the University of Illinois football team, starting with the Pittsburgh game, Sept. 22. Frank Strand, WDWS sports commentator, will give the play-by-play account, with T. O. White supplying the color. Stations signed by Advertising Time Sales, Chicago, to carry the contests include: WTMV E. B. Loe; WJDF Herrin; WDBN Danville; WSOY Decatur; WJBS Springfield; WMRO Aurora; WCOR Joliet; WJCB Bloomington, and WDWS Champaign-Urbana. Account marks first time Illinois home games have been offered as a network feature.

Tom Olsen (I) explains to Sen. Mitchell of Washington the details of his Seventh Loan radio report.

American radio who rise voluntarily to the challenge of preserving a free people in a free land. As impressive as this report may be, it is only one such example of the job that has been done and will continue to be done by the broadcasters of the United States in the service of the country and the communities in which they work and live."

Broadcasts Programmed
According to the report, $92,755 individual station broadcasts were programmed during period May 14-June 30, time for which was valuated at $19,646,805.92. An additional $23,513,742 is represented in talent plus station time in the pre-drive and after-drive campaign. There are totals of daily figures offered by OWI, the national networks, NAB, individual stations and agencies. Figures were verified by intensive checking and monitoring of broadcasts through the seven weeks of the drive.

Valuations of time, excluding talent figures, were previously set in counsel with the Advertising Council which represents all media.

One of a number of industry executives and leaders to work on loan with Treasury during the War Bond campaigns, Mr. Olsen is owner-operator of KGY, of which he acquired control in 1940. KGY is a Mutual-Don Lee affiliate, operates unlimited time with 290 on 1240 ke and is only outlet in Olympia.

Riley for P&G
WILLIAM BENDIX show, The Life of Riley, formerly heard Sun. 10-10:30 p.m. over American, sponsored by American Meat Institute, Chicago, Sept. 8 will move to NBC Sat. 8-8:30 p.m., sponsored by Procter & Gamble, Cincinnati, for Teel liquid dentifrice. Agency is Blow Co., New York.

Wesson Places
SOUTHERN COTTON OIL Co., New York, Aug. 27 starts Try and Find Me on CBS, Monday through Friday, 3-3:15 p.m., for Wesson Oil. Tom Shirley is m.c. of this audience participation program, placed through time with Gaynor & Eichardt, New York.
IN TUBE MANUFACTURE
ALL SMALL DETAILS ARE LARGE

To Federal

From slender filament to anode block ... all tube construction details, however small, are important to Federal. That is why this experienced and longtime manufacturer uses the illustrated high-magnification metallograph as part of its test equipment for checking raw material quality.

An example is the micro-photo inset. Here is shown oxide-free, high conductivity copper used for copper-to-glass seals ... after the material has been reduced to a fine grain, non-porous structure through Federal's special metal-processing methods.

But whether copper, molybdenum or tungsten ... they all are subjected to the same exclusive treatment and put through the same searching scrutiny ... assurance that only the finest materials go to make up Federal tubes.

This exacting test is another good reason why Federal tubes are better tubes. Transmitting, rectifier, industrial power ... they have a reputation that is deserved because they are built to stay.

Federal always has made better tubes.

Federal Telephone and Radio Corporation

Newark I. N. J.
THE KNOX Co., Los Angeles, in a concentrated campaign to promote its product, Mendoza, on Sept. 5, started sponsoring daily newscasts on WKBW WBNS WORO WHBQ WDSU KABC WPMA KPH. Other stations are being added with list to include 28 major markets. Agency is Allen C. Smith Adv. Co., Kansas City.

DR. S. M. COWEN, Los Angeles (credit dental chain), is continuing campaign in Los Angeles, San Diego and Mexico border areas. Current program schedule ranges from one to eight spots daily, is being maintained on KFWB KMBR KPAS KMPC KJH KFAC KJY KFVPK WMFB KMPC XEMO, with participation in Spanish language programs on KEMR KGWK KOJZ. Firm also sponsors "Major Turner-News" on KFWB, and weekly half-hour program of recorded music on KMPC in addition to similar 60-minute series on XEMO. Placement is thru Dean Simmons Adv., Hollywood.

AMERICAN MEAT INSTITUTE has authorized Leo Burnett Agency, Chicago, to begin a series of television programs on a station still to be selected. Agency has prepared a brochure explaining television for the layman, with emphasis on the future of television rather than technical side. Booklet will be released to Burnett clients.

REMAR BAKING Co., Emeryville, Cal. (bread), has started five-weekly transcribed "Betty and Bob" on KFO San Francisco. Agency is Garfield & Guild, San Francisco.

VICK CHEMICAL Co., New York (Vick products), has started twice daily Mon. thru Fri. weather reports on KEWK Vancouver. Agency is Morse International, New York.

KELLEY BAR Co., Los Angeles (used cars), has appointed The Tulsa Co. to handle advertising. One of heaviest users of southern California spot radio, firm will continue to devote greater portion of its advertising appropriation to radio.

P. LORILLARD Co., New York, will sponsor the New York Giants professional football series starting Oct. 7, which will be broadcast for the sixth consecutive year on WEVD New York. Red Barber and Connie Desmond will describe the play-by-play account. Agency is Lennen & Mitchell, New York.

H. H. HOYER ENTERPRISES, Los Angeles (Ciro's), has appointed Western Adv., Los Angeles, to handle advertising.

STANDARD OF CALIFORNIA, San Francisco (shellac, oil and by-products). Aug. 20, started five-weekly Henry Grubbs "Partners in Music" on KEXO San Francisco for 52 weeks. Agency is BBDG San Francisco.

WESTERN STOVE Co., Culver City, Cal. (institutional). In 13-week contest ending in late September, has expanded its schedule in northern California, firm continues "Complete Chef" on KJH KFRC KKOA as well as varied spot announcement schedule on 7 California stations. Premium of steel skillet is offered for each questionnaire filled in.

WKBH Discount
TO AID returning veterans starting in business, WKBH La Crosse, Wis., will allow them a 20% discount on all radio advertising used during their first year in business. In cases of partnerships involving a veteran and a non-veteran, a 10% discount will be allowed where it can be shown the reduction will adhere to the benefit of the veteran.

Sign NBC
P. BALLANTINE & SON, Newark (beer), starts sponsorship of Barry Fitzgerald in October on full NBC network, 7:30-8 p.m. for 52 weeks. Firm is currently sponsoring Stuart Erwin 10:30-11 p.m. on CBS network, Agency is J. Walter Thompson Co., New York.

New KOZY Card
RATE card No. 3 has been prepared by KOZY, FM station in Kansas City, listing basic rate of $60 per one-time hour, on postwar ranges filled out and returned to local dealer. Weekly winter is given paid half-hour, deluxe six-turner gas range. Mays & Bennett Adv. Los Angeles, has account.

STREET & SMITH Publications are using news and sports programs, one-minute announcements and stations breaks for Pic Magazine. Campaign which started in New York and will start this week in the day markets, is being placed on Monday-thru-Friday basis on the following stations WWIN WMIN WIOX WIOX, WENG WOR WOR WOR, KCMO KCIN KMPC KPNR WNBC WNBX WOL WMPO WMYK WBNR WBNR WBNR, National Radio Clearing House, New York, newly organized as a radio consulting, research and buying firm by Stanley Young, editor and publisher of Radio Newsletter, handled organization of Pic radio campaign placed thru William Von Zehle & Co. New York.

AMERICAN BANTAM CAR Co., Butler, Pa., has appointed Roy S. Durrance Inc., New York, to handle advertising.

HARVEY MACHINERY Co., Los Angeles (harrow stores), on Sept. 2 starts half-hourly "The Promotional Program" on stations. Contract is for 52 weeks. Mays & Bennett Adv. Los Angeles, has account.

H. W. ROBENS, vice-president of American Home Products Corp., New York, has been appointed head of the firm's cosmetics division and president of its cosmetic subsidiary, Affiliated Products Inc. Mr. Robens also will continue as president of another AHP subsidiary, American Home Foods Inc.

T. SIEGEL SHOE Co., Aurora, Ont., has started five transcribed spots weekly on a Central station. Account placed by H. W. Reynolds & Co., Toronto.


JARAYA Metal Products Co. has signed for twice-weekly quarter-hour "Fact and Opinion" program on WBAP Ft. Worth. Contract for 15 weeks placed thru Evans Radio Adv., Chicago.
KOA's network calibre talent adds Local Leadership in Programs to the national leadership of topflight NBC shows

Take HAPPY JACK TURNER, for instance. This singing, piano-playing, one-man show tops all other programs produced in Denver . . . and a few network shows to boot. Furthermore, "Happy Jack" achieved this position in a few months, and he has maintained it continuously.

Another example is MUSICAL MAGAZINE, the 6-day-a-week, quarter-hour we built for Rainbo Bread. This advertiser is now in his 9th year with this same show. He's satisfied.

And our RADIO SHOPPER, which we built for a local department store, is also tops. They bought it originally for a trial 2 months—in 2 weeks they came in and signed up for a whole year. Now in its 2nd year, it has the largest audience of any local daytime program.

--No wonder KOA's FIRST!

First in PROGRAMS
First in LISTENER LOYALTY
First in COVERAGE
First in POWER

and, for all these reasons . . .

FIRST IN DEALER PREFERENCE
(Ross-Federal figures prove it)

FIRST in DENVER
KOANBC
50,000 watts 850 KC
Represented by NBC SPOT SALES
CHESTER FOUST, former vice-president and manager of Kenyon & Eckhardt, Chicago and previously vice-president of J. Walter Thompson Co., Chicago, has joined Hill Blackett & Co., Chicago, as partner. He retains account of Morton Salt Co., Chicago, and its subsidiary Worcester Salt Co., New York, handled by K & E since January 1944, when shifted from J-W-T. New partnership will not change name of agency.

ED SHORT, released from the Army and formerly of WGN Chicago publicity department, has joined Foote, Cone & Belding, Chicago, publicity department, to work on Frigidaire account.

DANIEL C. KAUFHERR, recently released after three years in the Army, resumes his duties as vice-president and account executive of Jewish Visitation & Co., New York, effective Sept. 1.

CAPT. ROBERT G. JENNINGS, on leave as vice-president of H. W. Kantor & Sons, Chicago, who has been in the Army for three years, captured a Burglar in his New York apartment. Upon returning home last Sunday afternoon he found the door ajar with only a chain lock fastened. He was missed by his wife, BETTY WINKLER JENNINGS, radio actress, who had returned from a trip to New York in a trip to New York in place of the burglar. He succeeded his door with only a jump start, and on the street found the burglar in the bedroom emptying drawers of contents worth about $1,000.

BILL BOOTH, former radio director with Lennen & Mitchell, New York, has joined J. M. Mathes Inc., New York, as assistant director, radio department.

JOHN C. DRAKE, of the sales promotion department of WLS Chicago, has joined the staff of Burton Browne Adv., Chicago.

SAM KAUFMAN, director of sales promotion and press information at WCCO Minneapolis, joined Minneapolis office of Brown & Jacobs, Sept. 1. TIM MORROW, B & J Chicago office director.

If you are not already receiving "Salutes", advise the Radio Section, War Finance Division, U. S. Treasury Department, Washington 25, D. C.

This space donated to the U. S. Treasury by Station WBIG, Greensboro, N. C.
Opening a NEW Door to South Texas!

When Station KABC, in San Antonio goes on the air this fall with 50,000 watts, daytime, and 10,000 watts, night, the rich South Texas market will be thrown open to national advertisers—at an appealing rate!

It’s a market you’ll want to cultivate—embracing, as it does, an area that is peopled by more than 2,000,000 prosperous Texans. It’s a market that contains the key centers of San Antonio, Corpus Christi and the Rio Grande Valley.

In serving this market, KABC will operate on 680 kilocycles. 50,000 watts on any frequency is good, but 50,000 watts—on 680—will blanket the territory!

With KABC about to take its place among the nation’s most powerful radio stations, NOW is the time to contract for choice availabilities. The best will go first.

Represented Nationally by WEED & COMPANY ... Ask about attractive 50,000-Watt rates at which orders are being booked ...
Educational Series
NEW TOOLS for Learning, an educational organization supported by four projects financed through New York’s Alfred Sloan Foundation, is offering subscribes a series titled "Keeping Up With the Wigglesworths." The transcribed programs are designed to educate the public on economics, international affairs and like subjects. The 26-week series will be offered to one station in each locality at a cost of about 25% of its card rate. Stations will be permitted to arrange local sponsorship.

Contest Winners
A TOTAL of $1,000 prize money has been awarded by the American Broadcasting Co. to four winners in its original composition contest, held in connection with the National Composers Congress in Colorado. Dr. Roy Harris, national director of the Congress, has announced the following winners: Weldon Hart, Rochester, $500; Vincent Persichetti, Philadelphia, $200; Anthony Donato, Austin, Tex., $200, and Carl Parish, Nashville, $100. The Hart composition, a work for full orchestra, will be broadcast some time during the fall; other three winners will be heard Aug. 10.

WEEKLY CBS "Suspense" program is to be aired Aug. 20 as part of an exploitation campaign by Roma Wine Co. which will later release motion picture version for client showing throughout country.

PHONE FOR PICK-UP as soon as shipment is ready (Air Express Division of your local Railway Express Agency). Same-day delivery is often made, on shipments sent early in morning, between airport towns and cities.

FOR ALL TRAFFIC of importance, more plane space is available these days since more planes are being put into regular service.

SHIP ANYWHERE via Air Express. Aside from hundreds of airport towns and cities, 23,000 off-airline points in the United States are served by rapid air-rail schedules. Shipments go direct by air to scores of foreign countries.

SPECIFY AIR EXPRESS. You will learn as thousands of firms have learned — when time and money are at stake, Air Express "earns its weight in gold."

WRITE TODAY for interesting "Map of Postwar Town" picturing advantages of Air Express to community, business and industry. Air Express Division, Railway Express Agency, 230 Park Avenue, New York 17. Or ask for it at any Airline or Express office.

In many cases your shipment gets

Same-day delivery via

AIR EXPRESS

PHONE FOR PICK-UP as soon as shipment is ready (Air Express Division of your local Railway Express Agency). Same-day delivery is often made, on shipments sent early in morning, between airport towns and cities.

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FM —- The New Teacher!

REL is proud to be a contributor to the advancement of education by FM radio.

The record of reliability that can be expected from the use of the Armstrong Phase Shift System of Modulation is borne out by these performance figures of WBOE:

- Frequency: 42,500 kilocycles
- Input to final amplifier: 1,666 watts
- Antenna output: 1,000 watts
- Total hours operation to date: 5,139
- Percent operating time to outages: 99.592%

Sales Representatives

MICHIGAN
M. N. Duffy & Co., Inc.
2040 Grand River Ave., W.
Detroit, Mich.

MIDWEST
REL Equipment Sales, Inc.
612 N. Michigan Blvd.
Chicago, Ill.

PACIFIC COAST
Norman B. Neely Enterprises
7422 Melrose Ave.
Hollywood 46, Cal.

PIONEER MANUFACTURERS OF FM TRANSMITTERS EMPLOYING ARMSTRONG PHASE-SHIFT MODULATION

RADIO ENGINEERING LABS., INC.
Long Island City, N.Y.
WOL WILL DROP ITS MORNING MAN

PRACTICALLY all locally produced shows on WOL Washington, Cowles outlet, will either be eliminated or re-scheduled and many new shows will be introduced starting Sept. 3 to carry out an avowed policy of providing the finest programming and news service in Washington.

First user of a Morning Man in Washington, the station will drop that technique entirely. Art Brown who has handled that 6-9 a.m. period from the start has been re-scheduled for a long contract to do an afternoon variety show from 3:15 p.m. with Russ Hodges including top tune review, audience participation, quizzes, interviews, guest artists and sports.

Two daily newscasts at 8 a.m. and 11 p.m. will be sponsored by General Electric. Staffed by the largest group of reporters ever assembled by an individual station, the broadcasts will be presented by a new personality to be known only as The Voice of Washington. The station day will be opened with hymns, Western music and public service such as weather and markets from 5:30-6:30 a.m. Sponsored newscasts will be heard on the half-hour until 9 a.m. Emphasis in the morning period will be on complete programs. A breakfast show featuring Frances and Jack Paige, of WOL publicity and special events, and originating from their home will be aired Monday through Saturday, 8:30-8:55 a.m. on a participating basis.

LOWDOWN on Nation's Capital is given H. Quentin Cox (left), assistant manager of KGW Portland Ore., by Palmer Hoyt (right), publisher of the Portland Oregonian.

Mr. Cox is on leave as special consultant to the Treasury for the Eighth War Loan Drive. [Broadcasting, Aug. 20]. Adding a few pointers is Arden X. Pangborn, KGW general manager.

Canada 9th Loan

PLANS FOR broadcast advertising of the Ninth Victory Loan campaign to be held in Canada in October are nearing completion. Some changes are contemplated for plans made before the surrender of Japan, but as in past, all Canadian stations will participate in carrying programs paid for by the Dept. of Finance, Ottawa. Slate for use will be 40 five-minute trannsic dramatizations from Sept. 10 to Nov. 7 on all English language stations. All advertising by the government is placed by the War Finance Group of the Advertising Agencies of Canada, a co-operative group of all Canadian agencies, with headquarters at Toronto.

Fast Improvement Seer

IMPROVED radio listening for the American public can be expected almost immediately, according to Hubbell Robinson, vice-president in charge of programming for American Broadcasting Co. New and returning talent from the armed forces will open fresh vistas in the entertainment world, he said, and radio, in its efforts to keep people informed of problems of the peacetime world will also play an important part in the adjustments of reconversion.

Advertise in Spots

SPOTS IN THE MORNING?

SPOTS IN THE EVENING?

LIKE WLS IN CHICAGO

GETS RESULTS IN PHOENIX

CBS

KSUN

BROADCASTING • Broadcast Advertising

Page 68 • August 27, 1945

Advertising Age

The National Newspaper of Marketing

100 E. Ohio St., Chicago 11 • 330 W. 42nd St., New York 18

Ask a John Blair Man

Representing Leading Radio Stations.
“I like to know how I’m doing

…and a Presto recording tells me frankly!”

“A Presto recording is my severest critic,” says Hildegard, radio’s fabulous singing star. “I have each of my Raleigh Cigarette programs transcribed so that after the show I can check my voice and delivery. When you use Presto equipment—with its accurate reproduction and fidelity to musical tones—you know you’re getting the truth!”

Major broadcasting stations all over the country have found that Presto produces high quality work—consistently. What’s more, busy recording studios know that Presto equipment can take it, year in and year out, and still remain in perfect operating condition over long periods without adjustment. For every Presto unit is a precision instrument embodying fine materials and workmanship and the highest operating skill. Write for complete information.

PRESTO
RECORDING CORPORATION
242 West 55th Street, New York 19, N. Y.
Walter P. Downs, Ltd., in Canada

WORLD’S LARGEST MANUFACTURER OF INSTANTANEOUS SOUND RECORDING EQUIPMENT AND DISCS
FM Moving

(Continued from page 18)

contents FM can be terminated in the old band and placed in its new position. Some 395,000 sets are in the hands of the public. Manufacturers have assured the Commission that plenty of new FM sets will be on the market. The daytime transmitters are in operation, but they want a date fixed for the start of new band transmissions.

Of the 395,000 FM sets now in the hands of the public, about half can be converted to the new band. Several manufacturers are turning out converters.

Converting present FM transmitters to the new band won't be such a difficult task, now that the war is over and manufacturers have the green light, according to engineers. The Commission hopes to approve several applications for new FM stations in October and many of those stations will be in operation by Christmas, thus providing extra listening service. In addition 16 developmental stations are now authorized in the 88-108 mc band and applications for 3 are pending.

These developmental stations can be converted to commercial outlets on application, or they may continue on a developmental basis, providing service.

Chairman Porter's letter to Mr. Cosgrove was in reply to one from the RMA head, asserting that unless the Commission announced a date for the termination of FM operations in the present band, manufacturers would feel obliged to make two-band receivers, to assure service to the public.

Mr. Porter replied that the Commission saw no "valid reason" for requiring the public to bear the extra expense of two-band receivers. All FM receivers should be manufactured to cover the new band, he added.

Cost Not Justified

Two-band receivers will result in "increased cost to the public" and, "in the Commission's opinion, retard the changeover from the old to the new band," Mr. Cosgrove was advised. The changeover "should be accomplished with the least possible delay."

Chairman Porter discounted the manufacturers' theory that FM sets could not be manufactured unless they contained the present band. As soon as FM standards are announced, "FM stations will be required to take steps to begin operation in the new band as soon as possible," wrote the FCC chairman, "so that by the time receivers are available all stations will be operating in the new band."

Under the new allocations, television is assigned to 44-50 mc and nongovernment-fixed and mobile services go in the 42-44 mc band.

Mr. Porter asked the RMA to keep the Commission advised as to "when new FM receivers will be on the market as this will help the Commission arrange to have all present FM transmitters operating on a new frequency by that time."

Following is text of Chairman Porter's letter, dated Aug. 17:

Dear Mr. Cosgrove:

As president of the Radio Manufacturers Association, you have advised the Commission that a number of members of your association are concerned about the possibility that they will be forced to manufacture FM receivers which will be capable of tuning to both the new FM band (88 to 108 mc) and the old FM band (43 to 50 mc). You suggest that if it were possible for the Commission to formulate a specific program which would make the twoband receiver unnecessary, the change from the lower to the higher band would be facilitated.

Testimony in recent proceedings before the Commission indicates that a twoband receiver will cost the public more than a single-band receiver. The Commission feels that there is no valid reason for requiring the public to bear this extra expense.

After careful study the Commission has assigned the 50 mc band between 88 and 108 megacycles as the permanent home for FM broadcasting. This was done because it was believed that this higher band would render a more satisfactory service. Cosgrove's present band of 42 to 50 mc. In the future all FM receivers should be manufactured to cover the new 88 to 108 mc band. There appears to be no reason whatever for building receivers which would also cover the old 42 to 50 mc band, which has been withdrawn from assignment to FM and has been assigned to other services. Manufacturers of receivers covering the old band would not only result in increased cost to the public but would, in the Commission's opinion, retard the changeover from the old to the new band, which change-over the Commission feels should be accomplished with the least possible delay.

The only reason that has been advanced for the manufacture of receivers covering the old FM band as well as the new is that some such receivers would permit demonstrations of FM reception to prospective customers will be possible. This does not appear to be a valid reason. We anticipate that very shortly the Commission will announce its standards for FM broadcasting in the higher band. As soon as this is done, the Commission's engineers are of the opinion that this is sufficient power to demonstrate the new receivers and that the manufacturers will be in a position to start production of two-band receivers which will be adequate for both old and new services.

One further point made by the proponents of the two-band receiver should be noted. Namely, that even if stations are operating in the new band at the time when the new receivers are available, high power will not be immediately available in the new band and that it is important that demonstrations of FM be conducted with high power. The Commission is informed by transmitters manufacturers that it would be possible to make two-band transmitters which would be immediately available in the new band. The Commission's engineers are of the opinion that this is sufficient power to demonstrate the new receivers and that the manufacturers representing the new receivers are confident that the new receivers will be adequate for both old and new services.

Our purpose in permitting an FM station which has moved to the higher band temporarily to continue simulcast operation in the lower band was simply to prevent the loss of FM service to persons who cannot receive the old style receivers and who might find an opportunity to convert them or replace them with a new receiver. It is believed that in the long run it will be possible to do this because of the high power which is being assigned to the old FM band. It is the Commission's desire to permit this dual transmission as long as it is necessary. However, if new receivers are manufactured to cover the old band, the Commission might very well take the position that it was necessary to put an end immediately to all FM transmissions in the old band in order to protect the public from an unnecessary expense and to assure that the changeover to FM's new and permanent home should not be delayed.

The Commission appreciates your association's keeping it advised as to when new FM receivers will be on the market and this is why the Commission has asked you to arrange to have all present FM transmitters operating on a new frequency by that time.

By direction of the Commission.

(signed) Paul A. Porter, Chairman
DuMONT—FOR THE TOOLS OF TELEVISION

DuMont has designed and built more television stations than any other company. DuMont-built stations, every week, are demonstrating the high efficiency, rugged dependability and low operating cost of DuMont-engineered equipment.

DuMont's simplified precision control—the dominant keynote of all DuMont design—is brilliantly exemplified in the tools of television featured above. These postwar designs incorporate all the flexibility and refinements dictated by more than 4 years of continuous and increasingly elaborate experimentation by hundreds of program producers.

DuMont's Station WABD, New York, has pioneered a pattern for commercial television that you can make your own whenever you choose to study it. And DuMont's Equipment Reservation Plan insures early peacetime delivery of your equipment and competent training of your personnel. Television is our business!
PAY DIRT!

Iowa Has One-Fourth of All the Excellent Farm Land in the U. S.*

Out of the good, rich Iowa soil is cultivated America's largest per-farm income . . . but in this pay dirt, also, are the foundations of some of the country's greatest industrial plants. This provides a versatile, balanced market for all WMT advertisers. WMT covers the largest daytime primary area in the state with Iowa's best frequency—5000 watts at 600 kc!

* From Iowa Agricultural Service

Radio Sets

(Continued from page 18)

material. Manufacturer will also offer distributors complete line of batteries and tubes under company name. Biggest problem is shortage of woods, plastics and lacquers. Four-fifths of service employees are back. All sets with FM will offer both high and low bands with complete change-over to 88-108 mc when all FM stations meet FCC ruling.

ANDREA RADIO Corp.—Has started production on several types of sets, including television, and plans delivery within 90 days. Line includes five television models from $70.05 to $1,000. Five table model receiving sets to be made, but no FM will be installed for about a year. The $1,000 video receiver will be console with three-band radio, record-changer and 18 x 24 inch picture.

ANSLEI RADIO Corp.—Will start production when all materials are available, specializing in radiophone combinations, armoire models and large consoles with both AM and FM. Does not plan video sets in near future.

AVIATION Corp. (Crosley)—New partnership will not set company policy regarding personnel or production of regular Crosley line. Company will continue to manufacture household radios under Crosley label, with 45,000 sets scheduled by September. First sets will be AM table, console and phono combinations, with FM on higher frequency and television second, follow when materials are made available. War work has resulted in several new and simplified features which will give AM and FM sets greater range, selectivity and tone. Biggest problem is price-range limitations and shortages of materials.

BENDIX RADIO (Division of Bendix Aviation Corp.)—Will deliver sets in October, but not a full line. At first they will be mostly table models, with two or three console models before Christmas. Early models will not have FM, but it will be available later. Television will be added in 1946. Bendix did not make receiving sets before war, but was largest maker of communications equipment, especially for airlines. Has been one of three largest communications equipment makers during war. Big plant built in 1941 can now be turned over to receivers. Has spent million-and-a-half dollars to get ready, plus million dollars in advertising.

COLONIAL RADIO Corp. (subsidiary of Sylvania Products)—Volume production expected by October, including Auto, battery, auto, combination sets. Upper FM band will soon be included in many models. Company formerly sold King and Colonial sets besides supplying large merchandisers such as Sears Roebuck. First production will take care of private-brand contracts. Portables, table and console models will be produced. New styles to be made. Chassis will have longer-lived components due to war improvements. Reconversion from war production will under way. Tin shortage a factor. Television to come later.

EMERSON RADIO & PHONOGRAPH Corp.—Plans to start production of four more models, table radio-phonograph combination; 2, throwaway portable for outdoor use; 3, table compact; 4, personal radio. Company hopes to have those four types in production by Oct. 1 and on market by end of year. Design and construction of receiving sets will be different from the 42 models, company spokesmen said. Consoles not likely to go into production, before 1946. FM and television sets are scheduled for production in 1946.

FARNSWORTH RADIO & TELEVISION Corp.—Production depends on availability of materials but first AM sets should be released to distributors within 60 to 90 days. First, with table and console combinations close behind, FM on higher frequency only. Television sets will go into production whenever public demand and material availability permit. Designs will be new and improved, with heavy concentration on deluxe wood cabinets, some plastics in lower price range. Quality of merchandise will be first consideration.

FREED RADIO Corp.—Does not expect to have sets on market for (Continued on page 74)
"Sometimes I wish they'd listen to something besides WCSH."

"Sometimes I wish they'd listen to something besides WJAR."

"Sometimes I wish they'd listen to something besides WRDO."

"Sometimes I wish they'd listen to something besides WLBZ."

"Sometimes I wish they'd listen to something besides WTIC."

"Sometimes I wish they'd listen to something besides WREO."

"Sometimes I wish they'd listen to something besides NERN."

Ample stocks alone are not enough to compete with the peak program and power impact of NERN. But adequate mention on NERN will move goods into 96.6% of all New England homes, owned by folks with nearly a third more purchasing power than the national average.

For NERN reaches those people with more than three times the power of any other combination. And NERN stations, all of which are NBC affiliates, carry the network shows most people listen to most, plus skillfully executed local programs.

Listening ease is reflected in advertiser convenience, for on NERN you pay only $252 per daytime quarter-hour, with no line charges and with free studio facilities in Boston, Hartford or New York. When you buy NERN, you buy a network.

### NERN Stations

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Watts</th>
<th>Market</th>
</tr>
</thead>
<tbody>
<tr>
<td>WBZ</td>
<td>1030</td>
<td>50,000 Boston, Mass.</td>
</tr>
<tr>
<td>WCSH</td>
<td>970</td>
<td>5,000 Portland, Maine</td>
</tr>
<tr>
<td>WJAR</td>
<td>920</td>
<td>5,000 Providence, R. I.</td>
</tr>
<tr>
<td>WLBZ</td>
<td>650</td>
<td>5,000 Bangor, Maine</td>
</tr>
<tr>
<td>WRDO</td>
<td>1400</td>
<td>250 Augusta, Maine</td>
</tr>
<tr>
<td>WTIC</td>
<td>1080</td>
<td>50,000 Hartford, Conn.</td>
</tr>
</tbody>
</table>

Nationally represented by
WEED & COMPANY
New York, Boston, Chicago, Detroit, San Francisco, Hollywood
Radio Sets

Radio Sets (Continued from page 72)

Program Ratings

BORGE LEADS NIGHT SHOWS IN CANADA

THE VICTOR BORGE show is the most popular evening program in Canada, according to the July national evening rating report of Elliott-Haynes Ltd., Toronto and Montreal, with a rating of 13.6. The other Canadian evening programs are Waltz Time with a rating of 12.8, Reader's Digest, Album of Familiar Music, Frances Langford show, Treating Tots (Canadian origination), Bing Crosby Music Hall, Big Town, Green Hornets (Canadian origination), Alan Young show, and Big Timers.

Leading French-language programs for August evening ratings are La Course au Tresor with a rating of 13.7, followed by Secrets de Mr. Morhanies, Metropole, and Vie de Famille.

**Listeners Per Set Ratings**

Program highest in listeners per set, according to the Aug. 16 Hooper Rating, was Summer Hour with 3.09. Following it are Saturday Nite Serenades, 3.01; Lone Ranger, 2.97; Quiz Kids, 2.88; Blondie, 2.83.

Average evening sets-in-use reported by the poll were 19.1, 0.3 more than a year ago and same as the last report while average evening audience rating was 5.7, down 0.1 from the report two weeks previous but up 0.2 from the same period a year ago. The average evening available audience was 71.3, a decrease of 0.1 since the last report and the same as a year ago.

Take It or Leave It had the highest sponsor identification index, 90.2; Alexander's Mediation Board, most men listeners per set with 1.63; Summer Hour, most men with 1.12; Lone Ranger, most children with 1.21.

Joan Davis on CBS

LEVER BROS., Cambridge, Mass. (Swan soap), on Sept. 3 starts Joan Davis Show on 147 CBS stations Monday, 8:30-8:55 p.m. (ET), with West Coast repeat 8:30-9:35 p.m. (PWT). Besides starring Miss Davis, comedienne, featured will be Andy Russell, singer, with Harry von Zell as stooge and announcer. Paul Weston is musical director. Besides team of David Victor and Herb Little, writers include Jack Harvey, Si Wills and Jay Sommers. Dave Titus is Hollywood producer of Young & Rubicam Inc., agency servicing account. Dick Mack has been assigned program director for William Morris Agency, handling package deals.

Mrs. R. C. Cosgrove

MRS. R. C. COSGROVE, wife of R. C. Cosgrove, RCA president, died last Thursday. Services were held in Cincinnati on Saturday.

Mrs. R. C. Cosgrove

Koin

Koin in the People's Cause

PORTLAND, OREGON

CBS Affiliate


BROADCASTING • Broadcast Advertising
The radio amateur has distinguished himself outstandingly in the service of his country in time of war. One of his most important jobs is in the RID—Radio Intelligence Division of the Federal Communications Commission. Above you see sketches of typical hams at work in the intercept room of one of the RID’s monitoring stations. With high powered, extraordinarily sensitive equipment like this, manned by experts, the RID patrols the ether, spots illegal transmitters, locates lost planes and keeps watch on the entire radio spectrum to guard home front security. Vigilance like this has put more than 400 clandestine stations out of commission. About 70% of the personnel employed by RID consists of licensed amateur radio operators. For these exacting technicians Hallicrafters has developed the finest equipment that can be made. When the time comes Hallicrafters will be ready with a full line of HF, VHF and UHF communications equipment—designed specifically for the amateur and for all others who need the latest and best combined “in the radio man’s radio.”

This is a model SX-28A, a communications receiver operating on a frequency range of 350 kc to 42 Mc, continuously in 6 bands including regular broadcast band.

hallicrafters RADIO

THE HALICRAFTERS CO., WORLD’S LARGEST EXCLUSIVE MANUFACTURERS OF SHORT WAVE RADIO COMMUNICATIONS EQUIPMENT, CHICAGO 16, U. S. A.
Radio Sets

(Continued from page 74)

The remainder will be postwar design. This applies to broadcast and combination instruments. FM models will be upper band. RCA has not heretofore made FM sets.

First sets should reach market in 60 days or less. Full conversion started last Friday. Console models and television sets will be manufactured in Indianapolis factory. Table and portable models at Bloomington, Ind. Camden will concentrate on transmitters for all purposes, records, electronic devices for industry and television for non-home use. No problem in reconversion for tubes and records.

RADIO & TELEVISION Inc.—Plans to have a number of small sets and table model radio-phonograph combinations ready for delivery by end of October. Company plans for production of FM and television sets, still in nebulous stage.

SENTINEL RADIO Corp.—Production starts in September, distribution in October. Initial sets will include table models and phonograph combinations, with console models in December. FM on new band after first of next year. FM converter units will be used on standard radios. Plastics will be used in new designs—mostly modern. No television plans. Plant will employ 1,000 by November.

STEWARD WARNER Corp.—By Sept. 15 radio division expects to have 100 sets in 13 models ready for distributor delivery. Distributor delivery will start thereafter with a production quota of 5,000 per day. Company has a backlog of $18,000,000 in orders and will meet it with AM radios and phonograph combinations in table and console models, replacing FM on higher frequency and television after first of the year. Will use both table and console TV models in two styles with direct and projection screens. New lines feature a balanced loop aerial system, greater freedom from background noise and minimum hum for AC and DC radios. Smaller six-tube sets said to have range of prewar eight-tube models.

STROMBERG CARLSON Co.—Hopes to have production under way in October on AM sets, with some sets in dealers’ hands for holiday trade. Early line will include AM table and console models and combinations. Components difficult to obtain and are one of main causes of delay. Later company will make sets with FM, and plans to include both bands. Television will be added next year. Company has its own cabinet plant and is building additional capacity.

WELLS-GARDNER Co.—Production will begin in November, television late next year. Frreair business all private-brands. Emphasis will be on table models. Biggest bottleneck is shortage of woods, plastics and shells.

WESTINGHOUSE Mfrs. Corp. (Receiver Division) — Westinghouse is in set market with both feet. Manufacturing will start in Sunbury, Pa., plant in October. Sets will be on market for holidays. A production line forming airborne radio and radar, will be able to turn out 5,000 sets a day. Company plans complete line of sets, but may not have all models at first. Perhaps 40% of early production will have upper FM band, according to indications. Designs are all ready. Some component bottlenecks indicated. Television sets will be made in due time.

ZENITH RADIO Corp.—With all war contracts cancelled, Zenith hopes to start production within 60 days, with distributors due to get first models of all lines. WFB quota of 100,000 sets a year will be surpassed with recent release of priorities. All models will be entirely new, but most sets will be AM in table model, console and phonograph combinations. FM on both old and new frequencies will be released as materials are made available. Television will not get under way until broadcasting is able to offer public greater program variety, according to company policy. Cabinets will feature wood finishes of Boxor design and plastics in color for all models, with choice on table types. Company has operated own video since war began and will use station for experimental purposes.

Oxarart Forms Firm

FRANK OXARART, formerly Southern California manager of The Blow Co., Hollywood, has formed his own advertising agency under firm name of Frank Oxarart Adv. and is established at 672 S. Lafayette Park Place, Los Angeles. Telephone is Drexel 8188. In addition to other accounts, firm has been appointed to handle advertising of Caltone Corp., Anaheim, Cal. (Top-Taste Drop-O-Lemon), which on Sept. 3 starts sponsoring daily participation in Housewives Protective League on WJZ New York and WBEM Chicago; Home Maker’s Calendar on KOMO Seattle, and Loyal Lamont’s program on KJBS San Francisco. Marketing is being covered by participation in Alarm Klok Klub on KJBS; Ann Holden on KG0 and Emily Barton on KFRC. Contracts are for 52 weeks. Stations in other major markets also are being added.

Batcheller Anniversary

ARTHUR BATCHELLER last Thursday celebrated his 25th anniversary as inspector in charge of the New York office of the FCC’s engineering department field division. In 1916 he was appointed radio inspector of the New England district for the Department of Commerce. During World War I he served as a communications specialist in the navy. Before going with FCC, he established a radio telegraph school in Boston.
Two sides to every story?

HERE'S ONE WITH FOUR!

OF CANADA'S TOTAL buying power, Ontario represents over 40%. This huge slice of such a rich, stable market is covered in Toronto by four stations. So, whether your job is merchandising or time-buying, it is well worth your while to study this four-sided set-up.

LOOK AT POPULARITY! For 17 years, CFRB has maintained a strongly diversified programme policy. It has also been, for many years, the basic Columbia outlet for this rich market. As a result, people know CFRB as the station where their favourites are!

LOOK AT COVERAGE! Station CFRB Toronto is a charter member of the Bureau Broadcast Measurement. It operates on 10,000 watts, day and night, with the largest primary coverage of any station in Ontario, largely concentrated in the rich, southwestern area where the people and the money are. Check the BBM report!

LOOK AT INFLUENCE! Because it is the most popular station, with biggest coverage in Canada's richest market, CFRB is Canada's most influential station. It influences people, it influences SALES! Check the list of advertisers who, year after year, depend on CFRB to deliver the goods. On CFRB you're in good company!

CFRB

10,000 WATTS OF SELLING POWER — 860 KC TORONTO

First for ENTERTAINMENT! First for INFORMATION! First for INSPIRATION!
Report

(Continued from page 15)
political and economic importance of the area (Area II). 10 frequencies will be required for metropolitan stations. 60 for AM stations and 66 for Metropolitan and Rural stations. Area I contains the entire New England

ity, Metropolitan, and Rural stations is clearly shown.

When the two megacycles be- between 106 and 108 mc are made available for frequencies in some of the terri- for frequencies in some of the terri- future exceed the supply and when it does it may not be available until the future. Until this happens, the number of such stations in the area will not be restricted and any other demand will not be met.

The second area (Area II) is the area of the metropolitan stations, and the number of such stations in this area will not be limited for the future. The number of such stations in the area will be limited to the number of frequencies that will be made available for AM stations and FM stations in the area.

The third area (Area III) is the area of the metropolitan stations, and the number of such stations in this area will be limited to the number of frequencies that will be made available for AM stations and FM stations in the area.

Under the first alternative only a very limited number of metropolitan stations could be located in the eastern part of the United States. The reason for this is that if all metropolitan stations were to be placed on their 50 mc/ft contour and windows were to be confined to the area of the metropolitan stations, there would be fewer FM stations in the United States than there are AM stations because it would be impossible to have as many nations as there are AM stations. The only way to increase the number of FM stations would be to increase the number of AM stations. This would reduce the number of stations and reduce the number of listeners that could be served by the existing AM stations.

Second Alternative

Under the second alternative, metropolitan stations would not be able to serve the entire area of the United States because of the limitations on the number of AM stations. However, as a result of these limitations, the metropolitan stations would be located in only one area, and the number of AM stations would be reduced in the eastern part of the United States. The number of AM stations would be reduced because the number of AM stations in the United States is limited by the number of AM stations in the metropolitan area. The number of AM stations in the eastern part of the United States is limited by the number of AM stations in the metropolitan area.

This alternative would reduce the number of AM stations in the eastern part of the United States because the number of AM stations in the eastern part of the United States is limited by the number of AM stations in the metropolitan area.

The number of AM stations in the eastern part of the United States is limited by the number of AM stations in the metropolitan area.

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The number of AM stations in the eastern part of the United States is limited by the number of AM stations in the metropolitan area.
with music...
...and words

A network of 113 radio stations all over Latin America! Thousands of artists, composers, writers and technicians are cooperating to build up the structure for a new world. This great task is fostering a single continental economy opening unlimited new horizons to commerce and industry and offering opportunities for future commercial interchange... new markets! A new world for radio advertising!

LATIN AMERICA'S MOST IMPORTANT RADIO ORGANIZATION

RADIO PROGRAMAS DE MEXICO
Largest Latin American Broadcasting System

FM Report
(Continued from page 78)

FM stations or provide an FM broadcasting service destined and allocated from existing services, and (2) that such ownership, operation, or control would not result in the concentration of control of FM broadcast service in a manner inconsistent with public interest, convenience, or necessity, provided, however, that the Commission will consider the ownership, operation, or control of more than one FM broadcast station to constitute the concentration of control of FM broadcast service in a manner inconsistent with public interest, convenience, or necessity.

(4) Ownership of FM Stations by Licensees. The Commission does not believe it is necessary to promulgate any rule on this subject at the present time.

(5) Network Regulations. The chain broadcasting limits (Sec. 310) are being made applicable to all types of broadcasting stations.

(6) Use of Common Antenna Site. The Commission is adopting a rule, which provides that no FM license or renewal of an FM license will be granted to any person who (1) owns, leases, or controls a particular site which is peculiarly suitable for FM broadcasting in a particular area and which is not available for use by other FM licensees; and (2) no other comparable site is available in the area; and (3) where the exclusive use of such site by the applicant, or licensee, would unduly restrict competition among FM stations.

Booster Regulations Later

(7) Booster Stations. No regulation with respect to booster stations is being promulgated at the present time. However, such applications for booster stations will be considered on their individual merits.

(8) Reservation of 26 Channels. The Commission does not propose to reserve any FM channels from assignment at the present time.

(9) Facsimile Broadcasting and Multiplex Transmission. This rule is being adopted in order to codify the regulations in the Commission's order of June 27, 1945. It provides as follows:

Facsimile broadcasting and multiple transmission, as the term is used herein, means the broadcasting of facsimile on FM channels in accordance with Standards of Good Engineering Practice. It shall be permitted, upon application to the Commission, during hours not limited to FM auroral broadcasting. The Commission grants experimental authority to an FM station for the multiple- frequency service.

(10) Multiplex transmission is incidental to the auroral service, does not interfere with the auroral service, and is not protected by the auroral service.

KROW Gets Award
OAKLAND Advertising Club in Oakland, Calif., presented its award for a local program of outstanding war service to KROW's Bell of Freedom program, sponsored by the Centers. The program features recordings of messages from fighting men passing through the city and messages from the families to men overseas. Account is handled by Emil Reinhardt Agency, Oakland.
How do YOU operate...
as a time-buyer?

LIKE THIS? Find it rugged getting spots and time?
LIKE THIS? Client raising the roof because you can't buy him enough radio spots?

OR LIKE THIS? Enjoying your job with good coverage through easy-to-get motion picture advertising one-minute spots?

HERE'S SOMETHING TO THINK ABOUT

- PLENTY of good one-minute movie spots are available right now!
- In MOTION PICTURE ADVERTISING your product is on the screen at its best — shown in actual use...while your sales story is told convincingly by professional actors...plus action...music.
- 100% ATTENTION — All your audience gets all your message...as they watch comfortably, receptively...with eyes, ears, and minds glued to the screen.
- LOCAL OR NATIONAL COVERAGE—You choose up to 11,000 key theatres strategically located throughout the country...at a surprisingly low rate per thousand.
- 30 YEARS' EXPERIENCE guarantee honest, quality service...the kind that gets results. We take care of all details: planning, script writing, shooting, scheduling, billing, etc.
- WRITE TODAY for full information. No obligation, of course.

UNITED FILM SERVICE, INC.
Home Office: 2449 Charlotte St.
Kansas City 8, Mo.
Western National Sales Office:
333 No. Michigan Av., Chicago 1, Ill.

MOTION PICTURE ADVERTISING SERVICE CO., INC.
Home Office: 1032 Carondelet St.,
New Orleans 13, La.
Eastern National Sales Office:
70 East 45th St., New York 17, N.Y.
AHOU, THERE! GOING INTO DRYDOCK (KY.)?

When sales are slow it's not a harmonizing job you need —it's customers! And in Kentucky the place to find 'em is not in such sparsely-settled communities as Drydock, but in WAVE's Louisville Trading Area, home of more industry and of more prosperous people than can be dregged up from the rest of the State combined. We're your timbers, mate, it'll be many a long voyage before we sony you into Drydock!

W. H. Beece says:

I NEED an alert, experienced announcer. Control operation required.

This is an unusual opportunity for a postwar future with one of radio's top 250 watters.

Reply with full particulars. Bob Alberty, Manager.

WHBQ Your MUTUAL Friend
Hotel Goyoso, Memphis, Tenn.

Page 82 • August 27, 1943

Coast Disc Firms Form Association
ESTABLISHING three major groups within the organization and drafting by-laws and code of ethics to govern same, Los Angeles area recording firms have formed the Pacific Coast Record Manufacturers' Association — three divisions are: record companies (label owners); manufacturers (rolling compound, matrix, pressing) and distributors.

In addition, label owners have formed a separate organization to be known as Assn. of Independent Record Companies (AIRCO), Leon Bene of Exclusive Record Co. and Jules Biflari of Modern Music Co. are pro tem heads of the latter group.

General meeting of all branches of the Los Angeles area recording industry will be held in early September.

NEW-1292 kHz Rio Grande Broadcasting Co., Gallup, N. M.—Mod. CP new standard station (KQAK) change of name of station to "Radio's Stardust".

NEW-1349 kHz Voice of Polk County, Independence, Fla.—New CP standard station, 250 w.

NEW-1349 kHz Voice of Augusta Inc., Augusta, Ga.—CP new standard station.

NEW-1349 kHz WOL Radio, Los Angeles, Calif.—New CP station.

NEW-1349 kHz WFLA Radio, Lakeland, Fla.—New CP station, 7,000 sq. mi.

NEW-1349 kHz WFCB, South Bend, Ind.—New CP station, 3,000 sq. mi.

NEW-1349 kHz WKAQ, Bridgeport, Conn.—New CP station, 1,000 sq. mi.

NEW-1349 kHz WGAL, Harrisburg, Pa.—New CP station, 1,000 sq. mi.

NEW-1349 kHz WQAM, Miami, Fla.—New CP station, 1,000 sq. mi.

NEW-1349 kHz WOR, New York, N. Y.—New CP station, 50,000 sq. mi.

NEW-1349 kHz WZAP, San Francisco, Calif.—New CP station, 250 w.

NEW-1349 kHz WDBW, Portland, Ore.—New CP station, 250 w.

NEW-1349 kHz WANC, New York City.—New CP station.

NEW-1349 kHz WCAE, Cincinnati, Ohio.—New CP station.

NEW-1349 kHz WBYC, Richmond, Va.—New CP station.

NEW-1349 kHz WJR, Detroit, Mich.—New CP station.

NEW-1349 kHz WFLA, Orlando, Fla.—New CP station.

NEW-1349 kHz WAB, Kansas City, Mo.—New CP station.

NEW-1349 kHz WKQX, Chicago, Ill.—New CP station.

NEW-1349 kHz WQAM, Miami, Fla.—New CP station.

NEW-1349 kHz WOR, New York, N. Y.—New CP station.

NEW-1349 kHz WQAM, Miami, Fla.—New CP station.

NEW-1349 kHz WOR, New York, N. Y.—New CP station.

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NEW-1349 kHz WOR, New York, N. Y.—New CP station.

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VPS Notes
(Continued from page 17)

view them en route, filing copy as he went V-J day caught him between, so he's making good use of his time in touring ETO, getting very worthwhile original copy.


- Jean Guignebert, director general of Radio Diffusion Francaise, is a big, good-natured gentleman who says he can't speak English. But he understands every word. Questions were asked through an interpreter. The answer would run from 5 to 15 minutes in French. Then Guignebert, with a broad smile would shout: "Translation please!"

- French radio officials outdid themselves in entertainment of American mission to express gratitude for kindnesses and acts of friendship during France's critical days. State dinner Friday (Aug. 17). Jean-Jacques Bouche, and the other French, were impressed with a "unlimited experience that should be put to good use when Congress gets to dealing with veterans' problems of employment, reversion and better standards of living", he said.

- Maj. Knowland hopes to arrange his Army discharge in time to enable him to vote in Washing-

- Coast ASCAP Will Meet In Los Angeles Sept. 20

- Scoop

- Col. Harry Wilder, owner of WSYR Syracuse and other stations, certainly one to dally. At the APN tour, Lt. Ben Hoberman, operations officer for France (formerly WMFG Hibbing, Minn.) told the story of bringing a 1,000 w. transmitter, complete, along with Col. Anthony Hodges' fast-moving army. It was moved every three weeks — on one occasion ahead of the Army itself. It was one of four mobile units housed in trains. Col. Wilder called Lt. Hoberman, offered him a job, and that's all. He doesn't know in what capacity and at which of his stations, but Hoberman's hired.
Help Wanted

Wanted—Veteran first class license holder for KYW, the nation's oldest AM station, standing on Rocky Mountain 1 kw outlet. State education and experience. Box 661, BROADCASTING.

Answer—Wanted by southern 50 kw station. Good position for good man. Box 325, BROADCASTING.

Station manager desired—To direct operations, including sales, of 250 watt network affiliate, free for bright, aggressive, experienced radio man to become head of a station with an organization a group of men in full detail in first letter. Reply to Box 961, BROADCASTING.


Advertising salesman to sell radio programs, promotions and business man. Unusual opportunity for young, preferably college graduate, with references must be in application. Reply Box 371, BROADCASTING.


Wanted—Southern 5 kw regional wants good strong voice. Must have excellent experience. Box 1557, BROADCASTING.

Excellent opportunity offered to first class engineer by 250 watt Indians network. Good position. Reply Box 288, BROADCASTING.

Announcers-engineers, Georgia network outlet has immediate opening for announcer-engineer, preferably with first class licenses and experience, for large southern network. Reply Box 291, BROADCASTING.

Wanted—First class radiotelephone operator who knows transmission and associated equipment. A good maintenance man, provide radio background, reference and salary or will write telling all to Duane L. Watts, General Manager, KVI, Seattle. Help wanted—3 engineers holding first place ladders in the order, looking for work in midwest. Opportunity for advancement available for men qualified. Reply, North Central Broadcasting, 6 N. Michigan Ave., Chicago 1, Ill.

Wanted—Man with first class license who can work standard telephones, long distance, white page or write telling all to Duane L. Watts, General Manager, KVI, Seattle. Help wanted—3 engineers holding first place ladders in the order, looking for work in midwest. Opportunity for advancement available for men qualified. Reply, North Central Broadcasting, 6 N. Michigan Ave., Chicago 1, Ill.

Wanted—A NBC affiliated station in the deep south (city of 100,000) has openings for a chief announcer and others. Knowledge of know how license, good maintenance person, radio background and good personality desired. Reply Box 60, BROADCASTING.

Situations Wanted

Farm program director—Six years experience supervising, writing, and announcing agricultural program. Box 4, BROADCASTING.

Writer, college graduate, two years radio experience, well trained in every phase of station work. Looking for permanent job in Chicago area. Reply Box 72, BROADCASTING.

Thoroughly experienced sales man with excellent record, now in 4 station market, desires permanent position as salesman in major market. Reply Box 67, BROADCASTING.

Announcer-Beginner. Completed courses in all phases radio, transcription, details available on request. Box 371, BROADCASTING.

Versatile veteran, 27—Experience: Motion picture photography, music composition, script continuity, sales experience. Excellent background for radio work. Replies Box 993, BROADCASTING.

Radio engineer available—2½ years research and construction of FM transmission facilities. Box 5, BROADCASTING.

Engineer, 41 years chief engineer of local AM broadcast station. Seven years of industrial electrical engineering. Desire job of construction and installation of radio station equipment. References of ability, character and references on request. Box 71, BROADCASTING.

Veteran to be honorably discharged from armed forces, desires a position in engineering, preferably in west. Background of 13 years of engineering experience with regional stations and studio and plant installation. Navy background (Enlisted). Reply Box 137, BROADCASTING.

Radio engineer—Twelve years experience in broadcasting. Experience includes all phases of program operation with large networks. Desires a position with a broadcast station. Box 969, BROADCASTING.

Director—Twenty years in motion picture industry. 10 years directing network series, some network shows. Direct network program director-announcer-operator, preferably Florida. First class license, excellent voice, with good musical background. College graduate. Box 45, BROADCASTING.

Situations Wanted (Cont'd)

Chief engineer—Former 500 kw operator, 15 years of radio, wants chief's job with large network. Thoroughly experienced. College education, must have good rating, fine experience. Box 46, BROADCASTING.

New York network announcer—Rich voice, will sell anywhere. 25 years experience in Los Angeles, California, October 1, Seeking permanent position with East Coast Network. 9 years experience. Single. Box 44, BROADCASTING.

Announcer wants permanent position with east coast station. Formerly 50 kw network affiliate. Good voice, with experience in all phases of broadcast station installation and operation. Excellent experience in all phases of broadcasting. Reply Box 64, BROADCASTING.

Experienced football announcer available for any location. Box 53, BROADCASTING.

Announcer and rewrite, 9 years radio, 6 as engineer announcer, 3 as traffic manager, with major network and post production manager with new eastern station. Box 51. Blurred, 45. Want permanent position with concern planning expansion. Box 55, BROADCASTING.

RF engineer—Specialized television engineer currently associated with private commercial station. This position seeks connection with proposed $100,000 new station. Located in Texas. Capable of supervision of layout, installation, and operation of studio, telephone exchange and other controls, and maintenance. Box 97, BROADCASTING.

Advertising salesman, 22, desires permanent position. Fifteen years experience. Must have experience. Box 113, BROADCASTING.

Radio engineer—Manufacturing design and development, broadcasting station engineer, will work anywhere in U. S. or foreign, for rewrite. Box 26, BROADCASTING.

Engineer—Seven years broadcasting, three years FOE, for the past 15 months with NBC, desires a position in installing and servicing Radar and other electronics equipment. Has a desire for good connection with organization content. Box 16, BROADCASTING.

First class license, 37, married. Box 60, BROADCASTING.

Engineer—Chief, construction, expansion, Slide rule, Calculus plus practical training. Reply Box 107. Experience preferred. Box 65, BROADCASTING.

News writer—Also announcing, acting, publicity. Veteran, married, 24, no children. Box 73, BROADCASTING.

Young, talented, ambitious veteran wants announcing job in small town. Reply Box 78, BROADCASTING.

Announcer—commentator, writer. Young college graduate. No experience in broadcasting. Has interest in directing of broadcasting and entertainment activities for large industrial plant; public relations. Previously with large network, group, and Army radio station or advertising agency. Experience preferred. Box 76, BROADCASTING.

Announcer, One and a half years experience. Desires change from small western station. Will work anywhere in U. S. Prefer large city. Voice recording on request. Box 44, BROADCASTING.

Announcer-operator, 3 years excellent experience, desires change. Refers to broadcast station program director-announcer-operator, preferably Florida. First class license, good voice, with good musical background. College graduate. Box 45, BROADCASTING.

HELP WANTED

Wanted several BCA 6-X isolation amplifiers and 85-110 pre-amplifiers. Box 64, BROADCASTING.

Wanted—One BCA 33-J Jack strip. WSBF, Spartanburg, S. C.

For Sale

Broadcast—Lot three used Western Electric amplifiers with tubes as $50, original cost $955. WE 118A 5 tube combination microphone and booster amplifier. WE 116A 50 watt parallel PE microphone and sound system amplifier. WE 118B 500 watt high fidelity recording or recording system amplifier. WE 405 500 watt high fidelity microphone. Write for price. New 250 watt transmitter. Price on request. Box 39, BROADCASTING.

For sale—Western Electric 23-C speech input equipment. Perfect condition, has never been used. For wire E. W. McKenzie, WJBJ, Detroit, Michigan. 375 Ft. Truss type supporting tower, complete with all light and new. Now stored. Radio Station WAGA, Atlanta 3, Georgia.

New radiotrons and turnable antennas RA-10, RA-11, RA-30, $500.00 to $125.00, $100.00. Paid anywhere in U. S. No priority. Northwestern Electronics Co., N. 104 Monroe St., Spokane, Washington. Radio broadcast transmitter mounted in truck. Transmitter capable of operating on any frequency and wave length, will hold any load. 1000 watts. For sale $5000. power not in use. Box 1730, BROADCASTING.

SMART COPY BUY!

SCRIPT WRITER — Young woman with creative ideas! continuity! creation and production of special programs; university graduate; comprehensive knowledge of program planning; excellent experience, with know-how of station operation; desires change from east coast or vicinity; available for interview. Box 54, BROADCASTING.

WANTED

Experience played by play sports announcer, football, basketball and baseball. Year-round job at excellent football and baseball opportunities on one of the best sports stations in the nation for the right man. Wire experience and starting salary William C. Grove. KFBC Cheyenne, Wyoming.

HELP WANTED

WANTED

Chief engineer—Former 500 kw operator, 15 years of radio, wants chief's job with large network. Thoroughly experienced. College education, must have good rating, fine experience. Box 46, BROADCASTING.

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RF engineer—Specialized television engineer currently associated with private commercial station. This position seeks connection with proposed $100,000 new station. Located in Texas. Capable of supervision of layout, installation, and operation of studio, telephone exchange and other controls, and maintenance. Box 97, BROADCASTING.

Radio engineer—Manufacturing design and development, broadcasting station engineer, will work anywhere in U. S. or foreign, for rewrite. Box 26, BROADCASTING.

Announcer—writer's editor's comedy material. Catalog free. Box 29, BROADCASTING.
Army-Notre Dame TV

Army-Notre Dame football game slated to be played Dec. 1, plus two other Army football contests, will be televised on WBNF, NBC video station this fall. Schedule includes the Army-Michigan game from the Polo Grounds on Oct. 18 and Army-Duke game from Yankee Stadium Oct. 27. Bob Stanton will describe the plays.

The Shadow

Available locally on transcription—see C. Michelson 67 W. 44 St., N.Y.C.

Profesional Directory

Janskly & Bailey
An Organization of Qualified Radio Engineers Dedicated to the Service of Broadcasting
National Press Bldg. WASH., D. C.

Paul Godley Co.
Consulting Radio Engineers
Montclair, N. J.
MO 2-7859

George C. Davis
Consulting Radio Engineer
Munsey Bldg., District 1456
Washington, D. C.

Frequency Measuring Service
Exact Measurements - at any time
R. C. A. Communications, Inc.
New York 4, R. T.

John Barron
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington 4, D. C.
Telephone National 7757

John J. Keel
Consulting Radio Engineers
Earle Bldg., NATIONAL 6513
Washington 4, D. C.

Frank H. McIntosh
Consulting Radio Engineers
710 14th St. N.W.
ME. 4477
Washington, D. C.

John L. Wilson
Consulting Radio Engineer
AM-FM Television Facsimile
1016 Vermont Ave., N.W., Washington 5, D. C.

Gomer L. Davies
Consulting Radio Engineer
P. O. Box 71
Warfield 9089
College Park, Md.

McNary & Wrathall
Consulting Radio Engineers
National Press Bldg.
Washington, D. C.

Hector R. Skifter
Donald M. Miller
Consulting Radio Engineers
Engineering Services
Available after Victory

Ring & Clark
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg.

Raymond M. Wilmotte
Consulting Radio Engineers
Paul A. de Mars
Associate
1469 Church St., N.W., Washington 8, D. C.

Lohnes & Culver
Consulting Radio Engineers
Munsey Bldg.

May, Bond & Rothrock
Consulting Radio Engineers
National Press Bldg.

Wortington C. Lent
Consulting Engineers
International Bldg.

Holey & Hillegas
Consulting Radio Engineers
1146 Briarcliff Pl., N.E.
Atlanta, Ga.

Andrew Co.
Consulting Radio Engineers
333 E. 75th St.
Chicago 19

The Shadow

Available locally on transcription—see C. Michelson 67 W. 44 St., N.Y.C.
At Deadline...

AMERICAN FEDERATION OF MUSICIANS

has instructed counsel to appeal to U. S. Supreme Court decision of the Circuit Court of Appeals in plaintiff's case. Circuit Court upheld ruling of National Labor Relations Board that handling of records and turntables at stations operated by NBC and American should be done by member of National Assn. of Broadcast Engineers and independent union, in all cities except Chicago, where it is done by AFM members. Ruling was based on historical precedent.

Following signing of decree ordering parties to comply with its decision by the Circuit Court judges, NABET has requested American and NBC to begin negotiations of a new contract as soon as possible after Labor Day. American could not accept Sept. 4, date requested by NABET, as Joseph McDonald, network counsel in charge of labor relations, will be in Grand Rapids that day defending network against petition of Associated Broadcasting Corp. for reinstatement of American from using "ABC Network" as identification.

WIN-LOAN AIR PLANS

EXPANDED radio activities planned by Treasury War Finance Division for $11,000,000 Victory Loan starting Oct. 29, as WPD must assume handling of materials formerly scheduled through OWI allocations. Copy stresses care of wounded veterans, bringing the boys home, self-interest, etc. Radio material scheduled includes: three-week quarter-hour broadcast Treasury Salutes; 18 (three per week) quarter-hour Music for Millions; like number of four minute Sing for Victory to be incorporated with previous disc; series of four minute Hollywood spots; series of sports spots. Additional announcements packets and programs scheduled.

MBS JOB SERIES

WITH J. A. Krug, WPB chairman, as opening speaker, Mutual on Aug. 27 starts a Tuesday-through-Friday series on Reconversion and Jobs at 8:15-9:30 p.m. Subsequent speakers will include Eugene E. Wilson, president, Aircraft Industries Assn.; Paul S. Willis, president, Assn. of Grocery Mfrs.; John Ballantyne, president, Philco Radio Corp. and other industrial leaders. Wm. H. Hamann, chairman of the WFLA Transfer, will introduce speakers.

WFLA TRANSFER

CONSENT was granted by FCC last week to acquisition of control of WFLA Tampa, Fla., by A. W. Curry and R. Keith Kane, trustees under will of late John Stewart Bryan through purchase for $41,840 of 106 shares common stock from Philip Jennings, who has been added to stock already held by Curry and Kane as trustees, plus holdings of other members of Bryan family, that give group control of The Tribune Co., station licensee.

MORRELL DROPS NEWS

JOHN MORRELL & Co., Ottumwa, la. (Red Heart dog food) on Sept. 22 cancels Alex Dreher newscasts on NBC, due to end of war. Henry, Hurst & McDonald, Morrell agency, looking for replacement.

WHEN A GIRL MARRIES

TOPS AUGUST DAYTIME

TOP weekday daytime program is When a Girl Marries, according to August report of C. E. Hooper Inc. on daytime listening, which rates the program at 9.4. Others in top ten are: Kate Smith Speaks, 9.3; Portia Faces Life, 8.9; Breakfast in Hollywood (Kellogg), 8.6; Big Sister, 8.5; Ma Perkins (CBS), 8.4; Young Widder White, 8.3; Lorenzo Jones, 8.2; Pepper Young’s Family, 8.0; Stella Dallas, 7.9; Breakfast-faads, 7.6. Covering week of Aug. 8-14, preceding and including announcement that Japan had surrendered, the report reveals that while average daytime available audience was 68.0, down 0.4 from July report and down 0.9 from August 1944, average sets-in-use was 23.4, up 10.1 from July and up 9.9 from a year ago. Average rating of network sponsored programs was 5.7, up 2.0 from July and up 1.7 from year ago.

Hymns of All Churches on NBC had highest sponsor identification index, 69.4. Tom Mix program had most listeners per set, 2,48. Our Gal Sunday had the most women listeners per receiver, 1.37; John W. Vandercook the most men, 0.69; and Terry and the Pirates the most children, 1.26.

U. S. DELEGATION

OFF TO RIO SUNDAY

AMERICAN delegates to the Third Inter-American Radio Conference, opening Sept. 3 in Rio de Janeiro, were to leave Washington by air, headed by Adolph A. Berle, U. S. Ambassador to Brazil. Representing the FCC were Commissioner Ray C. Wakefield [CLOSED CIRCUIT, Aug. 20], General Counsel Rosel H. Hyde and Marion H. Woodward, chief, International Division.

On Conference agenda are: standardization of rates, settlement of balances between countries, frequency assignment and interference. Commissioner Wakefield, globe-trotting member of FCC, after Conference will visit Lima, Peru and Bogota, Colombia on international telegraph matters. Messrs. Hyde and Woodward will accompany him. Mr. Wakefield has been Commissioner delegate to several South American and European countries in past year.

MRS. STANLEY LEAVES FCC

MRS. DOROTHY S. STANLEY, with Broadcast License Division of FCC and predecessors 8 years, resigns Aug. 28 to be married to Louis Hartig, Ft. Lauderdale, Fla. She joined broadcast licensing section of Dept. of Commerce in August 1927, continuing with Federal Radio Commission and FCC. She will live in Ft. Lauderdale.

PAPER RELEASED

ALL rationing of paper for magazines and books was ended Aug. 24 in an order handed down by the WPB. The action does not affect newsprint. As a result of the WPB order BROADCASTING magazine will return to its 1942 paper standards. A July issue will conform to the new restrictions now in effect.

KPSA SEeks 750 KC

KPSA Pasadena, Calif., has asked the FCC to shift its 10 kw operation from 1110 to 750 kc, according to Wesley I. Dunn, president of Pacific Coast Broadcasting Co., licensee and operator of KPSA. Directional pattern would be used. KPSA at present shares 1110 kc channel with KFAB Lincoln, WBT Charlotte and WMBI Chicago (limited time). Now operating on 750 kc, also a clear channel, are WSB Atlanta (1 kw), KJX Grand Island, Neb., WHED Portsmouth, N. H., and KKL Portland, Ore.

WOKO CONTINUED

SPECIAL temporary authorization for WOKO Albany, N. Y., has been extended from Aug. 31 to Nov. 30 by FCC on petition of station counsel, pending outcome of appeal. WOKO was ordered deleted by the Commission on grounds that Sam Pickard, former Commissioner and CBS vice-president, had a hidden interest.

George Kondolf, long with the theatre, has been appointed producer of Theatre Guild on the Air, sponsored by U. S. Steel Corp., New York, on American. Assisting as story editor will be Charles Newton, former writer for American and NBC. Original music for the series has been written by Harold Levey.

Richard Powers, West Coast supervisor of ASCAP, has resigned to join Metro-Goldwyn-Mayer Studios as music coordinator.

Dan J. Collins, direct sales manager and assistant to advertising director, LaSalle Extension University, Chicago, is said to have been named executive secretary of Chicago Federated Advertising Club.

Al Cavigga, staff engineer of WOR New York, has been given leave to play with College All Stars team in All-Stars-Green Bay Packers football game in Chicago Aug. 30. Former guard and end at LSU State, Cavigga will play with the New York Giants this fall.

Rolland W. Taylor, account executive of Wm. Esty & Co., New York, appointed by WPDQ Jacksonville, Fla., is said to have been principal in application for new station in Augusta, Ga., as 1340 kc with 250 watts authorized. New firm is Voice of Augusta Inc.

Midwestern representative for SESAC, James F. Kyler, is v-p and director of Central Illinois Radio Corp., filing for 250 w unlimited time on 1340 kc in Peoria, Ill.

WMAL Washington filed for a TV station on channel 6 with 3 kw aural, 4 kw visual power.

BROADCASTING • Broadcast Advertising
Energize—Ironize!
With Luscious Little Raisins

THE "O. T. J. (On the Jump) Club"

is always three or four jumps ahead of the narrowed crowd. And they're usually
first to any chance to be

Little Sun-Maids
"Between-Meal" Raisins
5c Everywhere

When the Sun-Maid Raisin Growers of California commenced, back in 1921, the advertising theme "Had Your Iron Today?" they helped start a trend that has vitalized food sales ever since. Today, scores of every-day foods are profiting from Sun-Maid's pioneering by promoting their therapeutic values.

In the DISTRIBUTION DECADE
Advertising Must Give New VITALITY To Sales!

SELLING is going to have to be stepped up beyond anything we have yet known, if we are to avoid disastrous economic dislocation in the Distribution Decade. For to maintain a safe employment level, we as a Nation will have to consume 40% more industrial production than in our greatest pre-war year.

There will be manpower, manufacturing facilities, money and materials aplenty to produce goods. The problem will be to distribute these goods efficiently, economically and speedily. That means accelerated sales—and a new opportunity and responsibility for Advertising.

The alert advertising men who are perfecting plans for the Distribution Decade will find that we at The Nation's Station have not been idle, either. When the time comes, we will have much to tell you about the great 4-State Market that is WLN-land!
WHAT YOUR LISTENERS WILL GET FROM RCA IN PROJECTION TELEVISION TUBES

LOWER COST OF TUBES: Simple bulb design in soft glass lends itself to low-cost quantity production.

LOW-COST POWER SUPPLY: New electrostatic-focus electron gun avoids cost of a magnetic-focus coil and, at the same time, permits use of a low-cost power supply not requiring good regulation.

HIGH CONTRAST: New "settling" method of applying screen reduces degree of optical contact between fluorescent particles and face of tube, resulting in higher contrast.

TAILORED TO PROJECTION OPTICS: Spherical face of RCA projection kinescopes matches RCA reflection-type optical system.

Already, RCA has demonstrated to hundreds of engineers and radio experts television of tomorrow as made possible by these new tubes. Screens as large as a newspaper page, with clear, bright images, enable dozens of persons to see the program...and this is but one example of RCA electron-tube development, engineering and leadership.

In the broadcast field, too, RCA leadership in development, engineering, and manufacturing has made RCA transmitting tubes the standard of comparison. So, when you need tubes for your transmitter—AM, FM, or Television—call your nearby RCA broadcast specialist.

The Fountainhead of Modern Tube Development is RCA