

... WHEN YOU GO WEST OF CHICAGO

STOP



IN THE **QUAD Cities**

More Retail **BUYERS** Than in any **MARKET**

BETWEEN **CHICAGO and OMAHA** **MINNEAPOLIS and ST. LOUIS**



The latest Hooper listening index (February and March, 1945) shows WOC 'way out in front. For example, WOC's morning audience exceeds the combined audiences of all other stations heard, with 56.4!

Mr. Hooper's facts prove the Quad-City market of 218,000 is delivered ONLY by—

WOC

DAVENPORT, IOWA

FREE & PETERS, INC. NAT'L REPRESENTATIVES
BASIC ABC 5000 Watts 1420 Kc.

PRODUCTION



WALTER JOHNSON, now retired to inactive status after two years as captain with the Marines in Pacific, has been appointed program director of Don Lee Broadcasting System, Hollywood, effective July 9. Former West Coast radio director of Music Corp. of America, national talent service, he had at one time been producer for the regional network. **PAT CAMPBELL**, executive assistant to the vice-president, who has temporarily been handling program operations, resumes his executive duties which include direction of station relations.

ALMA KITCHELL, WJZ New York, is new president of the Assoc. of Women Directors of NAB, succeeding **RUTH CHILTON**, WCAU Philadelphia. Other officers include four vice-presidents: **MILDRED BAILEY**, WCOB Boston, **ELIZABETH HART**, WMAQ Chicago, **GWENDOLYN PEACHER**, KNX Hollywood and **DOROTHY LEWIS**, NAB New York. Secretary is **JANE DALTON**, WSPA Spartanburg, and treasurer is **BARBARA BATES**, WOW Omaha.

JAMES LALOR, page supervisor of NBC Hollywood, has joined **KWJB** Globe, Ariz., as announcer.

JACK (Bud) EDWARDS, program manager of KECA Hollywood, has been appointed western division program operations manager for American Broadcasting Co. He succeeds **LEO TYSON** who has been re-assigned to network's western division sales promotion research staff.

LT. COL. GORDON HITENMARK, former early morning m.c. with **WMAJ** Washington, addressed the Washington Ad Club at the Hotel Statler June 26. Col. Hitenmark has been instrumental in developing kits of radios, record players and records for servicemen overseas.

JOHN COLE, chief specialist in the Coast Guard and former director of "Vox Pop" program, has returned to Washington after duty in the Pacific as a combat correspondent. He is on temporary duty awaiting assignment to a naval district office.

BOB BAYNE has been added to **WLBC** Muncie, Ind., as head of public events department, newly added public service to the community and various organizations.

STAN ROBERTS, formerly with **WSRR** Stamford, and **WALTER H. ROBINSON**, formerly with **KYV** Philadelphia, to **WQXR** New York as staff announcers. Both have been released from the Army.

BOB HEROLD, announcer with **WCED** DuBois, Pa., has entered the Merchant Marine. New announcing staff members are **KENNETH JOHNSON** and **WALDO MORRIS**.

BOB FULLER, graduate of the **WEEI** Boston fourth announcers school, has been named production manager of **WHEB** Portsmouth, N. H.

JIM PARSONS is new member of the continuity staff of **WLW** Cincinnati.

MARTHA ANN HEATH is new member of the announcing and production staff of **WCBI** Columbus, Miss.

DAVE LEE is new announcer with **WCKY** Cincinnati.

BILL MOYER has returned to announcing staff of **KIRO** Seattle after absence of a year in which he recorded programs for **AFRS**, **OWI** and **OIAA** in Hollywood.

ROBERT ELLIS, formerly with **KFMB** San Diego, to **KPRO** Riverside, Cal., as announcer. **EDWARD HESS McLEAN**, released from the Navy, to **KPRO** as production man and head of talent bureau.

BILL BANNER, announcer, from **WOPI** Bristol, Tenn., to **WSPA** Spartanburg, S. C.

NAT MARTIN, from **WCHV** Charlottesville, Va., is new chief announcer and music director of **WOPI** Bristol, Tenn. **AL (Pappy) McDONALD** rejoins the **WOPI** announcing staff, also augmented by **TRACY COLE**, from **WKPT** Kingsport, Tenn.

NAT HECKLER, released from the Army, is new announcer with **WHYN** Holyoke, Mass.

SIDNEY SMITH, announcer, to **WNOX** Knoxville from **KOMA** Oklahoma City.

HAROLD STEPHENS is new program director of **WLEP** Suffolk, Va. He was formerly with **WFPG** Atlantic City.

JOHN DAVIS, released from **AFRS** and formerly with **WSM** Nashville, has joined **WSAI** Cincinnati as announcer. Another new addition to **WSAI** announcing staff is **PAUL MORGAN**, 17 years of age, previously with **WMOH** Hamilton, O., and **WCPO** Cincinnati.

FRED WILSON, program director of **WIND** Chicago, has resigned and is replaced by **ORVILLE FOSTER**, formerly music director of the station.

ERNE COURTNEY, former announcer of **CKGB** Timmins and **CFCH** North Bay, Ont., and in the Canadian Army since 1943, has been liberated after nearly a year as prisoner-of-war in Germany.

BOB HARVIE, former announcer of **CHEX** Peterborough, Ont., is stationed at Gander, Newfoundland, in charge of production of **VORG**, **RCAF** station. **VIC WHITMAN** has been appointed production manager of **KTMS** Santa Barbara, Cal.

W. LEE RODDY, writer of **KMPC** Hollywood and full-time member of station program department, was graduated from Los Angeles City College in late June with high honors. Besides conducting radio workshop, he had charge of City College radio class for 14 weeks.

KARL MONK, program director of **CHEX** Peterborough, Ont., is the father of a girl.

ALAN THOMPSON, released from the Royal Canadian Navy, has joined announcing staff of **CBR** Vancouver.

MARK HAWLEY, released from the Navy as a lieutenant, is now announcing **J. C. Flippen's** "Correction, Please" on **NBC**.

LT. MAX HUTTO, former **NBC** Hollywood producer and glider pilot with the 13th Air Force, has been assigned at the 21st Bomber Command based on Guam as combat radio reporter for the **AAF** Radio Production Unit.

HARRY (Tex) HUNTER is new announcer with **WWNC** Asheville, N. C., transferring from **WSAN** Allentown, Pa.

MARIO MANTINI, formerly associated with **CBS**, **Mutual** and **Yankee** Network, joins **WCOP** Boston as musical director. **PHYLLIS CLARKIN**, former copywriter with **WHEB** Portsmouth, N. H., to **WCOP** continuity staff replacing **HELEN LARSON**, to traffic department.

Frank B. Warren

FRANK B. WARREN, 49, general counsel of **RCA** Communications Inc., **RCA** subsidiary, died in New York June 25 after a long illness.

Before joining **RCAC** as general counsel in April 1943, Mr. Warren had been assistant counsel of the **FCC** and assistant general solicitor of the National Assn. of Railroad and Utility Commissioners. Mr. Warren was a native of Chippewa Falls, Wis., and an alumnus of the U. of Nevada. He is survived by his widow, Mrs. Dorothy C. Warren, and two sons, Donald, a student at the U. S. Naval Academy, and Richard, of New York City.



Mr. Warren

MERLE BLACKBURN, former radio director of **Critchfield & Co.**, Chicago, is new publications director of **Hawk Radio Co.**, New York, Bob Hawk's production firm.

First CHOICE OF NEWSPAPERS

The Evening Star

Times Herald

The News

The Washington Post

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



FIRST in WASHINGTON

WRC

Represented by **NBC SPOT SALES**