

## On The War Front

# Distribution of Radio Sets To Troops Needs Expanding

ARMY distribution of radios to troops should be increased by about five times its present rate, according to Maj. Harry Salter, former NBC conductor who recently returned to the States for discharge after a six-months European survey.

"Manufacturers should make many more radios for shipment to the Pacific, since out there radio is about the only form of entertainment available to troops on remote little islands," Major Salter said. "As it is, the Army has given out one radio to every 150 soldiers. They need more.

"Radio to a soldier overseas is a personalized thing in which he takes pride of ownership," Major

Salter continued. Small groups of soldiers can share one radio easily enough—say one radio to 10 men. But they need and want more radios than they have."

When the troops come home, Major Salter said, they will demand of the broadcasting industry the same high standards which have been maintained during wartime. He cited the programs of the Army's network, which he said gives the soldiers a choice of the very highest type entertainment available.

"Tastes of the soldiers have changed," Major Salter said. "They have become much more critical listeners than they were before. They have come to expect the best

from radio. Radio having led them to expect such high standards, must live up to that expectation in the postwar."

Major Salter has been chief of the musical production section of the Special Service Forces. He pointed out that other forms of entertainment are made available to troops—such as V-discs, "Hit-Kits" and musical instruments. Radio, however, is the greatest and most important educator and entertainer of overseas troops, he said.

Major Salter is to be retired from active duty within the next few days. His immediate plans, he said, are not yet definite, but he will return to radio.

### New AFN Station

ANOTHER link in the ever-growing American Forces Network was added last month when the Le Havre station in France, AFN Normandy, went into operation. Composed of two studios in Le Havre with transmitting equip-



TOP RANKING AFRS officers appeared before class of teachers attending recently concluded KFBK Sacramento Radio Summer School. With Leo Ricketts (l) mgr. of KFBK are (l to r) Lt. Col. True E. Boardman, writer-producer now chief of AFRS troop information planning section; Mrs. Kathleen N. Lardie, director of the school; Col. Thomas H. A. Lewis, AFRS commandant on leave as v-p in charge of production of Young & Rubicam; Capt. Fordyce Cowing, assistant executive officer, formerly announcer at WHEC Rochester.

ment 18 kilometers outside of the city, the station is the 53d in the ETO. Lt. Phillip Bernheim is station manager and Sgt. Howard Maschmeir, program director.

### Tokyo Rose Cited

TOKYO ROSE, Japanese propagandist, was cited last week for "meritorious service contributing greatly to the morale of United States armed services in the Pacific," by Capt. T. J. O'Brien, USN, Director of Welfare. The citation, recorded for use on shortwave program, *The Navy Reporter*, also extended to her permission to broadcast soon to the U. S. occupation forces in Japan "the history-making scene of Admiral Halsey riding the Japanese Emperor's white horse" through Tokyo. Especially commending her efforts the citation states even as the Empire crumbles about her "Tokyo Rose zealously continues to bring laughter and entertainment" to our forces.

### Flynn in ETO

MAJ. EDWARD J. FLYNN, technical information officer, Information & Education Division, Army Service Forces, is in ETO inspecting the Army Education Program being set up for troops. He writes BROADCASTING of having visited the new American Forces Network station at Bremen, commanded by Lt. Col. John Hayes, former assistant director of program operations, Mutual. Station will be used as a radio laboratory for troops desiring training in announcing, producing, script writing.

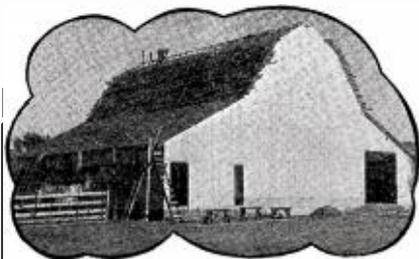
### Col. Hayes Names Four

LT. COL. JOHN S. HAYES, chief of American Forces Network, has announced four new radio appointments. Capt. Frank Danzig, pre-war announcer, producer and director at WNE WHN WMCA, World Broadcasting System and CBS, all New York, has been named chief of troop information. Lt. Ben Hoberman, chief announcer

(Continued on page 30)

# BUILD with Kansas Farmers!

HERE are up-to-the-minute figures on post-war building plans for Kansas farmers. They are the result of a statewide person-to-person survey. Look 'em over! It's a market well worth going after.



New Homes 10.7%

Remodeled Homes 39.3%

New Barns 12.1%

New Sheds 28.2%

Paint Buildings 30.6%

Water Systems 23.0%

Install Furnaces 14.3%

Lighting Systems 19.7%



These are just a few of the purchase plans revealed in WIBW's 1945 Survey of Kansas Post-War Buying Plans of which a few copies are still available. To get your share of this huge market, turn the job over to the dominating sales force in this area—WIBW.

# WIBW

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