

SURE, YOU CAN LIVE WITHOUT A GULLETT (Ky.)!

Just let old Doctor WAVE fix you up! It's maybe a hard fact to swallow, but most backwoods communities in this State (such as Gullett) just aren't worth the higher expenditure necessary to reach them. What will slip easily down the old esophagus, however, is WAVE's nourishing Louisville Trading Area, home of more industry and of more people with money than the rest of Kentucky combined. Try it!



LIKE WLS IN CHICAGO

KTUC

GETS RESULTS IN TUCSON

CBS. Affiliated with The Arizona Network — KOY, Phoenix, KSUN, Bisbee-Lowell-Douglas.

JOHN BLAIR & COMPANY

MUTUAL NETWORK
Now On
WMOH!
Over 160,000
Radio Homes In
.5 MV/M Area!
WMOH
Hamilton, Ohio

BMB

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zation; Roger Clipp, WFIL Philadelphia, secretary-treasurer and chairman of the finance committee; Linnea Nelson, J. Walter Thompson Co., chairman of the advertising industry relations committee; Joseph M. Allen, Bristol-Myers Co., chairman of the committee on by-laws and procedure; D. E. Robinson, Sherman K. Ellis & Co., chairman of the board committee on research; A. N. Halverstadt, Procter & Gamble Co., chairman of the technical research committee.

Finance Committee Meet

On Monday the finance committee will meet to discuss the pricing of the network subscription plan and to adopt an operating budget for BMB for the fourth quarter of 1945. On Tuesday the by-laws and procedure committee will discuss progress of the code of practice which BMB hopes to issue to subscribers several months in advance of the first survey report.

Wednesday, the advertising industry relations committee will analyze BMB's present subscription list and will lay plans for educational activities, including a new presentation of BMB and a booklet explaining its plan for measuring station circulation. This committee is expected to recommend that the board set a deadline for accepting subscribers for the first survey and to make definite recommendations for working arrangements with Bureau of Broadcast Measurement of Canada.

The executive committee will hold its monthly meeting Thursday.

Tobacco Net Plans

BOARD of Directors of the Tobacco Network, regional Eastern-North Carolina web, meeting in Goldsboro Sept. 1, voted to extend all affiliation contracts to two years. Formerly plans called for one year. Board also planned for an extensive promotion campaign. Attending were: Louis N. Howard, WHIT New Bern, president of the network; Billy Hodges Jr., WGTC Greenville, v-p; Harry Bright, WGBR Goldsboro, secretary; Allen Wanamaker, WGTM Wilson, treasurer; Fred Fletcher, WRAL Raleigh; Paul Moyle, WFNC Fayetteville.

WLW Meeting

SEMI-ANNUAL meeting of the WLW Cincinnati merchandising department Sept. 7-9 was to discuss various aspects of postwar merchandising. Approximately 50 members of the staff were to attend. Marshall N. Terry, director of promotional activities, presiding, speakers scheduled included James D. Shouse, Crosley Corp. vice-president in charge of broadcasting; Robert E. Dunville, WLW general manager; Harry Mason Smith, general sales manager; J. M. Zinselmeier, director of drug merchandising; R. M. Fanning, director of grocery merchandising.

OCCUPIED JAPAN

Stone Describes Entrance of
News Correspondents

JACK STONE, WRVA Richmond war correspondent who witnessed the signing of the Japanese surrender from a second turret gun aboard the *Missouri*, cabled the following description of the occupation:

"We came down at Atsugi Airfield at 7:45 a.m., Aug. 30. Japanese military liaison at Atsugi were impassive, but helpful with Army trucks when ordered. Japanese sentries at every hamlet and crossroad on the way to Yokohama turned their backs to our convoy of more than 100 correspondents. We were the first in Yokohama with the Eleventh Airborne establishing perimeter. There were no smiles. Children peeped from safe corners. Adults turned their faces. Had lunch at the hotel that is now MacArthur's headquarters. It was a poor meal served by Japanese waitresses.

"I drove the Japanese army truck back to Atsugi with correspondents. We are temporarily quartered at Hotel Yokohama. Drove truck loaded with correspondents to Tokyo outside perimeter around Imperial Hotel. We were the first group of correspondents in Tokyo. Had lunch at the Imperial Hotel—three-course meal—thirty-two cents—not bad! Drove along Imperial Palace Moat, no Japanese gathering, no hari kari incidents noted. Stopped and bought souvenirs; prices so far are reasonable.

"We are first Americans most Tokyoans have seen. Rode past regiment of Japanese soldiers on review. Japanese general and staff stopped to watch us. On the way back to Yokohama we ran out of gas. A Jap firetruck came to our aid, with driver bowing and grinning. Back in Yokohama saw Japs leaving offices and factories for day and passed packed streetcars and busses."

MacInnes in N. Y.

CHARLES MacINNES, Young & Rubicam's representative in Brazil, is in New York for the next four to six weeks.

New Improved Sets Forecast in Month

Philco Head Sees 3½ Million Radios Possible This Year

JOHN BALLANTYNE, president of Philco Corp., Philadelphia, said in a broadcast on Mutual's *Reconversion and Jobs* program Thursday night that at least 25,000,000 radio sets are needed to meet the present demand in the United States alone, and the first of these sets, greatly improved in tone, power, selectivity and appearance should be available within the next month or two.

It is possible, Mr. Ballantyne said, that 3,500,000 receiving sets will be manufactured before the end of this year, with many improvements gained from wartime research.

Mr. Ballantyne pointed out that the export market for American radio sets and phonographs has never been more promising, which means that employment opportunities in the radio industry are high.

"A recent survey by the Radio Manufacturers Assn. revealed that 145,000 people would be employed by the radio industry when reconversion was completed. This represents an increase of 68% over the pre-war level. When television reaches a nation-wide scale, employment in the radio industry will be far above even these immediate post-war levels," he said.

Thomas H. Beck, president, Crowell-Collier Publishing Co., who also spoke on the broadcast, predicted at least four years of great prosperity following reconversion, with corresponding increases in advertising for radio, magazines and newspapers.

Amoco Redskin Hookup

THREE stations will carry sponsored broadcasts of the Washington Redskins football schedule, WMAL Washington, WITH Baltimore and WLEE Richmond. American Oil Co., Baltimore (Amoco) is sponsor, along with Lord Baltimore filling stations, placing through Joseph Katz Co., Baltimore. WLEE joins the hookup Oct. 7, since it will not take the air until Oct. 1.

GETTING RESULTS

Today, Quebec Province is progressive and alert—a wide-awake market for your goods or services. Her 3½ million people constitute a specialized radio audience for your sales message. You can make loyal customers for your product—provided that your Radio program is designed with knowledge of their preferences in Entertainment. That is where we specialize and can assist you. We now plan and produce programs in both English and French for many leading National advertisers.

LET US HELP YOU



Chateau de Ramezay — where the first laws for Canada were drafted.



RADIO PROGRAMME PRODUCERS
MONTREAL CANADA