

NBC TRANSMITTER



GOOD NEIGHBORS MEET—Top executives of the Canadian Broadcasting Corporation visit New York's Radio City for a program survey. Left to right: Donald Manson, CBC chief executive assistant; Niles Trammell, NBC president; Dr. James S. Thomson, CBC general manager, and William S. Hedges, NBC vice-president in charge of stations.



JANUARY 1943

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"RADIO'S MOST IMPORTANT YEAR" BY CLARENCE L. MENSER

NBC TRANSMITTER

VOL. 8 JANUARY 1943 NO. 8

Published Monthly by the
National Broadcasting Company
RCA Building, Radio City, New York

UNIVERSALITY OF MUSIC

● Recently Maestro Toscanini received a letter from a Welsh coal miner, reading, in part—"This evening I listened with pleasure to the relay of your opening concert of the season. It augurs well for the winter entertainment of our American friends. I want you to tell Benny Goodman and Earl Wild that if ever they should come to the old country and find themselves in the West Midlands to call at the above address. I would like to meet them and so would my friends, practically all coal miners. We take pride in digging for coal but we also enjoy good music, and how."

This letter is typical of the thousands received each year by NBC. They come from all parts of the earth, from folks in all walks of life. They show the universality of music but, more important, they show how in a troubled world people have a longing for the works of the master composers. Nothing can take its place, be the world at peace or war.

To Niles Trammell, NBC president, belongs an accolade for the emphasis he has placed on serious music in the network's program structure. To his credit he turned a deaf ear to those who pointed to the Crossleys of serious music programs. They meant nothing, he insisted. Mass appeal would inevitably follow as the appreciation of fine music increased. Mr. Trammell is no visionary; he is a veteran in radio and knows whereof he speaks. Today, the audiences that listen to the great NBC concerts extend from Johannesburg to Archangel, from Rio to Vladivostok.

The year 1943 holds much in store for NBC listeners. Important program plans are in the making. There's a reason why NBC is the network most people listen to most.

NBC WAR CLINICS IN 7 CITIES

Executive Network Group Starts U. S. Tour January 28

● The Second Annual NBC War Clinics which will afford affiliated stations and network officials an opportunity to discuss broadcasting problems brought about by the war will begin on January 28 with a two-day meeting at the Waldorf Astoria Hotel in New York.

Subsequent meetings will be held on February 1 and 2 at the Hotel John Marshall in Richmond, Virginia; February 3 and 4 at the Netherland Plaza Hotel in Cincinnati; February 5 and 6 at the Drake Hotel in Chicago; February 9 and 10 at the Hotel Roosevelt in New Orleans; February 11 and 12 at the Hotel Rice in Houston, Texas, and February 16 and 17 at the Hotel Ambassador in Los Angeles.

The party of NBC officials making the trip will be headed by President Niles Trammell and will be comprised of William S. Hedges, vice-president in charge of stations departments; Roy C. Witmer, vice-president in charge of sales; Clarence L. Menser, vice-president in charge of programs; Dr. James Rowland Angell, public service counselor; Frank M. Russell, vice-president in charge of Washington office; O. B. Hanson, vice-president and chief engineer; John F. Royal, vice-president in charge of international broadcasting; Charles B. Brown, promotion and advertising director; John McKay, manager of press department; Sheldon B. Hickox, Jr., manager of station relations department; Noran E. Kersta, director of television, and James M. Gaines, of station relations.

While the Second Annual NBC War

Clinics have been sanctioned by the Office of Defense Transportation, affiliated station officials are urged to attend the clinic being held nearest to their city to keep traveling at a minimum.

Discussions will center around increasing radio's usefulness in the war effort. Technical developments in the broadcasting field, including television and FM, will be highlighted along with planning radio's place in the new industrial and economic post-war world.

In announcing the meetings, William S. Hedges, vice-president in charge of stations departments, said:

"Last year's meetings throughout the country were highly successful in producing a better understanding by network officials of the daily problems of affiliated stations comprising the network. In renewing the war clinics again this year in the face of diminishing civilian transportation facilities, it is our feeling that the stations and the network will be able to better serve the war effort, our communities and our nation as a result. We are happy that in this decision we have the sanction of the ODT.

"We hope that each station will be represented by its owner, manager, program director and promotion manager. Discussion periods have been planned for each group with related interests. Every station should make plans to attend one of these meetings and it is emphatically not too early to make train and hotel reservations right now."

U. S. COAST GUARD ACADEMY BAND ON NBC



The noted musical organization, conducted by Bandmaster Charles W. Messer, is a regular Saturday feature from the academy gymnasium at New London, Connecticut, and is a worthy addition to Uncle Sam's service bands entertaining the nation via the kilocycle medium. The pickup is made through the facilities of WTIC, Hartford.

RADIO'S MOST IMPORTANT YEAR

By Clarence L. Menser

NBC Vice-President in Charge of Programs

● American broadcasting went to war as the first bomb exploded at Pearl Harbor. In 1942 radio was serving at every fighting front, at home and abroad.

"Broadcasting as usual" went by the board as the nation girded for war. With America's active participation in the war for freedom, NBC geared its operations and its program structure toward the one and single purpose of speeding victory for the United Nations.

Working closely with Government agencies, NBC set up an allocation plan which enlisted commercial as well as sustaining programs in the common task of reaching the widest possible audience with Governmental and other messages designed to mobilize the nation for maximum war effort.

In addition, NBC turned over its facilities to the War Department for the outstanding war program, "The Army Hour," and to labor for its program, "Labor for Victory," in which the CIO and AFL are heard on alternating weeks. Equally notable broadcasts carried by NBC in 1942 were such good-neighbor programs as The Inter-American University of the Air series "Pan-American Holiday," and the morale-building scripts which include Arch Oboler's "Plays for Americans," the short-wave series from Britain, "Britain to America," and the "Dear Adolf" letters written by Stephen Vincent Benet. Premiere of Edna St. Vincent Millay's poem, "The Murder of Lidice," written for production by NBC, was a great radio dramatic event of the year.

The flow of war information, inspiration and appeal through the air is indicated by the fact that at the year's end a single NBC station broadcast approximately 5,300 announcements for various types of Governmental messages; 4,500 appeals for the purchase of War Bonds and 2,700 complete war effort programs.

Not only in disseminating the news gathered by the great news agencies of the nation, but in covering the war by its own trained correspondents has broadcasting distinguished itself in the past year. NBC correspondents in the Philippines, Singapore and Java reported war events from the scene, and as the battle

zones changed to Australia, New Guinea, New Zealand, and North Africa our war reporters followed the action.

The on-the-spot reporting of NBC correspondent Bert Sillen from Manila made broadcasting history. All-in-all, NBC correspondents reported to their listeners in 2,200 individual overseas broadcasts during 1942. On the home front, NBC presented 3,100 news broadcasts and commentaries compiled by newsmen and news analysts in New York, Washington, Chicago and Hollywood.

When the first infamous blow was struck by the Japs at our great outpost in the Pacific, NBC short-wave transmitters went on a 24-hour schedule with important news of the war for the peoples of Europe and Latin America. Even before December 7, 1941, NBC's international service was being heard around the world in seven languages. Three more languages were subsequently added, and NBC transmitters broadcast in English, Spanish, Portuguese, French, German, Italian, Swedish, Turkish, Danish, Greek. Towards the end of the year, NBC, along with other broadcasting companies, leased its internationally beamed transmitters to the Government for service to Europe and Latin America.

Broadcasting, through short-wave, followed the American soldiers, sailors and airmen to the farthest outposts of the war. Uncle Sam's fighting forces received the cream of NBC's entertainment programs during the year, as well as complete news from the home front.

With the recognition that entertainment of itself is an element—a most important element—of war morale, it is a satisfaction to note the fact that 31 out of the 50 leading programs carried on the air are NBC programs. This was revealed in the most recent surveys of popular listening habits.

The demands of education are as great in war as in peace. With the establishment of the NBC Inter-American University of the Air in 1942, the most ambitious experiment in educational programming was undertaken. The effort is aimed at making the scholarly resources of the universities available to the masses of



CHRISTMAS, 1942, AT RADIO CITY

radio listeners. During the year, NBC, jointly with Columbia University, sponsored the Institute of American Affairs. Also, in 1942, NBC undertook a new step in mass education by establishing a teaching course in Spanish and Portuguese over the air. Preliminary statistics indicate that 37 per cent of its total air time was devoted by NBC to various types of public service features including news and news analysis, classical and semi-classical music, talks and forums, etc.

Taking heed of the spiritual demands of a nation at war, most emphasis was placed in 1942 on religious programs over the air. NBC broadcast such religious programs under the auspices of outstanding Catholic, Protestant and Jewish organizations. Of a particularly significant religious nature was NBC's All-Faith program, "We Believe," endorsed by Protestant, Catholic, and Jewish religious agencies.

Lastly, in this war year 1942, NBC transmitted the best music of the world to the world at large, again strengthening

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STATIONS PLANNING BOARD ENTERS NEW YEAR WITH GREAT ACHIEVEMENT RECORD

● The NBC stations planning and advisory committee will soon end the first year of its existence and will do so with a record of accomplishment that is a credit to its seven-man personnel. Out of its deliberations have come numerous suggestions that have been helpful in bettering relations between the network and its affiliates.

The new 1943 committee, elected in November, will convene January 12 to select a chairman for the coming year. At that time, because of the newly-formed eastern coastal district, the incoming committee will consist of eight members instead of seven.

NBC President Niles Trammell conceived the idea of a stations advisory committee in 1941. He was convinced that a small group, elected by affiliated stations, would be valuable in submitting practical ideas to the network, particularly through the frank discussion of problems that affect relations between management and stations. He called together seven station representatives to formulate plans for the committee. These men divided the country into seven districts, with each district entitled to one representative. It was also decided at the beginning to have the annual elections supervised by the firm of Ernst & Ernst, certified public accountants.

The first advisory committee consisted of Paul Morency, WTIC, Hartford, Connecticut; James D. Shouse, WLW, Cincinnati, Ohio; Harry Stone, WSM, Nashville, Tennessee; Stanley Hubbard, KSTP, Minneapolis-St. Paul, Minnesota; O. L. Taylor, KGNC, Amarillo, Texas; Arden X. Pangborn, KGW, Portland, Oregon, and Ed Yocum, KGHL, Billings, Montana. Harry Stone was chosen chairman.

By pre-arrangement, the members of the committee meet formally several times a year but a constant interchange of opinions and suggestions is carried on by correspondence. Out of this exchange of viewpoints have come numerous tangible benefits to all parties concerned.

Soon after its formation last January, the group discussed, and later approved, the series of War Clinics which were held in March and April. On another occasion, the committee was of great help in developing a philosophy of action which

assures a greater degree of cooperation between management and stations. Ideas for new programs have been submitted by the committee, and comments by the members on network promotion plans have been sought and freely given.

In discussing the mutual advantages derived by both stations and management as a result of the committee's first year of service, William S. Hedges, NBC vice-president in charge of stations departments, said:

"The stations planning and advisory committee has performed valuable service both for the stations and management of NBC. It has brought to the attention of network executives, a fresh perspective on war problems affecting network and industry alike. This I consider a contribution that would have been impossible to obtain under any other circumstances.

"Many special problems have been discussed at length with members of the com-

mittee and judgments have been rendered in each case. Moreover, the network feels that each of these decisions has been a valuable, enlightened decision.

"During the war period, the importance of the work that can be done by the committee cannot be over-emphasized. There must be the closest possible cohesion between network management and affiliates. And when this is accomplished, as it most certainly has been since the committee commenced to function, the network's war effort can be carried out with its greatest efficiency and effectiveness."

The 1943 stations planning and advisory committee which will meet in New York on January 12, to elect its chairman and consider pending business, will consist of: Paul Morency, WTIC, Hartford, Connecticut; G. Richard Shafto, WIS, Columbia, South Carolina; James D. Shouse, WLW, Cincinnati, Ohio; Harry Stone, WSM, Nashville, Tennessee; Stanley E. Hubbard, KSTP, Minneapolis-St. Paul, Minnesota; G. E. Zimmerman, KARK, Little Rock, Arkansas; Sydney S. Fox, KDYL, Salt Lake City, Utah, and Arden X. Pangborn, KGW, Portland, Oregon.

NBC TECHNICAL COMMITTEE ORGANIZED



Organized by NBC President Niles Trammell "to conduct studies, investigations and technical research on engineering developments promising new services," the NBC technical development committee is shown at its first meeting. The members (left to right) are Robert E. Shelby, development engineer; Charles B. Brown, director of advertising and promotion; Raymond F. Guy, radio facilities engineer; O. B. Hanson, vice-president and chief engineer (chairman of the group); Dr. Alfred N. Goldsmith, consulting engineer; John F. Royal, vice-president in charge of international broadcasting, and Noran E. Kersta, manager of television.

A MAN OF NOTE—AND NOTES

Manager of NBC Music Division Hurdled Many Obstacles to Achieve Success

● Back at the turn of the century, a 10-year-old kid on New York's congested East Side stopped and listened to the strains of piano music coming from a tenement basement. For the next few days, going to and from school, he walked slowly past the spot, fascinated by the keyboard melodies coming through the cellar window.

Some of his classmates said the lady who lived there gave piano lessons for a small fee. This interested the lad considerably and, the next day he got up enough courage to ring the bell. Yes, the lady would be happy to teach him. And she would do it for only 10 cents a lesson. The boy hesitated; a dime a week was a huge sum to a boy who four years earlier arrived in New York with his poor immigrant parents from their native Russia. But when the lady said the same dime a week would cover the use of the piano for practicing, the boy leaped with joy and said it was a deal.

Such was the launching of Samuel Chotzinoff's musical career. Since that eventful day, he gained world-wide fame as a concert pianist, accompanist, critic, commentator and radio executive. Today, as manager of the NBC music division, his combination of talents and his extensive music background serve him in good stead in supervising the vast staff responsible for preparing the broadcast music fare of a great nation-wide audience.

It didn't take long for young Chotzinoff to make his musical ability a paying proposition. He progressed rapidly—chiefly through constant self-study and practice—and a red letter date in his life was the day he acquired a piano. He was 14 then and the piano was a cumbersome relic. But to the boy, it represented the grandest instrument in the world. Boys and girls in the neighborhood were soon coming to young Samuel for lessons for the standardized fee of 25 cents.

Chotzinoff went in for culture because, in his own words, "it was cheaper than any other form of entertainment." And, insofar as music was concerned, it was a real joy to the East Side kid. Earning a livelihood meant plenty of tough going but he kept plugging and his one big desire was to enter college.

His big chance came when a dentist agreed to give Chotzinoff a full year's fee in advance for piano instruction to his son and daughter. Chotzinoff took several music courses during his days at Columbia University and won the praise of the musical faculty. His high scholastic standing soon paid big dividends. Efrem Zimbalist, the noted violinist, was about to leave London for his first American visit and had a friend query the Columbia music professors for assistance in selecting an accompanist.

Chotzinoff was their choice. Zimbalist arrived and heard him play. A strong friendship started and the men toured together for seven years. Both men were 21 when their association began. They had the same tastes and wore the same size of clothes. Result: It was a long and happy companionship. The only spats that ever came between Zimbalist and Chotzinoff were the gaiters they'd take turns wearing.

Later, Chotzinoff became accompanist for another world-famous violinist—Jascha Heifetz—and they toured together for four years. Opera stars Alma Gluck and Frieda Hempel were among a select group of vocalists he also served as accompanist.

August, 1924, stands out as an important date in the pianist's career for his first published piece of music criticism appeared in that month. It was a feature-length *Vanity Fair* review of the world premiere of George Gershwin's "Rhapsody in Blue." His review of the initial

performance of the work at the historic concert of Paul Whiteman's Orchestra was widely quoted as recently as last November when the work was played by the NBC Symphony Orchestra under the baton of Arturo Toscanini.

Once bitten by the journalistic bug, he kept on preparing articles for leading magazines—an extra-curricular activity that he has extended to this day. In 1925, when Deems Taylor resigned as critic of *The New York World*, Chotzinoff was immediately on Park Row asking the paper's executive editor, Herbert Bayard Swope, for a crack at the job. He got it. And Swope's choice proved a good one because Chotzinoff showed he could handle a typewriter keyboard as dexterously as a piano keyboard. He served with *The World* five years. In 1934 he joined *The New York Post*; this affiliation continued until two years ago when he decided to give his full time to NBC after serving several seasons as commentator on the winter concerts of the NBC Symphony Orchestra.

His affiliation with NBC goes back to 1936 when he was commissioned by David Sarnoff, chairman of the network's board and president of RCA, to visit Arturo Toscanini during his semi-retirement in Italy and induce him to return to the United States to conduct a great symphonic organization that would be created by NBC. The result of his mission is already musical history. Toscanini agreed. And the NBC Symphony Orchestra—one of the world's most brilliant musical groups—emerged out of the plan.

In Chotzinoff's present capacity as director of the network's music division, he has a vast amount of executive duties; but he still handles the microphone at each Sunday concert of the noted orchestra. A firm believer in the adage of "Once a newspaperman, always a newspaperman" he still can bang a typewriter and display brilliant editorial skill and wit.

He's the author of a novel, "Eroica," based on the life of Beethoven, and co-author of two plays—"Honeymoon" (written with George Backer) and "Wunderkind" (written with Gretchen Finletter, a daughter of Dr. Walter Damrosch).

The NBC music division head is married.
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SAMUEL CHOTZINOFF

A JOY TO BEHOLD

KYW Manager Helped Build Big Philadelphia Following for Former Chicago Station

● "By his work one knows the workman" — and the accomplishments of Les Joy since he has been associated with broadcasting make the analogy as true of him today as it was of the bee three centuries ago.

First as a pioneer, next as an NBC executive and then for the past six years as manager of Westinghouse Station KYW in Philadelphia, Joy has watched the industry grow from a toy to its present towering stature.

The scores of messages he received last year congratulating him on his fifth anniversary as KYW's manager are good evidence of his popularity.

Leslie Wells Joy, born in Tacoma, Washington, on July 21, 1894, missed tycoon brackets by a whisker. His parents — an adventurous New Yorker with a pretty and plucky young wife — had been lured West in the 30's by the real estate boom then starting in the Northwest.

All went well for a while and the success of the adventure is still recorded in Tacoma by such landmarks as Joy Block, which the father built, and Joy Street, which is named after him. But the arrival of the son in '94 also witnessed the panic of that year and overnight the family fortunes were wiped out.

The Joys returned East. The father, an expert organist and former choir boy at Trinity Church in New York, started over again to recoup his fortunes. Soon after his return, a millionaire engaged him to supervise the construction of an organ at a palatial Palm Beach home and that summer the elder Joy stayed on as private organist. Having saved some money, Pa Joy returned to the West — this time to Nevada — and again engaged in real estate. Death Valley gold was luring Easterners about this time and Joy nearly lost his life on one of the expeditions.

About that time he also missed his biggest opportunity. He was offered a half interest in an unimproved mine site for 50 dollars. An old friend dissuaded him from taking up the offer and staking out a claim. The Comstock Lode, perhaps the richest bullion producer in history, thus did not figure in young Joy's inheritance.

Again the family moved East by the time Les was ready to begin his formal



© Bachrach

LESLIE W. JOY

education. He entered Peekskill Military Academy and then the Wharton School of Finance at the University of Pennsylvania. Majoring in advertising, he received his degree in 1916. Active in campus activities, Joy made Penn's famous Mask and Wig Club, led the Glee Club, had leading parts in productions of the dramatic society, and was a member of Delta Upsilon.

Not content with a single singing spot with the University glee club, Joy joined Philadelphia's Savoy Opera Company, a group devoted to Gilbert and Sullivan repertory. Joy scored many triumphs, among his most acclaimed roles being Koko, the Lord High Executioner, in "The Mikado."

Joy's post-graduate work at the University was cut short by the World War. He enlisted in the Army Ambulance Service and later transferred to the Air Service, assigned to balloon observation, with stations in Nebraska and California.

The war over, Joy entered concert work and, in January, 1923, had his radio baptism on WJZ, New York, which was established by Westinghouse. A year later Joy obtained a permanent place on the announcing staff of WEAJ.

When WEAJ was absorbed in the formation of NBC in 1926, Joy gained an assignment in the program department and not long afterward won his executive spurs. In 1935, NBC sent Joy to Phila-

delphia as liaison representative with the company then operating KYW for Westinghouse.

First established as a Chicago outlet, KYW was moved to Philadelphia that year to find itself pitted against a field of strongly entrenched stations with long-established audiences. Appointed general manager in 1936, Joy boldly took the reins, determined that from scratch he would build the property into a pre-eminent and profitable one.

Today KYW, in its twenty-first year, broadcasts from its own building, one of the most modern and attractively appointed in the East, with 50,000 watts of power. The NBC affiliate has a high-rated local staff and occupies a commanding position in the nation's third largest market.

Joy would be the last to claim that such enterprise was a one-man operation. He passes credit around generously for the station's success. Yet behind KYW's success lie many of his tested principles. Joy sought to gain the confidence of the business and civic community by building a reputation for the station on the basis of conservative policies and ethical dealing.

His hobbies range all the way from amateur woodcraft and flying a kite for his ten-year-old son, Leslie, Jr., to his new farm just off historic Conestoga Pike, 31 miles northwest of Philadelphia. When conjuring pictures of the future, he sees himself as a soil-sustained country squire, raising goats as a sideline. "Come hell or high water," he avers solemnly, "this fugitive from a microphone will be set."

His musical tastes run to contemporary schools, particularly the Russian and Scandinavian. Joy's extensive record library is almost exclusively classical, with a few compromises on behalf of Gilbert and Sullivan and Victor Herbert.

Mrs. Joy, nee Anne Lutz, of Princeton, New Jersey, happily shares many of her husband's interests. She was cooperative from the start when as newlyweds they lived in a building which once had been the "Little Red Schoolhouse" to the youngsters of Westport, Connecticut. "It took a heap o' livin' to make that a home." Mrs. Joy now confides, though admitting it was a swell and romantic beginning.

What Makes Radio Tick? Just Ask One of NBC's Ex-Brasspounders

● Outside of the NBC engineering and technical departments, which are made up predominantly of former ham and commercial operators, there are a number of men behind the scenes whose ears once hummed to the music of dots and dashes.

Big, jovial Phil Merryman, in station relations, for instance, shipped out of Portland, Oregon, for Honolulu back in 1913, as a kid wearing knee pants. The only licensed operator aboard ship, he put in three years with the United States Shipping Board Emergency Fleet Corporation, carrying cargo to such ports as Buenos Aires, Cardiff, Wales, and Rotterdam.

Having crossed the North Atlantic somewhere around 14 times, he returned to Portland, built and operated two broadcasting stations at Astoria, and decided to go back to high school. Merryman held his commercial license until 1939—13 years after joining NBC.

Henry Ladner, of the legal department, started in radio like many another amateur operator—with a rolling pin.

"First you convinced your mother that she had no need for the gadget," he recalls, "then you sawed off the handles and twined wire around the solid portion to make a tuning coil. You also needed a detector—a 15-cent piece of crystal would do—and head phones which cost a couple of dollars. After you learned the code you took the test for an operator's license. Fi-

nally, you stole, begged or borrowed enough spare parts to build a transmitter." Ladner's operator's license, dated October 25, 1916, was followed the very next month by a station license for 2AUV in Brooklyn, New York.

By the Radio Act of 1912, amateurs, who were considered nuisances, were authorized to operate only on frequencies less than 200 meters. Lacking accurate measuring instruments, Ladner remembers being called more than once by the Brooklyn Navy Yard for interfering with incoming messages. Then, because of the war, the Government put a stop to ham operating in April, 1917, but had to acknowledge its indebtedness by recruiting almost all its operators from the ham field.

Sherman Gregory was another youngster forced to close down during World War I, heartbroken because he had bought on the installment plan, one dollar down and one dollar a month, spare parts for a 1-kilowatt spark transmitter from a fellow who joined the Navy. But as soon as the ban was lifted, the present manager of WEAJ set up Station 9AVZ in his home town of Pierre, South Dakota. The station, located in a chicken house, didn't work too well.

Gregory and a friend pooled resources and equipment for another station so efficient that every time they pressed the transmitting key all the lights in the neigh-

OLDTIMERS

● Some of the radio veterans mentioned in the accompanying article are members of H. V. Kaltenborn's 20 Year Club recently edited by the publication of a book of thumbnail biographies. Details of the book and club are included in an article on page 11 of this issue.

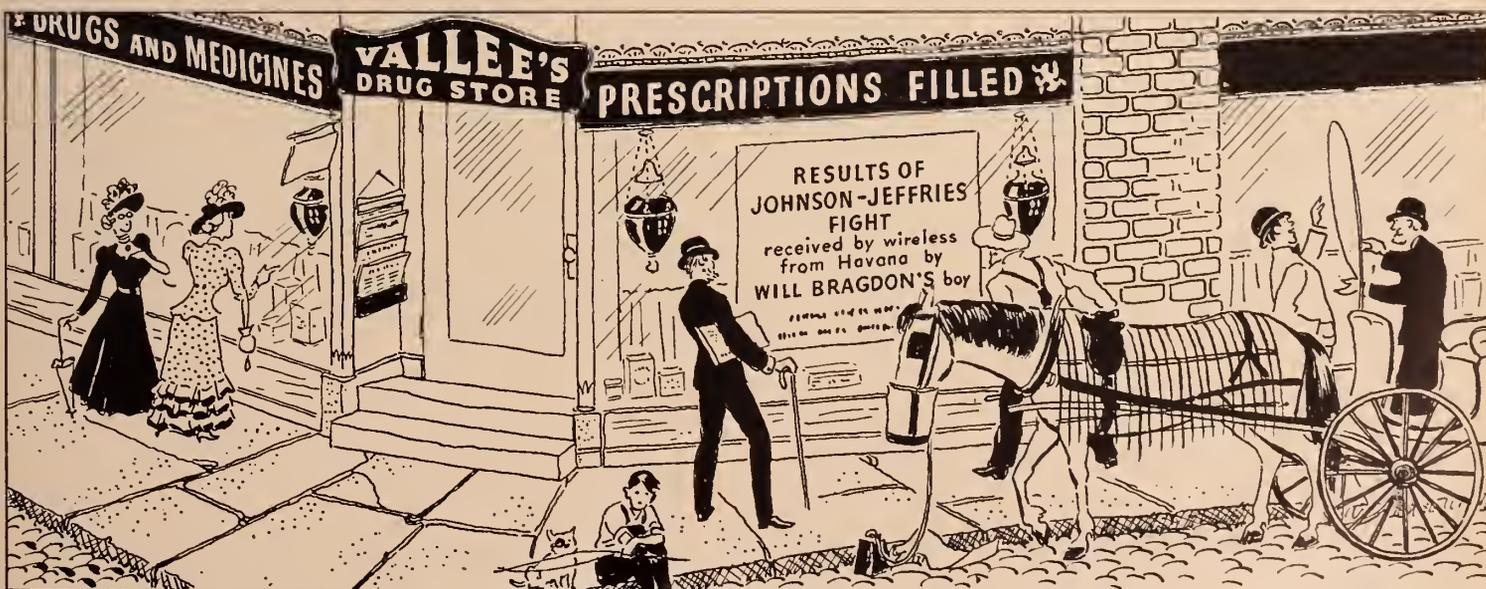
borhood for three blocks around used to go dim.

During his four years of college, 1922 to 1926, Gregory simultaneously operated Station 9YW at the North Dakota School of Mines, and WCAT. Once an Indian Chief named Chauncey Yellow Robe, guesting on WCAT, "Wildcat of the Hills," ended a talk given in excellent English with a war whoop that not only took the transmitter off the air but burned out tubes that it took weeks to replace.

Gregory held a commercial license from '22 to '26, a station license until '33, and an amateur operator's license until '36.

Elmore "Buck" Lyford, of station relations, owned and operated 10Z, Bridgeport, Connecticut, from 1919 to 1923. He was also one of the joint owners and operators of 1YL or 1YN (he's forgotten which) at Wesleyan University, Middletown, Connecticut, from 1923 to 1926, which was a relay station for the American Radio Relay League. Biggest thrill at Wesleyan was relaying a message from

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Scene in Westbrook, Maine, when NBC's trade news editor earned local fame for his brasspounding.



NBC EXECUTIVES ASSEMBLE TO HEAR OF COMPANY'S ORGANIZATIONAL CHANGES

● Over 200 NBC executives, department heads and assistants, gathered in the Waldorf Astoria's colorful Sert Room, November 24, to hear President Niles Trammell, Vice-President Frank E. Mullen and other officials, reveal details of the network's organizational changes. The entire management committee of 26 occupied the dais. Dr. James Rowland Angell, public service counselor, acted as toastmaster.

In his welcoming address, President Trammell explained that several committees had been formed to improve the com-

pany's operating efficiency and to simplify the handling of the extraordinary burden of duties occasioned by the war emergency. The decision to appoint these groups was based on a study of NBC's needs, carried out by a committee appointed at the executives' Fall conference held at Hot Springs.

Another important change in the organization was the realignment of NBC's public service department as a separate unit, with William Burke Miller acting as its manager under Dr. Angell. This move was made because of increasing activi-



SEVERAL SPECIALIZED COMMITTEES FORMED FOR VITAL NETWORK TASKS

ties in public service programs brought about by the war.

To expedite action on suggestions for improving the network's service and to provide an informed forum for the discussion of the company's problems, the president also announced the formation of a staff operations group. Seventeen of NBC's junior executives headed by Easton C. Woolley, assistant to the vice-president in charge of stations, comprise the group.

Other committees created to discuss plans and policies in their respective spheres of company activities were: policy, pub-

lic relations, program, and technical development. The latter group was assigned the conduct of studies and research on all engineering developments that hold promise of utility.

Both President Trammell and Vice-President Mullen urged the assembled executives and their assistants to continue the efficient and loyal labor that has made it possible for NBC, in 1942, to set a new record in the number of programs rated highest in surveys. This was accomplished, the speakers said, despite the loss of over 400 trained personnel to the armed forces.

A Transmitter Bio:

FROM MICE TO MIKES IN ONE NOT-SO-EASY LESSON



JAMES D. SHOUSE

● Caught in one of his many facetious moods, James D. Shouse, vice-president of the Crosley Corporation in charge of broadcasting at WLW-WSAI, will tell you that two white mice chased him out of the teaching profession and into the selling field.

Just out of Miami University, Oxford, Ohio, Jimmy was conducting a class in general science on the subject of nutrition. Always factual and thorough, the young pedagogue brought to the classroom for the edification of his pop-eyed audience a pair of white mice. To one, he fed nothing but polished rice, and, in the name of science, he provided the other with the choicest of nutritive morsels.

Each day teacher and children would gather around the cage to examine the objects of their experiment, and with note books in hand awaited the moment when the rice-fed mouse would roll over and give up, as the erudite instructor said it would, from lack of nourishment.

But as days melted into weeks it became evident that the rice-fed mouse was thriving on the meager diet while the luxuriously-feted rodent seemed to be wasting away—probably from the gout.

Unwilling to face the suspicion and accusation clearly written on the faces of his disciples, the young teacher denied that a hoax had been perpetrated, claiming that the mouse that liked rice was a rare Chinese species, and as a result the experiment would have to be called off.

With this obvious dodge haunting him until the end of the school term, Jimmy gave up his principalship of the Southgate, Kentucky, school and accepted a contract with Liberty Magazine to conduct one of the first qualitative analyses of circulation for the weekly. And before long, he joined the broadcasting field, becoming one of its outstanding figures.

Born in the small mining town of New Castle, Kentucky, only 38 years ago, James Shouse is the son of the late Dr.

Lucien Shouse, a prominent Northern Kentucky dentist, and Mrs. Mary Gilmore Shouse. He is married to Helen Waterfield Shouse of Covington, Kentucky, and has two lovely daughters, Lucie Jean, 17, and Cynthia, 12.

Moving to Bellevue, Kentucky, across the Ohio River from Cincinnati, Jimmy started his education there and went to Highlands High School at Fort Thomas, Kentucky.

While in his freshman year he went out for basketball and track, specializing in the pole vault and high jump with such success that in his junior year he won the championship at the Tri-State Athletic Meet. However, a broken ankle kept him out of further track competition so he joined the boxing team.

Attending the CMTC during the Summer prior to his senior year in high school, Jimmy continued his boxing and won the lightweight championship of the camp.

Upon graduation from the Fort Thomas
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KIDDIE PARTY



One of many joyous scenes at NBC's Christmas party for employee's children at New York's Radio City. All young guests received gifts and enjoyed a big show.

When WBOW Sells Bonds, Manager Does Follow-Up

● George M. Jackson, manager of WBOW (Terre Haute, Indiana), is claimant to some sort of record for a 250-watt station. He and his sports staff were instrumental in selling \$10,700 in War Bonds during the local Thanksgiving Day football game. The total was reached without any advance publicity and no advance pledges.

WBOW went on the air "cold" and began plugging the sale, which took the form of a contest. Fifteen minutes later the game started and a few announcements between plays were used to explain the details. Each bond-buying listener was entitled to vote for the most popular player on either of the two gridiron teams. One vote was permitted for each 25-dollar bond. The winning player was awarded a 50-dollar War Bond by the station.

For the next three days, Jackson took it upon himself to collect the pledges personally. He made 86 calls in the city and county (in addition to repeat calls when folks weren't home), driving over 200 miles. Happy conclusion to the whole idea was that not one call turned out to be a "phoney"—every sale was bonafide.



GEORGE M. JACKSON

Station Offers Model Planes to Bond Buyers

● WTMJ (Milwaukee) listeners are urged to telephone War Bond pledges to Heinie (Jack Bundy) during his Grenadiers' show. In turn, they get a model warplane with their name inscribed on the wing or fuselage.

The model warplanes are hung on the walls of the studio where Heinie and the Grenadiers broadcast their noon and evening War Bond programs. The models were made by pupils in the industrial arts division of Milwaukee public schools. Embracing some 50 types of American fighting ships, they were constructed to train American fliers in identifying foes by their silhouettes.

EX-BRASSPOUNDERS

(Continued from page 7)

one of the members of Byrd's South Pole expedition to his family in Hartford.

Lyford made a trip around the world in 1930 and 1931, and amused himself on board ship by sitting in a chair outside the radio shack listening to the messages come in.

Way back before all this modernity, in fact before call letters and licenses were needed at all, Ed Bragdon, NBC's trade news editor, was a ham operating in Westbrook, Maine. In those days (1905 to 1912) you got on any wavelength you desired and talked to anybody who was willing to converse, either in "Railroad Morse" or Continental codes, both of which were used at the time. A shack in the middle of his father's field housed Bragdon's "coherer," made out of iron and nickel filings and a piece of glass taken from the water gauge of a steam boiler. He remembers filing down a perfectly good five-cent piece to obtain the necessary nickel.

One of Bragdon's pick-ups was the Johnson-Jeffries fight in Havana, the results of which he phoned in to the local drugstore to be posted in the window. The store, incidentally, belonged to Rudy Vallee's father.

On the historic night of April 14, 1912, when frantic messages told of the Titanic's striking an iceberg, Bragdon stayed up all night picking up a list of survivors from the Carpathia, one of the principal rescue ships. Practically all the stations along the coast were either helping transmit or filing inquiries about possible survivors.

David Sarnoff, now chairman of the board of NBC and president of RCA, was listening that night, too. He is credited with having stayed at his Wanamaker's (New York department store) Marconi post 72 hours, completely covering the disaster. But that story is too well known to need further comment.

William S. Hedges, vice-president in charge of stations departments, doesn't think he belongs in this story. He was neither a ham nor a commercial operator. But a biographical sketch reveals that he was an observer with the 311th Observation Squadron of the Army Air Corps during the last war, pounding the key for Uncle Sam.

It can readily be seen that NBC men in administrative tasks know what makes radio tick.

Four Score and Four Radio Veterans in Kaltenborn's 20 Year Club Book

● Radio today is a major industry distinguished by the youthfulness of its major executives. The seasoned "old-timers" can count back some 20 years of activity, but there are only a handful of these veterans.

The publication last month of the roster of H. V. Kaltenborn's 20 Year Club reveals only 84 charter members. Twenty-three of them started as wireless operators on boats, while 16 others began as engineers or land wireless operators.

The next largest group to survive for 20 years in the infant industry are writers.



H. V. KALTENBORN

This group totals 12. Eleven began as station executives, nine as performers, and five as announcers. The remaining pioneers include a secretary, a lawyer, an advertising executive, a personnel man, an accountant, an educator, a set manufacturer, and a program checker. It is interesting to note that 23 of the pioneers were also "ham" operators in addition to their regular pursuits.

The 20 Year Club was founded April 4, 1942 on the occasion of the twentieth anniversary of the first news commentary broadcast by H. V. Kaltenborn. "There are no officers, no fees, no constitution, no by-laws, no meetings," Kaltenborn hastens to assure readers of the newly published roster. "The only qualification for charter membership is two decades of continuous association with radio broadcasting. Doubts are resolved in your favor."

Kaltenborn is equally lucid in his explanation of why there are no meetings.

"The founder would like to call a meet-

ing of the club to discuss the publication of a history of American broadcasting in terms of the men and women who made that history. But he is afraid that then the legal members would want to write by-laws, and the rich members would want to pay dues and the poor members would want a pension fund and the social-minded members would want to reform broadcasting. So he's waiting to be told that none of these things will have to happen if he invites his fellow members to another dinner on April 4, 1943, when he really comes of age as a radio broadcaster."

Veteran of veterans and listed as the man with the longest continuous association with radio is David Sarnoff, RCA president and NBC chairman of the board. In 1907, Sarnoff became a junior telegraph operator with the Marconi Wireless Telegraph Company.

Twelve others are listed who would be eligible for a 30 Year Club if there were one. They include A. L. Ashby, NBC vice-president and general counsel (1911); Quincy A. Brackett, WSPR, Springfield, president (1909); A. Dinsdale, WATN, Watertown, commercial manager (1910); Orrin E. Dunlap, Jr., manager of RCA department of information (1912); O. B. Hanson, NBC vice-president and chief engineer (1911); Vincent I. Kraft, consulting radio engineer and part owner of KXA, Seattle (1909); Edward B. Landon, control room operator, KDKA, Pittsburgh (1912); J. R. Poppele, WOR, New York, secretary and chief engineer; W. J. Purcell, General Electric engineer of broadcasting and telecasting operations (1912); John C. Slade, Fort Hamilton Broadcasting Company vice-president and general manager (1911); R. J. Swanecamp, NBC studio engineer (1912); and J. H. Weinheimer, New England Telephone and Telegraph Company district manager (1908).

The biographies are replete with claims for "firsts" and the roster probably will prove a valuable source book for industry historians.

The roster is expected to be revised and reissued with the passing years. At the time of publication, there already were 20 additional biographies on hand.

SOLDIER-MINISTER-EDUCATOR HEADS CBC

Dr. Thomson Brings Vast Experience to Canada's Great Radio System



DR. JAMES S. THOMSON

● Shortly after his appointment early in November as general manager of the Canadian Broadcasting Corporation, Dr. James Sutherland Thomson honored the National Broadcasting Company with a visit to New York's Radio City.

The new Dominion radio head was born April 30, 1892, at Stirling, Scotland. He was educated at University of Glasgow and Trinity College, Glasgow, and was graduated in 1914 with a Master of Arts degree and first-class honors in philosophy. He was a prizeman in economics, political science, logic and philosophy. When he was graduated, he was elected Clark Fellow in philosophy for four years.

In 1920, he was graduated in theology from Trinity College with honors, and was elected Paterson Fellow in theology for one year.

He served in World War I in the ranks of the Queen's Own Cameron Highlanders and as a commissioned officer in the Rifle Brigade, and returned with the rank of captain. He now holds the rank of honorary lieutenant-colonel in the Canadian Officers' Training Corps.

Ordained in 1920, he served as minister in Coatbridge, Scotland, until 1924, when he was appointed secretary for youth and education to the Church of Scotland. In this post, he visited and lectured in Canada and the United States, several European countries and the Near East, and attended the Youth Congress at

Helsingfors, Finland, and the International Missionary Council at Jerusalem.

He was invited to Canada in 1930, and for seven years was a professor at Pine Hill College, Halifax. In 1936 he was given the degree of Doctor of Divinity by Victoria University, Toronto, and the following year he was elected president of the University of Saskatchewan.

This year, Dr. Thomson was elected a fellow of the Royal Society of Canada and is Chancellor's Lecturer at Queen's University, Kingston. Next year, he is to be Nathaniel Taylor Lecturer at Yale University, the first Canadian to be elected to this distinguished lectureship.

Dr. Thomson is the author of many articles in journals and magazines and has contributed "Topics of the Day" to the Dalhousie Review for the past eight years. He is the author of two books — "Studies in the Life of Jesus" and "The Way of Revelation."

He was married to Margaret Stewart Troup in 1922 and has two children.

Canadian Credo

By Dr. James S. Thomson

General Manager, Canadian Broadcasting Corporation

● The national radio system, more than any other public institution, is the voice of Canada. The function of the Canadian Broadcasting Corporation is to make that voice sincere, authentic and worthy. In cooperation with the local stations, we must endeavor to let the Canadian tongue find utterance in both our languages, and yet with a local accent.

We have to interpret the spirit of our people in all its variety of mood and aspiration. There must be fun and laughter for the leisure hour, as well as serious talk to rally our hearts in the midst of a tremendous ordeal. There must be music that touches the soul with noblest strains, and lighter melodies for the dancing feet of youth.

In lonely homes out on the prairie and in the great Northland, people are hungry for news, and they regard radio as a vital contact with the life of the world. In wartime especially, one of the most important responsibilities assumed by radio is the rapid dissemination of news from reliable sources, and also for its discussion and interpretation.

All who are concerned with its management and direction carry the gravest of responsibilities. We must cultivate sensitive and understanding minds, and sustain the highest ideals in this latest but most potent instrument of human intercourse.

18-Year-Old Girl Wins Pan-American Contest

● Eugenia Demetriou, 18-year-old resident of Maspeth, New York, was chosen the winner in the NBC "Spanish-Through-Music" contest which was conducted by affiliated stations carrying the good-will program, "Pan-American Holiday." Miss Demetriou's awards included a round trip to Mexico City and a guest appearance on the program.



EUGENIA DEMETRIOU

The winner was adjudged the best among amateur singers by a jury of diplomats and their wives including Vice-President Henry A. Wallace and the Ambassadors of Mexico and Brazil. To regional winners NBC presented RCA Victor albums of Spanish songs featured in the series.

Coal Area Residents Get Mine Work Data by Radio

● WBRE (Wilkes-Barre, Pennsylvania) is right smack in the center of Pennsylvania's anthracite coal fields, and no local feature has been more popular than the station's thrice-a-day mine schedule.

In the old days the anthracite miners could never be quite sure whether "tomorrow" would be a working day or not. If rain should fall, the schedule chalked up on a company blackboard at the colliery might very well be erased. Women could never be quite sure whether or not to prepare one of those succulent pastries for the next day's lunch pail.

Just about a dozen years back, WBRE stepped into the breach. The local news program, direct from the editorial room of The Wilkes-Barre Evening News, was tagged with the advance mine schedule. It was an immediate success.

MOST IMPORTANT YEAR

(Continued from page 3)

morale, creating good-will and helping towards a better understanding among nations and peoples. An event of world-wide importance was the Western Hemisphere premiere of Dmitri Shostakovich's "Seventh Symphony" on July 19, 1942, conducted by Arturo Toscanini and the NBC Symphony Orchestra. The NBC winter musical season was featured by concerts given by the two renowned conductors, Arturo Toscanini and Leopold Stokowski, with the famed NBC Symphony Orchestra. Dr. Frank Black launched during the year a new musical series, "Music of the New World," featuring the varieties of music of the Western Hemisphere. Artists appearing on NBC commercial programs included Jascha Heifitz, Lawrence Tibbett, Grace Moore, Helen Jepson, Jose Iturbi, Marian Anderson and many others.

Only a free radio in a free America could have met the needs of the hour in broadcasting, maintained and entertained its listening public and channelled a vast flow of war service to every home, office and factory on our domestic front, and furnished the necessary entertainment for morale to our fighting men throughout the world. Whatever the New Year before us may bring, broadcasting, I am confident, is ready, willing and able to meet every call the nation may make upon it.

John H. MacDonald, Newest NBC V.P., Has Notable Business and Academic Background

● Scholarly but not stodgy; shrewd and astute without a trace of arrogance; friendly without stooping to condescension—these are some of the qualities possessed by John H. MacDonald, NBC's financial officer and its newest vice-president. His appointment to the new office was announced by President Niles Trammell on December 4.

MacDonald's astuteness may be a product of his early environment. He was born



JOHN H. MacDONALD

46 years ago in Brunswick, Maine, in the heart of "Down East"Yankeeland. But, although his native city is the seat of one of Maine's leading educational institutions, he decided to enroll in New York University, in the

School of Business Administration. There he pursued the course in Commercial Science from which he was graduated in 1926 with the degree of Bachelor of Commercial Science.

The academic life must have had its attractions for he continued after graduation in the combined role of post-graduate student and instructor. When, in 1927, he obtained his Master's degree in Commercial Science he remained at the school as a member of the faculty. Several years later, when he had been advanced to an assistant professorship, he left to accept a position with the McGraw-Hill Company as office and personnel manager. Following the McGraw-Hill post, he was associated successively with A. I. Namm & Sons and Walker & Heisler, as controller.

It is probable that radio was remote from his future plans in 1932 when he joined Trade Ways, an organization formed to study business problems and management. But one of Trade Ways' clients was the National Broadcasting Company and soon MacDonald was deep in a study of the network's affairs.

His grasp of broadcasting problems was so complete that network officials called him to install a cost accounting sys-

tem based on the surveys he had made for Trade Ways. Once the system was in working order, MacDonald was made NBC budget officer and a short time later, was assigned to the radio-recording division as business manager.

In early 1942, the Red and Blue networks were separated and the division presented many complex problems. To assist in their solution, MacDonald was moved to the executive floor in Radio City and soon became right-hand man to Frank E. Mullen, vice-president and general manager. By this time he had also acquired the additional title of assistant secretary. When President Trammell announced organizational changes on November 24, MacDonald was made financial officer, a post that he will continue to occupy as vice-president.

The abstract subject of business has always taken first place in MacDonald's activities yet he has found time to write three standard volumes on topics that are most closely related to his long training and experience. He is the author of "Office Management," "Practical Budget Procedure," and "Controllershship—Its Functions and Technique."

MacDonald's outside activities have been limited mainly to his deep interest in the Controllers' Institute of America. He was president of the institute's New York control in 1938; a member of the national board of directors in 1940, 1941 and 1942 and vice-president and chairman of its executive committee in 1941 and 1942. He is also a member of Delta Sigma Pi, a national professional fraternity.

The new vice-president is tall and rugged, with the physique of a football player, but his principal recreations today are an occasional game of golf and a rubber of bridge. He lives in Pelham, New York, with his wife and two daughters. The MacDonalds have a summer home at Lake George, but the head of the family admits that he goes there primarily for rest and relaxation, not for the vigorous exercise the region affords.

MacDonald's promotion is an extremely popular one in the NBC family, where he has made many warm friendships and where his executive ability has been demonstrated constantly.

WOOD Celebrates Power Increase With Big Promotional and Merchandising Drive

● Climaxing 19 years of growth as a civic influence in Grand Rapids, station WOOD, on December 1, boosted its power from 500 to 5,000 watts. Operations were transferred from the west side of the Michigan city to a point four miles south, where an ultra-modern transmitting plant had been erected.

Three giant vertical antennas direct the signal over a primary area four times the size of that formerly covered. For night operation, directional radiation is used.

The transmitting building is the main structure of an impressive four-building layout, and nothing was left undone to make the fireproof headquarters the last word in engineering efficiency. An intricate system of relays and controls can be pre-set, thus permitting the engineer on duty to place the station on the air simply by pushing one button. To insure uninterrupted reception for listeners, the new WOOD transmitter is equipped with automatic controls which instantly restore the transmitter to the air if a power breakdown occurs. This "watchman" will go into action three successive times before turning over to an operator the task of keeping on the air.

Dozens of unique features are incorporated in the main engineering plant, including an ingenious and elaborate system which automatically heats the building in winter from the heat generated by the giant tubes, and exhausting the heat from the transmitter and the building in summer. Along with the massive control panel for the latest model 5,000-watt RCA transmitter housed there are a heating plant, water system, and emergency cooking and sleeping quarters for the convenience of personnel.

Some 200 guests assembled for the inaugural broadcast from the ballroom of the Pantlind Hotel. Joining George W. Trendle and H. Allen Campbell of the King-Trendle Broadcasting Corporation, owners of WOOD, and Stanley W. Barnett, manager, for the celebration were the mayors or city managers of Grand Rapids and other nearby cities and many radio and advertising executives.

Widespread publicity and promotion heralded the advent of the power boost.

Teaser announcements for numerous station-breaks were scheduled one full week in advance; and on opening day all station-breaks were used to plug the new power.

Full-page advertisements laid out in the editorial style of the individual papers used, were purchased in Grand Rapids, Kalamazoo and Muskegon dailies. In 15 smaller communities within the WOOD primary area, one-column editorial-layout and 200-line display advertisements were placed in the local papers. A half-page in editorial-layout was scheduled in the Grand Rapids "shoppers' news" publication.

Eighty Kroger grocery stores and super-markets in the Grand Rapids metropolitan area entered into several contests (War Bonds as prizes) for building the "best WOOD display." Fifty drug store windows in Grand Rapids proper were decorated to promote "the products behind the programs."

Approximately 15,000 stickers and inserts promoting the "new 5-kilowatt WOOD" were placed in all mail and delivered packages by seven Grand Rapids retail firms.

Sponsor Plugs Station In Own Movie Promotion

● Color movies of Milwaukee's Radio City, home of Station WTMJ, were recently completed by the Wadhams Division of the Socony-Vacuum Oil Company, sponsor of football and sports broadcasts by Russ Winnie over WTMJ for the past 13 years. Narrated by Winnie, the film gives a complete story of the new layout, with sequences devoted to executive offices, studios, news room, and microphone shots of the WTMJ programs which carry the sponsor's merchandising messages. To be shown at dealer meetings of the sponsor throughout the Midwest, the film ties in the firm's products in sugar-coated fashion, placing main emphasis on the exploitation of Radio City, pointing out WTMJ's role in the sponsor's merchandising setup.

A letter inset in an attractive wood-finish folder was sent to all regional advertisers, advertising agencies, civic leaders, and business men—telling the story about the power increase and what it means to the listener and to the advertiser.

Trailers plugging the station's new power boost were scheduled for two full weeks on the screens of the first-run theatres in cities and towns throughout the WOOD coverage area.



MODERN AND POWERFUL—Here's the new building housing WOOD's 5-kilowatt transmitter. The structure has many engineering innovations.

FROM MICE TO MIKES

(Continued from page 10)

School, he entered Miami University at Oxford, Ohio, where he pursued his studies and favorite sports, breaking his ankle again while striving for new records in the pole vault. So he put the gloves back on and wore the school's lightweight crown during his junior and senior years.

Perhaps this is one of the reasons which prompted a recent writer in Broadcasting Magazine to describe the present Crosley v.p. as "one of the scrappiest guys in radio—one who never knows when to say 'uncle'."

Following his brief teaching career, during which time he continued his studies in economics at the University of Cincinnati, Shouse spent four years in the Chicago offices of Liberty Magazine. There he did research work for the circulation department and was rapidly advanced to the promotion and sales departments.

It was then but a short and logical step to radio time selling and, in 1929, Shouse became the first salesman for the CBS network outside of the New York office, when he set up headquarters in Chicago.

After five years in radio he entered the agency field for a brief period, taking over the Swift and Company account for the Stack-Goble Advertising Agency, only to return to radio as manager of KMOX.

In 1937, when William S. Hedges (now NBC vice-president in charge of stations departments) left his post as head of the Crosley stations to join the executive staff of NBC in New York, Shouse was engaged to take over the destinies of WLW-WSAI and became the vice-president in charge of broadcasting. That was five years ago and in celebration of the event, the 400 employees of the WLW-WSAI organization turned out on November 18 for a noonday testimonial surprise luncheon to pay tribute to his magnificent leadership.

He is a member of the Cincinnati Country Club, the Queen City Club, the Cuvier Press Club and the Variety Club. He is currently serving on the station advisory committee of the OWI, and the station planning and advisory committee of NBC.

Deep sea fishing, duck hunting and photography are his hobbies. Three years ago, while fishing in Nova Scotia, he boated a 495-pound white shark at Wedgeport, after it had partially devoured a big tuna already hooked by a nearby angler.



EXECUTIVE HONORED—Jimmy Leonard, program director of WSAI, presents James D. Shouse (right), vice-president in charge of broadcasting of the Crosley Corporation (stations WLW, WSAI and WLWO), with a scroll, signed by every member of the Crosley broadcast division, in honor of his fifth anniversary as head of the organization. In the background (left to right) are: Harry Mason Smith, sales manager; William Dowdell, editor of the WLW-WSAI news room; Carl D. Groat, editor of The Cincinnati Post; Chester Herman, chief production man for WLW and WSAI; Robert Dunville, vice-president in charge of sales for WLW and WSAI; and R. J. Rockwell, technical adviser for WLW, WSAI and WLWO.

A MAN OF NOTE

(Continued from page 5)

ried to the former Pauline Heifetz, a sister of the violinist. They have two children, Blair, 16, and Anne, 12. Blair plays the violin and is studying under his grandfather, Rubin Heifetz. Anne plays the piano, as does Mrs. Chotzinoff. In all, it's a household of note—and notes.

Chotzinoff's sole affiliation outside of NBC is with the Chatham Square Music School on the lower East Side. It is an endowed philanthropic institution where talented young people from 4 to 21 are aided in their musical careers. Only the very adept applicants are accepted at the school, and many of the students are well on their way to big things.

The NBC music executive's long career as a pianist, accompanist and critic has equipped him splendidly for his role as commentator at the winter NBC Symphony concerts. Listeners have followed his program notes for many seasons and there has been a big demand for copies.

KPO Miss Swaps Script Job for WAVES' Uniform

● Fifteenth star on the KPO (San Francisco) service flag is a feminine one: Beth Gardner.



BETH GARDNER

continuity editor's assistant, will be at Smith College in the WAVES officers' training school when this sees print.

Beth probably will be the "baby" of the contingent:

she managed to reach the required five feet by stretching exercises before taking her physical examinations.

At least two more stars will be added to the KPO flag in January when Harold Haklik, traffic manager, and Lon King, his assistant, go into the Signal Corps and flying service respectively. Like other NBC stations, KPO is doing its bit.

DR. FRANK BLACK'S

● The tenth anniversary of Dr. Frank Black's association with NBC as general music director was celebrated with a dinner in his honor tendered by NBC President Niles Trammell. The event, held at New York's famous Club Twenty One, was attended by notables in the radio, press and entertainment worlds.

10th ANNIVERSARY



Left: Reminiscing brings out many a smile and here's Black laughing heartily as he relates an amusing experience of his NBC decade.



Left to right: Kent Cooper, general manager of the Associated Press; Mrs. Arthur Hays Sulzberger, wife of the publisher of The New York Times, and NBC President Niles Trammell.



David Sarnoff (right), president of RCA and chairman of the board of NBC, with Mrs. Sarnoff and their son, Second Lieutenant Edward Sarnoff.



Here's a general view of the Frank Black party. The strolling musicians shown in the right background presented many musical innovations during the evening.



The candid camera catches a noted group. Left to right: Samuel Chotzinoff, manager, NBC music division; Mrs. Mark Woods, wife of the president of the Blue Network; Dr. Walter Damrosch, NBC music counselor, and Mrs. David Sarnoff.

NBC TRANSMITTER



FEBRUARY 1943

IN THIS ISSUE:

RODGE RED CROSS
CAMPAIGN

THE WAR AND
TWO WOMEN



JAMES D. SHOUSE

Executive of the Crosley Corporation (WLW and WSAI, Cincinnati) Named
1943 Chairman of the NBC Stations Planning and Advisory Committee

NBC TRANSMITTER

VOL. 8 FEBRUARY 1943 NO. 9

Published Monthly by the
National Broadcasting Company
RCA Building, Radio City, New York

THE WAR CLINICS

● As this issue of the NBC Transmitter goes to press, NBC's top executives are concluding a cross-country tour to discuss wartime broadcasting problems with all affiliated stations. This is the second year of NBC War Clinics and the success of the 1942 sessions prompted a repetition in 1943.

The NBC War Clinics were launched to spur the war effort. Broadcasting was not caught napping in the national emergency and stations throughout the nation were on the alert to cooperate at once with all Government agencies. Through cooperation between network executives and affiliates, the NBC network as a whole acts decisively on vital matters affecting public service and wartime duties.

The Office of Defense Transportation gave its approval to this practical plan of bringing the War Clinics to seven sections of the nation, thereby reducing to a minimum travel by officials of affiliates to attend the sessions. Also, the seven sectional meetings provided a greater number of hours for group discussion, and made possible local discussion of sectional problems.

BROADCASTING'S MANPOWER

● With an eye to keeping a steady flow of well-trained radio personnel always available, NBC is conducting extensive radio courses in New York, Chicago and Los Angeles.

The Summer Chicago Radio Institute, conducted by NBC and Northwestern University, was adjudged a tremendous success last year and will be repeated again in 1943. This course set the pattern for classes that will be launched by NBC and the University of California at Los Angeles this Summer. The New York classes are being held in Radio City under staff instructors.

First Girl Sound Effects "Man"

● HOLLYWOOD, CALIF.—The first girl graduate of the sound effects class at NBC Hollywood and the first sound effects "man" of her sex in the history of NBC is now on the job.

Betty Boyle, formerly of the accounting department, is working on the West Coast public service feature, "Eyes Aloft," sponsored by NBC and the United States Army's Fourth Fighter Command.

Betty, who is small, blonde and married to an Army captain, enrolled in the sound effects class in October and took her place as an apprentice in the department on January 7.

These classes were begun five years ago by Harry Saz, head of the sound effects department at Hollywood Radio City. Five of the 10 present members of Harry's department are graduates of his school; one alumnus is at KPO, San Francisco; and two more have graduated from sound effects to Uncle Sam's armed forces.

Classes are limited to 12 members. These are in turn divided into groups of four who take turns handling sound effects of actual scripts while the remaining eight read the lines.

Students work during their lunch hour. After a week of intensive training on one script, the group makes a recording which is then played back and criticized by Saz.

Graduates become apprentices in the department, after six months are made junior sound effects men, and after two years are senior sound effects men.



"SOUND" BUSINESS—Betty Boyle, of NBC Hollywood, works on her first show. Helping her out are (left to right) John W. Swallow, Western division program director; Harry Saz, head of the sound effects department, and Bob Redd, writer-director of "Eyes Aloft."

DARN (GOOD) TOOTIN'

● NEW YORK.—Bobby Hackett, featured trumpeter in Irving Miller's NBC "Everything Goes" swing band, has been voted by the hep cats of the country the best trumpeter in the business in Down Beat's annual poll. He also placed fourth among the best guitar players. He was given Down Beat's gold cup on the "Everything Goes" program Saturday, January 23.

"BUSINESS AS USUAL" AT LONDON NBC OFFICE



A busy program workshop even in the days before Pearl Harbor, the London office of NBC is proceeding with its vital wartime tasks with the calm spirit so admirably maintained by our British allies. Left to right: Mildred Boutwood, John MacVane and Florence Peart. MacVane has since done spectacular war reporting from Africa.

HUGE RED CROSS CAMPAIGN LAUNCHED

NBC and Affiliates from Coast to Coast Participate in Vital Wartime Project

● NEW YORK.—An unprecedented radio campaign was set in motion by the National Broadcasting Company when it initiated one of its major wartime projects, a series of broadcasts in cooperation with the American Red Cross and its recruitment drive to enroll 36,000 graduate nurses for service with the armed forces, 100,000 nurse's aides, and 1,000,000 students in home nursing classes. Jane Tiffany Wagner, NBC director of women's war activities, is heading the project.

It has been estimated that of the 180,000 physicians normally serving American communities, more than 100,000 will be in the armed forces by the end of 1943. Thus it becomes apparent that the American woman must learn to be more self-reliant than ever before. Only by coping more fully with the medical needs of her home circle will she relieve the desperately needed doctors and nurses for more urgent war tasks.

NBC is presenting a series of half-hour Sunday network programs each week and building two 15-minute weekly transcriptions for use by affiliated stations locally. Stars of stage and screen are featured on the Sunday programs.

Howard Lindsay and Dorothy Stickney of "Life with Father" were starred in the first presentation, and Martha Scott, movie star, got top billing in the second.

Movie star Ralph Bellamy, on from the coast, was featured in the third show and Mr. and Mrs. Fredric March (Florence Eldridge) of the stage hit, "The Skin of Our Teeth," made the fourth production stirring entertainment. Lucile Watson, just back from her "Watch on the Rhine" tour, made the St. Valentine's Day program memorable.

Anne Seymour, star of "The Story of Mary Marlin," is featured in the transcribed series.

Last November, Mrs. August Belmont, who is a member of the NBC advisory board and chairman of the National Council of Red Cross Home Nursing, appealed to NBC on behalf of the entire Red Cross organization for help in this vital campaign. Her appeal resulted in scheduling of the two program features and the institution of an all-over promotion and publicity drive.



OPENING THE GREAT DRIVE—Mrs. August Belmont (right), Red Cross council head, discusses the broadcast series with William S. Hedges, NBC vice-president in charge of stations departments, as Dorothy Stickney and Howard Lindsay, Broadway stage stars featured in the opening program, look on.

A prospectus was sent to NBC affiliated stations giving a complete analysis of the campaign and asking for their cooperation. The response was most enthusiastic with 121 stations agreeing to participate.

Frank E. Mullen, NBC vice-president and general manager, in a closed circuit talk to affiliates, said: "In coming to us, the National Broadcasting Company, and to you, the affiliated stations that make up our network, the American Red Cross has demonstrated its confidence in our ability to help them do the job. This shows more clearly than many thousands of words the position which NBC and its affiliated stations occupy in the life of this great nation."

The American Red Cross immediately began to publicize the campaign and the radio programs. A publicity and promotion kit was sent to the 3,600 chapters of the organization. Each NBC affiliate was given a quota made up on the basis of its coverage area and the ability of local Red Cross chapters to absorb recruits.

Termed the most comprehensive pro-

motion kit ever devised for a public service program, NBC sent each affiliated station an elaborate brochure containing: a summary of the project, copies of letters of endorsement from President Roosevelt, and the Surgeons General of the Army, the Navy and the United States Public Health Service; a series of suggested pre-announcements; six news stories; model interviews with a home nursing student, a station manager, and a debutante nurse's aide; general suggestions for local broadcasts, pictures and stories; three glossy prints (with mats), usable any time throughout the series of broadcasts; two mats for advertising purposes; three suggestions for window displays; suggestions for essay and poster contests, counter cards and placards; the script of a 15-minute speech for the station owner or manager; two five-minute speeches which could be given by a woman member of the station staff before clubs and organizations; four eye-catching brochures; special letterhead stationery.

(Continued on page 14)

Stations Planning Board Launches 1943 Plans; James D. Shouse Elected Chairman

● NEW YORK.—The new NBC stations planning and advisory committee elected last November met with network officials in New York on January 12 to discuss a detailed program of close cooperation between NBC and its affiliated stations during 1943.

The committee named James D. Shouse, of WLW, Cincinnati, as chairman for the coming year. Shouse succeeds Harry Stone, of WSM, Nashville, who served as chairman during 1942, the first year of the committee's existence.

The one-day meeting proved highly successful. Problems of a broad industry nature, as well as those of NBC and its affiliated stations, have increased measurably due to the war effort, it was noted. Therefore it was decided to hold two-day sessions in the future.

Shouse and William S. Hedges, NBC vice-president in charge of stations departments, alternated as chairmen of the first meeting. Besides Shouse and Stone, committee members include Arden X. Pangborn, KGW, Portland, Oregon; S. S. Fox, KDYL, Salt Lake City; G. E. Zimmerman, KARK, Little Rock; Stanley E. Hubbard, KSTP, Minneapolis-St. Paul; G. Richard Shafto, WIS, Columbia, South Carolina, and Paul W. Morency, WTIC, Hartford.

NBC executives attending included Niles Trammell, president; Frank E. Mullen, vice-president and general manager; William S. Hedges, Roy C. Witmer, Clarence L. Menser, Frank M. Russell, Harry Kopf, Sidney N. Strotz, O. B. Hanson, Dr. James Rowland Angell, Charles B. Brown, John McKay, Sheldon B. Hickox, Jr., Easton C. Woolley, E. B. Lyford, Burton M. Adams, James M. Gaines, Albert E. Dale, William Burke Miller, A. W. Kaney, Phillip I. Merryman, and William Brooks.

The major effort for 1943, Trammell stated, would be the strengthening of daytime schedules.

Increased and intensified promotional activities for public service programs by the affiliated station were agreed upon by the committee. Particular emphasis was laid on the new series, "That They Might Live," which is being broadcast by NBC exclusively to enlist Army and Navy nurses, nurse's aides, and nursing students

for the American Red Cross campaign.

Charts showing the acceptance of public service programs by affiliated stations were studied and it was agreed to intensify efforts to gain acceptance by stations of such programs. Particular stress was laid upon public service features which are directly related to the war effort.

Network officials undertook to bring the committee up to date on current problems of network operations and set forth a detailed program of cooperation. The advice of the committee was sought on operations as they affect the affiliated stations. In turn, the committee members explained the problems of stations in the districts they represent.

The agenda for the 1943 NBC War Clinics was presented to the committee.

The results of the All-County Survey, the most inclusive national survey of listening habits ever undertaken, were discussed in detail.

The NBC Inter-American University of the Air came up for discussion by Dr. Angell. He told of the acceptance by many

NBC BLOOD BANK

● NEW YORK.—Employees at NBC's New York headquarters responded instantly to the call for blood donations, arranged as part of the current American Red Cross campaign to build up a plasma reserve for the armed forces. More than 50 employees registered on the first day.

colleges and high schools of the two programs now on the air, "Lands of the Free," a historical series, and "Music of the New World," with the full NBC Symphony Orchestra under the direction of Dr. Frank Black. Dr. Angell also spoke of plans for a third series, on literature, which is planned for the Spring.

Menser outlined program plans, particularly for the first half of 1943. He stressed the need for more promotion on NBC programs. In this connection, the committee decided that sponsors should be urged to utilize newspapers as an effective medium for promotion of commercial programs.

A joint meeting was held with the NBC management committee in the evening.



THE 1943 PLANNING BOARD MEETS—Left to right, seated: G. Richard Shafto; Arden X. Pangborn, Harry Stone and G. E. Zimmerman. Standing: Stanley E. Hubbard, S. S. Fox, James D. Shouse (chairman) and Paul W. Morency.

THE WAR AND TWO WOMEN

Stories of Sylvia Moffett and Catherine Knode Reveal Great Wartime Sacrifices

By Frank M. Russell

NBC Vice-President in Charge of Washington Office

● WASHINGTON, D. C.—Many articles—worthwhile and interesting—have been written about the WAVES, the WAACS and Red Cross Nurses Aides. I want to write about two particular women—NBC women without uniforms—who had a lot to give in this war. They are Sylvia Moffett and Catherine Knode.

For a number of years Sylvia Moffett was our principal hostess in Washington. She had the happy faculty of being gracious and courteous; she made friends of people the moment they set foot in our studios. She was considerate and she counseled our guests and our own employees on their business and personal worries. She had a lively sense of humor tempered by human understanding. She was enthusiastic about radio and its place in the scheme of things.

Sylvia had a son, Jimmy. He had the fine qualities of his mother. When Jimmy finished high school, he became an NBC enthusiast. To have a part in the organization he became a page boy and was one of our best. Then the time came to go to college and he entered the University of Virginia. At the end of his third year the country faced the complexities of a global war. I shall never forget the day he came into my office to tell me that he was entering the Navy. He wanted to fly a bomber or a flying fortress. He had all the enthusiasm of youth but beyond it was a mature determination which we did not fully understand or appreciate until later events.

Jimmy went through the necessary training to become a Navy pilot. Shortly after Jimmy received his commission, his mother had the happy mission of securing a license so that on the following week-end's leave he could marry Barbara Vickery, daughter of Rear Admiral Howard L. Vickery, vice-chairman of the Maritime Commission. On that very day, Jimmy gave his life for his country on the Atlantic coast patrol.

As I later told his mother, in announcing his death to our staff I could not refrain from having a certain solemn pride



Left: Sylvia Moffett's hero son, Jimmy. Below: Tommy Knode, winner of the Distinguished Service Cross.



Above: Sylvia Moffett. Right: Catherine Knode and her three daughters.



in doing so, for Jimmy knew what this war was about, what it meant, and what it really took to win it.

The second woman in this little story is Catherine Knode, one of the veterans of NBC in Washington. Catherine was always lively, intelligent and, I believe, her entire business career was devoted to our company. While an NBC employee, Catherine met and married Tommy Knode, first a news man and then head of our news room.

Tommy had his military training while in college. He came face to face with the problem of entering the Army and doing what he could to win this war. It was not a simple problem to leave his wife and two small daughters (a third daughter was born last September, six months after Tommy entered the Army). But when he made the decision I told him I was certain that Lieutenant-Colonel Ed M. Kirby, head of the Radio Branch of the War Department, would be very happy to requisition him for service in his division.

However, that offer was rejected with the firm but simple statement, "I am a soldier and I want to fight this war on the battlefield, not at a desk in Washington." Later when he arrived in Australia, Tommy—then a first lieutenant—again turned down an assignment to the public relations staff of General MacArthur.

This story also has a sudden climax. On December 5, Tommy was injured in action near Buna, New Guinea. On January 9, by direction of President Roosevelt, General MacArthur awarded to First Lieutenant Thomas E. Knode, for extraordinary heroism, the Distinguished Service Cross, the second highest award this country bestows on its soldiers. The citation of his action reads like a story book. It said:

"During an attack on Buna Village, First Lieutenant Knode led his platoon with conspicuous bravery. When wounded in the leg, he disregarded the wound and continued to lead his platoon in the attack. When he was again wounded in the

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HALF-MILLION MARK REACHED IN 3-WEEK WRC WAR BOND CAMPAIGN

● WASHINGTON, D. C. — A little sidewalk "house" in Washington, with shingled outside walls and completely equipped except for an oil burner, has built a record that makes it one of radio's top sales offices for War Bonds.

The house — its formal name is the "WRC Bond House" — has just turned in something like \$500,000 to Uncle Sam's Treasury at the end of a three-week campaign. This, everybody agrees, is a tidy take for a city the size of Washington and a station of 5,000 watts power. In fact, WRC has been topped in a similar campaign by only one station, and that one had New York City's millions and Madison Square Garden to work with.

The campaign itself turned on the gala opening night performance in Washington of the spectacular "Ice-Capades" revue at Uline Arena. The basic idea was a free admission with each bond purchase, and the bigger the bond the better the seat. The big days of the promotion, conducted in cooperation with John Harris, of "Ice-Capades," and Washington's Variety Club, left WRC's bond salesmen with writer's cramp.

Uline Arena, where "Ice-Capades" plays its Washington run, was scaled from two 85-cent seats with a \$25 bond to one \$2.75 seat with a bond purchase of \$1,000 or more. About 4700 seats were available for sale.

On that foundation Carleton Smith, WRC's manager, and George Wheeler, station production manager and its chief of bond sales promotion, built their campaign. The sale opened December 28, continued for two weeks on fairly substantial sales, then reached a peak about a week before the "Ice-Capades" opening.

The WRC Bond House was the box office for the promotion. From it, over a loudspeaker system, issued the ballyhoo for the prospective bond buyers on Washington streets. Others were drawn by announcements over the station. Most of the buyers, in fact, responded to the radio appeal. Special bait was the souvenir first night ticket offered.

The bonds themselves were sold in the studios, where three women took the



BOX-OFFICE—This little shack played a big part in WRC's War Bond drive.

orders — strictly cash — and delivered the bonds.

The WRC-"Ice-Capades" tie-up was the second War Bond sale conducted by the NBC station. The first was built around the personality of Bill Herson, conductor of WRC's early-morning "Timekeeper" series. From 6 o'clock in the morning till 9 Herson invited his listeners—thousands of Government workers—to come and meet him at the "WRC Bond House" and lay their money on the line for Uncle Sam. That one was good for \$30,000 worth of bond sales in a 10-day campaign.

NBC's Newest WAAC

● NEW YORK.—Marie A. Higgins is the first member of NBC's traffic department to enlist in the WAACS.



MARIE A. HIGGINS

Twenty-four-year-old Marie came to NBC on December 1, 1941. She has been an active member of the NBC Athletic Association, and a member of the bowling team. She enlisted early last month and was sworn in January 20. She is now standing by awaiting call. Her brother Donald is a lieutenant in the army.

WGBF "News for Children" Now Public School "Must"

● EVANSVILLE, IND.—Are children interested in current events? Margaret Rosencranz, WGBF educational broadcaster, says "Yes." Three times a week she gives a five-minute broadcast of "News Interpreted for Children," which has become a "must" in the social studies classes of the local public schools.

From time to time Mrs. Rosencranz holds quizzes to determine how much progress the children are making, each school furnishing a selected group of quizees.

A new addition is a Monday morning "Children's Forum" in which seventh and eighth graders will discuss the news as they understand it, with Mrs. Rosencranz guiding the trend of the discussion.

She also presents "Hats Off" and "Flowers to the Living," in which tribute is paid to men or women who have distinguished themselves. She does not confine herself to well-known public figures, but takes special delight in ferreting out meritorious cases in the humbler walks of life. The first notice the family has of the distinction is when flowers arrive with a request to listen-in that evening.

Impromptu Red Cross Plea Proves WSYR's Ear Appeal

● SYRACUSE, N. Y.—This goes back to New Year's Eve, but it's worth telling for what it demonstrates about radio's pulling power.

Fred R. Ripley, vice president of WSYR, doubles in brass with a poetry and music program called "Songs for a Soldier."

The day before New Year's there was a bad flood in Onondaga Valley, south of this city. Scores of families were marooned in cold houses, their cellars full of water, and the temperature was around zero. The Red Cross sent an emergency appeal to WSYR and Ripley made one announcement asking for oil stoves. In exactly 10 minutes, the Red Cross called back, asked WSYR to announce that it had all the stoves needed.

Net result of the single announcement by Ripley: six trunk lines and four attendants swamped, 103 stoves obtained.

Another feather in radio's hat!

"Tale of 412 Cities" Packs NBC Merchandising Wallop

● NEW YORK.—In its trade announcement regarding the recently distributed promotional booklet, "A Tale of 412 Cities," NBC set forth the following summary of its extensive study:

"There are 412 cities in the United States with a population of 25,000 or more. Nearly 50 per cent of the nation's radio families live in them. What stations do they listen to most at night?

"The largest survey of radio listening habits ever undertaken — NBC's 1942 nationwide survey—has just turned up with the answer:

"In 324 of those 412 cities, NBC stations were listened to most at night, compared to 85 for the second network. That's a lead of nearly four to one. Or put another way, 52 per cent of the radio families in those 412 cities listen most to NBC stations, as compared to 24 per cent for the second network.

"Or put still another way, NBC stations (as the survey showed) have a substantial lead in night-time listening over the stations of all other networks in every type of market.

"Or, to put it even more simply, NBC is today, more than ever, the network most people listen to most."

Volume 2 of "The Tale of 412 Cities" has now been issued. Dressed in a format similar to that of Volume 1, the new publication reveals the daytime listening habits of the same radio families. And once again, as shown by this second brochure, NBC maintains its dominant position in broadcasting.

WGFB Manager's Plea Helps Save Big Crops From Floods

● EVANSVILLE, IND.—When rapidly rising waters threatened to destroy much corn in the Ohio and Wabash river bottoms, Manager Clarence Leich of WGFB called Indiana's Governor, Henry F. Schricker, and suggested that permission be secured from the War Department to have soldiers from Fort Breckinridge, across the river from Evansville, assist in the salvaging of the corn. The appeal was successful and several hundred soldiers saved thousands of bushels of corn in the bottomlands.

NBC WEST COAST SERIES AIDS FARMERS IN WARTIME



"The American farmer faces the greatest challenge he has ever known," declared Ray B. Wisner, president of the California Farm Bureau Federation, at the inauguration of a new radio service for Western farmers, the "Farmers Digest," which brings ranch operators information adapted to war-time needs, via KPO, San Francisco, every morning. Wisner declared that food-producing must be put on the same patriotic basis as arms production if early victory for the United Nations is to be assured, because the farmer must feed civilians and the largest armed force this nation ever put into the field. Left to right, John W. Elwood, manager of KPO; Henry Schacht, director of the "Farmers Digest"; Wisner, and Jennings Pierce, NBC Western division public service director.

Radio and Legal Fields Mourn Grimshaw Passing

● NEW YORK.—The radio industry and the legal profession each lost a valued member with the passing on January 1, 1943, of Ira L. Grimshaw, who for ten years had been associated with NBC as assistant general counsel.

Born May 31, 1887, in Denver, he was graduated from the University of Michigan and practiced law for a number of years in New Mexico, where he was Clerk of the Supreme Court.

Following service as a major in World War I, he was associated with the late Judge Stephen Davis, assistant counsel for the National Electric Light Association, and later in charge of administering radio licenses for the Department of Commerce.

A widow and two sons survive this beloved member of the NBC legal staff.

New NBC Employee Paper Makes Debut in New York

● NEW YORK.—In response to numerous requests at Radio City for a personalized employee paper, the NBC personnel department decided to sponsor an entirely new publication for the New York staff. It will be produced by the employees themselves. Corinne Pearson is editor, assisted by Marjorie Castimore. Each department has its own correspondent.

The purpose of the publication is double-barrelled. It will keep everyone informed about what is going on in all departments, and serve as a link with the men and women who have left NBC to enter the armed forces.

The name of the publication was to be chosen in an employees' contest. The first issue, dated February, will contain four pages.



WGAL (Lancaster, Pennsylvania) created this float for the local Pearl Harbor Day parade. The float was observed by huge crowds and the applause brought considerable satisfaction to the WGAL workers who helped arrange the eye-catching display.



These NBC Chicago girls—Margaret Maddex, Veronica Capter, Betty McCord—are shown wrapping Christmas gifts sent to 40 former NBC employees in Uncle Sam's services.



Gladstone Murray (left), Director General of Broadcasting in Canada, congratulates CBC Announcer Lorne Greene for winning an H. P. Davis Announcers Award.



Phil Irwin, KGW (Portland, Oregon) announcer, interviews Tommy Dorsey as "that sentimental gentleman of swing" arrives in the City of Roses for a week's stay.



"Pat" Cattanaeh, of WTIC (Hartford, Connecticut), keeps the station's service flag up to date by sewing on a new star.



Governor Henry F. Schricker of Indiana speaks into a microphone at the Carole Lombard Theatre in Indianapolis. Eugene C. Pulliam, NBC representative, stands to the right.



Lew Frost (right), assistant to the NBC vice-president of the Western division, adds one of his own keys to the batch collected at Hollywood's Radio City. Bob Hendricks, guest relations manager, holds the bowl.



Mayor William J. Brydges, of Saginaw, Michigan, turns on the WSAM transmitter to celebrate the local station's NBC affiliation.



WALA (Molokai) aviation students and their band which performed at the station's opening.

Winner of Spanish-Though-Music Contest of NBC "Pan-American Holiday" program honored at Washington broadcast.



Left to Right: Don Ernesto Jaen Guardia, Panamanian Ambassador; Niles Trammell, NBC president; Miss Eugenia Demetriou, 18-year-old winner of Maspeth, New York; Henry A. Wallace, Vice-President of the United States, and Dr. Don Francisco Castillo Najera, Mexican Ambassador.



Don Luis Fernando Guachalla, Bolivian Ambassador, participates in Miss Demetriou's Capital City program.



A batch of new fathers at WSPD (Toledo, Ohio) get together for a bawling tournament. The proud papas, left to right (standing): Al Snyder, Al Ruhfel, Glenn Jackson and Jim Groves; (kneeling) Johnny White and Frank Hilbert.



(ft) faces a WIRE (Indianapolis) rial ceremonies. At the right is ngs Staff executive.



Jack Richardson, of the NBC Western division, presents a complete NBC Thesaurus' library to Camp Young, California.



Jerry Colonna (left) finds his way into the engineering setup while Bob Hope entertains the lads in training at Scott Field, Illinois. Next to Jerry are Engineers Bob Jensen and Gerry DeVlieg and Director Jack Hill.



(ama) is donating considerable time to service shows. At left: A group of pilots presented on a weekly series. Right: Part of the Brookley Field weekly concerts over WALA. These are official Air Corps photographs.



Jane Rowley, women's editor of WOAI (San Antonio, Texas), interviews Bernardine Flynn, star of "Vic and Sade," during the latter's visit to the Alamo City.

Extensive Training in Air Technique Offered to NBC New York Personnel

● NEW YORK.—A new project designed to give NBC employees free instruction and training in the fundamentals of program production—directing, sound effects, script writing and announcing—has been inaugurated at Radio City under the direction of C. L. Menser, NBC vice-president in charge of programs.

Comprehensive courses of study have been set up whereby members of the various groups will have an opportunity not only to familiarize themselves with their particular fields of interest, but to gain actual experience through laboratory work.

The program has a twofold purpose—to develop and advance talent of employees, and to set up a possible source of accomplished technicians for member stations, many of which have been hit by current manpower shortages.

Supervising and directing the group is Garnet Garrison, former director of the division of radio, Wayne University, Detroit, Michigan.

Several employee production groups have been set up in the past by the employees themselves, acting as their own instructors, but this is the first time serious instruction and guidance on a planned basis have been offered by NBC.

At a general meeting held in Studio 3G on January 20, Menser addressed 247 employees—143 women, 104 men—who have registered for the courses.

“Don’t expect to become terrific announcers, premier directors, script writers and whirlwind sound effects men overnight,” he warned. “The primary requisite for success in any field is hard work. But I have found radio to be the most entrancing, most fascinating business in the world.”

A former actor, director, writer, and college professor, Menser has been actively associated with every aspect of the dramatic world. He pointed out the differences between a theatre audience and a radio audience, where every listener has a front row seat, and all must be accomplished through the medium of sound.

“There’s a little old lady out in Osceola, Iowa,” said Menser. “and she’s



C. L. Menser opens the New York classes with an address.

important. She has to know what you’re talking about when you put on a radio program. And if she doesn’t, something’s wrong somewhere.”

In a brief 10 years, Garrison has had amazing success in developing production directors, actors, radio writers and sound effects men. While at Wayne University, one of his productions, “The Fall of the House of Usher,” by Edgar Allan Poe, won first award at the third American exhibition of educational radio program recordings at the Institute on Education by Radio, Columbus, Ohio.

Garrison began his radio career as a full-time announcer at WEXL, Royal Oak, while an undergraduate at Wayne in 1931. Even then he was originating and producing weekly radio broadcasts. Later, he was affiliated with stations WMBC, WXYZ, and WJIM. In 1936, he returned to his alma mater as radio director. He organized the broadcasting guild at the university, which now offers five different courses and has its own studios.

The subjects covered and the respective instructors are: scriptwriting, Lewis H. Titterton, Erik Barnouw, and Richard McDonagh; production, Wynn Wright and Lester O’Keefe; announcing, Pat Kelly, Jack Costello and Ben Grauer; and sound effects, Frederick G. Knopfke and Clem Walters.

Chicago Announcers in War Assured of Aid to Families

● CHICAGO.—When any NBC Chicago announcer heads away to war, he will do so with the knowledge that his family is still going to receive a good-sized portion of his former income from commercial show assignments.

This is the nub of an agreement entered into by the mike men of the Chicago staff recently. Its terms provide that should any of their number go to war, and if his commercial assignments are passed on to some other NBC staff announcer, then 40 per cent of the money received by the successor, or successors, will be paid to the dependents of the war-bound announcer.

As an alternative, the fund will be distributed or banked in whatever way the former staff man shall specify.

Announcers who signed the agreement include some of the best-known names in the business: Charles Lyon, Fort Pearson, Bob Brown, Cleve Conway, Norman Barry, Don Elder, Dave Garroway, John Holtman, Richard Noble and Louis Roen.

First man in the group to be called up for service with Uncle Sam was Dave Garroway, NBC sports and news announcer and former amateur golf star. Garroway was due to report for special training at Harvard. He has been granted an ensign’s commission in the Navy.

SAFETY AWARD FOR WTAM



Vernon H. Pribble, left, manager of WTAM, NBC’s 50-kilowatt outlet in Cleveland, is shown handing S. E. Leonard, engineer-in-charge, the certificate award won by the station in a recent “No Accident Safety Campaign” conducted by the Greater Cleveland Safety Council and the Ohio Industrial Commission.

NBC and U.C.L.A. Collaborate on West Coast Radio Institute of Next Summer

● HOLLYWOOD, CALIF.—NBC and the University of California at Los Angeles are cooperating in the sponsorship of a six-weeks' summer course devoted to radio.

The school, to be known as the U.C.L.A.-NBC Institute, was announced on December 30 by Sidney N. Strotz, NBC vice-president in charge of the Western division. It will be similar to the highly successful institute sponsored by Northwestern University and NBC at Chicago last summer.

The U.C.L.A.-NBC Institute will include five courses to be given by outstanding NBC staff members. The courses are in writing, acting, announcing, production-direction and public service programs.

Classes will be held from June 28 to August 21, some at Hollywood Radio City and some at the U.C.L.A. campus. One hundred students will be admitted to the classes in writing, production-direction and public service programs. Classes in acting and announcing will be limited to 40 students because of the extensive laboratory work involved.

Sessions at the NBC studios will be made up largely of laboratory work. Students will witness rehearsals, auditions and broadcasts of the top shows originating in the NBC Hollywood studios. Students will also rehearse, announce and act, using NBC microphones, and the finest type recordings will reproduce their efforts for clinical study.

The outline of courses and names and backgrounds of the faculty members follow:

ACTING—An advanced study of acting for the microphone, including both lecture and studio work. Additional work in studio rehearsals and in performance on transcription for individual and group analysis will augment regular assignments. **INSTRUCTOR**—Earl Ebi, NBC Western division, Hollywood. Wide experience in Pasadena Community Play House. Acted in and assisted in producing more than 200 plays. Experience in Hollywood motion pictures. Leading man in several successful Broadway plays. Is now producing prominent radio shows.

WRITING—A comprehensive and in-

tensive study of all forms of writing for radio, excluding news writing and radio advertising copy. Special emphasis will be placed on dramatic writing. **INSTRUCTOR**—Arnold Marquis, writer-producer, NBC Western division. Graduate of Central State College, Stevens Point, Wisconsin. Feature writer for NEA in U. S. and abroad. Wrote and produced road shows. Taught radio writing at University of California Extension, Berkeley. Director of "Kraft Music Hall."



Jennings Pierce, NBC public service and stations executive, leads the public service program course.

ANNOUNCING—A comprehensive study of all types of announcing, with the exception of sports announcing, to meet requirements of station and network operations. Commercial announcing, announcing of special events, interviews and audience participation program announcing will be emphasized. **INSTRUCTOR**—Clinton E. ("Buddy") Twiss, supervisor of announcers, NBC Western division. Graduate Spokane University. Built, owned and operated own broadcasting station, Sandpoint, Idaho. Joined NBC in 1933 as staff announcer, San Francisco. Transferred to Hollywood in 1937 as head of special events and news department. Became supervisor of announcers in 1939.

PRODUCTION-DIRECTION—A practical study in the direction of radio programs, with special emphasis on dramatic

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CHICAGO NBC INSTITUTE SETS PATTERN FOR COAST

● CHICAGO.—Rated a success from the outset, NBC's venture into the scholastic field via last year's NBC-Northwestern University Summer Radio Institute, is to have its sequel in 1943 when at least three NBC-supervised institutes will be held.

The first of these to be announced was the NBC-Northwestern University Institute for 1943, reported by Harry C. Kopf, NBC vice-president and general manager of the central division. This announcement was followed almost immediately by word that similar institutes would be held in cooperation with the University of California at Los Angeles, and Leland Stanford University.

Judith Waller, public service director for the NBC central division, announced that NBC now has in preparation five textbooks which will be used in developing the basic classwork of the institutes. These texts are being developed under the editorship of Albert F. Crews.

When the first institute was planned, it was discovered that there were no adequate texts to cover the variety of subjects which were to be considered by the radio classes. The new texts will be used to fill in this gap, and educators believe that they will eventually become the basic texts for the radio industry.

The books are being written by a group of NBC authorities and are based on the stenotype transcripts of lectures given at the 1942 institute.

The volume on "Production" is being prepared by Wynn Wright, NBC Eastern program manager. "Announcing" is in the hands of Charles Urquhart, production manager for the NBC central division. "Acting" is being handled by Martin Magner, member of the central division production staff. Crews is undertaking preparation of the volume on "Writing," and Miss Waller will develop the book on "General Survey," an omnibus volume that covers public service, education, publicity, sales promotion and other phases.

The books will not be available in regular book form this Summer, nor will they be offered for sale generally at this time. Students at the institutes will work with planographed editions for the coming season. After the 1943 classes, the volumes will go to the printer.

OPEN NEW N.Y. LOUNGE ROOMS FOR NBC'S WOMEN EMPLOYEES

● NEW YORK.—New lounge rooms, for NBC's women employees, located on the seventh floor of the NBC Radio City headquarters, were formally opened January 13 at a reception for executives of the company.

As the new rooms were opened, Niles Trammell, president of NBC, cut the wide white satin ribbon stretched across the door bearing the lettering: "NBC Women Office Employees Only." Mr. Trammell then presented the Suggestion Certificate Award and a 25-dollar War Bond to Mrs. Joan DeMott, of NBC's accounting department, who proposed the idea some time ago.

On January 14, a women's committee under the chairmanship of Miss Helen Korday, placement supervisor of NBC's personnel department, had open house for inspection of the rooms by all NBC employees.

The suite consists of one large room, decorated in soft shades of green, rose and salmon pink, with facilities for resting, reading, card playing, letter writing and general relaxation; and a second smaller room which provides accommodations for those who wish to bring their lunches into the building.

On the opening day, flower arrangements of pink, white and yellow gladioli

and blue delphinium added to the attractive setting of comfortable sofas and chairs, low tables, desk, radio and lighted lamps. Refreshments were served and Mr. Trammell's opening remarks gave the rooms over to NBC's women office employees with the suggestion that the new lounge will only foster the good feeling which already exists among them.

Lounge room committees and their heads under the general chairmanship of Helen Korday included: refreshment, Helen Kellie; decoration, Margaret Primont; reception, Isabella Hurst; invitation, Dorothe Miller; publicity, Mela Underwood, and maintenance, Alice Magee.



FOR REST AND RELAXATION—A cozy corner of the new lounge is equipped with a radio. Upper photo shows President Niles Trammell cutting the ribbon at the opening day ceremonies. Two receptions were held for the New York staff.

1943 STAR PARADE

● NEW YORK.— Attractive portfolios, containing transcriptions, scripts, press releases and advertising matter, representing NBC's New Year's Parade of Stars—a continuation of its highly successful Fall Parade of Stars—are now in the hands of network affiliates. A number of stations have already scheduled program series in which the brief recordings by NBC's top ranking stars are being used.

The New Year's Parade of Stars emphasizes the theme that national dimouts and rationing will have no effect on the network's morale-building broadcasts. The star-studded programs, built by the stations from the transcriptions and scripts included in each portfolio, will remind listeners of the wealth of fun and information that is available throughout the day by the mere flip of a dial.

Contest Club of Air Gets Big New England Audience

● HARTFORD, CONN.— Back in May, 1941, Mrs. A. Sherman Hitchcock, a resident of West Hartford, Connecticut, started a series of programs over WTIC entitled "How to Enter Contests and Win." From that humble beginning Mrs. Hitchcock has built up an organization of more than 2,500 New England men and women. It is known as the WTIC Contest Club of the Air.

In each of her programs Mrs. Hitchcock calls to the attention of her listeners all NBC contests that are beginning that particular week. She gives the name of the sponsor, the product advertised and some little advice on how to prepare entries.

The advertisers and the agencies handling their business like Mrs. Hitchcock's idea. Each time she makes mention of a certain contest, a copy of her script is sent by WTIC to the respective agency.

On Wednesday evening, January 13, a group from her Contest Club of the Air gathered at the Hotel Bond in Hartford for a complimentary dinner to one of its members, who won a \$10,000 prize.

139 STATIONS ATTEND NBC 1943 WAR CLINICS

● NEW YORK.—NBC's 1943 War Clinic opened in New York, January 23, and closed nearly three weeks later in Los Angeles after holding weeks sessions in Richmond, Cincinnati, Chicago, New Orleans and Houston. At each of the tour's stops, representatives of the network's affiliates gathered to meet NBC's top executives and listen to their discussions of the company's operations. All speakers emphasized plans now being carried out by the network to coordinate its activities fully with the war effort.

Part of each day's session was set aside for a general discussion of the network's relations with affiliates. Through these forums, NBC officials became acquainted with the special problems faced by the affiliates in each of the seven districts. The station representatives, in turn, had an opportunity to inquire into phases of network operation which affect the conduct of their outlets.

In speaking on "An Enlightened Public Relations Policy for Broadcasting Stations," Vice-President William S. Hedges contended that "the broadcaster must take his place alongside the newspaper publisher as a community leader. To take that place requires a public consciousness which can view broadcasting as a long-lived industry, not as a means of turning a quick dollar."

In discussing sales with the Clinic's guests in the seven cities, Vice-President Roy C. Witmer predicted that 1943 business would equal the 1942 total which, he revealed, was 7 per cent ahead of 1941 despite war time conditions. Witmer also called attention to what he termed the "great phenomenon of 1942," which he defined as "the way in which so many advertisers have used their time and programs to slow down the sale of their products to the ordinary citizens and otherwise give the war effort the right of way over their own advertising interests."

Vice-President Clarence L. Menser emphasized that "the first imperative in programming is to serve the war effort and yet insure a program structure which will hold the listener." He added that the network had sent out to affiliated stations more than 740 hours of war effort programs including 6,000 announcements for war bonds, recruiting, and similar aims.

A SWELLED CAST FOR A SWELL SERIES



W'SM, Nashville, Tennessee, launched its 17-year-old "Grand Ole Opry" series with the two-man cast shown on the right. The photo above shows the current cast. A half-hour of each week's 4-hour W'SM broadcast is carried over an NBC hook-up.

Broadcasting and its relations to the "Washington Scene" were pictured by Vice-President Frank M. Russell in a talk which carried predictions that many of the important legislative controversial subjects would be settled favorably.

Other speakers during each two-day meeting were President Niles Trammell who discussed problems common to network and affiliates; Charles B. Brown, director of advertising and promotion, who used elaborate charts to explain the results of NBC's 412-County Survey of night-time and daytime listening; Vice-President John F. Royal on "International Broadcasting"; Noran E. Kersta on "Post-War Television," and John McKay, press department manager, who outlined the scope of the department's activities.

Dr. James Rowland Angell, NBC public service counselor, was the speaker at each banquet with a talk on "My Six Years in Radioland."

WEST COAST INSTITUTE

(Continued from page 11)

programs, Lectures, studio and control room work. Programs will be rehearsed, produced and transcribed for analysis and criticism. INSTRUCTOR—Ned Tollinger, director, NBC Western division, Graduate University of Nebraska and Minnesota Art Institute. Director of hit shows.

PUBLIC SERVICE PROGRAMS — A study of the administration, planning, production, direction and utilization of public service, educational and war programs. Intended especially for station educational directors, radio chairmen of educational service organizations, teachers and club executives. INSTRUCTOR — Jennings Pierce, manager of public service and station relations, NBC Western division, Graduate University of California.

Bethany College Honors NBC Music Executive

● BETHANY, W. VA.—Thomas H. Belviso, manager of the music library division of NBC, delivered the commencement address and was awarded the honorary degree of Doctor of Music at the first mid-year commencement exercises of Bethany College on January 24.

Bethany College, a co-educational institution of about 400 students, is the oldest institution of higher learning in the State of West Virginia and dates back to 1840.

Belviso is in charge of NBC program preparation, music rights, composing, arranging, music traffic and the music library divisions of the company. He is an expert at detecting plagiarism.

His musical career dates back to 1911, when, at the age of 13, he was first violinist in the symphony orchestra of his home town, New Haven, Connecticut. The following year, while still in school, he went "commercial" and began conducting orchestras in local hotels and clubs. During six years of study at Yale, specializing in music and academic courses, he organized an orchestra booking agency which eventually embraced the entire Atlantic seaboard.

Before joining NBC in 1930 as a program builder and conductor, Belviso was general music director of the Paramount Theatres in New England. During this period, he made musical settings for thousands of films. In 1931 he reorganized the NBC music library and arranging department; in 1932 he took over the music rights division, and in 1936 reorganized the music supervision department and coordinated all network musical activities. Many of his original compositions have been played on the air.

Letter Perfect

● SAGINAW, MICH.—Station WSAM is furnishing stationery free of charge to listeners for domestic use in writing letters to men in the service.

One side of the stationery is blank; the other features an aerial view of the city as a whole and high points of interest, such as the post office, city hall, the new fire station, and Ojibway Island swimming pool. Thus service men hear from, and receive pictures of, the old home town in one mailing. The plan has been approved by local authorities and the F.B.I.



Dr. Wilbur H. Cramblet, president of Bethany, congratulates NBC's Thomas H. Belviso after awarding him the honorary degree of Doctor of Music.

RED CROSS CAMPAIGN

(Continued from page 3)

and a copy of the memorandum sent out by the Red Cross to their chapters.

Niles Trammell, NBC president, in pledging all-out effort, wrote to Norman H. Davis, chairman of the American Red Cross: "The National Broadcasting Company's affiliated stations, privately owned and operated enterprises highly respected in their communities, have done and are continuing to do a war job of paramount importance for our Government. Though their program schedules are crowded with projects covering every phase of the home front battle, I know they would want me to assure you of their unqualified and enthusiastic cooperation."

Chairman Davis acknowledged the cooperation of NBC and its affiliated stations by saying, in part: "I understand that your network's cooperation with the American Red Cross represents the most complete collaboration ever given by a network to a wartime project and that through it a pattern is being set for future radio cooperation in the war effort."

James M. Gaines, of the NBC stations relations department, pointed out that "aside from the humanitarian aspects, which cannot be minimized, it gives stations a war project producing tangible results, under the world's best auspices."

KPO's Sharpening Attack Puts the Axis on an Edge

● SAN FRANCISCO.—A much-worn Italian stiletto lies next to a bright-bladed hunting knife from Ukiah, California, where the big bucks grow . . . a Spanish rapier inscribed "Fundados" leans against a wickedly curved sword once carried by a Sikh soldier; nearby is a German dagger engraved "Blut und Eisen" and a Japanese suicide knife sheathed in a simulated fan.

All of them were contributed by KPO listeners and all of them will be on their way to the Solomons and other parts of the Pacific area in a short time, there to fill the need of American fighting men for knives to use in cutting jungle brush and also for hand-to-hand combat in situations where guns are useless.

KPO inaugurated its campaign on the air when the need for the knives became known. Frank Martinelli, local restaurateur, coined the slogan "Save a life with a knife" and enlisted the aid of theatrical and radio artists, including Kay Kyser, whose whole-hearted participation in the drive also has been heard over KPO.

More than 500 knives have been mailed or brought to the station in person by owners since the KPO campaign started.



GAY BLADES—KPO's Barbara Lee returns some Axis-made cutlery in a keen fashion. She is shown trying out knives of German and Japanese manufacture on a fitting target. Knives shown are just a few of the hundreds received in KPO's campaign.



A shopping cart makes mail delivery easier for this NBC girl messenger.

(Story below)

Girl Couriers Make NBC Rounds as Boys Go to War

● NEW YORK.—In line with its policy of cooperating with the war effort, NBC is now employing girls in its mail-messenger section, under the supervision of George M. Nelson.

The girls chosen for pick-up and delivery work wear an attractive uniform consisting of dark green gabardine skirt and beige suit coat, sporting dark green cuffs and lapels. Work is speeded up by woven-wire push carts, installed as the result of an idea submitted through the company suggestion plan.

Girls are also doing the lighter work in the duplicating and bookbinding departments, and for the first time the press department has a copy girl.

WAR AND 2 WOMEN

(Continued from page 5)

foot and was unable to go on, he refused to be evacuated until he had given final instructions to his platoon."

At present Tommy is in a hospital in Australia and as he told his family in a recent letter: "The doctors say I will be able to walk again but I will be in the hospital another six months. Then I hope to come home and see you all."

Now war seems to be a device accepted by civilization to date to secure or bring

New Program Setup Started By WEAF; Big Gains Noted

● NEW YORK.—WEAF, long identified in the minds of its listeners as just "NBC," took on an individual identity with the opening of broadcasting on Monday, January 4, with the object of developing a well-defined local identity in keeping with its position as one of the outstanding stations of the country.

Under the direction of Sherman D. Gregory, general manager, new programs took the air on that day, new personnel assumed key positions in the station setup, and public service programs and special events originating from WEAF and heretofore credited to the National Broadcasting Company became "WEAF presentations."

Gregory, who in addition to his duties as manager of WEAF has been manager of managed and operated stations of NBC, will hereafter devote full time to the network's key station. In announcing the new setup for the station, Gregory revealed that business during the past year on WEAF showed a better than 25 per cent gain over 1941.

It is his intention to build local programs with specific appeal to listeners in the WEAF area as well as those that can be used as models for affiliated stations,



SHERMAN D. GREGORY

The entire WEAF program schedule is now being studied for further improvements.

Shirley F. Woodell, who was sales manager for the NBC international division until the Government leased the short wave facilities, and who subsequently became executive and liaison director between that division and Government officials, has been appointed public relations manager of WEAF. His responsibilities include program and station promotion, and the building up of contacts with civic and educational groups. Prior to joining NBC in 1941, Woodell was for 10 years advertising manager of the Packard Motors Export Corporation.

Robert L. Hutton continues as sales promotion manager of WEAF. Hutton's promotional work for the station in 1942 brought much favorable comment from the trade.

DeLancey Prevost is the new assistant to the manager, and will concentrate on program building. He was in charge of sales for Empire Broadcasting Corporation, a transcription and program building firm, before joining NBC. Prior to that he was treasurer and general manager of Grombach Productions, Inc., and Jean V. Grombaeh, Inc.

Leighton H. Blood, of the NBC press division, has been assigned to WEAF publicity exclusively.

February 9 was moving day for the WEAF executive offices. Larger Radio City quarters were provided.

about a balance between peoples or between nations; to build up the weak or to level off the strong. There can be no understanding of the fortunes or misfortunes of war. You may give everything and lose or you may give everything and win, but what is loss and what is gain depends on the individual involved.

Here are two NBC women—and there are others—"who had a lot to give in this war; they knew it and they did."

We may assume that Catherine Knode gave a lot and won—because Tommy, some of these days, "will come marching

home again" as one of the outstanding heroes of this war.

Viewed in that light you might also assume that Sylvia Moffett gave a lot—and lost. But you could not make that assumption if you knew Sylvia. For Sylvia knew her son, Jimmy. She knew why he accepted his duty, the patriotic spirit which motivated his performance of that duty, and she has accepted in the best tradition of a great American mother the simple statement of faith expressed at Jimmy's memorial service—"Entered Into Life, November 11, 1942."

NBC GETS TOP POSITIONS IN THREE MAJOR RADIO POLLS

● NEW YORK.—As each new year rolls around, the broadcasting industry looks forward eagerly to the results of the three polls of radio editors conducted, respectively, by The New York World-Telegram, Radio Daily, and Motion Picture Daily.

As has been the case for many years past, NBC programs and personalities swept all three polls, taking more than half the winning places in the results and leaving the remainder to be divided among the three other major networks.

Motion Picture Daily published its results first. In the 34 classifications, NBC

took 18 first places, 18 second places, and 21 third places. And that was only the beginning of NBC poll triumphs!

Shortly thereafter, Radio Daily's results were made known. Of 20 classifications, NBC ran off with 12 first places, five second places, and 11 third places.

Confirmation — if any were needed — came with the results of The World-Telegram poll. Here, too, was the same story: NBC walked off with top honors in 10 of the 17 classifications; took seven seconds and nine thirds.

The results bore out the various sur-

veys of listening habits. More important, however, these polls are an important indication of coming trends. The editors, by their column comment and "highlight" listings, have an important influence on the general public's listening habits.

In all three polls, Bob Hope's Pepsodent program won top honors and Hope, himself, was voted favorite comedian. In The World-Telegram voting, NBC shows were "1-2-3" in the designation, "Favorite Program." In order, they were Hope, "Information, Please," and Jack Benny. Great going!



BOB HOPE and ARTURO TOSCANINI



BILL STERN and FRED WARING

RADIO DAILY

NBC first place winners in the Radio Daily poll were:

- Favorite Commercial Program
Bob Hope
- Favorite Entertainer.....Bob Hope
- Best War Program for Morale
The Army Hour
- Best Quiz Show
Information, Please
- Best Male Vocalist (Classical)
Richard Crooks
- Best Male Vocalist (Popular)
Bing Crosby
- Best Female Vocalist (Popular)
Dinah Shore*
- Best Sports Commentator..Bill Stern
- Best Symphony Conductor
Arturo Toscanini
- Best Educational Program
University of Chicago Roundtable
- Favorite Comedian.....Bob Hope
- Best Dramatic Serial
One Man's Family

* indicates also heard on another network.

MOTION PICTURE DAILY

NBC first place winners in the Motion Picture Daily poll were:

- Champion of Champions..Bob Hope
- Year's Outstanding New Star
Dinah Shore*
- Best Comedian.....Bob Hope
- Best Comedienne.....Fanny Brice
- Best Comedy Team
Fibber McGee and Molly
- Best Master of Ceremonies
Bing Crosby
- Best Male Vocalist (Popular)
Bing Crosby
- Best Male Vocalist (Classical)
Richard Crooks
- Best Female Vocalist (Popular)
Dinah Shore*
- Best Studio Announcer
Ken Carpenter
- Best Sports Announcer.....Bill Stern
- Best Symphonic Conductor
Arturo Toscanini
- Best Daytime Serial...Vic and Sade*
- Best Dramatic Series
One Man's Family
- Best Variety Program
Kraft Music Hall
- Best Comedy Show.....Bob Hope
- Best Quiz Show
Information, Please
- Best Government War Program
The Army Hour

* indicates also heard on another network.

N. Y. WORLD-TELEGRAM

NBC first place winners in The World-Telegram poll were:

- Favorite Program.....Bob Hope
- Best ComedianBob Hope
- Best Quiz Program
Information, Please
- Most Popular Girl Vocalist
Dinah Shore*
- Most Popular Male Vocalist
Bing Crosby
- Best Sports Announcer.....Bill Stern
- Best Studio Announcer
Milton Cross*
- Best Quarter Hour Program
Fred Waring
- Brightest New Star.....Dinah Shore*
- Best Government Show
The Army Hour

* indicates also heard on another network.

NBC TRANSMITTER



APRIL 1943

**IN THIS
ISSUE:**

**EDUCATION RIDES
THE AIRWAVES**

•

**8,000 MILES OF
COOPERATION**



PAUL W. MORENCY

Secretary and General Manager of WTIC, Hartford, Connecticut

NBC TRANSMITTER

VOL. 8 APRIL 1943 No. 10

Published Monthly by the
National Broadcasting Company
RCA Building, Radio City, New York

HISTORY'S BIGGEST "GATE"

● As this issue of the Transmitter goes to press, the first public announcement is made of an Easter Sunday afternoon concert at Carnegie Hall by Arturo Toscanini and the NBC Symphony Orchestra, with Vladimir Horowitz as piano soloist in an all-Tchaikovsky program.

Admission will be by the purchase of War Bonds, and it probably will be the biggest "gate" in history. Estimates of the bonds to be sold range from \$5,000,000 to \$7,000,000. Within an hour after the first announcement, 20 of the 33 first-tier boxes were sold at \$50,000 each. Upper-tier boxes will sell for a lesser sum; orchestra seats range from \$3,000 to \$5,000; dress circle from \$500 to \$1,000; and balcony from \$100 to \$300.

This unprecedented sale of bonds is a great tribute to the world's leading symphony conductor and to the fine orchestra which he heads. Offhand, we know of no other event that could have brought such a generous and spontaneous response. The National Broadcasting Company has reason to be proud of this great symphonic organization and the high place which it holds in the regard of all music lovers.

NEW HORIZONS

● The acceptance by the New York City Board of Education of the NBC Inter-American University of the Air as a basis for two in-service courses for teachers represents an important step in both education and radio; and it is added proof of the great public service role being achieved by broadcasting today.

It is important to note that the pedagogical goals of the University do not detract from the entertainment value of the programs. As pure entertainment or as prescribed study these programs have amply proved their worth.

TRIBUTE FROM A LEGISLATOR

Virginia Congressman Lauds NBC and American Radio

● RICHMOND, VA.—Congressman Dave E. Satterfield, in a broadcast "Salute to NBC" presented by station WMBG during the NBC War Clinic here, paid high tribute to the American method of broadcasting as represented in the operations of NBC.

His talk, in part, follows:

"I have followed radio for many years and I welcome this opportunity to tell the executives of NBC of the high regard and esteem we hold for the institution they represent. That institution founded the system of nation-wide cooperative broadcasting. The NBC method of chain broadcasting has, in my opinion, done more to keep radio in the hands of the people than any other factor. It has made radio the great voice of the people.

"Only by the network method has it been possible to eliminate Government subsidy and its attendant tax on receiving sets and the natural consequence: Government broadcasting. The American people have a free radio—free because they have an industry which pays its own way. NBC brought a new world of ideas, of music, of enjoyment centered in the home. It has turned the page to a new chapter in America's social history.

"I think I am making a statement of fact when I say that the people of the United States, through NBC, are provided with the finest and most varied radio programs produced anywhere in the world.

NBC's record of network broadcasting proves that the method used safeguards public interest, develops culture, provides unbiased news and wholesome entertainment. The NBC method has fortified our traditional liberties with a new freedom—freedom of radio—which takes its place as a part of our freedoms, of religion, speech and press.

"I think the NBC method has strengthened the American system of free and individual enterprise. Thirty million radio homes in the United States certify to the national acceptance of the American way of radio. By their control of the nation's radio dials, these 30,000,000 homes give either approval or disapproval to radio programs and decide the ultimate fate of the broadcaster. This is a very real and legitimate censorship by public opinion. This is the democratic way in a democratic country. NBC, by responding to this great public influence, has brought the world's greatest programs, the world's most outstanding personalities, and the news of the world into our homes. I sincerely hope nothing will disturb the system founded by NBC.

"For the innumerable services rendered, we express our deep appreciation to the network most people listen to most, and wish continued success to those gentlemen charting the course and destiny of that great American institution, the National Broadcasting Company."

BUSY DAYS AT UNCLE SAM'S RADIO CITY BOOTH

NBC has set up a Radio City lobby booth where WAACS explain qualifications for enlistment. The U. S. Civil Service Commission also uses the booth for personnel recruiting purposes, and the AWVS takes its turn, too, to sell War Bonds and Stamps.

EDUCATION RIDES THE AIRWAVES

NBC Inter-American University of the Air Gets Official Status from N. Y. School Board

● NEW YORK.—Vast new fields for station cooperation with important community groups are being opened by NBC's Inter-American University of the Air. The programs, "Lands of the Free" and "Music of the New World," already have attracted wide interest in educational and Governmental circles.

Conceived as a permanent contribution to broadcasting by Dr. James Rowland Angell, NBC public service counselor, the University of the Air, in its brief existence, already has attained the stature of a recognized educational institution. Probably no other radio effort in the history of American broadcasting has achieved such educators' recognition.

Although the program content is maintained at the college level of adult education, it has been recognized that radio—the greatest mass communication medium thus far developed—should not be restricted to the classroom. Under the guidance of Sterling Fisher, director of the NBC project, the programs have been designed to capture the interest of the casual listener as well as the serious student.

"Take your shoes off and get a college education at home" is the theme. That the programs have been successful along these lines is indicated by comment such as "Lands of the Free" is one of the best dramatic presentations on the air" in *Movie-Radio Guide*, and "Music of the New World" remains one of the finest radio broadcasts of our time" in *Etude*.

Affiliated stations are, of course, in a position to capitalize on the wide interest among educators in these broadcasts. In New York, a method of cooperation has been set which well might become a model for affiliates over the nation.

The New York City Board of Education, one of the most conservative educational groups in the country, in February launched two in-service courses for teachers based on the University's programs. Thus the board recognized the value of these programs not only as of a college level but of a post-graduate level! It was the first time that teachers were permitted to take part of their in-service courses at home.

Approximately 400 teachers and students attended the first session of these

in-service courses. Held at Radio City, the courses were initiated with addresses by Dr. Jacob Greenberg, associate superintendent of schools; Dr. Belmont Farley, radio coordinator for the National Education Association, and NBC's Sterling Fisher. The students came as guests of their teachers. The group saw a broadcast of "Lands of the Free," and heard the closing speech of Norman Rockwell, cover artist of *The Saturday Evening Post*.

The classes meet regularly at Radio City and convene to hear addresses by ex-

New York Public Library. If the plan is worked out successfully, the branch libraries will display a shelf of books each week to supplement listening.

Here, too, affiliated stations can effect similar tie-ups. The American Library Association is also studying a plan for weekly bookshelves.

This coordination is made simple because handbooks are issued for each of the programs. These outline volumes trace, respectively, the periods in history or music which are the subjects of the current week's broadcast. The manuals contain a bibliography for each program as well. Thus a librarian need only consult the handbook and place the approved books on the special shelf. Placards indicating on which station and at what time the programs may be heard could be supplied advantageously by the affiliate.

The handbooks are available to listeners at cost price, 25 cents each. There is a considerable demand for these manuals, particularly from teachers. The *Leader*, official Girl Scout publication, not only lists "Music of the New World" as recommended listening, but also the handbook as standard reading.

Two major Governmental information services—the Office of War Information and the Coordinator of Inter-American Affairs—rate the programs highly. "Music of the New World" is shortwaved to Latin America, and the OWI also sends it by shortwave to Europe as one of the finest examples of inter-American cooperation. The CIAA also sends the scripts of "Lands of the Free" on microfilm to Latin America, where they are translated and broadcast by local stations.

The long-range promotional advantage of aiding and cooperating with educational institutions, libraries, parent-teacher groups and similar organizations is obvious to every station.

In his remarks at the opening session of the New York in-service courses for teachers, Dr. Greenberg expressed the view that educators welcome radio's contribution when it offers something of genuine educational value:

"May I, therefore, express to Dr. Angell, to Mr. Fisher and to his staff, the
(Continued on page 15)

THE INTER-AMERICAN UNIVERSITY OF THE AIR



ecutives of NBC and WEA. Dr. Greenberg hailed the teachers as "pioneers" in an experiment to determine the teaching value of radio. He approved the distribution of posters in all elementary schools, junior high schools, and high schools. These posters will call attention to the University of the Air programs on teacher and student bulletin boards, and will bear the WEA imprint.

Dr. Farley emphasized that the 900,000 teachers represented by the NEA would watch developments carefully and that the NEA has appointed a committee to consider teacher in-service training along the lines adopted in New York.

Professors in more than 75 colleges—including such major institutions of learning as Columbia, Yale, Tufts, and Boston—use "Lands of the Free" as part of their regular curricula. In a number of colleges, extra credits are granted students who listen to the program regularly.

Another promotional tie-up well along in development is an arrangement with the

MARINES ASK FOR HELP AND KDKA COMES THROUGH WITH FLYING COLORS

● PITTSBURGH, PA. — It happens but once in a lifetime—a request by the United States Marines for help.

But when the call came during the week of February 15, KDKA found itself in the enviable position of being able to give complete service to the famous Devil Dogs of Uncle Sam.

An Act of Congress enabling women to enlist as members of the Marine Corps Reserve, gave KDKA its opportunity to serve. When Pittsburgh Marine officials discovered they were faced with an enlistment campaign they came to the office of James B. Rock, station manager, and said in effect:

"We have a big job ahead of us. We want to enlist women in the Marine Corps Reserve. We're here to get your help in handling the drive and we are willing to do anything you suggest within reason."

The challenge was quickly accepted by Rock, who called in members of the program, promotion and publicity departments for counsel and suggestions.

Out of that first meeting it was decided to hold a "Marine Day" in Pittsburgh on February 20. It was designed as a one-day drive to be climaxed with a "Free-A-Marine Party" in the William Penn Hotel. The program was planned as a tribute to Major Ruth Cheney Streeter, head of the Marine Corps Reserve, who would be in the city that day.

The Marines said "Great!" and agreed to go along with the station 100 per cent. From that stage, KDKA invited a prominent Pittsburgh woman, Mrs. John M. Phillips, a member of the Board of Education and a leader in many women's organizations, to serve as general chairman.

Mrs. Phillips went to work wholeheartedly, and with her cooperation it was a comparatively easy matter for KDKA to secure free of charge the use of the hotel ballroom for the patriotic party, to have special invitations printed gratis, and to arrange press conferences and other special meetings. Mrs. Phillips, too, was mainly instrumental in scheduling a luncheon at the Duquesne Club, Pittsburgh, that was attended by civic leaders, outstanding club women and feminine leaders in war

work. All Pittsburgh responded impressively!

However, the cooperation didn't stop at this stage. KDKA did the preliminary publicity work announcing Marine Day, secured the cooperation of other broadcasting stations in Pittsburgh and climaxed the day by an NBC special event broadcast of the mass induction of 38 women who enlisted in the Marines during the first week of the drive.

In addition, KDKA sent a great portion of the staff talent to the hotel for the "Free-A-Marine" party, which was attended by some 500 women eligible to join the corps.

As a result of the drive, the Marines now have enough enlistees to more than fill their first month's quota. That the Marines are appreciative, is evidenced by the letter from Major A. E. Simon who said: "The Marines will be forever grateful to KDKA. The station gave us the finest type of cooperation."

Home Shelves Cleared As Books Galore Go to War

● NEW YORK.—Uncle Sam's men in the armed forces will have some pretty good reading, judging by the big stacks of books collected from NBC employees in New York.

When the request went out for books that soldiers would like to read, the men and women of NBC brought in their favorites. Mysteries and current popular fiction dominated by far, because that's the way the soldiers wanted it. There was also a number of books on current events, science and other non-fiction headings. Several Bibles were also contributed.

The general service and press departments turned in the largest number of books in the drive. The lightning drive lasted only a few days, but was carefully carried out under the direction of Marjorie Castimore of the personnel department.

When the books are arranged on shelves, they will resemble a popular lending library.

After the drive was officially over, books continued to trickle in and were forwarded to America's fighting lads.



"A SITUATION WELL IN HAND"—Climax of KDKA's promotion of Marine Day in Pittsburgh—a broadcast over NBC highlighting the mass induction of 38 enlistees into the Marine Corps Women's Reserve. "Finest cooperation," said the Marines.

8,000 MILES OF COOPERATION

Attendance by 95 Per Cent of Stations at NBC War Clinic Sets a High Mark



A JOLLY MOMENT—A pause between courses at the dinner session of the second annual NBC War Clinic in the Drake Hotel, Chicago. Pictured at the speakers' table (left to right) are: Walter J. Damm, general manager of WTMJ, Milwaukee; Niles Trammell, president of NBC, and John F. Royal, NBC vice president in charge of international broadcasting. War Clinics were held in six additional cities.

● NEW YORK.—NBC executives returning from the 8,000-mile War Clinic Tour are unanimous in their reports of the real gains derived from the project. But the returning travelers also brought back stories of unscheduled incidents that provided welcome breaks in the serious purpose of the tour.

Wherever the Clinic stopped, both city officials and local station outlets acted as genial hosts. The journeying group saw New Orleans night life at its brightest; they examined the huge Kaiser shipyards on the West Coast; film studios in Hollywood were opened wide for their inspection, and even an earthquake condescended to make an unexpected appearance at one stopping point.

While the Mayor of Richmond was making an unusually moving address to the gathering, a side door to the auditorium opened and a hotel servant called loudly, "Is Mr. Mitchell here?" Mr. Mitchell, it happened, was not present, but NBC's president, Niles Trammell, quickly covered the interruption with a quip. Turning to the startled mayor, he said, "Mr. Mayor, that never happens on radio."

At Cincinnati, where WLW had prepared a fine broadcast salute to NBC, the purpose of the War Clinic in calling attention to the network's contributions to the

war effort was brought home to the station's listeners by an unexpected incident. Twice during the special program, the Fighter Command broke into proceedings to broadcast a test alert message. Cincinnati listeners thought the interruptions were a part of the program.

Vice-presidents Hedges and Royal, under the tutelage of John W. Elwood, KPO manager, were taken on a tour of the "real" San Francisco Chinatown. A policeman, who knew the district at its best and worst, acted as guide.

But nothing that Hedges saw there moved him quite so visibly as the show that Mother Nature put on while he was in Salt Lake City on his way back East. He was awakened in his hotel room by sounds which first sounded like an army of mice capering in the walls. Seconds later he was certain that he had visitors under his bed, but when the pictures on the walls commenced a jive of their own, he knew it was an earthquake.

Despite the expected difficulties in transportation, due to the war, the Clinic party moved from city to city according to schedule. No one registered a complaint against time-tables with the exception of Vice-Presidents Witmer and Royal, whose well-laid plans to act as advance men for their confreres were frustrated.

"TO NBC THEY LISTEN MOST"

● NEW YORK.—NBC's lead over all other networks, as established in its original survey of listening habits in 412 cities having populations of 25,000 or more, has been further emphasized in an extension of that study. In a four-page brochure titled "A Report from the Nation," NBC offers figures to prove that the network also leads on a nation-wide basis.

From figures supplied by listeners in the 412 cities and incorporated in two promotion pieces titled "A Tale of 412 Cities"—covering daytime and nighttime listening preferences respectively—it was shown that 51.8 per cent of dialers preferred NBC's nighttime programs while 30.2 per cent named NBC's daytime offerings as their choices.

When the analysis was extended to include the entire country, it was revealed that the nighttime preference for NBC programs remains at 51.8 per cent while the daytime preference increases to 35.5 per cent.

The two executives decided to leave New Orleans for Dallas some hours ahead of the remainder of the group. When the early birds arrived in the Texas city they found the others waiting for them; during the night the Witmer-Royal train was passed by the later express.

In a more serious strain were the tributes paid to the War Clinic by network outlets in the cities visited. At WMBG, Richmond, Vice-Presidents Hedges and Angell shared a microphone with Congressman Dave E. Satterfield, Jr. WLW, Cincinnati, and WSMB, New Orleans, prepared special broadcasts in which excerpts from NBC's outstanding war effort programs were used. Hedges, Royal, Menser and Angell appeared by invitation on KPRC, Houston, and also on WSMB.

About 95 per cent of the network's affiliates attended the seven meetings, several guests traveling more than 1,000 miles to the sessions.

ORDERS AND GOOD-WILL BOTH PILE UP FOR CIVIC-MINDED ARKANSAS SPONSOR

● LITTLE ROCK, ARK.—Clarifying war-time issues for listeners and awarding War Bonds as a reward for their interest isn't unique. But, when a department store, whose business it is to sell merchandise does so, then it is news!

That is what Pfeifer Brothers Department store in Little Rock is doing on their morning "Jane Adams. Speaking" program, heard Mondays through Saturdays, since August 4, 1941, over KARK, the NBC station for Arkansas. "Jane Adams' OWI Mail Bag" is a variation on the theme.



VIRGINIA HARRIS

Miss Adams, who is Virginia Harris, member of the store's advertising staff, reads the questions sent in by listeners and Ed Thomas, state OWI manager, answers the questions. Every fourth Saturday the store awards a 25-dollar War Bond to the writer of the question judged of most interest.

The answers are in simple, understandable language and are in answer to many persons' hesitancy to approach legal representatives of Uncle Sam about something they think will be considered foolish. Interest has been tremendous, according to the questions received.

Miss Harris, who has handled the program since its inception, has constantly maintained the policy of "no prices, no sales talks, no merchandise" in her scripts. But mail order business doubled itself and approximated trebling figures long before rubber tires were ever rationed. Before rationing of tires and gasoline Jane Adams, personal shopper, had been a friend to thousands of Arkansans. The daily radio program had only enhanced the informal, friendly and "over the back-fence" sort of relationship that had existed for years between the department store and its customers.

The daily program has consistently included all civic (now wartime) agencies and organizations. A typical six-day schedule could include a plea for student

nurses, salvage, auxiliary firemen or a call for volunteers for the WAACS, SPARS and WAVES. There are no limitations for any recognized group active in the war effort. Further, there are no strings attached.

Early in February, Jane Adams told of the weekly sewing class to start on February 17. There were almost 1,000 entries registered when the program opened.

Here is a radio program, sponsored by a department store and handled by a member of its own advertising staff, that has won friends and influenced people without resorting to commercial tactics. And it continues to do much for worthwhile organizations, for the store and for the listeners.

San Francisco Club Gets Repeat of KPO War Drama

● SAN FRANCISCO.—KPO Writer-Producer Don Thompson was signally honored recently when his dramatized saga of the U.S.S. San Francisco was re-enacted by special request before a capacity luncheon meeting of the San Francisco Ad Club.

The occasion was the final rally of the bond campaign for repairing and refitting the cruiser, so that she could return to duty on the high seas. Present at the meeting were top Pacific Coast Navy officials, the Mayor of San Francisco, several clergy members, civic leaders, AWVS members and Ad Clubbers.

The original dramatization was broadcast Saturday evening, February 13, and told the exciting story of the life and heroic exploit of the San Francisco, from the laying of her keel to the Battle of Savo Bay and her return to the city for which she was named.

E. L. Imboden, who acted as honorary riveter when the San Francisco's keel was laid, played himself in the opening scenes of the broadcast. Listening in Stockton, California, was Mrs. Robert P. Sullivan, the former Miss Barbara M. Bailey of San Francisco, who christened the cruiser, and whose role was played by Grace Cooper of the KPO dramatic staff.

NEVER A DULL MOMENT FOR NBC CHIEF CARPENTER



Fred comes to the rescue of a damsel in distress. His tasks are varied, indeed.

● NEW YORK.—As chief carpenter for NBC, Fred Hoeflich makes a good shoemaker.

A studio guide once summoned him to repair a lady's shoe; the heel had broken during a studio tour. Hoeflich fixed the heel and the guest continued the trip.

Since then Hoeflich says he has become a jack-of-all-trades. When an alarmed performer phoned that her false tooth was stuck in the sink, Hoeflich, never a plumber, hurried to the washroom, yanked up the sink trap and recovered the denture.

Charlie McCarthy was once in a dither because Bergen had neglected to bring along his specially made performance stand for a New York appearance. Hoeflich built a duplicate.

Hoeflich devotes his spare time to developing and piecing together some of the weird contraptions thought up by radio production directors. They tell him what they want and then it's up to Hoeflich to build the gadgets and make them work.

He is one man who actually has worn a rainbow around his shoulder. He built one, 38 feet long, for a show and carried it piecemeal around his shoulder to the studio where it was used as a prop.

KPO GOES "ALL OUT" TO RECRUIT NURSES AND AIDES FOR RED CROSS

● SAN FRANCISCO. — The Red Cross asked for it—and KPO answered for it!

Almost half of the California recruitments for military nurses, nurse's aides and home nursing students in the current 13-week Red Cross-NBC drive must come from the Northern California portion of KPO's primary area. This does not include the quotas from Southern Oregon and Western Nevada, which also fall under the protective shadow of the station's primary area.

All in all, 6,503 home nursing students and 372 nurse's aides must be enrolled, and 274 nurses for the military recruited.

Besides airing the network's live Sunday-morning program, "That They Might Live," and broadcasting twice each week the network's recorded series, "March of Mercy," KPO is hammering at its listening audience every other hour of the day—terse, dramatic spot announcements urging recruitment. The final two-and-a-half minutes of "That They Might Live" is taken up with interviews. Each week, two people prominent in the Bay area appeal to their neighbors to enlist in the military nursing services or to become part of the homefront army.

Jane Lee, conductor of the station's daily "Woman's Magazine of the Air," has scheduled Red Cross representatives for her "Women of the Week" during the entire campaign. These women are from the ranks of those home on leave from active overseas duty, and of those working here on the homefront.

A special appeal is beamed daily at farmers' wives and daughters on Henry Schacht's early-morning "Farmers' Digest." Rural people are the first to feel the pinch of curtailed medical services.

Other morning reminders directed at the housewife and girl student are plugged on the several KPO "personality" shows: David Gilmore, "the homey philosopher"; "A Date at Eight," Art Linkletter's news résumé; and Archie Presby's "Funny Money Man."

George Mardikian (or Omar Khayyam, as he's better known) plugs the Red Cross campaign on his Friday program. And Hale Sparks unearths interesting stories

on Red Cross nurses to air on his regular Sunday morning program, "Fact Finders."

Of course, the program department is not the only one behind this powerful promotion. The public service department has enlisted the aid of the Farm Federation, the 4-H Club, and the Federation of Women's Clubs.

And, working on the assumption that "victory begins at home," KPO is practicing what it preaches. Most of the girls in the organization have registered for either the home nursing or nurse's aide course. A KPO class in home nursing started February 24.

In the final analysis, the Red Cross itself (both Pacific Area headquarters and the individual chapters in the area) is the power behind this drive. It is that organization which does the actual recruiting. It is the Pacific Area which puts the pressure on the chapters, and the chapters which put the pressure on the public.

KPO is the barker; the Red Cross is the show. They both hope for an "S.R.O." sign by the end of the campaign.

Cross-Country Red Cross Plea Gets Across Neatly

● NEW YORK. — Results are rolling in for the nurse recruitment drive of the American Red Cross and NBC conducted on "That They Might Live" (Sundays, 12:30 p.m., EWT) and "March of Mercy" (transcribed and heard on local NBC stations).

An incomplete report from Red Cross chapters and NBC stations lists enrollment figures for the January 17 to March 14 period as follows: 2,417 graduate nurses, 6,066 nurse's aides and 21,379 home nursing students.

In closed circuit talks February 27, Norman H. Davis, national chairman of the American Red Cross; Mrs. August Belmont, chairman of the national council of Red Cross home nursing, and Frank E. Mullen, vice-president and general manager of NBC, acknowledged accomplishments of groups reporting and urgently requested unheard-from chapters and stations to send in their figures.

Jane Tiffany Wagner, NBC director of war activities for women, made two field trips during March to collect latest news on the campaign. She conferred with Red Cross and NBC officials in Washington.

(Continued on page 14)



SHOWING THEM IN MISSOURI!—Three members of the national committee on Red Cross volunteer services describe the work of volunteers. They appeared over KSD during a St. Louis convention. Left to right: Peggy Cave, KSD director of women's activities; Mrs. Robert Kleberg, Mrs. Deane Winter and Mrs. Walter Lippman, wife of the noted newspaper columnist. The KSD broadcast tied-in with the two current NBC Red Cross programs, "That They Might Live" and "March of Mercy."



ROBERT ST. JOHN
Washington



RICHARD HARKNESS
Washington



WILLIAM W. CHAPLIN
New York



ALEX DREIER
Chicago



WILLIAM
Director
Spe...



JIM McDONALD WAHL
Honolulu



DAVID M. ANDERSON
Stockholm



PAUL ARCHINARD
Berne, Switzerland



ERNEST K. LINDLEY
Washington



CESAR
Ne...



PETER BRENNAN
Panama



CAREY LONGMIRE
Washington

NBC NEWS REPORTER

BOOKS
ys and
nts



H. V. KALTENBORN
New York



JOHN W. VANDERCOOK
New York



MORGAN BEATTY
London



ELMER W. PETERSON
London



ROBERT MAGIDOFF
Moscow



JOHN F. MacVANE
Algiers



BJORN BJORNSON
Iceland



STANLEY P. RICHARDSON
London



EDWARD E. WALLACE
Australia



WILLIAM GRANT PARR
Cairo

COVER THE EARTH

A Transmitter Bio:

WTIC HEAD CAME TO BROADCASTING FROM ARMY AND NEWSPAPER POSTS

● HARTFORD. — A former soldier and newspaperman, Paul W. Morency came to broadcasting with the best formula for a successful career—being a “reg’lar feller.”

His personality—and ability—have made the secretary and general manager of the Travelers Broadcasting Service Corporation a leading figure on the national broadcasting scene. As the top executive of WTIC, he has made NBC’s Connecticut outlet one of the best-known 50-kilowatt units in the land.

Morency hails from the Middle West; his birthplace is Oak Park, Illinois. He had just finished high school when America entered World War I and he promptly enlisted in the 149th Field Artillery of the 42nd (Rainbow) Division, sailing for France on his eighteenth birthday.

After a year and a half of active service abroad he returned home to attend the University of Chicago, where he graduated with a Ph.B. degree in 1923. He is a member of the Alpha Delta Phi fraternity.

After graduation, Morency returned to Europe for a six-month sabbatical. Once back in Chicago, he went to work for The Chicago Evening American, which then had a tie-up with KYW. Hence, his first radio work was on KYW—then in Chicago—organizing a series of educational programs using the Socratic method. The heads of all schools of college grade in the Chicago district participated. This tie-up

KVOO Men Join NAB Staff

● TULSA, OKLA.—Willard D. Egolf and Walt Dennis, commercial manager and sales promotion manager, respectively, of KVOO, Tulsa, have been named to executive positions with the National Association of Broadcasters. Long known as a champion of free and independent broadcasting, Egolf will be executive assistant to the president of NAB and Dennis will be news and information chief.

opened Morency’s eyes to the effectiveness of radio back in 1925.

In 1927, Morency went to New York as manager of field service for the National Association of Broadcasters. He stayed with NAB for two years and came to Hartford in 1929 as general manager of WTIC.

“Since then,” he states. “I have plugged along at this job and now have what I think is one of the best staffs of any station in the country.”

Morency is a member of the NBC stations planning and advisory committee. He is an NAB director representing the first district. Morency served as a member of the original code committee which drew up the radio code adopted at the Atlantic City Convention in 1938.

Directorships in Broadcast Music, Inc., and Frequency Modulation Broadcasters, Inc., are among his additional chores. He is chairman of the committee on broadcast communications in the Connecticut State Defense Council and also heads the committee managing the New England Regional Network.

Morency is a member of the board of directors of the Hartford Chamber of Commerce and also serves as chairman of the industry committee on retail promotion.

He is a member of the Rainbow Division Veterans and the American Legion.

Preview Piped to Hospital

● MIAMI, FLA.—E. D. Clark, state manager of the H. J. Heinz Company, was confined in a Miami hospital but it didn’t stop him from hearing a private audition of “Information, Please,” the famed show on the coast-to-coast NBC network for Heinz. WIOD engineers piped the broadcast to Clark’s bedside. A private wire carried the program from the studios of WIOD to the hospital.



Eddie Cantor, Ray Buffum and Bob Pierson meet at war worker show. Pierson represents the famous Henry J. Kaiser shipyards.

(Story below)

Top-Notch Air Names Add Zest to War Worker Show

● SAN FRANCISCO.—Bing Crosby, Eddie Cantor, Gertrude Niesen, Dr. Margaret Chung, and Peter B. Kyne—all giving their time free of charge—have appeared on the new KPO Friday-night program, “Ships Ahoy.” Sponsored by Henry J. Kaiser’s Richmond Shipyard and written by Program Manager Ray Buffum, the program consists of a series of serio-comic episodes laid in the home of Dad Shipways and his welding family.

Framed in the comedy and music is an appeal for more men and women to build ships, and better housing for war workers.

Tony Freeman directs the orchestra, supplying the jam sessions in which the Shipways engage when not welding or riveting. Jack Kirkwood, Mary Milford, Barbara Lee, Armand Girard and Archie Presby play the principal roles.

Cantor, long-time friend of Buffum’s, darted into the studio just before the show went on the air, and then helped the whole cast relax by clowning and dancing silently to the opening song.

Miss Niesen, with Sid Grauman’s “Highlites of 1943” then playing at the Alcazar Theatre, appeared two weeks in succession as “guest” of the Shipways.

On February 19, Crosby hurried to Radio City for a quick appearance on the show. Up in the Bay City for the Gershwin festival at the Civic Auditorium the following night, the crooner managed to crowd into his busy schedule a concert for the boys at Oak Knoll and Mare Island hospitals, the “Ships Ahoy” visit and a golfing exhibition.

"Get Acquainted" Tours For New N. Y. Employees

(Written by a new NBC employee who made the first tour)

● NEW YORK.—A program to acquaint new employees with inter-department operations, has been launched by NBC's personnel department.

Tours for new workers are conducted each Monday by personnel department guides who explain to the newcomers the contribution which each department makes to NBC's over-all activities. "Old-timers" are invited to join and reacquaint themselves with the network's expanding facilities.

Employees see almost everything "back-stage," from the unvarnished carpenter's workshop to the luxuriously furnished board of directors' room. They learn how the vast amount of stenographic work is centralized, how network traffic is expedited, how program scripts are filed and how program recordings are made.

They visit studios to witness preparations for rehearsals. They enter the sales, research, promotion, press and executive offices.

The new ladies' lounge and lunch room is pointed out and guides explain that this section is the result of an idea suggested by an employee who won a 25-dollar War Bond for offering it.

Brief stops are made at the elaborate PBX room where 24-hour service is maintained, and at the splendidly-equipped first aid room attended by three nurses and a physician.

The busy news room and special events department with their teletypes and glass-encased broadcasting chambers are explored, and NBC's war reporters and commentators pointed out.

The tour includes visits to the program and guest relations departments, the information bureau and public service office. The trip is concluded after stops at the legal and treasurer's departments.

To this new employee, the tour revealed in one hour just a glimpse of the fact and fantasy of radio which it took NBC many years to create and develop. He saw before him a kaleidoscopic picture of the work in which he is to participate, a montage of new tools and machines, new words, new ideas and new ideals.

MODERN STUDIOS OPENED BY WPTF



Left: The new auditorium studio. Above: Manager Richard H. Mason. Upper photos show the master control room's RCA custom-built console, and the client's audition room overlooking the auditorium studio.

● RALEIGH, N. C.—A new radio show-place has been opened in Raleigh. The dedication of WPTF's new studios was marked by very little ceremony, Manager Richard H. Mason believing fanfare inappropriate during wartime.

WPTF's move to modern quarters follows by a little more than a year the installation of its new 50,000-watt Westinghouse transmitter. This gives the NBC outlet, which operates on 680 kilocycles, complete modernization and places it among the South's finest broadcasting stations.

The studios are located in the recently-erected 16-story Durham Life Insurance Company building, parent organization of WPTF. Situated in the heart of the business district and having fluorescent lighting and air-conditioning throughout, the studios are on the mezzanine floor with the business offices and program depart-

ment quartered on the second story.

Highlights of the greatly enlarged quarters of WPTF include an auditorium studio and three smaller studios, clients' audition room, artists' and announcers' lounge, visitors' lounge and music library.

The auditorium studio is the show-place of the station. Seating more than 100, it has a stage, a concert grand piano and an organ.

Two other studios of about equal size house baby grand pianos and are used for speakers as well as small instrumental groups. A fourth studio contains custom-built turntables.

A centrally-located master control room faces each of the four studios. Separate control panels for each studio are placed on a semi-circular console desk. This console and all control room equipment were custom-built by RCA.

Chicago Studio Engineer Has Listened To 10,000 Daytime Serial Episodes

● CHICAGO. — It's not the little housewife, but a rugged, pipe-smoking male—Charlie Butler—who is most entitled to the appellation, "Most Constant Listener," when it comes to daytime dramatic serials.

Butler, NBC Chicago studio engineer, has been sitting in on dramatic broadcasts for more than 14 years, and in that time he has heard about 10,000 of the episodes that daily affect the lives of millions of listeners throughout the nation.

After all that listening, you could expect him to be blase about radio drama, but he still gets a "lift" from a tense script that's well played.

Now one of NBC's veteran studio engineers, Charles M. Butler went to sea as a radio operator at the age of 17. Among his exciting adventures, including a fire aboard a ship loaded with dynamite, Charlie recalls the time he was asked to take over the wheel house on the night watch. Somehow he thought a pilot guided the ship by turning the wheel to follow the compass indicator.

His error was discovered just before

they struck another ship. But it wasn't distaste for salt water that prompted Charlie to abandon ship and turn to studio broadcasting.

In 1928, Charlie heard radio studios wanted engineers who also knew music, and since he knew both fader knobs and cornet buttons, he was hired by NBC to handle the Walter Damrosch music hour, the Rudy Vallee program and other musicals.

A year later the movie industry needed sound technicians and Charlie went to Hollywood, but soon radio called again and he returned to NBC Chicago to twist the dials for "Clara, Lu 'n' Em," "Right to Happiness," "Road of Life," "Vic and Sade" and other daytime serials of long standing.

Since 1928, he has seen many radio stars rise to national prominence. He "rode gain" on the early and rising efforts of Don Ameche, Gail Page, Edgar Bergen, Fibber McGee and Molly, and Tyrone Power.

Butler was born in Boston, August 7, 1904, and was educated at Hyde Park, Massachusetts, High School. He met his wife, Gertrude Williams, in 1932, when she was acting in some of the shows he handled, and the Butlers now have two children, a boy and a girl.

"Share-a-Fee" Plan Goes Into Effect in Chicago

● CHICAGO. — The recent agreement signed by NBC Chicago staff announcers whereby a substitute for a colleague in the armed forces returns 40 per cent of the commercial fee to the serviceman's family, or his assignee, was put into operation for the first time recently when Norman Barry and Dave Garroway reported for active service with the Navy.

Barry, commissioned a lieutenant (j.g.), has gone to Dartmouth University, and Garroway, an ensign, to Harvard University for their indoctrination periods.

Dick Noble, Don Elder and Louis Roen have taken over the commercial assignments of their two colleagues on WMAQ programs.

Service Plaque Erected At Radio City Studios

● NEW YORK. — As this issue of the Transmitter went to press, 494 employees of the National Broadcasting Company, both men and women, were in the armed services of the United States.

A plaque, in tribute to those who left to serve their country, was recently erected on the main floor of Radio City in New York. Names of those serving Uncle Sam have been lettered into the memorial.

NBC headquarters in New York contributed the greatest number of employees to the fighting forces—338. Next comes Chicago with 57, then Hollywood with 38, Washington with 20, Denver with 17, San Francisco with 14, and Cleveland with 10.

In the near future the names of men and women in the armed services from NBC offices in other cities will be inscribed on the plaque along with those from New York. Tablets bearing their names have already been erected in their respective offices.

One former NBC employee has lost his life in the service of his country since the war started. He is Lieutenant Aaron T. Williams, who died while in training at Kelley Field, Texas.

Barron Chandler, NBC page boy in the guest relations department, was reported missing in action by the United States Navy after the surrender of Bataan. A subsequent Government communication to his parents revealed that he is being held prisoner by the Japanese.

One of the names listed on the plaque is that of Lieutenant William F. McClintock, former NBC page boy, who is with Brigadier-General Jimmy Doolittle's air force in North Africa. McClintock, a graduate of Cornell University, recently took part in the bombing of retreating Axis forces, and narrowly missed death or serious injury when flak pierced the nose of his plane, showering him with splinters. An account of this action appeared in New York newspapers.

The plaque at Radio City, designed by Harry Davis, is about six feet tall and five feet wide. In keeping with the Government's request to conserve metal, a plastic was used as the basic material in construction.

A service flag was dedicated at Radio City several months ago.



CHARLES M. BUTLER



Radio City's service plaque



Dr. Frank Black in action. The NBC general music director is one of many network executives cooperating with the current courses to train employees for varied program tasks.

RADIO AIDS SEARCH FOR PATRIOTIC SONG

● NEW YORK.—Judges of the patriotic song contest being sponsored jointly by NBC and the National Federation of Music Clubs recently met to look over the first entries. Left to right in the photograph below are: Samuel Chotzinoff, manager, NBC music division; Ernest LaPrade, NBC musical research director; Mrs. Guy Patterson Gannett, president of the National Federation of Music Clubs; Leopold Stokowski, conductor of the NBC Symphony Orchestra, and Major Howard Bronson, music officer, special service division of the War Department. Lawrence Tibbett, one of the judges, was unable to be present.

Convinced that the right song appearing at this time would be a definite contribution to the war effort, the sponsors have thrown open the competition to any resident of the United States. Compositions, of two to three minutes performing time, should be mailed to Miss Rhea Silberta, 200 West 57th Street, New York City, under a nom de plume, accompanied by a sealed envelope containing name, address and brief biography of composer.

The winning work will receive a world premiere over the NBC network during National Music Week, May 2 to 8, and be published on a royalty basis by the Mills Music Company.



Music notables to judge patriotic song contest. (Story above)

Dr. Black Gives NBC Class Pointers on Radio Drama

● NEW YORK. — Speaking at a general session of the NBC employee classes, Dr. Frank Black, NBC general music director, traced the development of radio music from the days when a few sporadic records were played as accompaniment to radio drama to the present era of symphonic orchestral backgrounds.

Using a small symphony orchestra to illustrate his comments, Dr. Black told the students how a composer or conductor works from the time he gets a script to the time a program goes on the air. And the task is an intricate one indeed!

Frequently a script is not ready until a day or two before broadcast time, and the composer has to write and rehearse the music in that time. Dr. Black himself writes the full score with all the orchestral parts at the first sitting. He usually works in his office on the ninth floor of Radio City, writing scores between his many executive chores.

After a score is completed and the cast has had its dramatic rehearsals, it is necessary to dovetail the music and drama. In Dr. Black's case, he conducts most of the shows for which he composes the music.

Dr. Black illustrated the various kinds of cue music from his own compositions for Arch Oboler's "Johnny Quinn, U.S.N." and Edna St. Vincent Millay's "The Murder of Lidice."

Wynn Wright, Eastern program manager of NBC, who directed the first performance of Miss Millay's epic dramatic poem, paid high praise to Dr. Black as a composer and practical radio artist.

The making of symphonic programs and problems of programming were also discussed by Dr. Black, who insisted that you can't please all the people even some of the time, no less all the time. In the many classical music programs on the air, attempts are made to reach the widest audiences and please as many tastes as possible, he said, but that is only a goal to be aimed at, not an actuality.

He also pointed out the necessity for giving air time to compositions by young American composers. Radio is the only place they can really get a proper hearing, he pointed out, and it is the duty of air conductors to keep that in mind, since many great compositions have been brought to light by broadcasting.

WTIC Sportscaster Gets 71 Red Cross Blood Donors

● HARTFORD, CONN. — Bob Steele, WTIC sports commentator whose program "Strictly Sports" is beginning its fifth year at the Hartford 50,000-watter, recently announced that he was going to the Red Cross Blood Bank to make his usual once-every-two-months donation for soldiers and sailors.

Steele asked if any of his listeners would care to accompany him. He specified that they be "first timers." He figured those who had given blood before would give again without his urging them.

Three days later he had received by mail and telephone the names of 74 fans — 51 men and 23 women. Some were boxers (one the former featherweight champion of the world, Louis "Kid" Kaplan), some were baseball umpires, promoters, referees, bowlers, one a jockey. Of the 74 who agreed to be on hand at the appointed time, 71 showed up and each gave a pint of blood. One, who suffered a broken foot the day after he sent in his name, showed up on crutches, and was assisted to the "operating" table by his chauffeur. According to Bob Steele, "you can't find a sports fan who isn't a regular fella." And the response proved it!

Novel Radio-Movie Tie-in Boosts Worcester Station

● WORCESTER, MASS. — News-minded movie fans in Worcester can see their favorite celluloid stars and still hear the latest news as the result of a new venture on the part of WTAG. The station is presenting three minutes of news twice daily from the stages of Loew's Poli and Plymouth, Worcester's two largest theaters.

Latest reports, compiled by the WTAG news staff, are rushed to the theaters for delivery before matinee and evening audiences just prior to the newsreels. The theaters furnish appropriate stage settings with spotlights on the announcer and background displays publicizing WTAG and its regular newscasts. The movie houses, which have a combined weekly turnover of approximately 60,000 persons, are calling attention of their patrons to the new WTAG service in newspaper ads and lobby displays. The idea clicks well with moviegoers who are thus kept up-to-the-minute in world events.



"GOOD SPORTS"—Sportscaster Bob Steele (lower right) and a few of the group of 71 sports fans who contributed their blood at the Hartford Red Cross Blood Bank following Steele's radio appeal for donors. (Story at left)

WSYR Arranges Big Show For Young Bond Salesmen

● SYRACUSE, N. Y.—In one of the most unusual wartime promotions Syracuse has seen, WSYR played host to the 4,000 top kid salesmen of the War Bond and Stamp campaign in Syracuse schools. It happened on January 30 and it packed Syracuse's biggest auditorium for two shows, afternoon and evening.

The boy and girl audience was gathered by invitation only and the show was "The Pine Camp Follies," which brought some topflight soldier entertainers to Syracuse for the "command performance." The group included Private Johnny Ryan, once Ben Bernie's soloist; Private John McFadden, former arranger for WBEN; Private Peanuts Hucko, composer and famous saxophonist, and many others.

Colonel Harry C. Wilder, WSYR president, and Fred R. Ripley, vice-president, arranged the show with the cooperation of Colonel W. E. Barott and Lieutenant-Colonel L. R. Delmonico, of Pine Camp. The station played host for the whole affair, entertaining the soldier show for the week-end and transporting the men from Pine Camp to Syracuse.

RED CROSS PLEA

(Continued from page 7)

Richmond, Cincinnati and Cleveland. She was accompanied to the last two cities by Annabelle Petersen, assistant to the director of the Red Cross Nursing Service.

● KOA (Denver) has been doing an outstanding job of promotion in the Red Cross project with gratifying results in Denver and 45 other Colorado newspapers. KOA has made the 15-minute transcriptions of "March of Mercy" into half-hour shows in some instances by putting on several speakers of considerable local prominence.

● WOWO-WGL (Fort Wayne, Indiana) made 40 pre-announcements in promoting the series and instituted a two-week store window display.

● Many physicians' wives are taking the lead in signing up as nurse's aides in the WDAF (Kansas City) area.

● The Intermountain Broadcasting Corporation in Salt Lake City and station WMBG in Richmond, Virginia, are among others who have found department store window displays effective.

New Guest Relations Head Tackles Manpower Problem

● NEW YORK.—In his nine years with NBC, Paul Rittenhouse, successor to W. G. Martin as manager of the guest relations department, has filled a number of assignments all leading directly to his present position.

Beginning as a page, he has been, successively, guide, assistant floor operations supervisor, supervisor of tour operations, assistant manager in charge of tour promotion, executive assistant manager and now manager.

Well aware that his biggest problem is one of manpower, Rittenhouse reports a general stabilization of the staff has been accomplished through the employment of women, who make up almost 25 per cent of the department's personnel.



PAUL RITTENHOUSE

As men have been called to the armed forces from the guest relations staff, their places have been filled with women whenever the nature of the assignments permitted. Plans are being made for the creation of pagettes and guidettes if conditions require the move, but officials doubt that a complete conversion from male to female employees in this department will be necessary or advisable. However, NBC's success in installing women as receptionists and in certain duties connected with studio tours is likely to lead to further replacements in these specialized assignments.

"As far as it is humanly possible," Rittenhouse aims to make the services of his department letter perfect. These services are of two types: (1) exterior: involving complete reception of the general public — members of the armed forces, people who write in, studio audiences (numbering more than 1,000,000 last year), tourists (several hundred thousand each year); and (2) interior: acting as liaison between agencies, clients, and the sales department as far as studio operations are concerned.

Not yet 30, Rittenhouse is a tennis, riding and bowling fan and brings a wealth of enthusiasm to his new duties.

STAFF OPERATIONS GROUP STARTED BY NBC IN CHICAGO



● CHICAGO.—Organization of a staff operations committee in the NBC Central Division has been announced by Harry C. Kopf, NBC's divisional vice president and general manager.

Comprised of men who are directly in charge of operations in each of the network's departments, the group will seek to produce more closely coordinated action by the Chicago staff as a whole and the better integration of network procedure.

The group, left to right, includes: (seated) Miss Lois Aeppli, secretary; Gilbert McClelland, assistant manager, sales

promotion; T. E. Schreyer, technical operations supervisor, engineering; William Weddell, network sales (chairman); Eric Danielson, program traffic supervisor; Leonard Anderson, assistant office manager. Standing: William Murphy, continuity editor; John Keys, news editor, press; E. A. Stockmar, sales traffic manager; Thomas Horan, sound effects supervisor; William Kephart, supervisor of announcers, and Charles Urquhart, production manager. Another member, Phil Steitz, local sales, was not present when picture was taken.

EDUCATION RIDES WAVES

(Continued from page 3)

deep appreciation of the board of superintendents, for their cooperation in launching this significant program. Superintendent Wade (John E. Wade, Superintendent of Schools) has asked me to say to you and to our teachers that we shall watch with interest the developments which shall take place here, and we hope that this experience will result in a wider use of radio as a medium of teaching and learning."

Educators are a potent factor in every community. Improved relations with them will result in increased station prestige. Affiliates may obtain outlines of strong promotional campaigns by writing to Mr. Fisher at Radio City.

Disks Made Abroad Bring Army Voices Back Home

● LONDON.—Louis Asrael, war correspondent of the Baltimore News-Post, recently called at the London NBC offices to ask Manager Stanley P. Richardson for help in arranging facilities to make two recordings each week with Maryland troops stationed in Britain. The recordings, he said, were to be for the exclusive use of NBC-affiliate WBAL, Baltimore.

Richardson lost no time introducing Asrael to BBC folk, who, in their characteristically generous and cooperative fashion, put their facilities and materials at the Baltimore journalist's disposal without any cost to him. The first recordings were scheduled to be made in February.

MUSIC FOR AMERICA'S FIGHTING MEN

KOA Launches Elaborate Facilities For Entertaining Soldiers Visiting Denver

● DENVER, COL.—KOA, famous Rocky Mountain NBC outlet, presented a special one-hour broadcast on February 19 to launch the opening of the KOA Music Center for Enlisted Men.

The program was the first in a series and featured the 40-piece military band from Fort Logan and a 40-voice choir. Participating were John C. Vivian, Governor of Colorado; Major-General John F. Curry, commander of the 4th District Air Corps; Mayor Benjamin F. Stapleton of Denver, and commanding officers of Army posts in the Denver area.

Lawrence Martin, managing editor of The Denver Post, appeared on the program and presented the regular newscast of the paper as part of the entertainment. Miss Helen Bonfils, majority owner of the paper and dramatic actress, enacted the role of Martha Washington, in a playlet especially written for the broadcast.

The Music Center for Enlisted Men was designed for service men stationed in and near Denver who appreciate good music. In addition KOA has made available studios for the men where they can hear music from the record library, as well as broadcasts of symphonic and operatic programs.

The station management, taking into consideration the number of fine artists stationed at the numerous camps, has made arrangements with a music company to supply instruments for practice.

Another activity of the music center is a soldiers' chorus. The group meets several times weekly under the direction of John C. Kendel, director of music in Denver schools.

The dedicatory program included a concert by the Baccaloni Opera Group.



Mrs. John C. Vivian, wife of the Governor of Colorado, and an accomplished musician, played for the soldiers' chorus at rehearsal before the program went on the air.



Lawrence Martin, managing editor of The Denver Post, is shown delivering his newscast on the program which opened the KOA Music Center for Enlisted Men.



Miss Helen Bonfils, majority owner of The Denver Post, played the lead in a special dramatic skit, "Martha Washington," for the opening program.



Lending a classical touch to the proceedings was Salvatore Baccaloni, opera star, who sang several famous arias at the opening of the soldiers' music center.



Major General John F. Curry, commander of the 4th District Air Corps, is listening to Governor John C. Vivian, of Colorado, as he tells of the KOA services.



Brigadier General Omar H. Quade (standing), commanding officer of Fitzsimmons Hospital, was among the Army dignitaries present at the inauguration of the soldiers' music center.

NBC TRANSMITTER



Lieutenant Florence M. Bangert, recruiting officer, is shown in front of Nashville's Parthenon swearing-in 47 new WAACS. NBC-affiliate WSM broadcast the colorful proceedings.

MAY 1943

IN THIS ISSUE:

MICROPHONES IN UNIFORM • BACH WORKS REDISCOVERED

NBC TRANSMITTER

VOL. 8 MAY 1943 No. 11

Published Monthly by the
National Broadcasting Company
RCA Building, Radio City, New York

UNITED FOR VICTORY

● As this issue of *The Transmitter* was in editorial preparation, there was no thought of making it a special "victory" or "patriotic" number. However, as item after item was set in type, and as the pages were laid out, the issue automatically took on the semblance of a special wartime number.

Boosting bond sales, getting Red Cross blood donors, promoting victory gardens, aiding recruiting, and broadcasting first-hand war news and war-worker programs are among the many patriotic activities covered.

Broadcasting, in its workaday role, constantly lends increased assistance to the United Nations' wartime objectives without seeking any credit. Sponsored and sustaining series alike have long given more stress to patriotic goals than to commercial gains.

It's not in programming alone that broadcasting is performing its wartime task; the industry's workers throughout the land have taken up the fight against the enemy in direct personal ways.

The number of network and station employees in the fighting forces has reached a huge figure. In fact, so many employees of NBC and its affiliates have entered the Army, Navy, Marines and Coast Guard that *The Transmitter* had to avoid complete listings and feature coverage because space limitations wouldn't permit publication of the honor roll.

And broadcasting's workers on the home front, not only contribute toward the victory effort by keeping the wheels of their essential industry in motion, but they are active in civilian defense, too.

All these contributions of the industry—and its workers—are given without thought of any reward other than a victory at the earliest possible time—a goal well worth the voluntary "all-out" effort.

SECOND WAR LOAN DRIVE DAY AT RADIO CITY



Comedian Garry Moore and Songstress Marie Green (at right) take War Bond orders after their WEAFF appeals. Girls of the NBC New York staff helped out on the telephones.



Mary Margaret McBride, women's commentator, and Lauritz Melchior, Metropolitan Opera tenor, also do their bit for the Second War Loan at Radio City on April 12.



Above: Helen Hayes follows up her mike appeal by taking pledges from listeners. Left: Lucy Monroe opening the WEAFF campaign with "The Star Spangled Banner."

MICROPHONES IN UNIFORM

"Army Hour" Won a Huge Audience Through First Year's Remarkable Achievements

● NEW YORK.—Last month, the United States Army quietly marked the first anniversary of an unprecedented military operation, "The Army Hour." It was scarcely mentioned on the anniversary program itself, because the Army believes in working without fanfare. But if "The Army Hour" anniversary was without ballyhoo, the achievements of the year of broadcasting fairly shout for attention.

On April 5, 1942, Secretary of War Henry L. Stimson opened the series on NBC by proclaiming it "Not a radio program, but a military operation." Then followed a succession of broadcasts designed to "provide a link between the fighting front; to interpret Army activities of general interest through the medium of radio to the American people." To see whether that goal was achieved, look at the record.

"The Army Hour" sent NBC microphones afield close to 300 times. Approximately 25 per cent of these remote pickups originated abroad in 16 foreign countries. Seventy-five per cent originated in this country in 32 states and the District of Columbia. Some 200 prominent speakers were heard, among them scores of high-ranking officers, leaders of the Allies, and prominent civilians and statesmen. Better than 40 weapons were demonstrated to NBC listeners, and 35 different branches of the Army were explained to the lay audience. A recent survey indicated that "The Army Hour" reaches more than 3,000,000 families each Sunday.

Those are the impressive but cold statistics. Behind them is a dramatic story—a story of an Army scattered across the globe, and brought, by means of NBC's world-wide facilities, into the homes of the nation; a story of Army officials and NBC experts working in close coordination to span the world each week; a story of broadcasts from London, Chungking, Cairo, Melbourne and countless other points; a story of precision broadcasting with an echelon of planes in flight in Texas, demolition tactics in North Carolina, and war workers on the job in a New England factory. This, then, is "The Army Hour."

Each remote broadcast in this country requires a production director, an an-



● Niles Trammell, NBC president, presents a silver plaque to Major-General Alexander D. Surles, director of the bureau of public relations of the War Department, on behalf of *The New York World-Telegram, Radio Daily and Motion Picture Daily*. The publications conducted polls of radio editors throughout the country to determine the best Government program, and "The Army Hour" was awarded the honors in each of the three polls. The presentation took place in Washington, Army Day, April 6.

nouncer, an engineer, remote equipment, a field telephone direct to Radio City, and at least one microphone. Overseas pickups require the same paraphernalia plus advance arrangements to clear short-wave channels, exchange eues and clear material with international censors. Teletype messages, long-distance phone calls, radiograms and short-wave conversations go into the making of the hour-long program each week. When it goes on the air, everything is in its proper place, and each portion of the world-wide program is properly timed.

Credit for the overseas arrangements goes to NBC's assistant director of news and special events, Lathrop Mack, who spends more time talking to other conti-

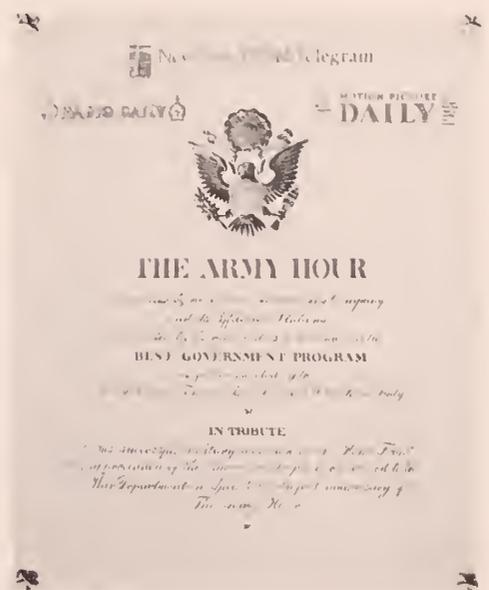
nents than you spend on your local telephone. For the domestic broadcasts, Mack makes the technical arrangements and Wyllis Cooper, civilian writer-producer for the War Department, sees that troops, tanks, jeeps, or artillery are at the right places at the right time, and that scripts are written and distributed to those who need them.

In the course of the year "The Army Hour" brought these luminaries to NBC microphones, to cite just a few: Secretary of Agriculture Claude R. Wickard, Supreme Court Justice Frank Murphy, Captain Eddie Rickenbacker, Irving Berlin, and Madame and Generalissimo Chiang Kai-shck. In addition some 60 generals and 50 colonels took part in "The Army Hour."

That is "The Army Hour." It goes on doing its important work quietly, and intends doing it that way until the day of victory. But radio folk insist on taking a moment to doff their hat to the nation's outstanding war program.

On April 6, Niles Trammell, president of NBC, presented a plaque to Major-General Alexander D. Surles, director of the bureau of public relations of the War Department, as a tribute to "this successful military operation on the home front."

American broadcasting thus concluded its first year of war.



This solid silver plaque is mounted on a handsome walnut base. The lettering is engraved; the Army shield is in relief.



Mert Emmert, WEAF farm director, is shown above (with microphone) supervising the breaking of the first ground for the victory plots at the Charles M. Schwab estate.

● NEW YORK.—Station WEAF in cooperation with the Civilian Defense Volunteer Organization is sponsoring a series of official Victory Gardens on the lawns of the fabulous Charles M. Schwab Estate on New York's Riverside Drive overlooking the Hudson River.

Each Saturday afternoon, a 15-minute program is presented at the gardens. The broadcasts are conducted by Mert Emmert, WEAF farm director. The latest official news for victory gardeners is given during the program, along with advice by experts and interviews with the gardeners.

WEAF was designated by the CDVO to sponsor the official gardens—the only ones in New York City—and it was through the CDVO and the office of Mayor LaGuardia that permission was given by the Chase National Bank for the gardens to be planted on the Schwab lawns.

The Schwab estate, one of the show places of New York, has been vacant except for caretakers since the death of Mrs. Schwab several years ago. The great stone mansion, with one of the largest pipe organs in the United States built into the great hall, is a replica of a French chateau. Built by the late steel magnate, the lawns were kept carefully through the years. One of the landmarks is a full sized statue of a steel puddler which Schwab had erected to remind passers-by that he had made his

own start in industry as a steel puddler.

Three of the garden plots are being used by "average" New Yorkers chosen by the CDVO and the Mayor's office. One family of five is cultivating a 20 by 40 plot. There are two other plots 10 by 20, one planted by a middle aged couple and the other by a 13-year-old high school boy.

Sherman D. Gregory, general manager of WEAF, became so interested that he took a 10 by 20 plot, as has Tony Provost, assistant manager, and Shirley Woodell, program promotion chief. Corrine Pearson of the training staff will also do some farming at the Schwab place.

William Ashe, secretary of the National Association of Gardeners, who is acting as advisor to the victory gardeners at the Schwab estate, is also farming one of the plots. Ashe and Emmert both supervise the gardening.

The New York victory gardens come under the supervision of Cornell University and the State Agricultural Institute of Farmingdale, Long Island. During the season, experts from these schools, as well as others from Rutgers University, will appear on the programs to give listeners advice about their gardens.

During the Saturday broadcasts the gardeners at the Schwab estate will be questioned by Emmert and Ashe so that

Camp Pickett Shows Thanks For Record Library Gifts

● CAMP PICKETT, VA.—Soldiers at this camp recently staged an "NBC Night" in tribute to the generosity of Radio City announcers. It was the service men's way of showing appreciation for a library of classical transcriptions purchased from funds subscribed by mikemen of the NBC and Blue networks.

The library idea originated several weeks ago when Bob Waldrop, former NBC and Blue announcer and now a technical sergeant at Camp Pickett, asked Ben Grauer for a special transcription. Instead of limiting his response to the single record, Grauer passed the hat among his Radio City associates and from the sizable sum realized, supplied Waldrop with an imposing list of classical recordings.

Soldiers who cared little for serious music before entering the camp now find it difficult to get enough of the better classics.

From the library thus acquired, Waldrop schedules weekly concerts which are proving one of the most popular entertainment features at the camp.

Waldrop also is emceeing a local Saturday night show at Camp Pickett which has proved so successful that the Government has given permission for a bakery in a nearby city to sponsor the program direct from the camp's recreation auditorium. All of these extra-curricular duties assumed by Waldrop are carried out in his spare evening hours.

other gardeners may profit by their experience.

The broadcasts are open to the public and have been very well attended. There is a big flag pole on the lawn and from it flies the American Flag, the emblem of the CDVO and a WEAF banner. Two large signs on the wrought iron fences inform the public that the official victory gardens of the CDVO and WEAF are located on the premises.

Permanent lines have been set up between NBC and the Schwab mansion for the weekly broadcasts. In case of inclement weather the programs will be held in the mansion itself. During the season each borough of New York will have a day at the official gardens to tell the listeners the progress being made by victory gardeners in their sections of New York.

Bach Concertos, Rescued From Junk Pile, Presented Impressively by CBC

● TORONTO, ONT.—The Canadian Broadcasting Corporation has just concluded a memorable and historic series of concerts, presenting for the first time on the air, seven “lost” Harpsichord Concertos of Carl Philip Emanuel Bach, which were miraculously rescued from a junk heap.

The series was significant not only for the fine music played, but also for the thrilling and exciting story behind the discovery of the lost manuscripts. In bringing to its audience the works of the great Eighteenth Century master, CBC took pride in making amends for the neglect which has been the lot of these compositions for over 200 years.

Wanda Landowska, world famous harpsichordist and pianist, was guest soloist under the baton of Adolph Koldofsky, and a souvenir booklet was issued giving the details of the concerts and the background of the music.

The story of the rediscovery of the manuscripts defies all imagination. How they arrived in Canada is still unknown: but they were sent to a Salvation Army depot as part of a collection of household articles which resulted from an attic cleaning. An English woman, Mrs. Brown, received them at the Salvation Army, and because she liked music, although she could not play herself, took the bundle of old music sheets around to book dealers. After much trudging, one finally took

them on consignment, and had them on his shelves for three years before they were secured in a trade by a musician-collector.

Believing that he had in his possession valuable original manuscripts of works by Carl Philip Emanuel Bach—the second son of Johann Sebastian Bach—the collector wrote to music authorities in England, but never received an answer.

When the music was in the collector's possession for almost 20 years, Adolph Koldofsky, young English-born violinist, heard of the scores, and finally purchased them. He, too, found difficulty in trying to interest musicians and manuscript experts in them. He spent two years doing research on their authenticity and preparing them for presentation before they were performed on CBC.

In New York, Koldofsky found a rare copy of the Bach year book, which reproduced the original catalogue of Carl Philip's works issued after his death by his widow. The seven originals of this catalogue are all in occupied Europe, and it would have been impossible for Koldofsky to proceed with his research if he had not found the reproduction in New York. Wanda Landowska, recognized as one of the greatest musicological authorities on Eighteenth Century compositions, studied the scores, and vouched for their authenticity.

In bringing them to the air, CBC was



ADOLPH KOLDOFSKY

concerned with every meticulous detail of their authentic presentation in the original form intended by the composer. Adolph Koldofsky, who had done such extensive research, was assigned to conduct, and Wanda Landowska was invited as solo harpsichordist.

The harpsichord used by Miss Landowska follows the design of the instrument used in the middle Eighteenth Century, when it reached its highest development. It has two keyboards, with two separate sets of strings, and a number of pedals which can vary the register. This gives the harpsichord its tonal variation and rich timbre.

The Harpsichord Concertos were composed by Bach between 1739 and 1754, when he was court musician to Frederick the Great. His work was greatly appreciated by leading composers, and forms a link between the polyphonic heights of Johann Sebastian Bach and the homophonic masterpieces of Haydn, Mozart and Beethoven.

Acknowledging his debt to him, Haydn
(Continued on page 13)

NEWSMEN FACE WSM MICROPHONE TO DISCUSS FOREIGN AFFAIRS



● NASHVILLE, TENN.—The above group of distinguished newsmen participated in a recent WSM symposium on foreign affairs. Seated from left to right are H. R. Knickerbocker, noted foreign

correspondent of The Chicago Sun; Clifton Utley, Midwest radio commentator; Ernest Von Hartz, cable editor of The Chicago Sun; Turner Catledge, editor of The Chicago Sun; Marshall Field, founder

of The Chicago Sun; and Coleman Harwell, editor of The Nashville Tennessean. The newsmen were guests of Silliman Evans, publisher of The Chicago Sun and The Nashville Tennessean.

Summer Institute Achieves Jobs for All '42 Graduates

● CHICAGO.—With an expanded curriculum and teaching staff, the second annual NBC-Northwestern University Summer Radio Institute will be held here from June 21 through July 31, it was announced by Harry C. Kopf, NBC vice-president and manager of the central division.

Albert Crews, director of the institute and chairman of the radio department of the School of Speech at Northwestern, said that the general pattern will be the same as for last year's successful venture. The 100 students who attended the 1942 school came from 18 states and Canada. Following completion of the course, all of them were offered radio jobs with the demand from the industry being far greater than the supply.

Last year's institute set a precedent in radio education by blending the facilities of a leading university with those of a great network to give students intensive training in both the theory and practice of the broadcasting arts.

Carrying full university credit, the number of courses offered this year has been increased from five to eight with a proportionate increase in the faculty. Six of the instructors are regular NBC staff members and two are from the Northwestern University staff. In addition to the regular courses, six executives in the industry will deliver a series of lectures. Discussion groups will meet on the university campus while laboratory work will be conducted in the NBC Chicago studios in the Merchandise Mart.

Aside from the long range goal of training young people for radio careers, the 1943 institute has assumed the added responsibility of preparing women to fill the vacancies created in numerous stations as a result of the Government's draft of manpower for the armed services and defense industries.

The expanded curriculum will include courses in public service, announcing, acting, continuity and dramatic writing, directing and control room techniques. Enrollment has been extended to 135 students with standards for admission being even higher than a year ago. Successful applicants must show qualifications equivalent to those required for general admission to the university as well as demonstrate their ability to profit best



TEACHERS' MEETING—Members of the faculty of the U.C.L.A.-NBC Radio Institute, to be held this summer on the Pacific Coast, meet in Hollywood with Judith Waller, director of public service, NBC central division, who was in charge of the institute at Northwestern University last year. Left to right: Buddy Twiss, chief announcer; Ned Tollinger, production manager; Miss Waller; Jennings Pierce, western division public service director, and Arnold Marquis, writer-director. Missing from the meeting was Earl Ebi, who will teach radio acting in the extensive broadcasting course.

from the courses offered by the institute.

Judith Waller, co-director of the institute and public service director of the NBC central division, will teach the course in public service programs. William Kephart, chief of announcers of the NBC central division, and Lois Crews of the School of Speech, Northwestern University, will collaborate in teaching the course in radio announcing.

Arthur Jacobson, former actor in more than 500 radio and screen roles and currently a production director for the NBC central division, will teach a course in radio acting. An advanced course of problems in radio acting will be taught by Martin Magner, also of the central division production staff. Albert Crews will teach both the beginning course in continuity writing and an advanced course in dramatic writing.

Charles C. Urquhart, central division production manager with a background of 16 years in the legitimate theater and radio, will teach directing techniques. And Beverly F. Fredendall, transmission engineer, will teach control room techniques.

"Block Booking" Hits Radio; Neighbor Firms Share Hour

● FORT WAYNE, IND.—Block booking may be old stuff with movie houses, but at WGL it is just hitting its stride.

Two WGL salesmen, Kemper Wilkins and Bill Aldrich, decided they weren't going to be satisfied with just one or two contracts from the 1200 block of South Calhoun Street, one of Fort Wayne's more important business districts; they wanted everything in the block.

After a day's work they had what they wanted—a contract from every firm in the block, selling products ranging from peanuts to pianos—with a tailoring firm, a dry cleaning establishment, and a couple of floral shops in between.

The program which they all bought is an hour-long participating broadcast, consisting of transcribed and recorded music, called the "1200 Club." The firms have decided to band together to keep their names and their location in the minds of the public during wartime.

Role of Women on Home Front Stressed On Timely Milwaukee Radio Programs

● MILWAUKEE, WIS.— Stressing the urgent need for large numbers of women in war industries, six representatives from Milwaukee war firms outlined the present labor requirements before an enthusiastic audience of nearly 400 women at the first War Industry Clinic sponsored by Nancy Grey, WTMJ women's commentator, at the local Radio City recently.

The War Industry Clinic was launched by Nancy Grey at the insistence of her listeners, at the suggestion of the War Manpower Committee of United States Employment Service, and as a part of the all-out war theme which her program, "What's New," has followed since Pearl Harbor.



NANCY GREY

There is little similarity between "What's New" of 1943 and the program format of 1941. In pre-war days this popular WTMJ morning feature presented general information of interest to all women. Folk art and culture were gleaned from recorded and personal interviews with famous personalities and people. Travel and regional interests, too, constituted a large portion of the program, for Nancy Grey has set an enviable record for globe and nation-trotting. She has transported her listeners from the snowy Laurentian Mountains of Canada to the hot desert of Arizona with the aid of her famous portable recorder. "Tyro."

But since December 7, 1941, "What's New" has had a different goal. It has been geared to the women's war effort, and it has lost no listeners in the change. Instead, Milwaukee and Wisconsin housewives now turn to Nancy Grey in increased numbers for good advice on how they can best serve in a world at war.

How has the "What's New" format changed? In many respects it hasn't!

The subjects are much the same. The ever-popular subject of food and its preparation is treated from the standpoint of wartime problems. Nancy Grey now deals

with new approaches to meals and cooking, using what food is available and preparing it attractively. Always interesting to women, interior decorating is currently being discussed from the aspects of color and fabric as a means of lifting home morale. A special wartime home beautifying clinic and tea was recently held at Milwaukee's Radio City.

Nancy Grey's popular recorded interviews with famous authors also follow the modern theme. In the past few months she has featured talks by many authorities on international subjects.

Meanwhile more and more problems confront the woman of the Midwest. How can she find her place in war industry? What accommodations have been made for her children while she is working and how soon will the day nursery system be operating satisfactorily? As these problems arise, Nancy Grey answers them through her clinics and through "What's New," heard daily, except Sunday, over WTMJ.

KPO's 24-Hour Schedule Has Early A.M. Repeats

● SAN FRANCISCO.— KPO's 24-hour service on the air which has been maintained since December 7, 1941, at the request of the Fourth Fighter Command, is bringing shipyard workers and other war industry participants some of NBC's most popular programs in the early morning hours.

Program Manager Bob Seal has built a regular schedule of broadcasts to fill the hours between midnight and 6:00 a.m. Such programs as the "University of Chicago Round Table," "The Army Hour" and the "Catholic Hour," and such commentators as H. V. Kaltenborn, Alex Dreier and Robert St. John are repeated now in the wee hours for those who must sleep in the daytime.

These programs are being transcribed and released on schedule during the "graveyard shift" period six nights a week. During the hours between Sunday midnight and Monday morning the station has its only silent period, essential for maintenance operations.

Sponsor Wins Navy Award For Air Recruiting Drive

● MILWAUKEE, WIS.— Francis H. Casey, advertising director of the Wadham's Division of the Socony Vacuum Oil Company, recently received the Navy Award of Merit and "V" pin, for service rendered to Navy recruiting. Presentation was made by Lieutenant-Commander Gerald C. Ellick, officer in charge of Navy recruiting in Wisconsin, during a WTMJ Russ Winnie "Wadham's Sport Flash" program.

Commander Ellick declared that the award certificate symbolized the Navy's appreciation of Casey's achievements in civilian recruiting and that the "V" lapel pin should be worn as a token of distinguished service to the Navy.

Through Casey's efforts, the "Wadham's Sport Flash" program, as well as the sponsor's many football and basketball broadcasts, on many occasions have been turned over to Navy recruiting talks and features, filling the time ordinarily reserved for commercial announcements. Commander Ellick pointed out that these Wadham's messages, broadcast over WTMJ's facilities, had done much to reach tens of thousands of young men throughout Wisconsin and Upper Michigan and to make the recent Navy drive for 2400 recruits in 60 days a success. These men formed a token crew for the new U.S.S. Wisconsin.



Francis H. Casey receives the Navy Award of Merit and "V" lapel pin from Lieutenant-Commander Gerald C. Ellick. The ceremonies took place at WTMJ. (Story above)



New York teachers meet at Radio City for study courses based on the NBC Inter-American University of the Air programs. Sterling Fisher (left) is shown presenting a handbook to Edward Stasheff, group leader.



Lewis S. Frost, assistant to the vice-president, NBC western division, is caught by the camera as he goes about the serious business of paying the check for a Hollywood dinner tendered to NBC President Niles Trammell.



NBC's Hollywood impressive backgr RE



"Praise the Lord for Plasma's Ammunition" is the theme song of Gene and Glenn, popular WTIC (Hartford, Connecticut) entertainers, shown above recruiting blood donors.



This attractive Richmond, Virginia, window display was arranged by NBC-affiliate WMBG as a tie-in with the Red Cross NBC series "That They Might Live."



The WOW (Omaha, Nebraska) station launched its campaign for employees immediately enrolled the girl who alre



An automobile accident didn't stop WIOD (Miami, Florida) Newscaster Francis P. Malone from his daily broadcasts. Propped up in bed, he carried on from his home each afternoon. Messengers rushed news reports to his home throughout each day.



Commander D. J. Weintraub, commanding officer of the Lakemrst (New Jersey) Naval Air Station, greets Leopold Stokowski, NBC Symphony Orchestra conductor, when the noted ensemble arrived for a special concert at the training base.



Marjorie Lawrence, noted Metropolitan Opera soprano, was a guest in the "Glamour Parade" interviews conducted by Dorothy Cotton (left) over WIOD (Miami, Florida).



Four hero Marines were recent guests of Colonel H. C. Wilder, president of WSYR (Syracuse, New York). Left to right: (rear) Captain Charles A. Rigaud, Colonel Wilder and Captain Leo Case; (front) Captains Alfred Lichtman and William Kaempfer.



...practices what it preaches. When the Red Cross nurse's aides, several station in the class shown above. Lou Dwyer is on her nurse's cap.



WEAF (New York) carries a special Red Cross appeal from a White Plains chapter. Left to right: Mrs. F. Willard Johnson, Mary Elliott Zafft, James E. Bryan and Ethel Barrymore Colt.



When a group of book reviewers participated in a recent "Speaking of Books" broadcast at WGY (Schenectady, New York), the portrait of De Witt Clinton in the background seemed to come to life and "listen in."



NBC Sportscaster Bill Stern (right) and Susan Hayward, screen star, arrive at the U. S. Maritime Training Station, Sheepshead Bay, New York, to present athletic awards. Captain George M. Wauchope, U.S.N.R., greets them.



Preparing for the future, this WTMJ (Milwaukee, Wisconsin) studio features a cat-walk for television equipment. The laughter of the audience is for Johnnie Olson's nightly "Rumpus Room" session.

A Transmitter Bio:

SHAFTO, WIS HEAD, GREW UP WITH BROADCASTING



G. RICHARD SHAFTO

● COLUMBIA, S. C.—G. Richard Shafto, general manager of WIS, is an executive who learned about radio the hard way—from the ground up.

Born Godfrey Richard Shafto on April 22, 1904 in Cliffwood, New Jersey, Dick moved with his parents to Richmond, Virginia when he was 10, and the South has claimed him as its own ever since.

At 16, Dick was a ham operator; at 20, a sea-going wireless operator. Prior to his shipboard operating he attended a radio institute at New Orleans to secure the requisite license. In two years afloat he saw much of the world from the radio shack of tankers, seagoing tugs and passenger vessels. In 1925, he studied advertising at Columbia University, and at the conclusion of his classes worked in the RCA Laboratories.

In 1926, Dick Shafto was working with the Westinghouse Supply Company in Tampa, Florida, delving into the catacombs of Radiola 25's and 28's—the original line of superheterodyne receivers—and seeing that RCA authorized dealers got an adequate supply of radio sets to meet the Florida boom demand. He entered the retail radio field on his own with two retail stores at St. Petersburg from 1927 to 1929. Following the burst of the Florida boom he joined the Graybar Electric Company as radio specialist in charge of the sale of radio equipment in seven South-eastern States.

After selling the Liberty Life Insurance Company of South Carolina transmitting equipment for their newly acquired WIS in Columbia, Dick Shafto was employed as general manager of the station. That was in May, 1932.

Here are the highlights of his career since—noteworthy achievements that have made WIS a leading station of the South-east: Within three months of his appointment as manager, Dick Shafto secured full-time NBC service for WIS; two years later the station studios were completely

modernized; in 1935, WIS switched from 1,010 to 560 kilocycles and had its power increased to 5,000 watts day, 1,000 watts night; two more years and WIS emerged with a streamlined, modernistic front and redecorated and completely air-conditioned studios; in the fall of 1942 WIS completed a new directional antenna and was granted a license for 5,000 watt night-time operation.

For several years following his association with WIS, Dick Shafto also supervised the operation of other transmitters as general manager of the radio station interests of the Liberty Life Insurance Company. These included WNOX of Knoxville, Tennessee, and WTFI, Athens, Georgia, which were sold in 1936; and WCSC, Charleston, South Carolina, until 1938.

His activities are now devoted to WIS, where station personnel has been constantly strengthened and expanded. Twenty-six men and women now comprise the sales, program and engineering staff of WIS.

Soon spotted as a "comer" among station executives, the radio industry is now benefiting from the ability and experience of Dick Shafto. In May, 1942, he took office as NAB Director for the Fourth District. In October, 1942, he was appointed regional radio consultant for the OWL and in December, 1942, he was elected a member of the NBC station planning and advisory committee.

Essentially an idea man—a man with sound, practical ideas on radio engineering, radio sales, radio programming—G. Richard Shafto lives of, by and for radio. And his activities represent a distinct asset to the industry as a whole.

In addition to a very real interest in hunting and fishing, which he has found necessary to curtail during the past year, Dick Shafto is an ardent camera fan and golf enthusiast. He is a member of the board of the local Red Cross chapter.

Archbishop's High Requiem Mass on Air in the West

● ALBUQUERQUE, N. M.—From the colorful and picturesque land immortalized in Willa Cather's "Death Comes for the Archbishop" was heard, recently, what is believed to be the first broadcast of a complete Catholic Pontifical High Requiem Mass for an archbishop in the United States.

The ceremonies, marking the passing of the Most Reverend Rudolph A. Gerken, Seventh Archbishop of Santa Fe, emanated from St. Francis Cathedral in Santa Fe, and were broadcast through the facilities of Station KOB, in Albuquerque, New Mexico.

Attending the Mass were four archbishops, eleven bishops, over 100 priests, Governor John J. Dempsey of New Mexico, the New Mexico State Guard, and a number of Fourth Degree Knights of Columbus in full regalia.

Many other lay dignitaries participated in the unusual and impressive ceremonies.

While a running account of the services was given by Merle Tucker, KOB's assistant manager, Father Pax Schicker, Chancellor of the Suffragan Diocese of Gallup, New Mexico, read portions of the mass in English and lent technical assistance.

The sermon in English, delivered by Bishop Lynch of Dallas, Texas, who had ordained the Most Reverend Gerken as a priest, consecrated him as a bishop, and participated in his consecration as an archbishop, was followed by a sermon in Spanish by Coadjutor Bishop Garriga of Corpus Christi, Texas.

A 50-voice male choir, made up of young men from Old Mexico studying for the priesthood in the Montezuma Seminary at Las Vegas, which was founded by the late archbishop, furnished music for the occasion which set a new precedent for religion in radio.

Five microphones were used in the remote broadcast, controlled at a central point by C. Van Haften, KOB engineer.

SCORES TO SCHOOLS

● CHARLESTON, W. VA.—WGKV has donated classical orchestrations valued at \$1,000 to the music departments of Charleston and Stonewall Jackson High Schools.

WOW Celebrates 20 Years of Public Service; Station Staff Multiplied Tenfold

● OMAHA, NEB.—Radio Station WOW, located in the rich Omaha Great Plains area, began its twenty-first year of broadcasting on April 2.

Besides marking two complete decades of enterprise and progress in the area it serves, this anniversary of WOW is particularly significant. First of all, there's the new operational management, headed by John J. Gillin, Jr., president and general manager of WOW, Inc., a group which



has leased WOW from the Woodmen of the World for 15 years. Gillin, a native of Omaha, has by sheer force of his personality, knowledge of broadcasting and limitless energy become the largest stockholder in the operating company, whose board of directors is made up of five other prominent Omahans, all civic leaders.

Twenty years of exciting, progressive history began for the station with its establishment on April 2, 1923, as Station WOAW. A "grand opening" program was presented, featuring a 75-voice choir and speeches by state and city officials.

Commercial success came on the station's third birthday, when a large breakfast food manufacturer offered to send every listener a package of corn flakes. Pulling power was attested to the tune of seven carloads of cereal.

Later the same year, when the Steamship Henry J. Bibble was retired from service, the Department of Commerce permitted WOAW to take over the ship's call letters, WOW, which, in themselves, have proved to be a good will asset of inestimable value.

The next milestone in WOW's history came on October 1, 1927, when the station affiliated with the Red Network of NBC and was able to present to listeners for the first time top-flight programs carried by long-distance telephone wires "all the way from New York."

New studios, among the most beautiful

and luxurious in the country, were opened December 8, 1935, in the Insurance Building at 17th and Farnam Streets. Station property also includes a modern transmitter building in the center of a 16-acre tract, and transmitting antenna standing 454 feet high and weighing 29 tons.

Operating on a frequency of 590 kilocycles WOW offers intensive coverage within a 200-mile radius of Omaha, and boasts a power rating of 5,000 watts.

In the early days, WOW's staff consisted of two hostesses, two announcers and two engineers. The present staff includes 65 regular employees and any number of specialists called in on occasion. To assure listeners of fast, accurate and complete news coverage, a nine-man news staff is maintained, with complete radio services of the United Press Association.

Directly under Gillin is Harry Burke, assistant general manager, who is also in charge of advertising sales. Others on the executive staff include Lyle DeMoss, program manager; Bill Wiseman, promotion manager, and W. J. Kotera, chief engineer.



STAFF SESSION—Here's a group of key personalities who make the wheels go around at WOW. Lone lady in the group is Helen Lewis, head of the traffic department. Others, left to right (back row) include: Tom Dailey, sports editor; Ray Clark, news and special events; Lyle DeMoss, program manager; Morton Wells, musical director; Ray Olson, production manager, and Soren Munkhof, news manager. And, in the front row: Ed Anderson, chief transmitter engineer; Al Larson, accounting department manager; W. J. Kotera, chief engineer and Bill Wiseman, promotion manager.

Store Window Film Stunt Draws Attention to WGKV

● CHARLESTON, W. VA. — Each evening, after sundown, a 16-millimeter movie projector in the display window of S. Spencer Moore Company, office supply house, flashes news of the world for the attention of passers-by.

The news is featured for 15 minutes, followed by a four-minute WGKV trailer. The film is rewound automatically for continuous showing throughout the night.

Subject matter of the trailer is changed weekly. A typical message dealt with a tie-in for Sheaffer Pen, sponsor of Upton Close on WGKV.

Charleston Transit Company busses make regular stops directly in front of the store. It's not an uncommon sight to see anywhere from 40 to 50 persons gathered around the S. Spencer Moore window at one time to witness the latest news and WGKV's merchandising trailer.

Red Cross Gets NBC Girl

● NEW YORK.—Rita Harrigan, secretary for the past year in the office of William S. Hedges, NBC vice-president in charge of stations, reported to Washington, D. C., recently to train for an overseas Red Cross war assignment.

27,000 Students Take Part In Radio Education Series

● CHARLESTON, W. VA.—“Musical Pictures,” a novelty in radio education, has been introduced by Station WGKV to the school children of Kanawha County, West Virginia.

The programs, broadcast weekly, were designed to correlate music, art and literature. The purpose was to stimulate imagination, creative ability and expressive thought.

A typical program was titled “Animals in Music.” During the broadcast students gathered around receivers in their respective classrooms. At the conclusion of the broadcast they were encouraged to draw a picture, do a pencil sketch or write a poem or story which would stamp the music in their memory.

Twenty-seven thousand pupils participated over a period of three months. An exhibit of the creative art produced as a result of the series is now being held simultaneously at various culture centers throughout the city.

Most outstanding piece of work was turned in by a second grade pupil who won a scholarship for 12 weeks of study at the Mason College of Music and Fine Arts in this city.

Governor and Mayor Take WBZ War Bond Drama Roles

● BOSTON, MASS.—Political ties were forgotten as Massachusetts’ Republican Governor Saltonstall and Boston’s Democratic Mayor Maurice J. Tobin joined for a special dramatization over WBZ in launching the local part of the Second War Loan Drive.

Both political leaders appeared in a Don Horter presentation. The show opened with a scene in Nazi Germany where the Fuehrer had just ordered a new drive for war funds. Then, in contrast, the listening audience was taken to the farm of Governor Saltonstall where Mayor Tobin was heard discussing the American War Bond drive with State War Bond Administrator Daniel J. Doherty. The climax of the show came when the Mayor and Administrator Doherty were escorted into the Governor’s study to hear the Chief Executive of the Commonwealth of Massachusetts read a bond plea to his constituents.



PICTURES TELL A STORY—And what a story the “Musical Pictures” series of WGKV (Charleston, West Virginia) has to tell! Twenty-seven thousand pupils participated in the radio educational project in a three-month period. Viewing the exhibit are (left to right): Worth Kramer, station manager; Leslie Goral, announcer, and Mrs. William O. Ziebold and Mrs. George Fremon, participants in the series.

Sponsors Play Big Part In Maintaining Radio Freedom

● NEW YORK.—The support of American radio by American firms through their sponsorship of programs is an example of American cooperation in the best tradition of free enterprise. Frank E. Mullen, NBC vice-president and general manager, told the radio audience April 11 in a brief talk at the conclusion of the NBC Symphony Orchestra’s Winter series.

“We are able to bring you this rich treasure of music, the finest in the world, and all the other pleasures and benefits of radio, because American radio is free,” Mullen said. “American radio is free in the best and fullest sense of the word. Here, fortunately, we have no fears of an Axis-controlled propaganda machine, debasing radio to ignoble ends.

“Freedom of speech—which includes free radio—is one of the Four Freedoms for which we are fighting. These are the principles of enlightened democracy toward which the whole world looks with hope for the future. In all this, the contributions of the artist, musician, the writer and the reporter are great in-

Music for Fighting Men

● MILWAUKEE, WIS.—How staff members of WTMJ, The Milwaukee Journal station, cooperate with each other in wartime was revealed this week when Maurice Kipen, musical director, mailed a huge package of extra orchestrations to Lieutenant George Comte, announcer-on-leave. Lieutenant Comte has organized an orchestra unit at his base, Camp Maxey, Texas, and issued an appeal to Kipen for the music. Maestro Kipen has also sent similar parcels to the local musician’s union, which distributes the orchestrations among the nation’s camps.

deed. Also, the contribution of the advertising sponsor of the radio program is important and significant. His support is the very fabric of the American system of broadcasting. His use of broadcasting as a sales force has provided the American people with the fine programs we all enjoy so much. Yes, radio is grateful to you the audience, to the artist and to the advertising sponsor. Here is American cooperation in the best tradition of free enterprise.”

Television Shows Wardens How to Handle New Bombs

● NEW YORK.—Effective methods of handling the enemy's latest types of explosive incendiary bombs are pictured in NBC's revised course for air raid wardens, now being televised every Monday afternoon and evening over NBC's television station WNBT, located in the lofty tower of the Empire State Building. English-made films are used for instruction.

Since February, 1942, when the first air raid warden lessons were televised, over 250,000 wardens have attended the classes. By a ruling of the New York Police Department, all warden candidates must attend the lectures reproduced on television receivers installed in the city's 82 police precinct stations.

The movies are supplemented by slide-films which portray successive steps in civilian defense precautions.

Mikemen Take to the Hoe

● LOS ANGELES.—KFI employees are organized to whip the food shortage, with the KFI Noon Farm Reporter as the guiding genius in a station-wide victory garden campaign. Armed with Department of Agriculture and University of California bulletins and farming booklets, every employee with a backyard at his disposal has become a farmer.

John I. Edwards, program manager, qualifies as a rancher, having more than an acre in his "rancho," and personnel-and-accounting manager Ernest Felix is KFI's tenant farmer, having taken over a vacant lot which he is converting into a bean, corn and potato field.

BACH CONCERTOS RESCUED

(Continued from page 5)

said, "Anyone who knows my work, knows what I owe to Carl Philip Emanuel Bach." Mozart also paid tribute, "He is the father, we are the children; those of us who know anything have learned from him." Even the original and independent Beethoven had words of praise.

CBC took the opportunity offered in the performance of these works to present a festival of Eighteenth Century music. Compositions by J. S. Bach, Handel, Vivaldi, Telemann, Scarlatti, and others were included in the series, which ran from March 14 to April 25.

ARGENTINE CONSUL AT RADIO CITY RECEPTION



Don Francisco (left), head of the radio division of the Coordinator of Inter-American Affairs, tells a whopping good one to Conrado Traverso (center), Argentine consul, and Frank E. Mullen, NBC vice-president and general manager, at a reception given by Niles Trammell in Radio City for nine members of the Argentine press who are touring this country, visiting war plants and service bases.

NBC A.A. Has Huge Party On Waldorf-Astoria Roof

● NEW YORK.—On March 31, the Starlight Roof of the Waldorf-Astoria was the scene of one of the largest and most successful informal get-togethers yet staged by the NBC Athletic Association.

Among the 500 or so employees attending were representatives of every department, from Messrs. Trammell and Mullen to the newest page. Cocktails and sandwiches galore passed through the crowd along with talk and laughter as many met for the first time since the outing last June. Dancing was a major highlight of the event.

Invitations, tickets and plans for the smoothly run affair were handled by executives of the association: George Frey, president; Al Protzman and Steere Mathew, first and second v.p.'s; William Burke Miller, chairman of the membership committee; Al Walker, chairman of the entertainment committee; Dorothy Michel, secretary; and Hamilton Robinson, treasurer.

Program Development Unit Launched; Cooper at Head

● NEW YORK.—Creation of a program development division, headed by Wyllis Cooper, noted author and producer, has been announced by C. L. Menser, NBC vice-president in charge of programs.

Cooper will be assisted by Tom Bennett, NBC staff composer, who will now be in charge of discovering and developing talent, particularly musical types.

SONS TO MULLENS AND DALES

● NEW YORK.—Frank E. Mullen, NBC vice-president and general manager, became the father of a 10-pound, three-ounce boy, Peter Carrington Mullen, on Good Friday, April 23. The second son of Mr. and Mrs. Mullen was born at Doctors' Hospital, New York.

The very same day, in Abington, Pennsylvania, Mr. and Mrs. Albert E. Dale became the parents of a six-pound, 14-ounce son, Albert Ennis Dale, Jr. Mr. Dale is manager of the NBC department of information.

Arkansas Radio Men, Now in Army, Remain Close to Mike; Prepare Programs for KARK

● LITTLE ROCK, ARK.—Fifteen radio programs are presented weekly from Camp Robinson—just a few miles from here—and the responsible parties are Captain Walter E. Hussman and Corporal Robert L. Buice. Seven of these programs are broadcast over KARK, NBC's station for Arkansas, via a direct line from the large Army training center.

Captain Hussman, public relations officer for Camp Robinson since July, 1942, was business manager for the C. E. Palmer newspapers and vice-president and general manager of KCMC, Texarkana, before joining the Army. In addition to putting his "okay" on all radio scripts and programs—current or planned—the amiable captain checks news articles and features before release to the public to see that they conform to Army rules and regulations.

Corporal Buice—known to thousands as either Bob or "Uncle Bob" in KARK's listening area—joined the Army last November and after basic training was assigned to the public relations office. He had been an announcer for KARK for more than two years and, in addition to his regular announcing duties, was master-of-ceremonies of the weekly Kiddie's Club program. He originated and presented the Sunday morning "Stories from the Bible" program, now ending its second year over KARK.

Buice won an amateur radio contest in Little Rock in 1936 and an appearance on the Fred Allen "Town Hall Tonight" program, then over NBC. He came back to Little Rock and his first radio job. However, he continued his singing and appeared as soloist on a number of his own programs and was a member of the Second Baptist Church Choir at the time he began his Army service.

With Captain Hussman's okay, Corporal Buice has launched three new weekly radio programs since being assigned to the p.r. office. He has a fourth in the mill. In addition to writing or arranging the scripts he is announcer on all camp programs.

In addition to the Monday-through-Friday late afternoon five-minute "Camp Robinson Reporter" series Corporal Buice has two other programs over KARK. They



CAMP BROADCAST—Captain Walter E. Hussman and Corporal Robert L. Buice, public relations officer and radio announcer, respectively, at Camp Robinson, Arkansas, check a script before their daily broadcast over KARK, Little Rock NBC affiliate.

are the "Chapel of the Air" and the "Quartermaster Quarter Hour." Both programs are heard Saturdays and are intended to give civilians an inner glimpse of Army activities.

Captain Hussman entered newspaper work in Arkansas in 1933, working with the Palmer papers in El Dorado, Hope, Hot Springs and Texarkana before being named business manager and vice-president. At the time of his entering the Army he lived in Texarkana where he supervised his radio and newspaper interests. He is a past president of the Arkansas Junior Chamber of Commerce and served one term as a director of the national organization. He was also active in Kiwanis activities as well as various press associations. He is a graduate of the University of Missouri school of journalism.

Plasma for Admissions

● MILWAUKEE, WIS.—Something new—and patriotic—in studio admission requirements was introduced on Johnnie Olson's "Rumpus Room," popular WTMJ feature, on April 8. Admission to this record show was limited to persons pledging a donation of blood to the Milwaukee Red Cross Blood Bank staff, one ticket being given for each pint pledged.

Spelling Bee Proves Worth As Radio Good-Will Getter

● FORT WAYNE, IND.—One of WGL's most successful features has been the Allen County Spelling Bee which entered its thirteenth season in March. Contestants from the fifth, sixth, seventh and eighth grades of the county and city schools compete for top honors in their classes, and then the grade winners vie for the title of grand champion.

Medals are distributed to grade winners, city and county champions, and the grand champion. The grand winner also receives a 25-dollar War Bond and gets his or her name engraved on a traveling plaque which hangs in his school until the winner for the following year is determined.

The Spelling Bee has created a great deal of interest among the schools in Allen County; the children look forward to the competitions each year, and the station feels the contest has created a lot of good will. The programs hold the interest of listeners of all ages.

Closed Circuit Announcer Auditions Click in West

● HOLLYWOOD.—A new method of auditioning announcers, developed by Buddy Twiss, chief announcer at NBC Hollywood, got its first try-out recently.



BUDDY TWISS

Announcers now broadcast weekly over a closed circuit to all NBC stations west of Denver. Station managers listen to the various candidates, then write Twiss for further particulars if they are interested in any of the men.

Idea for the auditions grew out of the NBC War Clinic, at which western station managers told of the growing shortage of announcers and of their inability to find trained replacements in their localities.

Since Twiss is constantly besieged by applicants for announcing jobs, he suggested that prospects be put on the network for auditions.

Sincerely Yours...

WHEN the enemy struck at our country, American industrialists and business men, not content with their achievements of converting from peacetime to war production, turned the full power of their advertising, not only radio but publication advertising as well, to the gigantic task of bringing the war and its meaning to the American people.

Closely cooperating with the Government, they devoted, with characteristic energy and loyalty, time, money and great talent to the task of crystallizing the nation's thinking, to dispelling confusion and to clarifying the wartime duties of the individual.

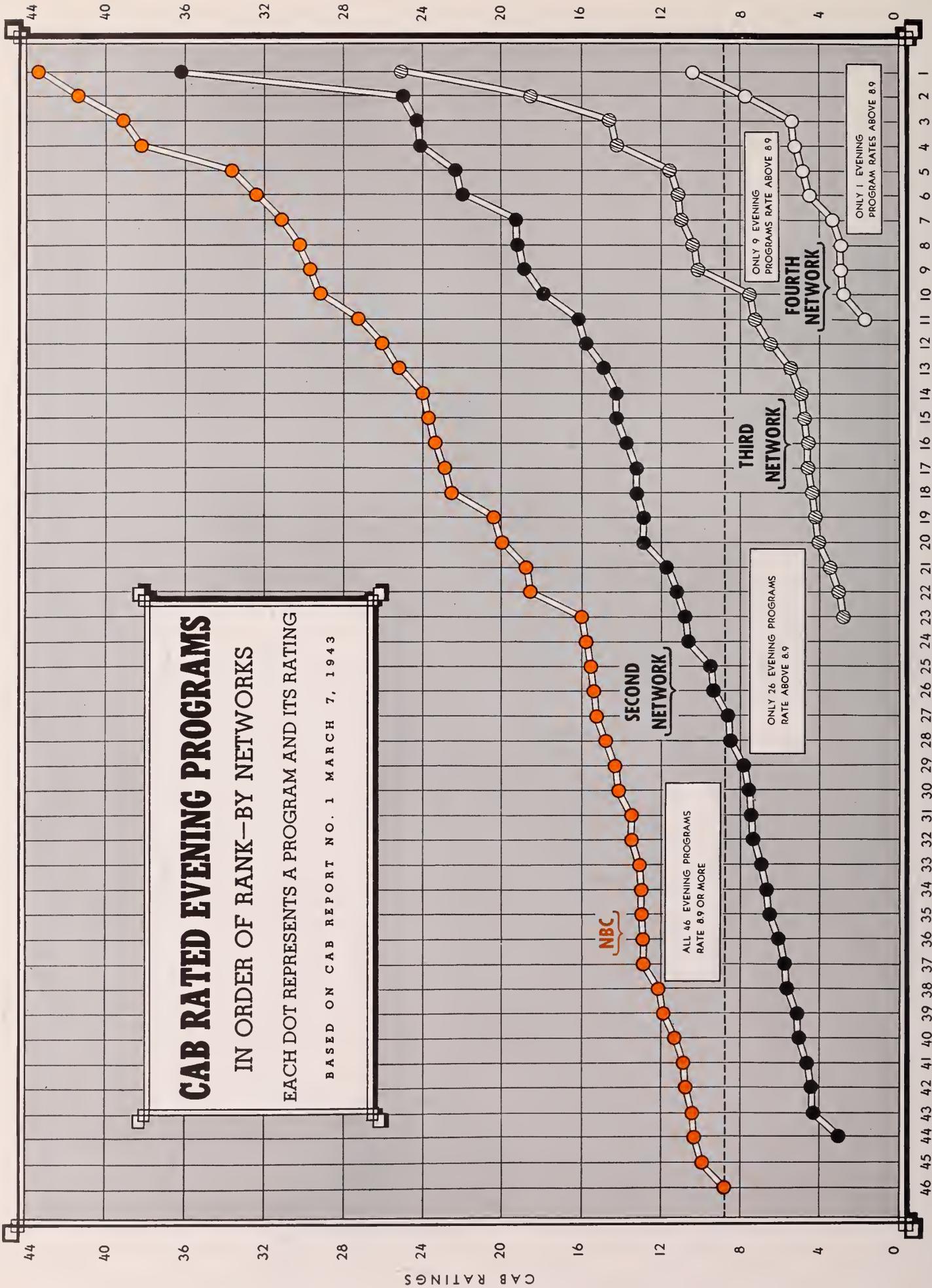
Advertising agencies, too, have utilized all their skill and experience in bringing about the fullest understanding of all the problems of war in a manner which has done much to unite the American people.

It is to these leaders of American industry, to executives, copywriters and artists of American advertising agencies and members of the Advertising Council, that the American people owe a debt of gratitude.

It is their advertising support, their war-effort and entertainment programs, which make possible a broadcasting service without equal in the world—a free radio for a free people.

To these men radio pays tribute—history will write “well done” to their magnificent contributions to the war effort.

• THE NATIONAL BROADCASTING COMPANY •



IN ORDER OF RANK - BY NETWORKS

NBC TRANSMITTER



JUNE 1943

**IN THIS
ISSUE:**

**"FOR THIS WE
FIGHT"**

•

**BONDTIME IN THE
ROCKIES**

•

TEN-YEAR CLUB



A. L. ASHBY

NBC Vice-President and General Counsel

NBC TRANSMITTER

VOL. 8 JUNE 1943 No. 12

Published Monthly by the
National Broadcasting Company
RCA Building, Radio City, New York

AN AUSPICIOUS SERIES

● The most important public service program of 1943—and one of the most ambitious of any year—will be launched Saturday, June 5, when Secretary of State Cordell Hull opens the “For This We Fight” series.

Designed to start the public thinking about peace problems without hindering the war effort, the series represents an historic step forward in broadcasting’s service to the public. Never before have the Government officials, leaders of industry and labor, and the scholars who will be directly involved in the shaping of the post-war world thus spoken directly to the people of the nation.

The caliber of the participants in the discussions and the nature of their subjects appear certain to attract wide newspaper interest both in the news and editorial columns.

To the NBC affiliated stations the program represents, too, a rare opportunity for the establishment of close and friendly relationships with scores of community organizations. At meetings in New York, Washington and Chicago, representatives of many national groups have expressed enthusiastic support and have promised earnest cooperation.

In many cities local organizations will accept eagerly from the station ideas which will promote the program and build its audience. Libraries, churches, schools, civic clubs, chambers of commerce, women’s groups and many other community organizations have pledged themselves to start study groups using the broadcast material.

Details of the program will be found on Page 4 of this issue.

NBC and its affiliated stations are afforded an opportunity to prove anew their keen recognition of the public service responsibilities of broadcasting.

American Thrills and Japanese Spills Make “Submarine Patrol” an Outstanding Series

● HARTFORD, CONN.—If you happen to be in Southern New England some Tuesday evening at 6:15, tune in WTIC.

After a fanfare of trumpets and a few strains of martial music, you’ll hear the announcer’s voice reading an introduction that may sound something like this:

“A Jap convoy slowly steams up the China coast—destroyers bounce with the waves protecting cumbersome cargo ships loaded down with Japanese loot from conquered lands—off the flank in protecting waters lies a long sleek hull just beneath the surface—suddenly something spurts out of the forward end—its torpedo—it makes a straight line for the biggest merchantman in the line.”

Suddenly you hear coming out of your loudspeaker a muffled, prolonged explosion. When it dies down you are told that “The Submarine Patrol”—vivid stories of the men in the United States Submarine Service—is on the air.

The narrators are young men in their early twenties, just back from a tour of duty in Pacific waters.

They step to the microphone and in true Navy lingo report for duty for “The Submarine Patrol” as follows:

“Motor Machinist’s Mate Sam Kess reporting. Sir. My story is about the end

of a Jap warship—and how the coast of Japan looks on a sunny afternoon.”

“Carpenter’s Mate Merl Crosbie reporting. Sir. I’ll tell you how it feels to a new submarine man to steer one of our ships when we’re down with the fish.”

“Electrician’s Mate James Bracknell reporting. Sir. I know why a lot of Jap troops never got a shot at an American—and I’ll tell you all about it.”

Then the stories begin to flow—stories that tell what dividends the American people are receiving in return for their investment in these lads who are shooting the tin fish that are playing havoc with Tojo’s ferry service.

They come to WTIC from the great submarine base at New London, Connecticut—home of the Navy’s only training school for the submarine service. Many of them meet for the first time on the bus which brings them from New London.

Just what they are doing at the sub base and why they were transferred from active duty in the Pacific remain secrets. The lads volunteer no such information, and no one asks them.

One does learn, however, that life at the sub base begins to hang heavy after a time, and they are all anxious to shove off for enemy waters on active patrol.



SAILOR NARRATORS—Three lads from the United States Naval Submarine Base at New London, Connecticut, meet for the first time waiting to take part in WTIC’s new show, “The Submarine Patrol.” From left to right: Motor Machinist’s Mate Sam Kess of Brooklyn, New York; Electrician’s Mate James Bracknell of Henderson, North Carolina, and Carpenter’s Mate Merl Crosbie of Seattle, Washington. (Story above)

THE DEACON WHO BECAME A JUDGE

A. L. Ashby's Career Studded With Successes in Scholastic and Business Worlds

● NEW YORK.—His full name is Aubrey Leonard Ashby but he always signs it A. L. Ashby. To his countless friends at NBC and its affiliated stations from coast to coast, the NBC vice-president and general counsel is known affectionately as "Judge."

The nickname did not have its origin in a courtroom. He has never worn a jurist's robes, even though it's likely that he could have done so. But his inclinations were towards corporation law. And the success he made in his chosen field can be attested not only by his long record of legal victories, but also by the great numbers of friends he has made throughout American industry.

When he joined NBC as its attorney in 1929, he carried the informal cognomen of "Deac." But Merlin H. Aylesworth—then president of NBC—had the exact phonetic equivalent of his nickname, even though it was spelled "Deak." So, to avoid confusion, he was dubbed "Judge" and the name stuck to this day.

Ashby was born in Wacousta, Michigan. His family migrated there from England and his father, a Congregational minister, had chosen the spot because it was the center of an English settlement. Until he was 16, Ashby's home was in Michigan, his family moving to Armada and later to Clinton. By the time he was 16, he made four trips to England, where he attended school at Devron, Cornwall. Before being ordained as a minister, his father was a Naval instructor at the Davenport Navy Yard and two cadets under him bore the now glorified names of Beatty and Jellicoe.

Aside from his early schooling in Michigan and England, Ashby paid for all of his education out of his own earnings. He clerked in a men's clothing store and this way earned enough to supply his entire college wardrobe. While attending Olivet College, where he was active on debating and athletic teams, he obtained a Summer position at a Port Huron resort hotel. He was promoted to manager of the hostelry and, for seven years, returned each Summer to resume the post.

After his graduation, he accepted a teacher's post at the Prospect High School in Brooklyn. After teaching from 9 to 3



FRIENDS OF LONG STANDING—A. L. Ashby, who was among the closest friends of the late H. P. Davis—"the father of radio"—is shown with the radio pioneer's widow, participating in a broadcast presentation of the H. P. Davis Memorial Awards.

every day, he would commute to Manhattan to study law at New York University, where he graduated with honors, later receiving the degree of Doctor of Jurisprudence. Fiorello H. LaGuardia—now Mayor of New York—was his classmate and served as Ashby's campaign manager when the law student ran for president of the class. Ashby later served as assistant dean at N.Y.U.

At Olivet he made a mark for himself in handling the finances of the college fraternity and attracted the attention of a fellow member. John J. Jackson, general attorney for the Westinghouse Electric and Manufacturing Company. This friendship led to Ashby's going to Pittsburgh to join Westinghouse as Jackson's assistant. He was with the firm from 1910 to 1929—the year he joined NBC.

His days at Westinghouse covered the years of broadcasting's beginning. He was a close friend of Frank Conrad and H. P. Davis—"the father of radio"—and was a frequent visitor to the famous garage where KDKA took to the air with Harding-Cox election returns in 1920.

His two decades in Pittsburgh established him as a leading citizen as well as a well-known corporation lawyer. During his Westinghouse affiliation, he served as professor of law at the University of Pittsburgh. When NBC offered him the

post of general attorney in 1929, he weighed the matter carefully and accepted.

"I was impressed by broadcasting's power of mass communication and by its methods of disseminating information and entertainment," is the way he describes the reasons for his decision.

Six months after being named NBC general attorney, he was named vice-president and general attorney and, six years ago, he was designated vice-president and general counsel.

When he started at the old 711 Fifth Avenue studios, he shared a small office. Today he has a staff of 19 with branch network legal offices in Chicago, Washington and Hollywood. Five of the 19 are members of the NBC 10-Year Club.

The legal department offices at Radio City contain many evidences of Ashby's efficient tenure as legal head. The huge law library is perhaps the most complete reference center on broadcasting law in the world, and a great percentage of the privately printed volumes represent the pioneering work of the NBC legal staff.

Ashby, his wife and their daughter live in Bronxville, and, in season, his desk always has flowers from the garden he loves to work in. He has one son—married. His hobby is golfing, although he confesses that he's one of the game's poorest players.

"FOR THIS WE FIGHT"

Inter-American University Series Sets Pattern for Peace

● NEW YORK.—No name is too august for inclusion in "For This We Fight," new 26-week feature of the NBC Inter-American University of the Air, which, at the time of this writing, was scheduled to be opened June 5 by Secretary of State Cordell Hull over affiliated stations of the network. International aspects of the post-war world will be studied in the first half of the series and national phases of the same problem in the latter half.

"With the inauguration of this series, radio broadcasting pioneers in a new field of public service," said Dr. James Rowland Angell, president emeritus of Yale University and NBC public service counselor, who supervises the series with Sterling Fisher, director of the Inter-American University of the Air.



STERLING FISHER

"This series marks the historic opening of an era in which the people at large can hear, and participate in,

plans for peace and the future world while the war is still in progress.

"The primary objective, the winning of the war, will not be overlooked. When we win the victory this time, however, we must make certain that we shall also win the peace. Our hopes for winning the peace are multiplied many-fold if we begin at once to give our best thought to the vast problems we shall have to solve and to the best features of the future world for which we now give our lives and our fortunes.

"If we should wait for this discussion until victory is won and the binding ties of a common cause are partially dissolved in resurgent national self-interest, we might well lose again the opportunity to turn today's blood and destruction into tomorrow's world of enduring peace, new freedom and opportunity.

"It is with this serious responsibility in mind that the National Broadcasting Company and its affiliated independent stations will bring to Americans everywhere these vital discussions."

The first group of broadcasts has been

prepared in cooperation with the Commission to Study the Organization of Peace, of which Professor James T. Shotwell is chairman. The second group is presented in cooperation with the Twentieth Century Fund, of which John T. Fahey is president.

Most of the broadcasts will be in the nature of symposiums with two or more speakers and a moderator, analyzing such subjects as "Science," "The United Nations," "World Security," "Alternatives for War," "Food and Health," "World Labor," "Communications," "Education," "Justice and Law" and "The Role of the Americas." There will be no music, no dramatizations, no theatrical settings for these presentations of history in the making, already teeming with the drama of real life.

Headline personalities to be heard include David Sarnoff, president of the Radio Corporation of America; Isaiah Bowman, president of Johns Hopkins University; Harlow Shapley, director of Harvard Observatory; Elmer Davis, director of the Office of War Information; Thomas W. Lamont, chairman of the board of J. P. Morgan and Company; Senator Elbert D. Thomas of Utah; Senator Claude D. Pepper of Florida; Anne O'Hare McCormick of The New York Times editorial staff; Chester C. Davis, War Food Administrator; James Patton, president of the National Farm Union; Mrs. Ogden Reid, vice-president of The New York Herald Tribune; Carter B. Goodrich, chairman of the governing body of the International Labor Organization; James Lawrence Fly, chairman of the Federal Communications Commission; Dean Virginia Gildersleeve of Barnard College; Justice Owen Roberts of the United States Supreme Court; Senator Warren R. Austin of Vermont; Sumner Welles, Under Secretary of State; Archibald MacLeish, Librarian of Congress, and Nelson A. Rockefeller, Coordinator of Inter-American Affairs.

Many other Government officials, leaders of industry and scholars of international repute also will be heard in the course of the series, presenting their views on the very grave problems of planning a better post-war world.

MRS. FDR AIDS RED CROSS



● SAN FRANCISCO. — Mrs. Eleanor Roosevelt came to the studios of KPO recently to talk over NBC's West Coast network on the splendid work being done by the American Red Cross.

A. L. Schafer (center), manager of the Red Cross Pacific Area, and John W. Elwood, KPO-NBC general manager, were on hand to welcome her and have a chat on the joint NBC-Red Cross nurse recruitment campaign.

KPO, incidentally, went way over the top on both nurses' aides and home nursing recruiting.

Schenectady Showmanship

● SCHENECTADY, N. Y. — WGY is credited with contributing immeasurably to the success of Schenectady County's War Bond campaign. Never, in the history of the county, has a campaign so far exceeded the quota. WGY initiated the drive with an outdoor two-hour show which included not only air spots but a continuous promotional show introducing two high school bands, free rides on jeeps and amphibians to bond subscribers, and an exhibition of different types of tanks fabricated in Schenectady.

In addition, WGY presented a daily "Have You Something for Schicklgruber?" program and a second open-air show in the shopping center. With four other stations, WGY cooperated in a giant radio show at a local theater and also assisted with a War Bond dance.

21 Years of Achievement For Chicago NBC Station

● CHICAGO.—WMAQ, the oldest radio station in Chicago and one of the nation's pioneers in radio broadcasting, "came of age" April 13 when it celebrated its twenty-first anniversary.

The station, then known as WGU and boasting all of 100 watts' power, presented its first regular broadcast on April 13, 1922, from studios located in the Chicago loop. It then was under the ownership of The Chicago Daily News and the Fair Store and managed by Judith Waller, now public service director of the NBC central division.

Today, WMAQ is a 50,000-watt unit with studios located in two penthouse floors atop Chicago's Merchandise Mart. It has been owned and operated by NBC since November 1, 1931.

WMAQ is known as "the station with the firsts," having pioneered extensively in children's programs, educational broadcasting, play-by-play baseball reports, music appreciation programs, radio drama and what is believed to have been the first transoceanic news broadcast. Many present-day radio stars, including Fibber McGee and Molly, Amos 'n' Andy and Vic and Sade, made their first broadcasts over WMAQ.

In observance of the occasion, Harry C. Kopf, NBC vice-president and central division manager, stated:

"It should be obvious to anybody in the radio business that in attaining the age of 21 years, WMAQ has not merely 'passed a significant milestone' or 'come of voting age.' Any organization, to succeed as long as WMAQ has done, must be of primary value to the public. The fact that WMAQ survived even its first year as a radio fledgling is indication that its tradition for serving the public was established on its founding day.

"From that time out, WMAQ has continued to spread its wings to the point where now, as Chicago's oldest station, it is definitely the station that most people here listen to most. What grew up under the common-sense programming regime of Judith Waller and her early associates has reached a maturity in the radio world unsurpassed by any station on any network anywhere."

WMAQ has made many notable contributions to the victory effort.

WHO FARM HOUR HAS SIXTH BIRTHDAY



FARM HOUR CELEBRATES—Future Farmers of America help celebrate six years of the WHO "Corn Belt Farm Hour"—one of the nation's leading agricultural shows. More than 2,400 guests have appeared on the series to date.

● DES MOINES, IOWA.—Six years ago, when the WHO "Corn Belt Farm Hour" first went on a 30-minute schedule, the Future Farmers of America were called in to dedicate the Central Broadcasting Company's noon farm program. On Saturday, April 17, the "Corn Belt Hour" commemorated the first WHO farm broadcast by again journeying to the annual F.F.A. convention hall.

On the broadcast were Herbert Hoover and Robert Mugge, Iowa F.F.A. officers; Willard Visek, of Ord, Nebraska, national F.F.A. vice-president; Maurio Gutierrez, Costa Rica farm youth now studying United States corn, potato and dairy practices; General Grahl, head of Iowa Selective Service; M. F. Grosscup, State president of vocational teachers, of Jessup, Iowa; Herb Plambeck, WHO farm editor and holder of the honorary Iowa Farmer degree; Jim Chapman, assistant farm edi-

tor; and Ralph Towne, executive secretary of the Iowa Vocational Agriculture Department.

The group, as named, is seen left to right in the above photograph. In addition, Jim Gwynn, WHO engineer, is seen standing directly behind the microphone.

The April 17 farm hour marked 313 successive weekly broadcasts. Altogether more than 2,400 guests, including Cabinet members, State officials, sports and motion picture stars, as well as farm leaders and farm champions have been presented on the "Corn Belt Hour." Farm tips, forum discussions of interest to all members of the farm family, recognition of agricultural achievement, encouraging of "good neighbor" activities, farm safety reminders and similar items pointing toward happier farm homes and more successful agriculture are presented on the WHO "Corn Belt Hour."

New NBC A. A. Officers

● NEW YORK.—Members of the NBC Athletic Association have elected the following officers: Steere Mathew, traffic, president; Al Walker, guest relations, first vice-president; Helen Korday, personnel, second vice-president; Julia Larson, auditing, secretary; and Joe Kent, auditing, treasurer.

The new officers were installed on April 30, the day the annual drive for new members was launched. Plans are under way to stage another large get-together in the near future.

Sisters Under the Din

● SAN FRANCISCO.—Spring prophecy: KPO will soon sound like the Tower of Babel, with weird noises, like burbling brooks, warbling birds, and whistling sirens, pouring out of every office.

The reason is that 12 girl employees have signed up to take the course in sound effects conducted by sound effects director L. J. Creekmore. With so many boys leaving to join the forces, girls must be trained to fill their places. At the end of the course two of the students will be selected for work in the department.

BOND TIME IN THE ROCKIES

KOA Demonstrates Salesmanship and Showmanship to Help State Pass Its Quota

● DENVER, COL.—With all due credit to purveyors of the printed word, whose efforts were not slight by any means, KOA, the NBC station in Denver, displayed zeal, enthusiasm, ingenuity and smart promotion such as has never been equalled here, to make the Second War Loan drive in Colorado the greatest selling campaign in the State's history.

Two weeks before the start of the campaign, on April 12, announcement was made by James R. MacPherson, general manager of KOA, to all the daily and weekly newspapers in Colorado, that Governor John C. Vivian would participate whole-heartedly in the drive with a daily broadcast over KOA, announcing the changing quota percentages of the leading counties in Colorado's progress during the Second War Loan campaign.

In a telegram to members of the Colorado Press Association, whose officers

offered their support, Station KOA offered all press rights to print Governor Vivian's remarks and standings of the leading counties. Other radio stations throughout Colorado also were given permission to



GOVERNOR VIVIAN

pick up or rebroadcast the Governor's daily comments.

To further augment the promotion and stimulate interest in the drive, KOA erected a giant billboard on the State Capitol grounds in Denver, through the cooperation of Beall Hart, manager of the Denver branch of General Outdoor Advertising Company. The sign was 27 feet high by 35 feet long. It showed county outlines of Colorado, and was used to post daily county percentages. In every county seat a similar billboard was erected, with American Legionnaires cooperating in posting daily county quota changes.

As Second War Loan Bonds were sold throughout the State, the quota percentages as reported by the various County War Finance Committee chairmen were wired to Ralph Nicholas, State chairman



SCORE BOARD—KOA's giant billboard on the Colorado Capitol grounds. How the State's counties met their quota was registered on the map. The loudspeaker conveyed special programs to passers-by.

of the Colorado War Finance Committee. In turn, these reports were relayed to KOA, where they were assembled into the daily talks given by Governor Vivian.

At the start of the campaign, KOA broadcast the ceremonies at the unveiling of the master "bond quota" billboard, on April 12, the broadcast officially opening the Colorado Second War Loan Drive.

A great military parade terminated at Denver's Civic Center, which is directly across from the State Capitol grounds. Participating in the broadcast portion of the opening day ceremonies were Governor Vivian, Ralph Nicholas, and Major-General John F. Curry, Commanding Officer, Fourth District, Army Air Force Technical Training Command; Colonel Weldon W. Doe, Commanding Officer of Fort Logan, Colorado's oldest Army post, and Mayor Benjamin F. Stapleton of Denver.

The greatest military and civilian outdoor variety show ever staged in Denver was also broadcast by KOA. Participating in this extravaganza were military and civilian bands, the Lowry Field chorus, a choir made up of WAACS stationed at Lowry Field, Army skits, a colored Army quartet, the Fort Logan band, heard regularly on KOA, plus a description of a troop of Army patrol dogs which are be-

ing trained at Camp George West, near Denver.

During the course of the Second War Loan drive in Colorado, Station KOA used every means at hand to stimulate interest in the campaign. Free time and talent were marshalled and utilized for one goal—to continually renew the appeal for voluntary subscriptions in order that Colorado would reach her quota of \$38,379,000 assigned by the United States Treasury Department, and at the same time be one of the first States in the nation to do so.

At the time of this writing, Colorado—through the efforts of Governor Vivian and his daily talks over KOA, plus the cooperation of all other media—had over-subscribed its quota by 122 per cent.

Treasury officials in Denver and War Finance Committee chairmen throughout the State were liberal in their praise for KOA's cooperation during the Second War Loan drive. One official pointed out "that in his considered opinion Radio Station KOA, alone, contributed more to the overwhelming success of the campaign in Colorado than any other single effort."

Midway in Colorado's Second War Loan drive, KOA played host to Procter & Gamble's "Truth or Consequences" program, starring Ralph Edwards. Demand for seats to see the broadcast of this popular NBC show was so heavy that Edwards was forced to put in a third appearance on the day preceding his two regular Saturday broadcasts. All three performances were sold out, netting over \$6,000,000 in the sale of Second War Loan Bonds. The third "Truth or Consequences" program was not broadcast. Instead, it was the stage version of the program originally seen at the Roxy Theatre, New York, in April.

Victory Voices

● LOS ANGELES.—Walt Disney's instructional films for Army and Navy personnel feature the voices of KFI announcers and commentators. Fleetwood Lawton, Art Baker, Pat Bishop and Ted Meyers are KFI-ers whose voices are on the sound tracks of these Disney films for America's fighting men.

RADIO BOOSTS SECOND WAR LOAN

Novel Methods Employed to Increase Purchase of Bonds



Above, left, Ralph Bellamy, stage and screen star, who spoke to employees assembled in NBC's huge Studio 8H.



Left, cinema stars Rochelle Hudson and June Preisser were among the scores of notables participating in a three-hour WEAJ (New York) rally staged on the Mall in Central Park. That's Jay Jostyn, "Mr. D.A.," listening in.



Ed Gardner, "Archie of Duffy's," Frank Buck, big-game hunter, and Carol Bruce, movie star, during the rally at Central Park.



Recognize Hugh "Woo-Woo" Herbert and the Met's scintillating Rise Stevens in this group? They were on hand to launch the KPO (San Francisco) campaign.



The famous Boone County Jamboree Troupe of WLW (Cincinnati) receives a special War Bond citation from Governor John W. Bricker.



Minute Maids from the Texas College of Mines are shown answering some of the telephoned bond orders from KTSM (El Paso, Texas) listeners.



Mayor William Dee Becker (center) and other prominent citizens helped open the successful KSD (St. Louis) drive.

● Stations from coast to coast rallied to the call of the Second War Loan Drive with a series of ingenious campaigns aimed at separating patriotic Americans from their immediate cash for the world's biggest bargain—a share in liberty. Stars of the entertainment world. Government officials and sports luminaries joined the parade of performers who out-performed themselves for Uncle Sam, the biggest sponsor of them all. Pledges scribbled on live bombs, blackboards and the more formal dotted line amounted to an impressive total as the industry's contribution to the nationwide effort.



As simple a stunt as having buyers sign their names on a blackboard yields good results for WGY (Schenectady, New York). Entertainers keep things moving.



Whitey Ford, the Duke of Paducah, emceed the WSM (Nashville, Tennessee) jamboree. Here, Ford (second from left) holds bomb which enthusiastic bond pledges autographed.



NBC EMPLOYEES OF TEN OR MORE YEARS

● NEW YORK. — Two hundred seventy-one members of NBC's newly formed "10-Year Club" met the first time as a unit just before the second meeting of the network's executive group, held in the grand ballroom of the Waldorf-Astoria Hotel on the evening of May 5. The group, shown in the photograph above, included the majority of eligible employees and executives in the New York area.

In the illustration are Chairman of the

Board David Sarnoff, President Niles Trammell, Vice-President and General Manager Frank E. Mullen, and Vice-Presidents William S. Hedges, John F. Royal, O. B. Hanson, Roy C. Witmer, Frank M. Russell, Frank E. Mason, A. L. Ashby, C. Lloyd Egner, Sidney N. Strotz and several members of the board of directors.

Figures compiled by NBC's personnel department reveal that well over 400 NBC employees from coast to coast have been

with the network for 10 years or more and are therefore eligible for membership in the club. In recognition of their decade of association with NBC, each individual received a gold pin and a certificate signed by President Trammell. As rapidly as possible, local branches of the club will be formed at each of the five remaining divisional headquarters of the network. By-laws will be written and regular meetings arranged for each of the groups.



ERS' STANDING LAUNCH ORGANIZATION

At the first dinner of the executive group, November 24, 1942. President Trammell announced details of organizational changes including the formation of several committees which would function to "improve the company's operating efficiency and to simplify the handling of the extraordinary burden of duties occasioned by the war emergency." The highlight of the second banquet-meeting, attended by the "10-Year Club" and 200 other NBC-

ites, was an able and penetrating analysis of post-war radio developments by Mr. Sarnoff. The president of RCA and chairman of NBC's board of directors pictured some of the impressive economical changes that are anticipated when peace is declared. He predicted an era in which the interchange of information by radio and the rapid global movement of peoples of all countries would alter completely our present ways of life. He prophesied that

the day was not far distant when it would be a common occurrence for families to spend their week-ends half way around the world.

Principal speakers at the meeting are shown in the insets. Upper left: Dr. James Rowland Angell, public service counselor, and RCA President David Sarnoff. Upper right: President Niles Trammell and Vice-President John F. Royal. Dr. Angell was master of ceremonies.

A Transmitter Bio:

NEWCOMER TO AIR RANKS CHALKS UP 2 BIG YEARS



ARDEN X. PANGBORN

● PORTLAND, ORE. — When Arden X. Pangborn, managing director of the Portland (Oregon), NBC affiliate, Station KGW, and the Blue Network outlet, KEX, was a student at the University of Oregon, his main interest was newspaper work. Only once during his college career did radio come in for major consideration.

That was when Pangborn was editor of the University student daily, *The Emerald*. As such he conceived the idea of an exchange arrangement between the paper and the local radio station. The series of programs which resulted lasted several years, but Pangborn, who in his capacity as editor announced the first program, lasted only for the first broadcast. It was decided immediately following the show that his radio talents, if any, lay outside the announcing field.

For the next 12 months, his contacts with radio were few, but his interest never lagged, and when, in March, 1941, the opportunity came to assume management of KGW and KEX, he promptly resigned as managing editor of *The Oregonian*, the Pacific Northwest's largest daily newspaper, to accept the new responsibility.

Arden X. Pangborn (the "X" is an assumed initial) was born on groundhog day in 1907 in the State of Kansas, but has spent over 30 of his 36 years in Oregon.

At 13, he joined the staff of *The Oregonian* as a sports writer, but left shortly to continue his schooling.

Working his way through the University of Oregon proved to be a combination of several jobs for Pangborn, which left him admittedly short of study time. He was sports correspondent for three daily newspapers, assistant publicity director of the university, and editor of the college daily. He admits having enough spare time to write articles for a fashion magazine, edit a weekly automobile page, write and syndicate a column of book reviews,

play around with student politics and write pulp detective stories.

Pangborn returned to *The Oregonian* in 1929, convinced that his career was in the newspaper field. He rose rapidly and in 1932, at the age of 25, became city editor of "The Great Newspaper of the West." The year of 1936 found him at the executive news editor's desk, and in 1938 he took over the managing editorship.

Under Pangborn's guiding hands, the paper rose from a rapidly declining circulation of 90,000 to a steadily increasing circulation of 150,000 copies daily. And his influence still remains. One of his pet ideas was that women were as much entitled to their special section of the newspaper as were the men.

For several years, Pangborn continued writing pulp detective stories under his own name and the pseudonyms of Philip Sydney and Adam King.

He moved from the newspaper field to radio with few preconceived ideas of the broadcasting industry. Since his advent, the KGW-KEX personnel has been reorganized, program structure overhauled, salaries generally increased and several technical advances made.

That Pangborn was immediately accepted by the industry is indicated by the fact that before he had been in radio a year, he was elected the Pacific Coast representative on the first NBC planning and advisory committee, representing Oregon, Washington, California, Nevada, Arizona and Hawaii. At the end of 1942, Pangborn was reelected to the committee for a second term.

"Pang," as he is known by his staff, co-workers and friends, married Marie Mathison of Portland in 1932. They have two children, Kim and Mary Alice, the eldest not yet four. They have two great enthusiasms — phonograph records — of which they have some 3,000 scattered around the house — and New York City.

Hitler Birthday Greetings Go Over With Big "Bang"

● LOS ANGELES.—More than \$320,000 in bond sales were rung up at the KFI-KECA Hitler's birthday party broadcast, which climaxed a four-day campaign on the Earle C. Anthony stations in Los Angeles.

A scroll bearing a cartoon of Herr Hitler was inscribed with the names of bond buyers in the birthday campaign, and the completed greeting, 12 feet long, was delivered to Major Erwin Miller, bomber pilot at March Field, who promised during a KFI broadcast to start the scroll on its way to Hitler.

Mayor Fletcher Bowron, of Los Angeles, was guest of W. B. Ryan, new manager of KFI, and was presented as one of the principal speakers when KFI staged the special events broadcast from March Field dispatching the birthday scroll to Herr Hitler.

The Hitler birthday party campaign was one of the most spectacular of many bond-selling stunts staged by KFI during the course of the Second War Loan drive.

KFI and KECA cooperated with the Ice-Capades of 1943 to sell more than \$5,000,000 in bonds as admission to the opening of Ice-Capades April 27.

A bond slogan contest which accounted for more than \$100,000 in bond sales was followed by an all-day auction of a Jap battle flag, captured at Guadalcanal.

NBC Feeds Public Service Shows to School F-M Unit

● CHICAGO.—Sustaining public service programs of special interest to children are being furnished by the National Broadcasting Company to WBEZ, new frequency-modulation station put into operation April 18 by the Chicago Board of Education. This represents a new phase of NBC public service activity.

The broadcasts, heard at various intervals by Chicago school children, are presented Mondays through Fridays from 11:30 a.m. to 2:30 p.m. (CWT). Arrangements for the cooperation of NBC in this educational project were made by Judith Waller, public service director for the NBC central division, and George Jennings, chairman of the radio council of the Chicago public schools.

RADIO'S GREAT PUBLIC SERVICE ROLE

Dr. Angell Sees Need for an Increased Effort to Aid Listeners and Industry

● CHICAGO.—Greater service to the public through better writing, programming and direction must be radio's goal if broadcasting is to succeed in aiding the war effort and in surviving through to the peace years which will follow, it was declared by Dr. James Rowland Angell, NBC public service counselor, and president emeritus of Yale University, in an address before the National Association of Broadcasters during the recent conclave in Chicago.

Declaring that broadcasting must serve the public in a "public-spirited and imaginative way," Dr. Angell stated his conviction that unless service to the public is maintained as a major broadcasting objective, the industry itself and all those whose interests are connected with it inevitably will suffer.

"The generation coming into power is going to demand the best that our ingenuity and brains can give, and whoever stands across the path in such matters is likely to be run over and hurt, if not destroyed," he declared to the assemblage.

He urged the radio leaders to find room in their station schedules for some programs aimed at groups known to be relatively small, but highly important.

"It will mean segregating a reasonable amount of good time for programs conceived on a truly high level of intelligence, art, wit and humor," he said. "Whether such programs are sponsored or not is of relatively minor consequence, providing the quality is sufficiently fine."

Dr. Angell concluded his remarks with a statement of his belief that the broadcasting industry was fully capable of meeting its obligations to the public, and must now pursue such a course so that at no future time can it be fairly accused of slighting public interest. The immediate objective, he explained to the convention, was to lend total might to the winning of the war, and to so conduct itself as a medium of public service that it will exist in the peace as a monument of free American enterprise.

His views were received enthusiastically by the radio assemblage.



WEIGH RADIO'S WAR ROLE—Byron Price (left), director of the Office of Censorship, and Dr. James Rowland Angell, NBC public service counselor, were two of the speakers at the recent National Association of Broadcasters meeting in Chicago. Dr. Angell warned the industry leaders that radio must give the public greater service in programs if it is to fulfill its obligations in winning the war and in carrying through to the peace that will follow. (Story above)

Record Milwaukee Radio Gate Achieved by WTMJ

● MILWAUKEE, WIS.—When 400 persons pay over \$100,000 to see a single hour-and-a-half phonograph record program, that's proving broadcasting popularity to the *n*th degree. And when Milwaukeeans, who have thronged to WTMJ's popular "Rumpus Room" for more than 350 nights without paying a cent for admission, suddenly decide to pay as high as \$2,000 a seat for one program, there must be a reason.

Designed as one of The Milwaukee Journal station's outstanding efforts in the Second War Loan drive, the gala May 1 "Rumpus Room" session was successfully planned and promoted by Johnnie Olson, genial m.c. of the six-night-a-week record program.

All tickets to the special program were doled out on a War Bond basis, all of which were pledged through telephone calls direct to the nightly "Rumpus Room" headquarters in WTMJ's television studio. Normally attracting overflow crowds every night, this special "Rumpus Room" was expected to draw an audience requiring the use of the big auditorium studio in Milwaukee's Radio City. The 400 seats were split into three War Bond groups: Choice front row spots at \$500 and two other sections for \$100 and \$50 bonds. It was a sell-out—and every single bond was pledged, delivered and paid for!

Before the May Day "Rumpus Room," Johnnie Olson's smooth patter and platitudes had already accounted for \$150,000 from two previous War Bond projects, which, teamed with this latest \$100,000, hikes the Olson grand total to a quarter million dollars!

In addition to Johnnie Olson's consistently popular chatter, the program also featured the famous Stroud Twins—Clarence and Claude—and Joe Reichmann.

The \$100,000 May Day "Rumpus Room" was not just the largest WTMJ box-office on record; it was the only box-office in the station's history. No admittance charge, in any form, has ever been made for a Milwaukee Journal station audience program.

Thus, WTMJ added its name to the long list of stations putting across brilliant War Bond campaigns. The goal reached by "Rumpus Room" is a patriotic feather in WTMJ's cap.

Powerful Rochester Voice Joins NBC Basic Network

● ROCHESTER, N. Y.—Fifty-kilowatt WHAM, prominent clear-channel (1,180-kilocycle) unit of the Stromberg-Carlson Manufacturing Company, was added to the roster of the NBC basic network as a regular outlet on May 1.

WHAM has been available to NBC network advertisers during the past two years, subject to recapture on a 28-day basis only. Since May 1, however, it became permanently available to all NBC advertisers that had been using it. The WHAM facilities will be offered to additional NBC advertisers at the earliest possible date.

This new addition to the NBC station roster brings to 25 the number of 50,000-watt stations associated with "the network most people listen to most."

William H. Fay, Stromberg-Carlson vice-president in charge of broadcasting, and John H. Lee, WHAM's general manager, guide the operations of the powerful addition to the NBC family.

Fay started in radio as a singer on WGY, Schenectady, later transferring to WMAK, Buffalo, where play-by-play baseball announcing was one of his chief assignments. He came to WHAM in 1927 and was appointed general manager of the transmitter the following year, continuing in that capacity until October, 1942, when he was promoted to his present post.

General Manager Lee is a native of Paterson, New Jersey. He spent many years in show business prior to coming to WHAM in 1928 to do bit parts on dramatic shows. In 1929, he was made a member of the announcing staff and later became a production director. He was subsequently named assistant general manager, a post he held until last October, when he became general manager.

Obtain Gifts for Fighters Through Radio Campaign

● SAN FRANCISCO.—Sponsored by the National Maritime Union, KPO, the Telenews Theater and The San Francisco Chronicle, the "Gifts for Fighters" campaign got under way here April 24 with a weekly series of 15-minute Saturday afternoon broadcasts over KPO.

Merchant seamen launched the program when they saw American soldiers, sailors and marines in far outposts of the world without such recreational facilities as books, phonographs and radios, and such conveniences as cigarettes, watches, clocks, stoves and heaters. The crew members of one of the cargo ships held a meeting, decided to answer for as many of these items as possible, to give up space in their own quarters to transport the gifts, so as not to take space needed for arms, ammunition, food and other material of war.

The first story told on the weekly series was that of able-bodied seaman Ben Lemon, who was on one of the first ships that went to the South Pacific immediately after war had started. Lemon was interviewed by KPO Announcer Bill Roddy, who himself joined the Merchant Marine a few days later.

Lemon told how his own crew supplied portable phonographs, with 50 records for each machine, 75 cases of soft drinks, 10 cases of cigarettes, and 20 tons of back-issue magazines.

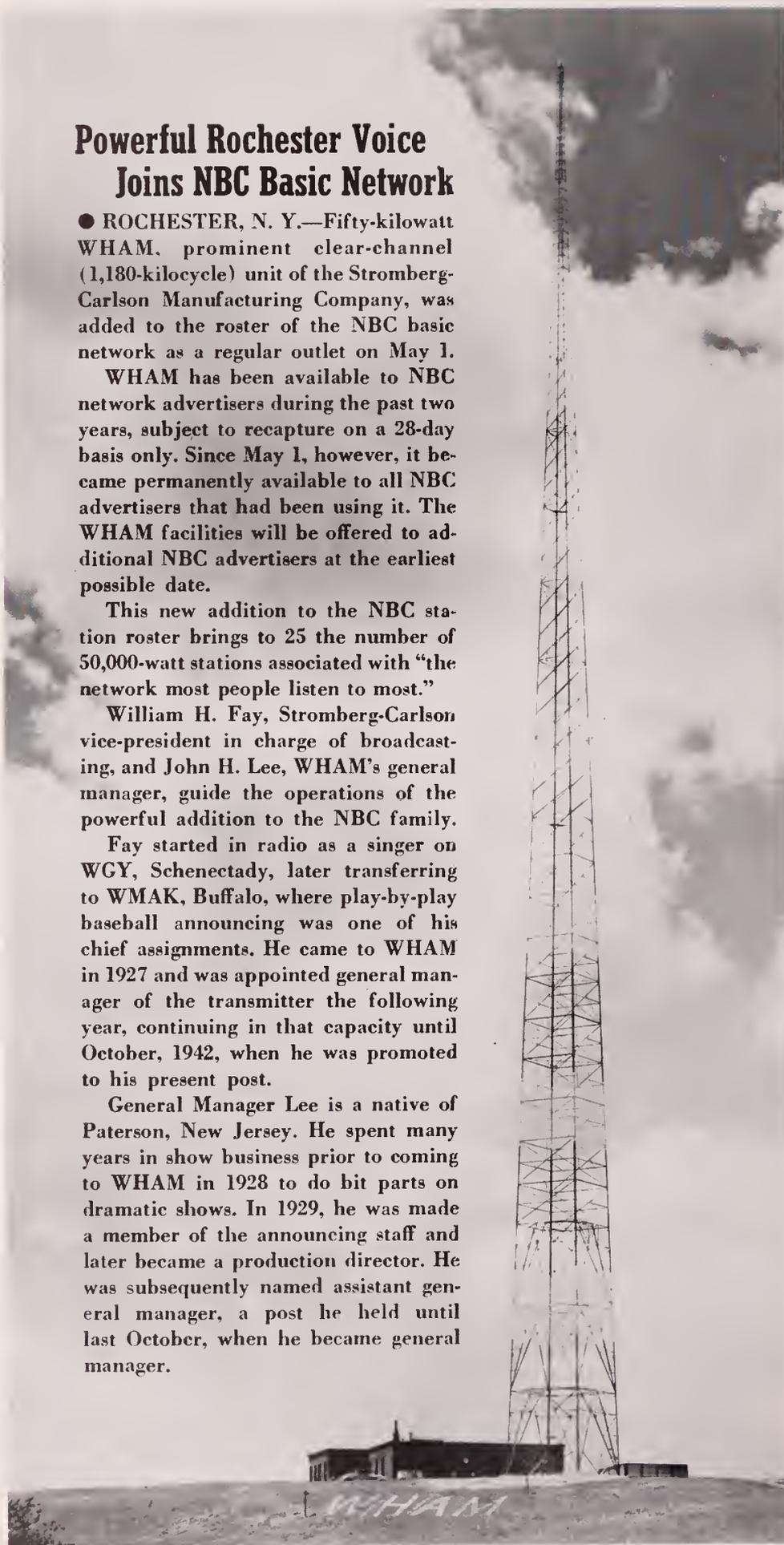
The Telenews Theater is the receiving depot for contributions.

WGKV Promotes Contests In Novel Promotion Show

● CHARLESTON, W. VA.—In an effort to stimulate interest in local and NBC contests and premium offers, WGKV, of this city, has inaugurated a new series of weekly shows titled "Dollars and Sense." Programs are being handled by Julius Glass, WGKV promotion director.

Details of all contests are outlined and winners are announced and interviewed if they come from the area in which the program is heard. A release listing all contests and offers is sent to listeners on written request.

The series proves to be valuable both as promotion and entertainment.



KDKA GARDEN SETS THE PACE FOR PITTSBURGHERS



Scene at the ground-breaking of the KDKA-Pittsburgh Press Victory Garden. Behind the mike is KDKA Announcer Ed Shaughency. At the right is KDKA Farm Director Homer Martz. Mrs. Edward Pitcairn is handling the tractor.

● PITTSBURGH, PA.—The Model Victory Garden located on a vacant lot in the heart of Pittsburgh and sponsored by The Pittsburgh Press and KDKA, has taken vegetable raising out of the “hit or miss” category for countless amateur gardeners.

Instead, the model plot has served as a guiding light after which many gardening neophytes have patterned their plots.

With a definite wartime trend toward the home growing of foodstuffs, the model garden was conceived as a genuine public service to the “uninitiated.” Numerous queries received by Homer Martz, KDKA farm director, indicated many were unfamiliar with the “feel” of the hoe and rake, and unprepared to cope with the urgent food emergency.

A broadcast on KDKA from the garden scene itself marked the ground breaking for the vegetable laboratory. While an audience of city gardeners watched the procedure, Martz described the plowing, harrowing, and other activities.

Since the dedication of the plot, Martz has utilized KDKA and The Pittsburgh Press to inform distant beginners of the progress of the model garden under his personal supervision, and to advise them concerning their own victory gardens.

His weekly feature articles on the garden pages of The Pittsburgh Sunday Press, together with a detailed map of the model

victory garden, guided many others in their initial gardening endeavors.

Through both agencies, the KDKA farm director stressed the elements of successful crop production—what to do, how to do it, and what to anticipate. He forewarned the inexperienced of impending “bugs and blights” so that they might prepare to subdue the scourge. Remedies were suggested for problems peculiar to gardens in certain locations.

Today, Martz’s mail from garden initiates reveals that countless victory gardens within the Pittsburgh area are “growing up together.” With the first yield of some vegetables in the immediate offing, the KDKA farm director now is directing his fellow gardeners in the methods of rotation of crops and second planting.

Soon Martz and young Pittsburgh Press “Rangers” and “Rangerettes,” who have served as assistants in furthering the model victory garden, will be rewarded with the first edibles materializing from their garden ventures.

The crop will be given to the Pittsburgh Children’s Hospital, which donated use of the lot which the model plot adorns. There, the vegetables and greens, so vital to health and happiness, will help feed 150 sick and maimed children whose well being depends largely on wholesome, well-balanced food.

New Clock Control System Aids Network Operations

● CHICAGO.—A new clock control system so accurate that it will vary but one-third of a second daily from the time signals of the United States Naval Observatory has been put in operation in the offices of the NBC central division in Chicago. The system is patterned after the one at Radio City, New York, and was installed under the supervision of Howard C. Luttgens, the central division’s chief engineer.

The need for a method of clock control independent of the alternating-current power supply lines arose from the heavy demands for electricity from war industries. As a result, the deviations in alternating current from the standard 60 cycles per second became pronounced enough to cause the time in key NBC stations to vary by several seconds. Hence, a method of time control entirely separate from the public power supply was devised to eliminate confusion in switching operations between the divisions.

The new system is based on the use of a special tuning fork in a vacuum chamber which is incited by current to vibrate at a frequency of 60 cycles per second. The tuning fork signal then is amplified to 200 watts and fed to the various studio clocks. Storage batteries will be used if the public power supply should fail.

U.S. Armed Forces Abroad Get Sports News Via WBOS

● NEW YORK.—The English section of the NBC International Division has installed a special sports news ticker service to provide the American armed forces in the British Isles and North Africa with the latest baseball returns. Last minute scores are now transmitted daily without loss of time to shortwave listeners over Station WBOS, Boston.

This is one of three special sports shows presented daily by the English section for the benefit of our fighting men overseas. The opening program each day is a review of the preceding day’s sports results. The second offering is a brief report on baseball with highlights on other athletic activities.

These programs supplement a long list of shows on the service men’s schedule.

San Francisco Honors KPO And Prize-Winner Sponsor

● SAN FRANCISCO. — Three important West Coast radio events were celebrated at a single dinner here on April 20 when the San Francisco Chamber of Commerce acted as host in honor of KPO's twenty-first anniversary, the presentation of the General Electric Merit Award to KPO, and the receipt of the George Foster Peabody Award by the Standard Oil Company of California for the twin programs — "Standard Hour" and "Standard School Broadcast."

Ernest Ingold, president of the Chamber of Commerce, presided at the dinner, while Hal Burdick, author and producer of two NBC Pacific network serials, acted as master of ceremonies. Among the speakers were Mayor Angelo J. Rossi of San Francisco; Junius C. Smith, advertising manager of Hale Brothers department store; William D. Chandler, managing editor of The San Francisco Chronicle; and H. D. Collier, president of the Standard Oil Company of California.

Joseph H. Jackson, Peabody Committee member and book and drama reviewer of The Chronicle, made the Peabody Award to Standard Oil for the company's twin NBC programs. Mr. Collier accepted for Standard Oil.

Raymond M. Alvord, commercial vice-president of the General Electric Company, awarded the G.E. Merit Plaque to KPO chief engineer George Greaves.

The Standard Oil programs were chosen for "outstanding entertainment in music." The G.E. Merit Award was made to KPO



R. M. Alvord (left), General Electric commercial vice-president, congratulates George Greaves, KPO's chief engineer, for the station's technical achievement.



John W. Elwood (left), KPO manager, and NBC V.P. Sidney Strotz tackle the KPO anniversary pastry at the dinner.

for the most perfect broadcasting service rendered last year by any station in the country, with only 12 seconds of radio time lost during an entire year's broadcasting.

Speaking for KPO were Sidney N. Strotz, NBC vice-president in charge of the western division, and John W. Elwood, general manager of KPO, San Francisco.

The growth of radio and of KPO, within the span of one generation, was dramatized in a 45-minute program written and produced by Don Thompson. A cast of 13 radio actors participated. Russ Thorsen was narrator, and Archie Presby and John Grover, both of the KPO announcing staff, played important roles. Grace Cooper, Armand Girard, Rod Hendrickson, Sally Thorsen, Lu Tobin, Bert Horton, Earl Lee, Patsy McEwen. Ray Lewis and Everett Glass comprised the rest of the cast.

Some of KPO's historical broadcasts were dramatized, such as the lighting of Treasure Island at the opening of the Golden Gate Exposition, the opening of the Bay Bridge, and the broadcast report on the crash of the dirigible Macon.

Carl Kalash, once a boy violinist with Meredith Willson's orchestra when it played over the KPO airwaves, directed his own studio orchestra in several "memory" numbers and in Willson's best known composition, "Thoughts While Strolling."

The program ended with, "On KPO's twenty-first anniversary, every facility of this station and every man and woman working here is dedicated to the winning of this war."

WFBG Head Named to Two Broadcasting Group Posts

● ALTOONA, PA. — Roy F. Thompson, managing director of WFBG, was honored on March 20 at the Third District meeting of the National Association of Broadcasters by being elected director representing Pennsylvania, Maryland and Delaware. He also was chosen president of the Pennsylvania Association of Broadcasters for the duration of the war.

Thompson became associated with radio when WFBG opened in 1924. Prior to that, his field was telegraphy. He was a Western Union operator at the age of 15 and later pounded a key for the Associated Press. In turn, he officiated over the dot-and-dash clicker of a New York Stock Exchange brokerage wire.

The WFBG head is active in many community projects, serving as president of the Greater City Baseball League and director of the Kiwanis Club, the local Red Cross chapter and the tourist publicity committee of the Chamber of Commerce. He directs radio publicity for the Blair County War Bond Committee and serves as chief air raid warden of his city and county.

SHE'S PRIVATE PATRICK NOW

● SAN FRANCISCO.—Clare Patrick, former music rights director of KPO, left for Fort Des Moines, Iowa, recently, where she will take the officers' training course for the WAACS. Miss Patrick was with NBC 12 years.

\$1,000,000 ANTHEM



William T. Grant (left) receives Arturo Toscanini's manuscript of "The Star Spangled Banner" from NBC President Niles Trammell after bidding a million in War Bond purchases for the Kansas City insurance company he heads.

**PATRIOTIC SONG CONTEST
EXTENDED UNTIL OCT. 31**

● NEW YORK.—Extension of the closing date for the patriotic song contest jointly conducted by NBC and the National Federation of Music Clubs has been announced by the sponsors. The contest will now continue until October 31, 1943.

In a statement issued during National Music week, when the song was to have been premiered, Mrs. Guy Patterson Gannett, president of the federation, said that continuation of the contest represented the unanimous decision of the judges, Leopold Stokowski, Lawrence Tibbett, Ernest La Prade and Major Howard Bronson, music officer of the special service division of the War Department, and of the contest chairman, Rhea Silberta.

Failure of the judges to find a suitable manuscript was attributed to the limited time allowed composers.

The type of song sought is one of easy range, adaptable for community singing; with original words and music, although the two need not be written by the same person; and of such inspirational quality as to capture the interest and enthusiasm of large masses of people.

Terms of the contest, which is open to any resident of the United States, remain as originally announced. A composition of two to three minutes' performing time, which has not been previously published, publicly performed under professional auspices or awarded a prize in previous competition, should include both words and music, and the latter means a fully harmonized piano accompaniment. Each entry must be sent under a nom de plume and accompanied by a sealed envelope containing full name and address of the composer, brief biography and list of previous compositions, if any.

Manuscripts should be sent to Rhea Silberta, 200 West 57th Street, New York, N. Y., with return postage enclosed.

The awards will be as originally announced: a premiere over the NBC network and publication by Mills Music, Inc., on a royalty basis. The judges reserve the right to withhold these awards if no composition of outstanding value to the war effort is discovered.

Amateur and professional composers are encouraged to participate.

WAACS RETURN TO AIR



● LITTLE ROCK, ARK.—Two former radio personalities from different sections of the United States are putting in a "Word for the WAACS" daily over Station KARK.

Captain Martha Rector, left, instituted the five-minute broadcast over KARK early in January, and Corporal Glenna Curry, right, has been carrying on for several weeks since Captain Rector was named State recruiting officer.

Before joining the WAACS, Captain Rector handled all radio work for the Roanoke (Virginia) Junior League, including direction of the radio series for children over WDJB. She was also a member of the WDJB Dramatic Guild.

Corporal Curry started her radio career eight years ago in San Francisco.

BIRTHDAY GREETINGS



Dr. James Rowland Angell, NBC public service counselor, glances at a greeting card at a cocktail party in observance of his seventy-fourth birthday.

**CBC Executive Borrowed by
Jamaica for Radio Survey**

● MONTREAL, QUE.—Dr. Augustin Frigon, assistant general manager of the Canadian Broadcasting Corporation, recently spent two weeks in Jamaica to make a radio survey.

For some time, Jamaican authorities have been considering the extension of broadcasting services on the West Indian island. The Government of Jamaica requested the Department of External Affairs at Ottawa to approach the CBC in obtaining its help.

Dr. Frigon was loaned to the Jamaican Government to advise on the type of organization best suited to the island.



DR. AUGUSTIN FRIGON

both from technical and administrative points of view. He made a general study of the situation and his advice and experience were made available to local authorities.

In this work, he carried out responsibilities similar to those he performed with the Air Commission in 1929 which was appointed to examine into the broadcasting situation in Canada and make recommendations to the government as to future administration, management, control and financing.

Following completion of Dr. Frigon's report, it was anticipated further steps may be taken in which the organization of a broadcasting system for Jamaica may develop as part of a more extended system covering the West Indies.

Bound to Have Words

● CHICAGO.—When an announcer weds an announcer, that's news! It's not likely to happen again within the immediate future, because when Louis Roen made Elizabeth Hart Mrs. R. on April 24, he took the only feminine announcer in the studios.

Miss Hart has been a member of the NBC announcing staff since 1938, and Roen has been a staff member since 1933. The wedding took place at Waukegan, Illinois, in the home of City Attorney Harry Hall, a schoolmate of Miss Hart.

We Asked: "What Station Do You Listen to Most?" And This Was The Reply:

NIGHTTIME	412 CITIES*	U.S. OUTSIDE 412 CITIES	TOTAL U.S.A.
NBC	51.8%	51.7%	51.8%
Second Network	23.5%	25.4%	24.5%
Network C	6.3%	7.6%	7.0%
Network D	12.5%	10.0%	11.2%
Other Stations	4.5%	4.2%	4.3%
Non-Listeners	1.4%	1.1%	1.2%
Total	100.0%	100.0%	100.0%
NBC'S ADVANTAGE OVER SECOND NETWORK	120.4%	103.2%	111.0%

DAYTIME	412 CITIES*	U.S. OUTSIDE 412 CITIES	TOTAL U.S.A.
NBC	30.2%	40.2%	35.5%
Second Network	22.6%	23.5%	23.1%
Network C	9.7%	11.4%	10.6%
Network D	14.4%	9.9%	12.0%
Other Stations	11.5%	10.4%	12.0%
Non-Listeners	11.6%	4.6%	7.9%
Total	100.0%	100.0%	100.0%
NBC'S ADVANTAGE OVER SECOND NETWORK	33.3%	71.3%	53.7%

* All those Cities in the United States with a population of 25,000 or more

Source: NBC All-County Survey

NBC TRANSMITTER



MAMMOTH CAMPAIGN—William S. Hedges (left), NBC vice-president in charge of stations, previews the "Parade of Stars" with Advertising and Promotion Director Charles B. Brown and Aides Jean E. Harstone and Joseph A. Ecclesine.



AUGUST 1943

IN THIS ISSUE:

NBC "PARADE OF STARS" LAUNCHED

NBC TRANSMITTER

VOL. 9 AUGUST 1943 No. 1

Published Monthly by the
National Broadcasting Company
RCA Building, Radio City, New York

MUSIC AND INDUSTRY

● The signing of the NBC Symphony Orchestra to a full year's sponsorship on the full NBC network by General Motors was an event accorded considerable attention by the press, the public and the advertising world.

Samuel Chotzinoff, manager of the NBC music division, in predicting "a year of unprecedented musical achievement" for the G.M. sponsored series under the leadership of world-famous conductors, declared that sponsorship by so great an institution proves that radio has so enlarged the public which listens to good music that industry now finds it advantageous to address itself to that group.

"In effect," Chotzinoff declared, "radio has pioneered with such success that symphonic literature has become a necessity to millions of people in the United States. Recognizing this fact, General Motors, searching for entertainment that might best symbolize its own vast achievements in commerce and the war effort, chose the NBC Symphony."

Arturo Toscanini and Leopold Stokowski will divide the Winter concerts and Frank Black will be the featured Summer conductor.

THE BIG PARADE

● Once again, NBC has launched a Parade of Stars. This is the third promotional campaign of the series and there is every indication that it will be the biggest and best to date. Radio is a medium that speaks for itself—literally and literately—and NBC, with its array of stars who time and time again have topped the nation's leading polls, is using the greatest promotional means at its command, namely the stars themselves, to help make each NBC station's call letters the most "called-for" letters on listeners' dials.

RADIO'S PRIME REQUISITES

Angell and Menser Give Pointers to Chicago Institute

● CHICAGO.—Citing radio as the greatest force the world has ever known for informing people instantaneously, Dr. James Rowland Angell, NBC public service counselor, cautioned students of the second annual NBC-Northwestern University Summer Radio Institute that people in radio hold a public trust and are expected to act accordingly.

Dr. Angell addressed the 135 students of the institute at a dinner meeting opening the 1943 classes. He warned that because of the power of radio it must be used continually in the public interest and those joining the industry have the duty to see that it is done.

He further explained that broadcasting has come to play so important a part in American life that it is highly desirable to have the men and women who conduct the enterprise broadly trained and adequately equipped with the various techniques which radio requires.

Clarence L. Menser, NBC vice president in charge of programs and first of six speakers addressing a series of seminar meetings in connection with the institute, pointed out that the public only wants to be entertained and is more interested in good, honest conversation in drama than any effort to present a so-called classic.

Declaring that "interestingness" is a

prime requisite of radio, Menser said there always is a need for creative and performing talent in the industry to avoid dullness, which is the greatest crime in broadcasting.

The institute continued through July 31 with classes in public service programs, announcing, acting, continuity writing, directing techniques, control room techniques and news broadcasting.

A full scholarship will be awarded to the student chosen as outstanding in the institute. Miss Ann Keith of Poughkeepsie, New York, was the 1942 winner.

● NEW YORK.— Frank E. Mullen, NBC vice-president and general manager, addressed the Summer Radio Workshop of New York University on July 15. His topic was "Private Enterprise and Radio's Future."

The Workshop, an annual feature sponsored by the university and directed by Robert J. Landry, was scheduled for six weeks beginning July 6.

● SALT LAKE CITY.—Clarence L. Menser, NBC vice-president in charge of programs, was one of the speakers at the recent Inter-Mountain Radio Conference. The conference was conducted under the auspices of the University of Utah.



"INFLATION" ARRIVES

● FARGO, N. D.—Take note (eighty-eight of 'em in fact) of the tiring influence women have on pianos. The accompanying photograph reveals a WDAY studio baby grand equipped with balloon tires. Reason: it facilitates moving the piano with ease so that women studio workers can push the instrument around at will. But what's that—a man pumping air into the tire? Yes, it is. And it all goes to prove that—war or no—women studio workers still need a bit of masculine aid in keeping studio pianos rolling. Ken Kennedy, WDAY program director, is at the pump and Marjorie Moore, staff vocalist, at the keyboard.

NBC PARADE OF STARS, BRIMMING WITH SHOWMANSHIP, GETS OFF TO BIG START

● NEW YORK. — NBC's "Parade of Stars," the third in a series of effective program promotion projects, will be in the hands of affiliated stations sometime in August. Like its predecessors — the NBC Fall Parade of Stars (August 1942), and the "NBC 1943 Parade of Stars" (January 1943), the new offering has been conceived with a triple objective, namely, to create interest in network programs; to strengthen the position of affiliated stations in the communities they serve; and to build audiences for sponsored broadcasts.

Basically, the new Star Parade consists of recordings specially made for the purpose by more than 40 of NBC's top ranking features. Scripts, announcements and a complete array of promotional material including mats, photographs, newspaper advertisements and novelty ideas, accompany the recordings as essential adjuncts to make the drive effective.

In contrast to the previous Star Parades, the current material is intended for use throughout the year. Earlier Star Parades were dated for specific periods. This feature permits the future issuance of supplementary recordings and scripts as the campaign develops.

The new portfolio, which contains only the promotional items, is smaller than previous releases and therefore more convenient to handle. Recordings are supplied in two individual albums instead of being enclosed within the portfolio. This format was selected in order to provide stations with the transcribed programs in permanent form.

The volume of promotion matter produced to equip portfolios for the 125 NBC stations is impressive in extent and indicates the thoroughness of plans for the project.

Nearly 25,000 mats of stars and program groups and 6,000 mats of one- and two-column advertisements have been prepared. These display ads, covering both afternoon and evening programs, are designed to call attention to the broadcasts built up from the portfolio of scripts and recordings.

In addition, the Star Parade portfolio contains press releases, a series of scripts

which permits program managers to combine their transcriptions to build broadcasts of any length from one-minute to a half hour or longer, and designs for post-cards for mailing to listeners in the station's area.

The portfolio is printed attractively in a striking combination of red and purple inks on a pastel gray background. Its dimensions of 25 by 14 inches were chosen to accommodate the car cards which comprise one of the promotion pieces. Colorful sketches, carrying out the Star Parade motif, appear on the cover and throughout the pages.

One of the promotion items which is expected to be widely used by local stations is a glossy print of "Starface," whose gleeful countenance appears on this page.

Among the programs and artists who have made special recordings for the Parade of Stars are: "Cities Service," "Voice of Firestone," Bob Burns, "Mr. D. A.," "Salute to Youth," "Maxwell House Coffee Time," "Mr. and Mrs. North," "Grand Ol' Opry," Fred Waring, "Sealtest Program," "Ellery Queen," "Carnation Contented Hour," Ginny Simms, "Million Dollar Band," "Can You Top This?," Bill Stern, "Cavalcade of America," John W. Vandercook, "The Open Door," "Time to Smile," "Those We Love," "The Aldrich Family," "Dr. I. Q.," and "One Man's Family."

Reports submitted to NBC following the first Parade of Stars revealed wide usage of the promotional project. Over 7,500 broadcasts, including full-time shows and spot announcements, were built from the material supplied. Time allotted to these special features totalled 314 hours or nearly 20 full broadcasting days. Newspapers gave the campaign prominent mention in full page rotogravure sections, and one Pennsylvania station used the recordings as the principal attraction in its display booth at the local county fair.

Because of the broadened scope of the new Parade of Stars and the eagerness of stations to continue the positive program building effect of the first two campaigns, NBC is convinced that affiliates will report far wider usage of the current promotion piece.



MEET STARFACE! — The sky's the limit for showmanship in NBC's new Parade of Stars. The star-spangled promotion is off to a rousing start led by this smiling lad.

The timing of the campaign is ideal. Soon after the stations receive portfolio and recordings, established programs and their stars will be returning to their customary spots on the network's regular schedule and the broadcasts of Parade programs, calling attention to the reappearance of these features, will provide helpful service to listeners and expand the audiences which sponsors already have acquired in recent years.

25,000 Platters Roll In As WTMJ Patter Rolls Out

● MILWAUKEE, WIS.—Using the same telephone-pledge method which brought in well over \$250,000 in War Bonds, Johnnie Olson, pilot of the popular "Rumpus Room" show, is currently piling up stacks of old phonograph records to be picked up by the Milwaukee Red Cross. His drive passed the 19,000 mark at the time of this writing and the goal of 25,000 old disks was expected to be realized.

Olson's one-man campaign was launched a few weeks ago as the result of a single one-minute spot announcement. The amazing result of this one-evening shot was a total of 360 records.

SPOKESMEN FOR NBC

Network Story Told to Varied Groups by Employees on Reorganized Speakers Bureau

● NEW YORK. — Civic groups, conventions, local clubs and schools are better informed today on the history and accomplishments of NBC because of the activities of the network's speakers bureau.

The bureau has existed since 1939 but its possibilities were not fully exploited



ALBERT E. DALE

until 1942 when a directive signed by Vice-President and General Manager Frank E. Mullen established it as a specific agency in NBC's public service program. At that time, Mullen announced the reorganization of the bureau under the direction of Albert E. Dale, manager of the department of information, with Anita Barnard as supervisor. Since then, representatives of NBC have been appearing with greater regularity before gatherings from coast to coast, to discuss the network's history and policies and the company's many contributions to the nation's welfare.

In its present revised form, the speakers bureau does not wait for calls upon its services as it did prior to 1942. Realizing the growing desirability of presenting NBC's story before interested groups, Miss Barnard now seeks out important audiences for her roster of speakers. From October to May — the active post-prandial season — she combs lists of conventions and meetings for suitable bookings. She has discovered a lively demand for volunteer Demosthenes who possess a knowledge of radio's many-sided operations through close association with the industry.

The bureau functions on an intra-network cooperative basis. Department heads and station executives are asked to register the names of employees who possess Chautauquan ability. After assigning a lecture date which coincides with the speaker's subject, Miss Barnard discusses the proposed text with the speaker and makes suggestions based on her long experience in radio. Above all, she aims to have speakers tie-up their topics with

the industry's latest developments. But her supervision ends at that point. Once a lecturer faces his audience he is on his own. He may confine himself to the assigned subject or, if the situation seems to require another approach, he may discuss radio broadcasting in any way he chooses.

Recognizing that NBC's representatives may not always be seasoned orators, the speakers bureau is preparing a loose-leaf manual which will outline the company's basic policies and explain the scope of some topics. The manual also will suggest the most effective ways of impressing audiences.

Because the bureau has been newly organized, every assignment is used as a guide to future operations. Each speaker is asked to fill out a form giving information on the size and composition of his audience, its response and the general type of questions that are asked at the conclusion of his talk.

According to Miss Barnard, favorite topics of audiences cover the full gamut of radio. However, it has been found that the inside story of radio has a general appeal, with a widespread interest shown currently in daytime serials and programs directed to children.

Much of the success of the bureau is due to the extensive radio experience of its supervisor. For eight years, beginning in 1932, Miss Barnard was a correspondent in NBC's audience mail department. There she acquired a first-hand knowledge of the desire of the radio audience for general information about broadcasting. In 1940, she was moved to the information department as manager of correspondence, later becoming director of the department. Her appointment to her present post coincided with the executive order reorganizing the bureau.

The scope of the speakers bureau is expressed in a report compiled by Miss Barnard for a typical year's schedule. In analyzing the bureau's work she summarized its accomplishments as follows:

"Fifty-six speakers from 11 departments presented 203 talks on 21 general topics before 176 organizations in 32 cities of 19 states."

Although the speakers bureau operates

as an aid to the entire network, transportation difficulties due to the war are limiting the scope of its activities. As a consequence, the bureau must now depend to a greater extent on affiliated stations to supply speakers for bookings within the stations' own areas.

Mrs. Doris Corwith, working under the direction of Dr. James Rowland Angell, NBC's public service counselor, continues to carry out her specialized speaking schedule, but the records of her frequent appearances before civic and educational groups are included in reports submitted by the speakers bureau.

SETS FOR RED CROSS



● CHARLOTTE, N. C.—A frantic call for radios recently came from the Red Cross Gray Ladies for the Camp Sutton and Morris Field Base Hospitals. The boys wanted to hear what was going on outside their small infirmary rooms.

WSOC's Early Riser's Club went to work with announcements. The results were marvelous. People in Charlotte and Mecklenburg County immediately started calling WSOC donating old sets no longer in use. Then came the huge task of repairing these sets. The station came to the rescue and donated all parts costs and the engineers contributed their time.

The set salvagers, from left to right above, are: L. L. Caudle, chief engineer; Pete Mallard and Bill Lineberger, staff engineers, and Dewey Drum, m.c. of the Early Riser's Club. Another engineer, Tom Brandon, also helped but was not available at the time the picture was made.

Movie-Radio Guide Poll Gives NBC Top Honors

● NEW YORK. — Another sweep for NBC programs and favorites!

Nine out of 18 first places in Movie-Radio Guide's annual "Star of Stars" poll went to NBC programs and stars! The remaining first places were divided among the other three national hookups and free-lance radio performers.

Movie-Radio Guide's poll of listeners thus confirmed other fan and editor polls earlier this year. All polls gave NBC overwhelming victories.

Bob Hope scored top place in three classifications. He was voted "Star of Stars," he was named "Best Comedian," and the Pepsodent show was selected as "My Favorite Program." Other first place winners included Bing Crosby as "Best Male Singer of Popular Songs;" Dinah Shore, "Best Woman Singer of Popular Songs;" Bill Stern, "Best Sports Commentator;" "Information Please," "Best Quiz Program;" "Vic and Sade," "Best Day-time Serial," and Don Wilson, "Best Announcer."

Full results were published in the July issue of Movie-Radio Guide.

NBC regulars who won honors in the voting were:

"Star of Stars": Bob Hope, Don Ameche, Jack Benny, Red Skelton.

"My Favorite Program": Pepsodent program, "One Man's Family," "Fibber McGee and Molly," "Information Please," "Kraft Music Hall," "Those We Love."

"Best Comedian": Hope, Skelton, Benny, Fibber McGee and Molly, Edgar Bergen, Eddie Cantor, Garry Moore.

"Best Male Singer of Popular Songs": Bing Crosby, Dennis Day, Frank Munn, Harry Babbitt, Barry Wood, Curley Bradley.

"Best Woman Singer of Popular Songs": Dinah Shore, Ginny Simms, Frances Langford, Marion Mann.

"Best Woman Soloist Singing Classical Songs": Margaret Speaks, Vivian della Chiesa, Lucille Manners, Jean Dickenson.

"Best Male Soloist Singing Classical Songs": Richard Crooks, John Charles Thomas, Frank Munn, Conrad Thibault.

"Best Musical Program": Kay Kyser's "College of Musical Knowledge," "Waltz Time," "Hour of Charm," "Voice of Firestone," "Kraft Music Hall," "Bell Telephone Hour."

"Best Band on the Air": Kay Kyser.

(Continued on page 13)

OHIO GOVERNOR HONORS WLW MEN IN ARMED FORCES



Governor Bricker at the WLW mike in front of the plaque in Crosley Square's lobby.

● CINCINNATI.—Governor John W. Bricker of Ohio dedicated a plaque containing the names of 68 former employees of station WLW, and its sister stations, WSAI and WLWO, who are now serving in the various branches of Uncle Sam's armed forces.

The plaque, in the lobby of Crosley Square, is carved from solid oak and surmounted by an eagle with outspread wings. It was designed by Frederic A.

Williams, noted New York artist and sculptor and president of the American Veterans Society of Artists, with the assistance of WLW-WSAI-WLWO Staff Artists Rudolph Prihoda and John Haynes.

Also taking part in the dedicatory ceremonies were James D. Shouse, vice-president of the Crosley Corporation in charge of broadcasting; John Cornell, WLW announcer, and a color guard from Fort Thomas, Kentucky.

War Workers Recruited

● SAN FRANCISCO.—Uncle Sam, the San Francisco Golden Gate Theater and Station KPO embarked on a cooperative venture recently when they aired the first in a weekly musico-dramatic series, entitled "Backstage."

The program, originating in the backstage rehearsal room of the theater, is broadcast each Monday night and features the Golden Gate Orchestra and KPO's own songstress, Barbara Lee.

Purpose of the series is to recruit workers for war industries in the Bay Area. It's a strictly non-profit cooperative enterprise, sponsored at cost by the United States Employment Service, the theater and KPO. Producer is William E. Shea, Jr., of KPO.

Gourds Gardened Gleeefully

● MILWAUKEE, WIS.—Planning a "Grand Gathering of Gordon's Gorgeous Gourd Growers" for a later date this Summer, WTMJ can expect a huge number of exhibitors.

Interest in this little-known branch of agriculture spread throughout Milwaukee and Wisconsin as a result of a free gourd seed offer promoted by Gordon Thomas, WTMJ announcer, on his daily "Top o' the Morning" program. For 13 mornings Thomas extolled the virtues of gourd-raising and depicted the various shapes and sizes of gourds which could be raised with the free package of mixed seeds. Well over 6,000 listeners sent requests and stamped, self-addressed envelopes for the unusual souvenir offer.

SPECIAL STUDIO SETTINGS PROVIDED FOR THREE FAITHS



RELIGION ON AIR—The Protestant setting is at the left. Jewish broadcasts utilize the arrangement above. Catholic programs have the accessories on the right.

● NEW YORK.—Churchmen of the three major faiths and experts in the field of liturgical art have acclaimed NBC's innovation of interchangeable studio settings designed to create a suitable atmosphere for religious broadcasts.

The equipment, consisting of an altar, two pulpits (each four feet high) with flute-designed screens, eight choir stalls and benches for visiting speakers, can be adapted to meet the needs of various faiths. It is not intended to constitute a gathering place for religious worship.

For Protestant presentations, an especially-designed cross—lighted from behind by neon tubes—is hung before an altar backdrop. A crucifix, executed by Alfred

Tulk, widely known muralist, is attached over the cross for Catholic services. For Hebrew programs, the seven-branch candelabra, with a blue velvet cloth bearing a gold Star of David, is used.

NBC secured official sanction for the designs from authoritative advisers of the three faiths. Maurice Lavanoux, secretary of the Liturgical Arts Society, Inc., advised on the making of the crucifix and additional instructions on the Roman Catholic arrangements came from the Right Reverend Monsignor Michael J. Ready, secretary-general of the National Catholic Welfare Council; Monsignor Howard J. Carroll, assistant secretary-general of the council, and Father John

La Farge, S. J., executive editor of America, a religious publication.

Dr. Samuel McCrea Cavert and Frank C. Goodman, officials of the Federal Council of Churches of Christ in America, were consulted on the details for the Protestant broadcasts. Assistance in planning the Hebrew religious decorations was given by Dr. Israel Goldstein, president of the Synagogue Council of America, and Joseph B. Abrahams who has created decorative motifs for Jewish institutions in all parts of the country.

A Hebrew dedication of the studio took place June 6, and the first Protestant service was held May 23. Catholic ceremonies will be held this Fall.

STUDY OF NBC

● NEW YORK.—A special issue of The Advertiser, presenting a study of the National Broadcasting Company, was recently sent to advertising executives.

The issue, prepared by The Advertiser "in collaboration with the major executives of the Nation's First Network," is an overall picture of how NBC is operating today under wartime conditions.

Leading off with a full-page cover of President Niles Trammell and inside pictures of V.P.-General Manager Frank E. Mullen and other leading NBC executives, the issue carries by-line stories by each, dealing with the operations of their respective departments, individually, and in relation to the whole.

A short history of the company, informal sketches of personalities at the recent NBC War Clinics and pictures of the artists make this a virtual collector's item.

From a limited supply, stations may secure copies for distribution to local clients and advertisers, by addressing Joseph Ecclesine, NBC promotion manager, New York.

Rose Bowl on NBC

● NEW YORK.—Rose Bowl games will be carried exclusively by NBC for the next five years if war conditions permit them to be played. Bill Stern, NBC sports director, announced. The contract, which goes into effect January 1, 1944, was signed by Sidney N. Strotz, vice-president in charge of NBC's Western division, and representatives of the Pacific Coast Conference, the Rose Bowl Committee and the Pasadena Tournament of Roses.

Stern and Ken Carpenter, the widely known coast announcer, will continue to cover the gridiron classics. NBC has carried the Bowl games since 1927.

Girls in Radio City Bond Booth Get Treasury Award

● NEW YORK.—Mildred Roselle and Lillian Stewart are two New York business girls who gave up week-end dates and outings to help the war effort of the American Women's Voluntary Services. For a full year they gave their Saturday afternoons and evenings to selling War Stamps and Bonds in a booth offered them by the National Broadcasting Company at the entrance to the Radio City Studios.

June 19 marked the first anniversary of their weekly teamwork at Radio City and \$114,000 has gone into Uncle Sam's war chest as a result of their effort. On June 25, the girls got the surprise of their life when they were presented with citations from Secretary of the Treasury Morgenthau "for distinguished service rendered in behalf of the War Savings Program."

The framed diplomas were presented to the girls by J. de Jara Almonte, Assistant to the President of NBC.

Mildred, a clerical worker at a textile house, and Lillian, a business aide to a producer of religious radio programs, conduct their booth on the same basis as a commercial organization. They have books to keep track of steady purchases by a big list of broadcasting celebrities and have orders all wrapped up "ready to go" for the steady trade.

The girls use considerable salesmanship and showmanship to get business for Uncle Sam. One music executive who failed to stop and buy stamps at the booth discovered the girls picketing him with a sign proclaiming him as "unfair to the NBC Bond Booth." The gag worked: he became a regular customer.



NBC's J. de Jara Almonte presenting the Treasury Department citations to Lillian Stewart (left) and Mildred Roselle.

BOSTON BOND SALES BUZZ WITH WBZ BUSY AS A BEE



JAP TIN FISH FLOUNDERS—To boost Uncle Sam's War Bond Drive, WBZ Announcer Steve Burke with George H. Bonsall, Quincy War Bond chairman (left), and Deputy State Administrator Alfred C. Sheehy broadcasts a special events program as the captured Jap two-man submarine reaches Quincy, Massachusetts.

● BOSTON.—Uncle Sam has found able lieutenants for his War Bond program in the New England Westinghouse stations, WBZ-WBZA, which since last December have joined in promotions netting over \$15,000,000 in Bond Sales.

The most recent activity was the broadcasting of several on-the-spot shows from the "Four Freedoms" exhibition in Boston. A special WBZ newsroom, complete with teletypes and a regular news editor, was one of the features. The booth was built on the theme of "Freedom of Speech" as exemplified by radio. Daily newscasts by the Esso Reporter originated from the stage at the exhibition hall and last-minute bulletins were posted in the auditorium throughout the day.

To stimulate interest in the opening of the War Bond show, WBZ-WBZA sent engineers, an announcer and producer to the little Town of Arlington, Vermont, to interview Norman Rockwell, noted American artist and originator of the famed "Four Freedoms" paintings recently published in The Saturday Evening Post. At Arlington, the Westinghouse group prepared a special broadcast which included an exclusive interview with Rockwell and the original models. A transcription has

been presented to the Treasury Department for use elsewhere in the "Four Freedoms" nationwide tour.

Announcer Carl Caruso interviewed a selected group of "Four Freedoms" models on a broadcast direct from the Boston exhibition hall. In response to requests, Producer John Wright prepared a half-hour repeat broadcast of the Arlington, Vermont, broadcast, and the second program had music added to bear out the theme, "This Is My Country."

Each noon during the salon, WBZ's singing emcee, Chester Gaylord, broadcast from the Four Freedoms Hall. Each program had a special guest from the armed services. One was a Navy hero from Guadalcanal, while the Army was represented by a wounded veteran of the North African campaign. The Coast Guard was represented by a Spar who has brothers serving on scattered fronts.

Treasury Department officials estimate that more than \$1,500,000 in War Bonds of smaller denominations were sold.

The WBZ-WBZA War Bond record received its first big boost last December when "Information, Please" visited Boston and presented its regular show at Symphony Hall.



Colonel Tristram Tupper (right), U. S. Army public relations officer at headquarters of the European Theater of Operations, is shown at an NBC microphone with Major Howard L. Nussbaum, former NBC production man.



The war brings many changes to radio. And this is particularly evidenced in the photograph above showing the completely feminized messenger staff at NBC's central division headquarters.



When William (Virginia) Chab news event to



KMJ, of Fresno, California, put its special events staff on a novel assignment when the station broadcast a descriptive account of an actual appendectomy operation on a nine-year-old girl at Fresno County Hospital. Dr. H. M. Ginsburg, the surgeon, and the station's special events expert, Frank Evans, were heard during the unique broadcast.



Arthur G. Pearson, NBC central division purchasing agent, beams as he receives his B.S. degree in Commerce at Northwestern U. after attending night school intermittently for 18 years.



KGHL (Billings, Mont.) celebrates its fifteenth anniversary. C. O. Campbell, standing, is giving up O. L. Kopf's sixteenth anniversary.



Executives at radio party celebrating NBC National Barn Dance's 500th broadcast are (left to right): C. S. Beardsley, of Miles Laboratories; (standing) Harry Kopf, NBC vice-president; (on chair arm) Walter Wade, advertising agency head; (seated) Arthur Beardsley; (center background) Franklin Miles, of Miles Laboratories.



Mary Little, radio editor and columnist of The Des Moines Register and Tribune, becomes Skybrother Mary Little in colorful ceremony in the WHO studios as she is inducted into honorary membership in Sacred Stars of the Milky Way, the famous "Vic and Sade" lodge.



When four men are for the day, they are, watching musical director Berntha.



Jeffers, national rubber administrator, addressed the Charleston (West Virginia) Commerce, a WCKV mike was right on the scene to bring this local news. Jeffers is shown directly behind the WCKV mike. To his right is Secretary of Commerce Jesse Jones.



A candid camera at the War Emergency Conference of the Pacific Coast Advertising Association in San Francisco reveals, left to right: Mrs. Alfred Crapsey; Sidney N. Strotz, NBC vice-president; Walter Guild, advertising executive; Mrs. Strotz; Alfred Crapsey, KPO sales manager; Miss Sandra Strotz, and John W. Elwood, KPO manager.



Recently celebrated scene above shows jeweler, for his annual contract.



Bing Crosby at a WSM (Nashville, Tennessee) microphone. This appearance at the Belle Meade Club resulted in the sale of \$500,000 in War Bonds. Crosby was accompanied by Jack Shook, the station's novelty guitarist.



Betty Molnar is shown getting all wrapped up in her work as a teletype operator at NBC's Chicago headquarters. She's the first girl teletypist at the central division. NBC New York has five teletype girls.



Workers of WSJR (Syracuse, N. Y.) knock off to a regular shift in a war plant. Here an inspector tag a product of their work. He Furman, announcer; Red Thomas, chief operator, and Murray.



WSAM, Saginaw, Michigan, benefited by this window display in downtown Saginaw which was based on several popular NBC programs. Photos and time schedules were included.



Symbolizing lost Nazi cause, map of North Africa in NBC Chicago news room is "touched off" as an inactive source of information for the central division's newscasters.

A Transmitter Bio:

ARMY SIGNAL WORK LED TO CAREER IN BROADCASTING



G. E. ZIMMERMAN

● LITTLE ROCK, ARK.—The biography of G. E. "Ed" Zimmerman, affable general manager and vice-president of KARK, NBC Arkansas outlet, parallels the history of radio broadcasting in the Southwest.

A veteran of the first World War, in which he served with the Signal Corps and received his first taste of radio. Ed joined the engineering department of WFAA, Dallas, Texas, in 1922. This was the second radio broadcasting station to be established in the Southwest. In 1924 Ed received leave of absence from WFAA to supervise installation of KFDM, Beaumont, Texas. After it went on the air he returned to WFAA.

From 1925 until 1933 he served as supervisor of KPRC, Houston, Texas, and from there went to New York to serve in the station relations department of NBC.

Shortly after Colonel T. H. Barton of El Dorado, Arkansas, bought KARK in Little Rock, he was offered his present position. The station was operating without a network affiliation on 500 watts. It wasn't very long after he arrived in 1936 that a new 1000-watt RCA transmitter was installed.

On January 1, 1937, less than a year after his arrival, KARK joined NBC and the power was increased to 1000 watts daytime. Two years later, a 5000-watt transmitter was installed. Progress was an expected thing wherever Ed went.

Late in 1941, just a few weeks before Pearl Harbor, KARK moved into modern new studios almost geographically in the center of the downtown business district.

Ed—like so many other radio executives—received his initial taste of radio during the first World War. Being in the air service of the Signal Corps, he admits he "inkered" enough with radio to want to go deeper into the subject when peace came.

He is a member of the NBC stations planning and advisory committee, which was appointed last year to work out a de-

tailed program of close cooperation between the network and affiliated stations. He is extremely active in national and regional NAB activities.

Radio is his hobby as well as his work. Many times he works around the clock on some technical problem. Any youth having an ambition to enter radio always finds him willing to lend a hand. He is always striving to improve radio for the listener, both from technical and production phases.

Every Spring and Summer he spends quite a little money and time purchasing new fishing equipment and maybe once he gets out to a nearby stream to try his luck. He is a hunting enthusiast, too, but finds little time for the sport.

His hobby keeps him busy! Instead of relaxing with a detective thriller when the day's work is over, he reads heavy technical literature, but then—as said before—radio is his hobby.

Mrs. Zimmerman and Ed have a Spanish style home, furnished in the Mexican motif and, like most good Americans these days, have converted their once beautiful flower beds into a victory garden. They have two fine cocker spaniels.

Ed is very active in any movement for the betterment of Arkansas and Little Rock. He is a member of the Chamber of Commerce and serves on several active committees. In addition, he is a member of the American Legion, Rotary Club, the Scottish Rite, the Mystic Order of the Shrine, the Jesters, the Little Rock Club, the Executives Club and several other organizations.

Quiet, congenial and hard working, Ed has several other notable attributes. To wit: a fine sense of humor, a storehouse of interesting anecdotes about radio and its personalities, and the especially rare virtue of being a good listener. In addition, due to his many years in radio, he has an unusually large number of friends in the industry.

A. A. DAY VERY GAY



NBC President Niles Trammell at the dinner which highlighted the NBC A. A. outing. Helen Korday, personnel, is at the left, and Augusta Comora, research, at the right.

● NEW YORK.—The NBC A. A. held its annual all-day outing at scenic Westchester Country Club, Rye, New York, on July 13. Golfing, swimming, tennis, softball, badminton, bicycling and even horse-shoes were included in the day's activities. Dinner time found 205 guests, who had been promised steak, enjoying a meal of roast beef—still a delight in these meatless wartime days.

Ten door prizes were given out, but the usual awards for contestants were skipped to hasten dancing on the moonlit patio, since festivities had to end coincident with the departure of the last train before midnight. The homeward-bound crowd had great praise for the outing committee.

Fort Wayne's "Bee" Gets Dressed Up for a Spell

● FORT WAYNE, IND.—The "Old Fashioned Spelling Bee" got all dressed up in new clothes and styled itself into an entertaining and educational program over station WGL.

For 13 weeks grade school students from Fort Wayne and Allen County competed against each other via the airlines in a spelling bee sponsored by City Utilities of Fort Wayne.

But unlike the usual spelling bee this one was replete with flourishes and frills. Group singing, audience interviews and talks by city officials livened the program and gave it a touch of informality.

The awards were presented by Louis Crosby, City Comptroller. Group singing was led by Howard Ropa, WGL baritone, and audience interviews were conducted by Bill Stewart. Al Becker was master-of-ceremonies at the novel event.

Air Base Studio Built By Station for Army Programs

● GREENVILLE, S. C.—An unusual tie-up for broadcasting from an Army post has been arranged by WFBC and responses proved decidedly favorable.

Inaugurated last October, the programs originate in a studio which was constructed and presented to the Greenville Army Air Base by the station. Located in the base's theatre, the studio was dubbed G-A-B, and furnished with complete technical equipment for live broadcasts, as well as transcribed and recorded features.

Since taking to the air, G-A-B has attained something of a record in the number and quality of soldier-produced radio broadcasts. "Yawn Patrol," early morning half-hour program, is the chief production. It is heard daily, Monday through Saturday.

Talented soldiers at the air base vie for an opportunity to appear on the show, and most of the G.I. listeners would almost rather miss breakfast than a "Yawn Patrol" program. Coming as it does between morning chow and the go-to-work hour, it gives the men opportunity to hear fellow soldiers perform, to listen to the records of their favorite musicians, and to keep up with base activities and Army news. It also gives the townspeople of nearby Greenville something of an insight into life at the base.

Besides "Yawn Patrol," a 25-minute all-soldier variety show is aired weekly, as is a half-hour concert by the 60th Air Force Band.



BACK TO THE MIKE—Sergeant Zeb Lee, left, formerly of WPTF, Raleigh, and Corporal Norvin C. Duncan, Jr., formerly program director at WFBC, Greenville, are here staging a "Yawn Patrol" broadcast from the studio which WFBC equipped and presented to the Greenville Army Air Base.

BABE RUTH SCORES A HIT

His Show Packs Promotional and Entertainment Punches

● NEW YORK.—When the renowned Babe Ruth, Sultan of Swat, enters the NBC studios each Saturday morning to perform his stint of attempting to answer baseball questions on the "Babe Ruth in Person" program, more than 300 youngsters (not counting the adults smuggled in) set up a roar of acclamation that is heard around the country.

It is an eloquent testimonial to the Babe's enduring fame in the cavalcade of American baseball heroes. The show lends itself splendidly to good-will tie-ins and not a promotional bet is missed.

The Babe was signed to do this series over WEAf locally commencing in early June. Several weeks later, because of the program's popularity with the small fry in metropolitan New York, as well as with the trade and general press, the program went network.

Each week the kids march into the studio, pop-eyed as they greet the idol of baseball. Youngsters range from seven to 17. It is customary to invite them from boys' clubs, American Legion and Police Department organizations interested in youth movements, Boy Scout troops, and similar children's groups of high community standing.

In addition, all children living in New York can witness the program by simply writing to Babe Ruth in care of WEAf, and saying that they'd like to come to the "game." Nine contestants are picked for each program from the invited groups. The Babe steps into the "box" as the team of boys take to the "mound." But instead of firing baseballs, they fire questions at him—questions the Babe has never seen before. And some of these queries are real sticklers, as the Babe will attest.

When the Babe fails to answer a question, he usually gets a good-natured ribbing from the studio audience. For each question asked the contestant obtains one of Babe Ruth's autographed baseballs. Also, to everyone in the audience, NBC pages distribute handsome certificates certifying them as members of the "WEAF Babe Ruth Baseball Club," and declaring further that the recipient is a "club member in good standing, having been present at a studio meeting of the 'Babe Ruth in



THE BAMBINO PAYS HOMAGE—Babe Ruth, the great American baseball figure who is heard over NBC each Saturday, pauses in front of the exhibit of the late Graham McNamee's trophies in Radio City. Among McNamee's many interesting souvenirs on display are several major league baseballs used in world series games and autographed by the Sultan of Swat and his colleagues.

Person' radio program." It is signed by Ruth, president, and Bill Stern, NBC sports director.

Atop the certificate is a profile picture of Ruth and the NBC public service emblem. The "diploma" appears to have caught on with youngsters, many of them requesting extra copies for their friends and relatives.

The program opens and closes with the studio audience singing "Take Me Out to the Ball Game," topflight baseball song by Albert Von Tilzer and Jack Norworth. Words of the song are distributed beforehand. Also, at the conclusion of the program Babe parks himself in a seat near the foot of the stage and personally distributes autographed cards to those in the audience who march up in single file for this attractive sports memento.

Ben Grauer, NBC announcer, introduces each contestant and bills himself as "umpire" on the show.

Here's a show with promotional bases loaded and a home run coming up in terms of listener acceptance.

GIRLS TAKE TO MIKES AND CONTROLS IN ALABAMA



At announcing and engineering, the WSFA girls are doing their bit in radio.

● MONTGOMERY, ALA. — When two girls joined the regular announcing-operating staff of WSFA and released two men for Army service, collegiate honors for the entire staff were more than doubled.

While in college these two girls, between them, garnered the following laurels:

- Two college degrees.
- Class presidency (twice).
- Presidency of College League Forum.
- School beauty cup.
- School loyalty cup.
- Election to Phi Mu Gamma, national honorary professional organization and vice-presidency of same.

Louise C. Holloway (right) was a student at Huntingdon College when she started an early morning personality program to help pay her college expenses more than a year ago. This job led her to study the complete technical work of the operating room so that on graduation this Spring she stepped right into a man's assignment.

Mrs. Ruth Turner, the young lady "womanning" the controls, hails from New York, but came to Montgomery for the duration to be near her soldier husband at Maxwell Field. Mrs. Turner made the "Dean's List," highest honor of her

school, straight through her career at Emerson College, Boston. She majored in Speech and Drama, minored in English, specialized in radio and, as a result of her successes, made Phi Mu Gamma, national honorary professional organization, and was vice-president in her senior year. With such a background, she had no trouble at all learning the control work and is now carrying her regular trick.

Both are doing excellent jobs for WSFA, but the regular announcers now in service need not worry about their jobs when the war is over. When that great time comes, both of these girls will be more than ready to take over housekeeping duties.

CHICAGO NBC A. A. ELECTS

● CHICAGO. — Leonard Anderson, personnel director of the NBC central division, has been elected president of the Chicago NBC Athletic Association for the coming year. He succeeds Jim Mc-Edwards, network salesman. Other new officers are Lillian Wack, local sales, first vice-president; Steve Roche, communications, second vice-president; Kathryn James, legal, secretary, and Morgan Perrou, press, treasurer.

Arkansas Army Ordnance Plants Have KARK Series

● LITTLE ROCK, ARK. — To establish closer relationship between the Army Ordnance plants in and near Little Rock and the civilian population, Station KARK has inaugurated a Saturday afternoon program featuring news of the plants and their workers.

The program was started as a five-minute feature two months ago, consisting solely of news at the Arkansas Ordnance Plant at nearby Jacksonville.

Because of increased interest in the program it was decided to include news of workers and their work, subject to plant officials' okay, of the plants at Maumelle, 15 miles from Little Rock, as well as news from the Little Rock Ordnance Depot, the Pine Bluff Arsenal and the Arkansas Ordnance Plant.

KARK officials contemplate having speakers on the program from among the workers, plant operators, Army Ordnance officers and civic officials. Subjects to be discussed are welfare programs, safety records, employment policies, hospital and hygiene programs, quality and performance of ordnance material in battle, how Arkansas boys regard weapons and ammunition furnished them by the Ordnance Department and the overall Ordnance picture.

Here is a war program that is both educational and entertaining.



"The Arkansas Ordnance Plant is on the Air" with Major Lincoln W. Fenstermacher, left, commanding officer, and Captain Melvin Johnson, assistant ordnance inspector, before the mike. These two officers helped inaugurate the series of programs over KARK, Little Rock. There is great community interest in this Army show.

NBC UTILIZES ITS OWN MEDIUM PROMOTIONALLY

● NEW YORK. — The recently launched NBC plan to utilize the company's own medium for network promotion has gained considerable momentum in the first three months of operation. Sustaining programs of all types are incorporating regularly scheduled announcements and talks that are making the campaign a decided success. Affiliated stations have accepted the idea and are using similar inserts in their local sustainers to proclaim the effectiveness of privately-operated radio in the American way of life.

The plan functions under the combined efforts of the promotion and stations departments. Irene Kuhn, NBC coordinator of program promotion, handles the production and placement of the NBC promotional tie-ins with sustaining programs.

Frank E. Mullen, NBC vice-president and general manager, delivered a promotional talk on the concluding Winter program of the NBC Symphony Orchestra. In part, he declared: "Freedom of speech—which includes free radio—is one of the Four Freedoms for which we are fighting."

William Green, president of the American Federation of Labor, speaking on the first anniversary of the "Labor for Victory" program this Spring remarked: "We have been able to tell America of the great and sustained contributions of labor to the war effort through that modern medium of free expression. American radio, and, specifically, the National Broadcasting Company."

Prior to the Easter holidays, the Catholic Hour included the following announcement: "It can only be a source of spiritual satisfaction to all Americans at this time to recall that we may enjoy this freedom of religious expression because our democracy guarantees a free radio, to a free people."

Since the use of these three promotional trail-blazers, there has been a constant output of special announcements adapted to music, news and other program headings.

An employee prize contest for suggestions on the use of the network to promote its own medium was recently launched. Entries are to be addressed to Mrs. Kuhn at Room 217, NBC, New York.

NBC PROMOTION STAFF IN NEW RADIO CITY LAYOUT



MOVIE-RADIO GUIDE POLL

(Continued from page 5)

Tommy Dorsey, Sammy Kaye, Fred Waring, Horace Heidt, Abe Lyman, Xavier Cugat.

"Best Dramatic Program": "One Man's Family," "Those We Love," "Mr. District Attorney," "Aldrich Family."

"Best Daytime Serial": "Road of Life," "Portia Faces Life," "Ma Perkins," "Story of Mary Marlin," "Those We Love."

"Best News Commentator": H. V. Kaltenborn.

"Best Sports Commentator": Bill Stern, Clem McCarthy.

"Best Announcer": Don Wilson, Ken Carpenter, Harlow Wilcox, Bill Goodwin, Harry von Zell, Bob Brown, Richard Stark.

"Best Actress": Claudia Morgan, Nan Grey, Alice Frost.

"Best Actor": Les Tremayne, Dou Aimeche, Hugh Studebaker, Les Damon, Jay Jostyn.

"Best Quiz Program": "Information Please," "Truth or Consequences," "Dr. I. Q.," Kay Kyser's "College of Musical Knowledge," "People Are Funny," "Battle of the Sexes," "What's My Name?"

"Favorite USO Program": Philip Morris program, Bob Hope, "The Army Hour."

● NEW YORK. — To insure greater efficiency in operating procedure, the several divisions of NBC's advertising and promotion department, which have been scattered over various floors of the NBC building in Radio City, have now been centralized in ample quarters on the second floor (shown in lower photo).

"By concentrating all units," explains Charles B. Brown, NBC director of advertising and promotion, "we have perfected a tight, smoothly functioning department. Conferences now can be arranged quickly and production flows much faster."

Departmental heads who have been brought together by the office changes are shown in the upper photo (left to right): Joseph A. Ecclesine, network sales promotion; Marion Myles, creative assistant; Edward de Salisbury, WEAf promotion; Arthur Forrest, public service promotion; Brown; Charles P. Hammond, administrative assistant; Irene Kuhn, program promotion, and Barry Rumble, research manager. Harold E. Bisson, promotion production, was not present when the executive photograph was taken.

NBC Western Program Chief Gets Air Spotter Award

● HOLLYWOOD. — Radio's efforts in general, and one man's efforts in particular, in behalf of the Aircraft Warning Service in the West, were formally recognized by the Fourth Fighter Command in San Francisco recently when John W. Swallow, Western program manager of NBC, was honored by Army officers for a novel patriotic contribution.

Swallow, who fostered the weekly radio production, "Eyes Aloft," in behalf of the



JOHN W. SWALLOW

Fourth Fighter Command, was the first civilian guest ever invited to the Falcons Club, exclusive social club of Fighter Command officers, where Major-General William E. Kepner pinned on him an Aircraft

Warning Service 500-hour pin in recognition of his efforts. Last Summer the Fourth Fighter Command sought some means to stimulate recruiting of volunteers for the Filter Center and Ground Observation Posts in the Western defense setup. Radio seemed to be the answer. In behalf of NBC, Swallow came forward with "Eyes Aloft," which began on August 17, with Robert L. Redd as writer-producer. Redd donated his services. Swallow added the NBC Hollywood staff orchestra, and all talent was cast at minimum AFRA rates. The program is carried on the NBC Pacific Coast network Mondays and is recorded for playback by other stations which wish to carry it.

A weekly feature of the program is news of Filter Center workers delivered by Sam Hayes. Sperry Flour newscaster. When volunteer recruiting needed an added stimulus last month in the face of Summer vacations and the usual drop-off of workers, the Fighter Command flew Hayes in an Army plane to 14 coast cities in 14 days, several thousand recruits resulting.

In awarding Swallow the 500-hour pin General Kepner and Brigadier-General William Morris of the Fighter Command were warm in their praises of radio for bringing the importance of Pacific Coast defense home to the people.

MINDING THEIR PEAS AND CUCUMBERS

● NASHVILLE, TENN.—In an effort to sustain interest in local victory gardens during a severe drought, WSM—in collaboration with the State Department of Agriculture—has continued a series of broadcasts started earlier in the season when Southern gardens were being planted.

Weekly programs, broadcast direct from prize gardens in and around Nashville, are being handled by Louie Buck, WSM farm program director and veteran staff member.

Later, when the canning season gets underway in earnest, Buck plans to switch to that phase of the food conservation campaign. He will broadcast canning demonstrations presented by farm bureau experts who will explain how to preserve the vegetables they have produced. Helpful hints on various canning methods in which different types of equipment are used will be presented.

The series won great praise as a timely public service.

Proof that WSM practices what it preaches is the large well-tended victory garden near the station's 50,000-watt transmitter located on Franklin Road, near Nashville. Engineers and technicians tend the beans, peas, tomatoes, corn, potatoes, squash and watermelons cooperatively. There is every indication, at present, that they will harvest a bumper crop.



"WATCH THOSE WEEDS!"—That's the radio warning of Tennessee State Agricultural Commissioner C. C. Flanery to WSM listeners during a current victory garden campaign. Commissioner and Mrs. Flanery are shown with Louie Buck, WSM farm program director, during one of a series of broadcasts on victory gardens and how to make them grow. The scene is the commissioner's own Nashville garden, in which he tests various vegetables and farm crops. Similar scenes have reached the editor of *The Transmitter* from NBC stations in all parts of the United States. The manner in which radio responded to the victory garden idea was typical of the way in which the industry is rallying around all phases of the war effort. Station employees were among the first to launch victory gardens.

MIDWEST WOMEN HELP BOOST RADIO BOND SALES



Left photo shows leaders of a War Bond and Stamp selling contest sponsored by WMAQ and conducted in the main lobby of the Merchandise Mart, Chicago. Left to right are Mrs. Irvin Levy, Mrs. Alex Dreier (wife of the NBC commentator), Mrs. Leo Frey and Mrs. Norman Barry (wife of the former NBC announcer now at a Navy school). The group is called "Thursday Girls" because that's the day they're on duty. Right photo, taken at KSD (St. Louis), shows the station's director of women's activities, Peggy Cave (left), with members of the Incarnate Word Academy's newspaper staff after the girls donated a year's profits for a War Bond gift to their school.

Stanger Is No Stranger To Fort Wayne Listeners

● FORT WAYNE, IND.—They're making history at WGL.

For the first time since the founding of the Westinghouse station, way back in the roaring twenties, a member of the feminine sex has become a full-time announcer.

Her name—Rosemary Stanger. Her age—25.

In 1937 she served as receptionist for WGL. From 1937 to 1939 she acted in various capacities, doing bits of this and that on the air. In 1939 she took over the "Women in the News" program in addition to a 13-week Christmas shopping program.

At the first of the year Rosemary was given complete charge of the Westinghouse Frequency Modulation Station, W49FW, where she personally supervised all of the scheduling, announcing and transcription playing.

Just two weeks ago she was brought to WGL to take over full-time announcing duties in addition to her regular feature programs over this station.

Picture Quiz Promotion

● CHARLESTON, W. VA. — WGKV boasts a new street-level door-front bulletin board picturing local and national stars heard on the air. Passersby are asked to identify 25 unnamed pictures. The key to this picture quiz is on the inside of the door. Each time the door is opened by inquisitive ones seeking identity of the stars, a small bell tinkles, thus keeping an audible check on the display.



Ralph Edwards (right), star of "Truth or Consequences," appears on KDYL with the Salt Lake City station's president, S. S. Fox. The broadcast was a highlight of the "Civilian Soldier" series paying tribute to workers on the home front. (Story at right.)



ACE CORRESPONDENTS ON AIR—Louis P. Lochner (center), NBC commentator, former Berlin head of the Associated Press and writer of the Pulitzer winner, "What About Germany?", points out an illustration in the book to John W. Elwood (right), general manager of KPO, San Francisco, and Larry Smith, also an NBC commentator and former Far East manager of the International News Service. (Story below, right.)

Home Front Contributions Form Basis of KDYL Series

● SALT LAKE CITY. — "Civilian Soldier," a weekly program under sponsorship of Mullett-Kelly Co. over KDYL, is a war effort show paying tribute to the workers on the home front.

The program has been cited by the War Department for the part it plays in high morale and increased production on the home front.

Alvin Pack, writer-producer, pulled a stunt that brought considerable publicity to KDYL and NBC. Special transcriptions were made by John Vandercook, Louis P. Lochner and Rudy Vallee. "The Chicago Round Table" pointed out the free discussion available under American broadcasting. Shortwave Station KGEI in San Francisco reported on its functions during war; and Ralph Edwards appeared in person to portray the role the stars are playing in helping to sell War Bonds.

S. S. Fox, president and general manager of KDYL, received a huge silk flag as a token of appreciation from Mr. Kelly for the part broadcasting is playing in the war effort.

NBC Commentator Honored By West Coast Journalists

● SAN FRANCISCO. — San Francisco and Oakland publishers and managing editors paid tribute to Louis P. Lochner, NBC commentator, former Berlin head of the Associated Press and Pulitzer prize winner, when they attended a luncheon in his honor given by John W. Elwood, general manager of KPO, the NBC San Francisco outlet.

Representing the four great newspapers in San Francisco — Chronicle, Examiner, Call-Bulletin and News—and the two Oakland papers—Post-Enquirer and Tribune—the men who control the destinies of the press in the Golden Gate listened for an hour, then fired questions at the eloquent Lochner for another hour.

Lochner, who was appointed to the Berlin bureau of the Associated Press in 1924 and later was made head of the office, was one of the American newspaper men interned when this country went to war with Germany.

Lochner was kept busy during his stay. He spoke before the Rotary Club and met many friends.

NBC EMPLOYEES FROM COAST TO COAST JOIN NETWORK'S 10-YEAR CLUB



The Chicago 10-Year Club gets two new members as Vice-Presidents Harry C. Kopf (left) and Frank E. Mullen (right) give club scrolls to T. E. Schreyer and H. Luttgens of the central division staff.



Cleveland's young "veterans" with a record of 10 or more years with NBC formed this impressive group to receive gold buttons and scrolls from V.P. Mullen and General Manager Vernon Pribble of WTAM. The soda fountain effect at the left added effervescence to the evening's festivities.



With three exceptions, Denver's club members began their affiliation with KOA when the station was first opened in 1924. These old-timers represent nearly one-sixth of the Rocky Mountain station's entire personnel.



All but three of Hollywood's eligible roster of 29 "10-Year" men were present at one of filmland's restaurants to receive their insignia. The missing trio are on military leave of absence. Vice-President Sidney N. Strotz made the presentations for the management.



Aided by service records of V.P. Russell (left), V.P. Mullen (center) and WRC Manager Smith (right), this quintet pictured at Washington's 10-Year Club banquet has accumulated 81 years of NBC loyalty. Capital City veterans are H. W. Yates, engineer, and R. Terrell, operations.

● NEW YORK.—When the NBC 10-Year Club was launched in New York last May, there were still many members in other NBC cities who had not yet received their pins and certificates. The matter was taken care of promptly by Frank E. Mullen, NBC vice-president and general manager, who set out on a trip to the Washington, Cleveland and Chicago offices to help make the 10-Year Club a coast-to-coast proposition. In Denver, KOA Manager James R. MacPherson launched the Rocky Mountain chapter, and in Hollywood, Vice-President Sidney N. Strotz presided at the ceremonies for employees in NBC ranks 10 years or more.

NBC TRANSMITTER



SAN FRANCISCO WELCOMES NBC EXECUTIVES

The recent Western division stations meeting brought top NBC-ites to the Golden Gate City. Here John W. Elwood (right), manager of KPO, greets (left to right): Sidney N. Strotz, vice-president in charge of the Western division; Niles Trammell, president, and William S. Hedges, vice-president in charge of stations departments.

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VOL. 9 SEPTEMBER 1943 No. 2

Published Monthly by the
National Broadcasting Company
RCA Building, Radio City, New York

BACK HOME

● The announcement of the return of Amos 'n' Andy to the NBC network brought a surge of gratification from radio listeners — young and old.

Freeman F. Gosden ("Amos") and Charles J. Correll ("Andy") and their Fresh Air Taxi Company delighted millions for more than a decade. Their bass and treble dialects and their inimitable and hilarious characterizations tickled the risibilities of the entire nation.

The start of Amos 'n' Andy in the "big time" was almost contemporaneous with the creation of the NBC network. They were an instant success, a success never before approached and in later years rarely equalled.

It was on August 19, 1929, that the blackface comics made their network debut. The pair had considerable experience as Sam 'n' Henry over local Chicago stations prior to that, but it was their NBC series that catapulted them to fame.

The grip that Amos 'n' Andy maintained on their coast-to-coast audience is one of the amazing success stories of radio. The nation virtually stopped all other activity to listen to them when they were at the crest of their popularity.

They return to NBC on October 8 in a weekly half-hour sponsored by Lever Bros., on behalf of Rinso. Congratulations are in order to both network and sponsor, but most of all to radio listeners everywhere who once again will follow the ups and downs of this famous team.

Amos 'n' Andy will be greeted by a host of NBC friends when they launch their Friday night spot, but no welcome will be warmer than that of Niles Trammell, NBC president, who has been an intimate friend of the pair for many years.

PERSONNEL BOARD LAUNCHED

RCA Intercompany Committee Will Serve Many Purposes

● NEW YORK.—Men and women throughout the various branches of the vast RCA Family will be afforded the opportunity of observing the functions and operations of the Company as whole through the establishment of the RCA Committee on Personnel—a group containing representatives of all RCA divisions, The Company, its clients and the

in which RCA men or women may serve, they are members of the RCA Family and as such we are interested in their progress and believe they are interested in the progress of the RCA organization as a whole. Their interest will be stimulated and be more real if we make known to them regularly our policies, our activities and the progress being made.

"To serve on this Committee, the following Personnel Officers of the various divisions of RCA are hereby appointed:

RCA Executive Offices	{ C. J. Finch O. E. Dunlap, Jr.
RCA Victor Division.....	F. H. Kirkpatrick
RCA Laboratories.....	G. D. Nelson
RCA Communications, Inc.....	J. F. Rigby
National Broadcasting Company	E. de la Ossa
Radiomarine and RCA Institutes	W. F. Aufenanger



CHAIRMAN F. H. KIRKPATRICK

Director of Personnel Research and Planning, RCA Victor Division

public also will benefit by the creation of the intercompany personnel group which will disseminate data on Company policies and activities.

The text of General Order S-68, dated July 30, 1943, and signed by David Sarnoff, RCA President, follows:

"There is hereby created a Committee to be known as the 'RCA Committee on Personnel.' The purpose of this Committee is to serve the best interests of the men and women constituting the RCA Family and at the same time to serve the best interests of the Company, its clients and the public. The program for accomplishing these objectives should include specific methods by which all employees of the RCA organization will be kept currently informed of the policies, activities and progress of RCA in all of its branches.

"Regardless of the particular division

"Mr. F. H. Kirkpatrick is hereby designated as the Chairman of the 'RCA Committee on Personnel' and Mr. O. E. Dunlap, Jr., is hereby designated as Secretary of this Committee.

"The Chairman will be responsible for organizing the program and work of the Committee and for holding meetings regularly, at which meetings he will preside. The Committee may invite to its meetings any person dealing with personnel or related problems at any offices or plants of RCA, throughout the country.

"The Secretary will keep the minutes of the programs adopted and action recommended or taken at the meetings of the Committee. A copy of these minutes is to be forwarded to the President of RCA and to the head of each RCA Division or Company represented on the Committee.

"The Committee will determine how often it is to meet, but it shall meet not less than once each month. The Committee will also determine where its meetings are to be held and, if it decides to hold them in New York City, the Board of Directors' room on the 53rd floor of the RCA Building will be available for that purpose."

THE DISCOVERY SHOP

Experts Cooper and Bennett Supervise the Busy New NBC Development Unit

● NEW YORK.—“We’re in the discovery business.”

Thus does Wyllis Cooper, head of NBC’s young program development division, sum up his work. But that simple statement takes in a lot of ground.

The program development division has to discover a lot of things. Its prime duty is to create new shows and put them on the air. To do that it has to find new talent, new ideas, and new programs. It is not an easy job.

But it is the job of Wyllis Cooper, veteran writer, producer and director, who earned acclaim for his work on “The Army Hour.” His assistant is Tom Bennett, a young, capable composer, arranger and talent scout, who among other achievements is given credit for developing Dinah Shore to her star status. The two men were given their new assignments several months ago. Today progress can be reported.

Both Cooper and Bennett are reluctant to talk about their work. “Nothing sensational will come out of this office,” they say flatly. “We’re just working hard to produce good, wholesome radio—not sensations,” says Cooper. Nevertheless, in its comparatively few weeks of existence the new department has already laid a very firm foundation for its future work. It has cleared the decks for action by developing a healthy working formula that consists of two main principles.

The first is that the source of ideas for new radio programs is in radio itself. When the creation of the program development division was first announced, program ideas flooded in. Some were from professional idea men; others were definitely amateurish: a few were fantastic. Today the p.d.d. has decided that it will have to look for sound radio ideas from within NBC, or else think them up itself.

“We’ve learned,” says Cooper, “that good program ideas are the result of professional work within the organization. Occasionally we’ll get a good suggestion from an outsider, but even then it requires so much work that you can hardly recognize the original idea by the time we get through with it.”

Secondly the p.d.d. has devised a



SHIRTSLEEVE ASSIGNMENT—Here’s a typical huddle of the program development division at Radio City. Director Wyllis Cooper (left) and his assistant, Tom Bennett, go over an idea with Vice-President C. L. Menser (right).

healthy method of actually developing a program idea to the broadcast stage. Cooper and Bennett, in collaboration with C. L. Menser, vice-president in charge of programs, sweat out the original idea. Then script writers and production men are called in from their respective departments. Finally the embryo show reaches a test transcription stage. Everyone concerned listens to it carefully, and tears it apart. More conferences, criticisms, suggestions, and revamping. Finally the p.d.d. pronounces it a mature radio show, and after that the program is on its own.

“In other words,” says Cooper. “we’re shouldering the problem of developing new shows, which used to be handled by script and production. We are leaving the working departments free to carry on with their work of every day broadcasting.”

The value of this system, Cooper points out, is that the same men who help develop the new show will handle it when it takes to the air rather than have a group of theorists arbitrarily shape up a new show and then dump it in the laps of the production and script departments to worry about it as best they may.

But although the p.d.d. insists on talking in terms of cold operational theory, their achievements are not without drama—even in so short a time.

For instance the outside world will know little about the discovery of Tommy Taylor, new NBC singing personality. Tommy has sung with such topnotch bands as Benny Goodman’s and Teddy Powell’s. But like many a band vocalist he grew so sick of road tours and one-night stands that he finally quit, refusing many a handsome offer from other “name” bands.

Tom Bennett found Taylor working in a milk plant heaving heavy cases of bottles. Tommy had taken that job, rather than return to a life of road tours. Bennett pointed out that radio offered him a chance to use his talents, and still lead a normal life. The argument worked. Taylor went through the usual auditions; convinced all concerned that he had at least a Grade A voice. He is now heard on the network four times a week. But try to get Cooper or Bennett to reveal this story of their discovery—and the story would remain untold.

(Continued on page 15)

"THE OPEN DOOR"

That's the Policy That Served as Keynote to Success Story of Sidney Strotz

● HOLLYWOOD.—The Open Door is by no means a policy of his own origination, but his application of it has netted Sidney N. Strotz an enviable reputation in the business world.

Out in Hollywood where Strotz reigns as vice-president in charge of the Western division of NBC, the door to his well-furnished but not pretentious office is open to everyone, janitor or executive, with an idea.

"The most successful guys in any business are those who will see anybody," he says. This first impressed him when he had his first job—as traveling salesman for a Chicago auto supply company at \$10 a week.

Strotz is the son of a wealthy and socially prominent Chicago family. Born April 26, 1898, he was world-traveled by school age. He was then enrolled in the Horace Mann School at Winnetka, Illinois and later at St. John's Military Academy in Delafield, Wisconsin. The first World War interrupted his college days at Cornell University, but he returned after action in France, having risen to the rank of sergeant in the Tank Corps.

After the war and his initial association as salesman with the automobile supply company, he became vice-president of the organization at the age of 26. In 1927 he was made president of the American Sales Corporation and in 1928, vice-president of the Wrap-Rite Corporation.

Always an enthusiastic sportsman, Strotz's energies about this time were being directed toward a colossal scheme to build the largest sports arena in the country. With his brother, Hal, and other prominent business men, he organized the Chicago Stadium Corporation which built and operated the world-famed Chicago Stadium. First as director and treasurer and later as president, Strotz helped put on every type of entertainment. By 1931 he was beating old entrepreneurs at their own game. He brought Sonja Henie there for her first big success. He was the first to bring Max Baer out of the West.

During this period in his life, a man by the name of Niles Trammell, then manager of NBC in Chicago, lived across the street from him at Lake Forest. They often rode to town together and it was



SIDNEY N. STROTZ

one such morning that Strotz persuaded Trammell that NBC should broadcast a fight from the stadium. It was the Young Stribling-Otto Von Porat bout and Trammell was sold. Came the big night and NBC was hooked up at the ringside.

"There were three sounds," says Strotz. "A sock of Stribling's glove, Von Porat's body hitting the floor, Von Porat's head hitting the floor. That was all!"

The fight was over in 59 seconds and Strotz himself took care of the extra time by telling the listening audience about the wonders of the stadium. John Royal, then program manager, burned up a long distance wire to Trammell.

"That so-and-so," he said. "Less than a minute of fighting and the rest we give to the stadium. That Strotz!" There was silence for a moment, then he added, "You'd better hire him."

A year later Strotz was a member of the program department in Chicago.

"I know nothing about radio," he said. "But you know entertainment," retorted Trammell. In three months Strotz was radiowise, enough to become program and artists service manager of the central division. In 1938 he succeeded Trammell, who had been transferred to New York, as general manager. The same year he was appointed vice-president in charge of the central division.

His radio associates learned about the

Open Door and that Strotz was not afraid of making mistakes. He wanted no "yes-men" about him and any advice he got was on the level. Then he would come to his own conclusions with such help and wade in, often both fists flying.

He hit himself on the chin several times, was knocked out once—when he agreed with a committee that a ventriloquist and his dummy would never make good radio entertainment. Whenever, today, he needs to remind himself to keep his mind as well as his door open, he turns on the Bergen-McCarthy program.

But more often he won his battles. He thought a comedy team by the name of Marian and Jim Jordan had great possibilities and insisted that they be kept on the air. The Jordans, known as Fibber McGee and Molly, are still holding a spot at the top of radio popularity. And so it was with "Vic and Sade," "Mary Marlin" and many others. He thought a local "wake-up" program should "go national." It did.

So well-known was the stride that the central division had made that in 1940 Strotz was transferred to New York as vice-president in charge of programs.

Strotz waded in with his ideas, mainly his pet theory of building up sustainers until they reached the calibre of salability. He was responsible for many sweeping changes.

Strotz was chosen to head the Western division of NBC when the Red and the Blue were divorced. He took over his new duties on January 1, 1942.

Hollywood has felt the sweep of his broom and has warmed to his geniality. And Strotz has been kind to Hollywood. He picked up its chief sport of gin-rummy like the true sportsman he is. He plays a terrific game of bridge, too—a terrific game, say his opponents, because his very beautiful wife, Helen, somehow manages to hold most of the aces and kings.

Hollywood has held only one disappointment. Almost a year ago, it was, that Strotz with tear in eye bid farewell to Jason, his boxer pup, who was sent to join the Army as all good dogs should do. There wasn't a prouder dog owner in the country than Sidney Strotz until Jason was returned—classified 4-F!

"Radio Reporter" Publicity Script Gets Big Response

● NEW YORK.—A new NBC service to affiliated stations throughout the country was inaugurated on August 2 when the NBC press department issued the first in a series of specially prepared scripts, titled "Your Radio Reporter."

The new series is a weekly, ready-to-use "chatter" script on radio news, gossip and personalities designed to be broadcast by the local stations. Its purpose, as outlined by the press department, is to utilize the medium of radio for publicity purposes and at the same time fill a definite need for a show of this type.

The script, which keeps the emphasis on "listenability," is designed so that local stations may adapt it to their own needs.

Preliminary queries to affiliated stations had brought an encouraging response, with 78 stations replying immediately that they would like to receive and use the projected script service. The script is offered free to all NBC stations and may be sponsored locally.

The script is prepared from material submitted by all members of the press department. The contributions are aligned and rewritten into a breezy continuity aimed at keeping listeners informed on the network's program highlights.

Stations who have not yet indicated their desire to receive the script service, are urged to do so at once, since in the interests of economy, only those stations that specifically request the service, will receive it. Indications are that several stations already have interested local sponsors in the show.

Keeping Them in Stitches

● MILWAUKEE, WIS. — Private Walter Sekiya, a Hawaiian, on leave from Camp Shelby, Mississippi, learned how effective radio can be when "Heinie" of WTMJ fame increased his purchasing power via a single air plug. The soldier had \$50 with which he was trying to buy a sewing machine for his outfit—but in vain. He aired his troubles on the WTMJ noonday program; "Heinie" issued a mike plea for aid. Result: Several women called the station offering machines and Private Sekiya purchased one—and for only \$40 at that!

15 YEARS ON THE GRIDIRON That's Goal Achieved By WTMJ's Pigskin Ace—Russ Winnie

● MILWAUKEE, WIS.—Fifteen years of football broadcasting for the same sponsor, over the same station! Such is the record that will be compiled at the close of the 1943 football season, December 5, when Russ Winnie, sports announcer and assistant manager of WTMJ, concludes his broadcast of the Green Bay Packer game in Philadelphia.

Sponsored by the Wadhams Division of the Socony-Vacuum Oil Company, this is one of the longest series of commercial football broadcasts in radio. Again this year, Winnie will describe all games on the schedule of the University of



RUSS WINNIE

Wisconsin and the Green Bay Packers.

Taking over football back in 1928, Winnie's ability to impart the color and excitement on the playing field, without sacrificing accuracy in reporting "who tackled who," gained the immediate interest of Midwestern football fans; convinced them that listening to a football game could be almost as thrilling as sitting on the 50-yard line.

Ask Russ which game is the toughest to broadcast each year and he'll tell you without hesitation, "The Marquette-Wisconsin game." An alumnus of the University of Wisconsin, he does everything in his power to keep from jumping through the window of his broadcast coop when Wisconsin scores or a Badger runner breaks away. He is impartial as far as it is humanly possible, but honest enthusiasm and sincere loyalty to a football team can throw the most conscientious broadcaster at times, and that's why a hectic interstate rivalry like the Marquette-Wisconsin game is such a delicate broadcast to handle.

"On every play," explains Winnie wryly, "thousands of Wisconsin and Marquette loyalists either feel like proposing a toast in my honor . . . or, jumping down my throat. I suppose the only person who

could be expected to understand the situation perfectly is the fellow in blue who officiates a ball game between the dear old 'Bums' of Brooklyn and the New York Giants, at Ebbets Field."

During his 14 years of football broadcasting there have been lean years, of course, as far as titles are concerned, but the Green Bay Packers have always won their share of championships, and Wisconsin, while not so fortunate in the Big Ten, has always provided thrills.

An incident in Green Bay several years ago gives an insight on Winnie's popularity with the fans which, at the time, astounded every witness to the affair. It was the close of a super-colossal season for the Packers. They had returned to the little Wisconsin city to celebrate royally a World Professional Football Championship. The banquet hall was packed, the new champions facing over 3,000 rabid enthusiasts from a long table on the stage. The players and coaches were introduced, one by one, each receiving a deafening ovation and cheers that must have reached the Atlantic seaboard. Then, almost as an afterthought, the toastmaster remarked, "And now, I think it would be proper to introduce a man who has been almost as much a part of the Packers this season as though he had been on the playing field. He has the appreciation of all of you, I am sure, and I know you'd like to have him stand up and take a bow. Russ Winnie, will you stand up, please?"

What followed approached pandemonium. You would have thought every person in the big hall had just been presented with a lifetime pass to all Green Bay Packer football games. "It was so unexpected," recalls Winnie, "I couldn't believe it. I just stood there, the lump in my throat getting bigger and bigger. When the racket subsided I said something . . . what it was. I'll never know."

A minute portion of a huge radio audience had demonstrated their appreciation of Winnie and radio in a way that makes it easily understandable why Russ is at the "same old stand," now in his fifteenth consecutive year of broadcasting Green Bay Packer and University of Wisconsin football games.

Three States Dig Down in Jeans As KDKA Bondwagon Rolls Again

● PITTSBURGH, PA.—The big KDKA Bondwagon has hit the trail in its second trek around the countryside in the interest of the United States Treasury's exchequer.

It's sides bulging with United States War Bonds and KDKA's radio headliners, the Bondwagon has visited four cities in the Pennsylvania-Ohio-West Virginia area up to the time of this writing, to stage elaborate open air shows in an effort to swell the respective communities' War Bond records.

Record-breaking throngs have attested to the success of the unique one-night rallies approved and encouraged by the Treasury Department. More than 12,000 people jammed the roped-off enclosure during the inaugural rally at the industrial town of Monessen, Pennsylvania, with a population of 20,000.

With the local chambers of commerce, merchants and civic organizations amply supporting the project designed to aid the war effort and provide unusual entertainment, the rallies thus far have been converted into gala community affairs. Every community has lauded the KDKA artists for their untiring efforts in presenting a pretentious and diversified program of entertainment.

Following the Monessen one-night stand, The Monessen Daily Independent said: "Beginning at 7:30 p.m., and lasting until shortly after 10 p.m., the fast-moving show kept one of the largest crowds ever assembled here calling for more and more from the generous entertainers, who held back none of their talents in getting the audience to buy more bonds."

Simpson's Daily Leader Times, following the smashing rally at Kittanning, Pennsylvania, commented: "Kittanning not only has done itself proud by its further contribution toward our fighting forces, but it has enjoyed a wealth of entertainers such as never before set foot on our county seat. It was a night long to be remembered."

Off to an auspicious start, the Bondwagon will continue its junket on alternate Saturdays throughout September and October in an effort to better its cash bond

sales of last year. Visiting 12 communities the Bondwagon sold \$621,725 in War Bonds during 1942.

With Station Manager Joseph E. Baudino in the driver's seat, the Bondwagon carries 35 passengers on its trips, including a score of KDKA's top-flight entertainers, eight trained, uniformed sales-girls from the office personnel and the several department heads, all of whom volunteer their services.

"Setting up shop" on a platform erected for the occasion, the KDKA entertainers, augmented by local personages, "go into action" at 7:30 p.m. A half-hour of the program from 8 to 8:30 p.m., is broadcast on KDKA, after which the bond-selling and entertainment festival continues past 10 o'clock.

The Bondwagon's Saturday advent follows a 15-minute KDKA salute on the preceding evening to the city to be visited.

James F. Murray, of the KDKA sales department, is in complete charge of the Bondwagon's adventures. As advance man he lays the ground work and arranges all general details with the local officials. Program Manager R. E. White and Production Manager R. F. Shield align the talent; Office Manager R. E. Pusey supervises the bond sales and Chief Engineer T. C. Kenney arranges the technical details.

MIKE PALS MEET



Lieutenant (j. g.) Claire C. Callihan, Jr. (left), former chief announcer for KSD, St. Louis, and Sergeant Rudolph Schultz, former violinist in the KSD orchestra, meeting by accident in the Aleutians for the first time since two years ago, when they said their last goodbyes in the KSD studios at Schultz's departure for the Army.

WIN TEXAS FRIENDS



Carey Longmire, NBC commentator, and Lieutenant Leona Jackson, U.S.N., won friends in the Rio Grande Valley of Texas when they came to the aid of a family in the KRGV (Weslaco) listening area. The nurse mentioned a Japanese prison camp where she had been prior to an exchange of prisoners of war. A local family had a son in the camp and called on Longmire's local sponsor, the C. R. Anthony stores, to obtain more information. A letter was forwarded to the nurse and her reply was reassuring.

Headliners of News Desks Flock to Cincinnati Mike

● CINCINNATI, O.—Included on the WLW staff of news writers, editors and news commentators are four former city editors and two ex-managing editors.

The former local desk chiefs are Arthur Reilly, who served as city editor of The Washington Post; Milton Chase, ex-city editor of The China Press in Shanghai; Gilbert Kingsbury, former city editor of The Kentucky Post, and William Dowdell, WLW news editor, who was city editor of The Cleveland Press, The Youngstown Telegram and The Cincinnati Post.

The ex-managing editors are John W. La Rue, well-known m. e. of The Cincinnati Enquirer, and Dowdell, who also was in the executive editorial berth of The Youngstown Telegram.

ANOTHER NBC FIRST

● NEW YORK.—Conversation carried on by a Flying Fortress crew during a raid on Le Bourget Field, near Paris, was recorded by a new device in the bomber and broadcast over NBC from England on August 18.

RADIO'S WARTIME TASK

Absence of "E" Flags for Broadcasters Fails to Dampen Employees' Victory Effort

● NEW YORK.—There can be no doubt that our fighting forces bear the brutal hard brunt of our war effort. Too often, however, there is a tendency for this realization to let an unintentional but nonetheless harmful failing creep into our contribution to the winning of the war.

Our soldiers, sailors and marines time and again have suffered because of the "too littles" and "too lates" over which they have no control and against which their courage and their strength are powerless.

Our country, even before our entry into the war, was called the Arsenal of Democracy. We not only have continued in this role, but we have added that most precious material of all, our own flesh and blood.

The best brains and efforts of Government, of industry, of our Army and of our Navy know that in order to win this war, our production must be herculean. They have spared nothing in an all-out effort to meet staggering production goals.

In an attempt to bring each worker nearer to the fighting front and in an endeavor to give recognition to those who turn the wheels on the home front, the Army-Navy "E" is awarded for excellence in meeting production quotas. These awards are made to war plants and the worker in them because tangible evidence of the worker's progress can be seen sliding down the ways or rolling off the line. Our RCA associates are all proud that they fly these "E" flags which symbolize their eagerness and ability to do their share.

We at NBC have no production line. We cannot watch the fascinating evolution which transforms plates of steel into the behemoths of battle. We at NBC do have, however, an opportunity to work daily with that intangible which is so vital to the preservation of our democratic way of living. Call it spirit or call it morale.

American radio has taken part in every phase of the war effort. As each NBC-ite has done his job each day we found that no matter what that job might have been, he had taken part during the months that have passed in the following efforts: War Loan campaigns, salvage and scrap cam-

paigns, air raid drills, Red Cross fund drives, Red Cross nurses and nurses' aides recruitment drives, and appeals for blood donors. Each NBC-ite had helped to make it possible to entertain our men in uniform, each NBC-ite had assisted in telling the people in all lands the truth about the war, and each NBC-ite had made it possible to inspire and entertain the workers and the families on the home front who are of such paramount importance to our armed forces.



ERNEST DE LA OSSA

Since each NBC-ite stands so close to this almost magical ability of radio to touch all things, the series of personnel brochures which have been distributed throughout the network is designed to point out the ways in which we all can assist in winning the war. The brochures, distributed with pay envelopes, are read thoroughly.

Many men and women who are employed in the so-called white collar businesses or professions have felt that they must also serve as defense volunteers, as air raid wardens, as blood donors, as nurses aides, or in the many other war activities in order that they might give genuinely to their country's fight. Here through NBC each person—by sincerity of purpose and intensity of effort—can in the performance of his job give wholeheartedly to all of these.

The wonders of the network are such that each of these efforts can be spread throughout the land. Naturally, therefore, much depends on the quality of that which we do. It becomes an obligation to do our utmost to make certain that our programs are only the best. In order that this may be so, each NBC-ite can contribute. No program goes out over the airwaves as the work of one man. Each program is the result of teamwork which involves all of us. All scripts must be well written and also well typed; all interoffice communications must be delivered, all controls

must be masterfully handled, all production must be well done, all of these and many more must each in turn play its part in the effective performance of our duty to our listeners who are the world.

Therefore, each personnel brochure is a reminder that there is a job to be done not by a few of us, but by all of us. Each folder hopes to mirror the more clearly one of the many facets which network broadcasting can bring to hear on the war effort and occasionally when possible, to underline specific means of better doing that which is cut out for us. But most of all, they hope to point out that you are NBC and NBC is you.

—ERNEST DE LA OSSA
NBC Personnel Manager

Iowa Farming Broadcaster In England for WHO Series

● DES MOINES, IOWA.—Herbert H. Plambeck, for the past seven years farm editor of WHO,



HERBERT H. PLAMBECK

and believed to be the only man who is a member of all three major farm organizations (Farm Bureau, Grange, Farmers Union), is visiting the United Kingdom as the guest of the British Ministry of Information, with the sanction of the United States Departments of Agriculture and State, as an agricultural observer. He flew over in a Clipper plane and will stay about six weeks.

Herb's first report, made by short wave over facilities of BBC on July 24, was picked up and rebroadcast by WHO as part of the Corn Belt Farm Hour (a program originated by Plambeck six years ago and produced weekly under his direction ever since). It dealt largely with observations in Kent and interviews with Kentish farmers.

His second short wave report July 31, also was rebroadcast by WHO. His topic was "Tour of Scottish Farms."

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SYMPHONY PARTY—Among the leaders of industry attending the reception following the premiere of "General Motors Symphony of the Air Presenting the NBC Symphony" were (left to right): Henry Crain, chairman's staff of GM; C. E. Wilson, president of GM; David Sarnoff, president of RCA and board chairman of NBC, and Paul Garrett, vice-president of GM.



MEMORY EXPERT—Margaret Frye, chief receptionist at WSM (Nashville, Tennessee) has earned a reputation for her startling ability to remember names and faces. She meets hundreds of people weekly and amazes them by her memory whenever they return.



LINKS CLASSIC—The All-American Open Golf Tournament, held at the Tam o'Shanter Country Club in Chicago, finds Bob McKee interviewing Golf Star Betty Hicks.



RESPOND TO OWN PROGRAM—The CBC "Help Wanted" program took effect on the network's staff. Left to right: Malcolm Neill, D. C. McArthur, Ian McNaughton and E. A. Weir.



NEWSMAN FETED—Arthur Feldman, former special events director of NBC and special advisor to the BBC, was honored at a luncheon in Syracuse, N. Y., by the staff of WSYR. Left to right: E. R. Vadeboncoeur, Arthur Feldman, Colonel Harry C. Wilder, president of WSYR; M. S. Wilder and F. R. Ripley.

U.S.A. ON RADIO

YOU ARE INVITED TO THE FOLLOWING PROGRAMS

Wed.	April 26	1900 h.	1915 h.	2000 h.	2020 h.
Thurs.	April 29	1930 h.	2000 h.	2005 h.	2204 h.
Fri.	April 30	1830 h.	1930 h.	2000 h.	2015 h.
Sat.	May 1	1930 h.	2000 h.	2230 h.	
Sun.	May 2	0915 h.	1500 h.	1930 h.	
			2000 h.	2045 h.	
			2100 h.	2130 h.	

WATCH THIS
FOR BROADCASTS
TO

RADIO CALL BOARD—Program to all camps of the American army to such NBC headliners as Ch. Kyser, the radio menu include "The Green Hornet"

RADIO 2 ZB

TUNE IN TO THE
S FROM 2 ZB (1130 KC)

Can't do Business with
Hitler"
Green Hornet"
FROM AMERICA
ay Ace"

Lone Ranger"
FROM AMERICA
American Challenge"
KATE SMITH SHOW"

Can't do Business with
Hitler"
Last of the Hill Billies"
FROM AMERICA
ay Ace"
Front Line Theatre" (A U.S.
Department programme)

Lone Ranger"
FROM AMERICA
American Bands"

U.S.M.C. Band
Charlie McCarthy Shows"
Tribute to Russia" by Henry
Wallace, Vice President of
the U.S.A.

FROM AMERICA
by the Hon. Walter Nash,
Minister to Washington,
U.S.A.

Bob Hope Shows"
Grand Performance U.S.A."
(Ray Eyaer, M.C.)

BOARD DAILY OF INTEREST

As the above are supplied
in New Zealand. In addition
eCarthy, Bob Hope and Kay
Radio Recording features—
the Lone Ranger."



"BUSINESS AT WAR"—That was the theme of NBC's War Advertising Council broadcast from the WRC (Washington, D. C.) studios. Left to right at the WRC mike: Elmer Davis, OWI director; Marvin Jones, War Food Administrator; Donald Nelson, WPB chairman; Fred Vinson, OES director, and Chester J. LaRoche, War Advertising Council chairman.



PEARL HARBOR HERO—Reversing the order of things, Seaman 2nd Class Charles Lucas joined the engineering staff of WFAA (Dallas, Texas) after receiving his Navy medical discharge.



A FLORIDA SALUTE—Miami's Mayor Leonard K. Thomson (left) makes a transcription of a greeting to Miami servicemen abroad. The speech, recorded at WIOD, will be broadcast overseas by the OWI.



OPRY IN THE LIMELIGHT—Window display in Strobel's Music Shop in a downtown Nashville, Tennessee, arcade exploiting NBC's "Grand Ole Opry." The famous WSM folk music show was the subject of a feature article in the August issue of Coronet Magazine; the display called attention to the story.



RECORDED HISTORY—Rockwell Force, manager of WSAM (Saginaw, Michigan), presents Mrs. Mary Smith of nearby Caro with a recording of the broadcast in which her son received the Congressional Medal of Honor.

A Transmitter Bio:

A BORN SHOWMAN, S. S. FOX PIONEERED IN THREE FIELDS OF ENTERTAINMENT

● SALT LAKE CITY.—Dynamic, aggressive S. S. Fox, president and general manager of KDYL, NBC affiliate in Salt Lake City, holds the distinction of pioneering in three major American industries—radio, movies and television. Sid Fox is a born showman and his station KDYL is an expression of the showman's personality. Above all, he is an astute businessman and under his guidance KDYL has been made one of the most valuable regional radio properties in the land.

Making his "world premiere" in St. Louis, January 11, 1889, Sidney S. Fox grew up and hung around only long enough to get into long pants, when he bade farewell to his folks, and with Greeley's famous words in mind, headed west to Denver. There his first jobs were in the advertising and sales promotion fields and, in 1912, he entered the motion picture industry, first working for Pathe and Selig-Esseny doing theatre contacts. This was in the early pioneering stages when storerooms were converted into theatres.

For 12 years he devoted himself to all branches of the picture business, operating state-wide film distributing offices in Denver and Salt Lake City territories.

By the time 1925 rolled around another new industry—radio—fascinated Sid Fox, and it was then that he acquired KDYL. The intervening years gave Sid the perfect opportunity to display his talents as a showman and a businessman.

He has built the organization to a staff of over 70 employees. KDYL has modern studios, offices, and recording laboratories, occupying a floor and a half in addition to a separate building—the KDYL Radio Playhouse, which is used to house the staff orchestra and facilities for programming before live audiences.

In the KDYL Radio Playhouse, the visitor is amazed to see an ultra-modern experimental television shop where a staff of engineers is constantly busy gathering data on the new art.

It was as early as 1938 that he brought to the Intermountain Region the RCA television demonstration equipment, when the World's Fairs were just about the only spots to have them in use. He has his staff under constant training on television—and you can be sure that as soon as the opportunity affords, Sid Fox will be the first to jump the gun.

Enthusiasm and foresight—these best sum up the characteristics of this breezy Westerner, who is well known throughout the broadcasting industry as one of its most progressive and most successful operators. He is active in the Utah State Defense Council, as well as numerous other civic and fraternal organizations.

He is a member of the NBC stations planning and advisory committee.

"FOR THIS WE FIGHT" STARTS SECOND CYCLE

● NEW YORK.—A second "For This We Fight" series in which post-war problems are discussed by leading experts in many fields has been announced by Dr. James Rowland Angell, NBC public service counselor.

The first 13-week series presented discussions on the international aspects of peace. The second 13 programs, beginning September 4, will present the national aspects and will be followed by five broadcasts of a special nature concluding with a talk by Secretary of State Cordell Hull on January 1, 1944.

The series is presented by the NBC Inter-American University of the Air in cooperation with the Twentieth Century Fund and the Commission to Study the Organization of Peace. More than 600 national and regional organizations have cooperated in promoting the broadcasts. A huge number of listening and discussion groups have been formed in homes and clubrooms throughout the country.

Printed texts of each program are offered free to listeners.



PEPPERING SALT LAKE WITH IDEAS—When C. L. Menser (left), NBC vice-president in charge of programs flew to Salt Lake City recently to address the inaugural meeting of the Intermountain Radio Council, S. S. Fox (right)—president and general manager of KDYL—played host. Menser was glad to get back to Salt Lake after many years—even in a nostalgic lecturing assignment. A former professor at the University of Utah, Menser surprised many members of the old faculty by remembering their first names.

WRC's 20 Years on Air Celebrated in Capital

● WASHINGTON. — The Capital City's WRC celebrated its twentieth anniversary on Sunday, August 1. It wasn't a big pretentious affair, but it had grace, dignity and it impressed listeners that the capital's oldest station is still "First in Washington."

The public rejoicing centered around two broadcasts, built under the supervision of Carleton Smith, WRC's general manager. One was "WRC In Uniform," featuring the men who have gone into the armed forces from WRC. The other, "When Hearts Are Young," was a dramatic panorama of what practically amounted to the history of radio in the nation's capital.

The latter broadcast started off with recollections of the station's first days on the air, when it was located away up on Fourteenth Street. Studio and transmitter were both in a sort of annex to a bank building and the transmitter was perched atop the building. As Fred Guthrie, the station's first manager put it, "Everybody said it was a wonderful location because it was so far out in the country." There were eight persons on the staff.

Then the broadcast covered the glorious days of expansion until 1928 when NBC and WRC moved into the National Press Building, and there were two studios. One was the Green Room, the other the Gold Room, both ornate enough to dazzle goggle-eyed visitors. And then the names of some of WRC's former announcers were read off—Ted Husing, Norman Brokenshire, John B. Daniel, Hugh James and George Hicks—all of whom have gone on to radio glory.

And some of WRC's radio "firsts" were listed, starting with the inaugural program. That one had the United States Marine Band and speeches by RCA President David Sarnoff, Assistant Secretary of the Navy Theodore Roosevelt, Major General John L. Hines, U.S.A., and Fred Guthrie. Another was Frederic William Wile, the first political and news commentator. And still another the first Presidential inaugural broadcast in 1925 when Calvin Coolidge took the oath of office on the Capitol steps and two microphones picked up the whole show.



BACK TO CELEBRATE—There were uniforms galore at the WRC twentieth anniversary. Partaking in the "WRC in Uniform" broadcast were (left to right): Captain Hugh M. Higgins, Lieutenant John Gaunt, Lieutenant Walter Godwin, Lieutenant William Simmons, Steve Douglas, Lieutenant John Dodge, Chief Radio Man Clyde Clarke, Captain L. A. McClelland and Lieutenant John Hogan.

"When Hearts Are Young" wound up with a dramatic salute to WRC's "yesterday" by Carleton Smith and an earnest pledge to keep the NBC station "First in Washington."

The other broadcast, "WRC In Uniform," was highlighted by a transcribed message from Captain Thomas E. Knode, former newsroom chief and radio's first war hero. Knode, now recovering in a Michigan military hospital, won his Distinguished Service Cross and the Purple Heart at Buna, fighting the Japs. In the studio with Steve Douglas, announcer, were: Captain Hugh M. Higgins, Lieutenant John Gaunt, Lieutenant Walter Godwin, Lieutenant William Simmons, Lieutenant John Dodge, Chief Radio Man Clyde Clarke, Captain L. A. McClelland and Lieutenant John Hogan.



"BEST WISHES"—Carleton Smith (left), WRC's general manager, receives the congratulations of Fred Guthrie, the station's first manager, during the anniversary show.

Five Laundries Cooperate On Public Service Program

● PENSACOLA, FLA.—As the laundry situation becomes more and more acute in cities throughout the country, it is noteworthy that as early as June of this year, Station WCOA developed a public service program for the five leading laundry companies of Pensacola, Florida.

This program, "Say It With Song," is a 15-minute interlude of transcribed music broadcast twice weekly and sponsored cooperatively by these five firms. Main features are the two public service messages included in each program. These are designed to inform the public of the difficulties which local laundries must overcome in order to take care of the needs of a doubled population. Individual messages outline a variety of ways in which housewives can actively cooperate with their particular laundry.

The five sponsors are enthusiastic about the results. They feel that this program has been a definite help in keeping the laundry situation in Pensacola as nearly normal as possible.

According to Gene Kirby, program director of WCOA, this is the first program of its kind on the air, and, to his knowledge, the only one.

The results of this public service venture have won applause from sponsors and listeners alike.

Flood of Job Offers Greets Summer Institute Students

● CHICAGO.—The second annual NBC-Northwestern University Summer Radio Institute came to a successful conclusion July 29 with a flood of job offers from the nation's radio stations for the 134 graduates. Seventy-two positions were available on graduation day and more were coming in.

The awarding of graduation certificates was the climax of a 6-week joint educational effort in which educators of the Northwestern University staff and top personnel of the NBC central division in Chicago sought to pound home the hard-boiled facts of radio production, announcing, programming, newswriting, studio engineering and public service. Eighty-five per cent of the students were women and radio stations to which they now go are scattered from Vermont to Texas and from Florida to Oregon.

While not the whole answer to radio's pressing employment situation, the joint educational effort by Northwestern and NBC is being hailed by the radio industry as a very definite aid. Widespread acclaim by the industry is being given to the institute and its co-directors, Albert Crews, chairman of the radio department of the N.U. School of Speech, and Judith Waller, director of public service for the NBC central division.

In a close decision, the NBC Scholarship Award for "most outstanding performance" at the institute was awarded to one of the few men in attendance at the school, William Reade, of Baton Rouge, Louisiana. Kay Dowst, student from St. Petersburg, Florida, also was on the honor list and was awarded the \$100 War Bond prize offered by the War Writers Conference for the best radio script developed at the session.

ALWAYS ON THE JOB

● FORT WAYNE, IND.—The latest wrinkle in radio advertising is to live with your sponsor.

Harold Clark, continuity writer for Station WGL, Fort Wayne, handles all of the accounts in the 1200 block on South Calhoun Street. Not content merely to call on the sponsors and pick up copy, Clark has moved into an apartment in the 1200 block.



PRIZE WINNER.—Albert Crews, chairman of the radio department of the Northwestern University School of Speech, and Judith Waller, director of public service for the NBC central division, co-directors of the NBC-Northwestern University Summer Radio Institute, present the NBC Scholarship Award to William Reade of Baton Rouge, Louisiana, judged outstanding student at the institute. The award consisted of full tuition for the six-weeks' course which ended July 29. Many jobs awaited the students who completed the Summer classes.

NBC Western Stations Hold Meeting in San Francisco

● SAN FRANCISCO.—From Montana, Idaho, Arizona, Utah, Washington, Oregon, California, and from headquarters in New York—National Broadcasting Company and affiliated station executives came to Radio City, San Francisco, August 2, to take part in a stations meeting of the network's Western division.

Niles Trammell, NBC president, headed the list and was chairman of the discussion of stations' wartime problems. William S. Hedges, vice-president in charge of stations departments, accompanied him from New York.

The conference's host was John W. Elwood, general manager of KPO and NBC in San Francisco. Up from Hollywood came Sidney N. Strotz, vice-president in charge of the Western division; John Swallow, program manager; Jennings Pierce, manager of public service and station relations; Frank Berend, sales manager; Paul Gale, traffic supervisor and Henry C. Maas, manager of sales and program traffic.

From KFI, Los Angeles, came Earl C. Anthony, owner; William B. Ryan, manager; Clyde Scott, commercial manager, and Roy Spencer. The McClatchy Broadcasting Company, owner of KMJ, Fresno, California, was represented by Eleanor McClatchy, Keith Collins, John Hamlyn and Robert Street.

KPO-Stanford U. Institute Presents 3 Air "Lessons"

● SAN FRANCISCO.—Radio listeners heard what really goes on behind the scenes and what it takes to put a program on the air, when three special broadcasts sponsored by the Stanford-KPO Summer Radio Institute were beamed out of Radio City, San Francisco.

On the first broadcast, July 31, a KPO staff announcer, hidden from view of the students, gave a running description of a typical class in radio production, tuning into the studio itself for portions of the classroom activities. John Grover, announcer and producer for NBC, and KPO "professor" of production, conducted the class. His Stanford colleague was F. Cowles Strickland, director of dramatics for the university, who also acted as overall coordinator of the series.

The following Saturday Floyd Farr, chief announcer and assistant to the program manager of KPO, conducted one of his classes in announcing and acting, for the benefit of radio listeners. The final broadcast was a dramatization of a student's prize-winning play.

The Summer Radio Institute, jointly conducted by Stanford University, of Palo Alto, California, and KPO-NBC, San Francisco, was designed to train competent men and women to fill the wartime manpower shortage now facing the industry. It started June 17 and ran through August 14. Classes in "Radio Writing," "Production," "Acting," "Announcing," "Control-Room Operation," and "Broadcasting in the United States"—were held both on the Stanford campus and in KPO studios. Members of the university and the KPO-NBC staffs composed the faculty of this 100-pupil school.

THOMPSON NEW GR HEAD

● NEW YORK.—Theodore M. Thompson, executive assistant manager of NBC's guest relations department, has been promoted to manager replacing Paul Rittenhouse who left for the armed forces.

Thompson came to NBC as a page soon after his graduation in 1934 from Dartmouth College. After seven years in the guest relations and program departments he resigned in 1941 to join the personnel department of E. I. duPont de Nemours Co. Early this year he returned to NBC.

Radio City "Ups and Downs" Get a Systematic Handling

● NEW YORK.—"Floors, please?"

Every day approximately 6,000 people answer that question as they step into the bank of eight elevators going up to NBC's Radio City studios and administrative offices.

"And every day," adds Al Walker, assistant manager of guest relations, "whatever goes up has got to come down."

Managing traffic at the world's largest broadcasting center is no uncomplicated job. It requires a lot of thought and planning, plus a gigantic chart, under Al's supervision, which tells just how many and which elevators are in use and at what times. Service is continuous from 8 a.m. till 1 a.m. After hours, the big stage entrance car is used.

Like a train dispatcher, Al supervises operations, anticipates holiday crowds, arranges four days ahead with Rockefeller Center, which rents the service, for extra operators and overtime. Moving audiences in and out of NBC is like directing a huge stadium pageant. For instance, emptying the world's largest radio studio—8-H—of its 1,350 occupants and filling it again with another audience is no picnic—yet oftentimes Al and the page staff have accomplished the job in 22 minutes!

But "drifting" audiences is only a part of Al's responsibilities. Now and then an elevator sticks between floors. Visitors become nervous and actors grow frantic afraid they'll miss a broadcast. In such cases, Al takes over. An adjoining car is sent up to the level of the "stuck" one, side panels are removed from both, and the occupants step into the second elevator which takes them on their way. All shafts in Radio City are equipped with safety catches; the elevators cannot fall.

Visiting celebrities and people in wheelchairs are given special attention and a private elevator. Often a car is kept waiting for artists who have to trek from CBS, about a quarter of a mile away, to NBC in ten minutes or less, to make a broadcast on time. With Al's cooperation, they've never yet been late.

"Traffic manager for about 2,200,000 people a year," says Al, "is the only job I know of about which you can say the smoother it runs, the more ups and downs there are."

And Al's probably right!

TEN PAGETTES MAKE DEBUT ON NBC RADIO CITY STAFF



FIRST PAGETTES AT RADIO CITY—Left to right: Kitty Kent, Martha Maxwell, Marie Garvey, Bernadette Mitchell, Dorothy De Pue, Regina Fleming, Doris Thurston, Elaine Frailey and Martha Horner. Anita Cohan was absent when photograph was made.

● NEW YORK.—Trimly uniformed pagettes, 10 in number, have been added to NBC's guest relations staff in Radio City. The comely young ladies, wearing tailored suits of powder blue jackets and midnight blue skirts, have taken over many of the daytime duties formerly assigned to pages. The pagettes man information desks in the studio lobbies and act as ticket takers at studio doors. With the continuing loss of pages to the armed services, NBC soon may find it necessary to add more pagettes to the new group.

"Pages and pagettes have a tremendously important assignment at NBC," Ted Thompson, newly-appointed manager of the guest relations department, pointed out. "Of all our employees, these young people are most closely associated with the thousands of visitors who pass

daily through NBC's corridors and into the studios. They must know how to meet and greet the guests who come from all parts of the country and from all walks of life. The treatment these people receive at the hands of our employees is the picture of NBC they will retain when they return to their homes."

Under the plans which led to the formation of the pagette staff, the young women eventually will receive the same training that has been given pages. Furthermore, they will be offered opportunities to prepare themselves for other positions for which they seem best fitted.

By substituting pagettes for pages, as the latter are called to service, NBC expects to maintain a stable staff, fully trained to serve as the network's personal contacts with studio guests.

20 YEARS WITH CBC

● TORONTO, ONT.—CBC's first candidate for honors in a 20-Year Club is John Thomas (Jack) Carlyle, assistant to the network's traffic manager. On June 1, 1923, Jack was loaned from the office of the vice-president of the CNR to the new radio department of that company.

STERN GETS SPORTS POST

● NEW YORK.—Bill Stern, NBC director of sports, has accepted the post of chief of the radio division of the National Physical Fitness Program of the United States. He was asked to head the committee by Arch Ward, sports editor who is national head of the program.

Billboard Public Service Citation Awarded to WGKV

● CHARLESTON, W. VA.—Station WGKV, local NBC affiliate, has been awarded the coveted 1943 Billboard Magazine citation for achievements in the field of public service.

Public acceptance, keynote in the judging of the annual Billboard survey of the nation's stations, won for WGKV its second consecutive award.

Ideas, public services and special events during the last year were taken into consideration by the committee of judges, including such prominent men in the field of radio as John K. Hutchens, radio editor of The New York Times; Harriet Van Horne, radio editor of The New York World-Telegram; Ben Gross, radio editor of The New York Daily News; and three Billboard editors, Leonard Traube, Lou Frankel, and Joseph Koehler.

Theme of WGKV's entry for 1943 was "The Station Listeners Believe In."

The award has been accepted by Worth Kramer, manager. The WGKV executive came to Charleston from Cleveland where he had been associated with the radio industry for 14 years. He has directed the activities of the Kanawha Valley Broadcasting Company since January 1, 1942.

ADVERTISING AIR FEATURE GETS WIDE ATTENTION

● SAN FRANCISCO.—A month after its debut the KPO Sunday-morning feature, "News in Advertising," "went network," becoming a feature of the Pacific web and retaining its local airing.

The program is a distinct departure in the field of broadcasting, being composed of paid advertisements of national manufacturers placed with all media.

KPO's general manager John W. Elwood, originator of the program idea, attributes its lightning success to its singular contribution to the war effort, which was immediately recognized by company presidents, advertising managers and account executives.

The type of advertisement, written or broadcast, which KPO News Director Don Martin uses in building the program, is the solely educational and informative one—either describing the sacrifices of boys at the front, the conditions under which they fight and the materials they use—or building the world of tomorrow, telling the story of new materials and new production techniques. The important criterion is that the ad be "news-worthy."

One agency president lauded the program for its championship of free enterprise. Many tributes were received.

KVOO Puts Its Double-O On N.Y. Styles to Woo Business

● TULSA, OKLA.—Looking toward department stores as a potentially fertile

market for local radio advertising, KVOO, Tulsa, is wooing the good will of such institutions in Oklahoma's "Magic Empire" by maintaining an exclusive full-time fashion representative in New York, wartime



DANA GARDNER

fashion capital.

Dana Gardner, KVOO's fashion rep, makes the rounds of Gotham's smart shops, visits leading designers and contacts buyers for Tulsa stores when they visit New York, gathering material for her Monday-through-Friday quarter-hours which are transcribed.

This "World of Fashion" series is presented as a public service to KVOO's feminine audience and as a good-will building feature for the stores. Through her contacts with buyers in New York and through continuous correspondence with store advertising managers, Miss Gardner is able to hew closely to the line in presenting advance style tips on merchandise which will soon be shown in Tulsa stores.

After more than two months of this unique venture, the station has finally convinced store managers that there is no hook attached. It's a service to them. How the good-will built by this service will be used in securing sponsorship for other programs is another story.

Gellerup to Navy

● MILWAUKEE, WIS.—Daniel W. Gellerup, who, since 1925, served The Journal Company as technical supervisor of radio, was granted an indefinite leave of absence to serve in the war effort. He will be associated with the Columbia University Division of War Research, which is engaged in specialized electronic development work for the armed forces. The WTMJ veteran engineer will be assigned to the Navy as a civilian consulting engineer, operating under the National Defense Research Committee.

PLASMA AIR APPEALS BRING MANY DONORS



Special broadcasts to promote the Red Cross campaign "That They Might Live," pulled in over 100 blood donations in each of two listening areas. Left photo: KYW (Philadelphia), Orchestra Leader Clarence Fuhrman (on cot) is making his donation before, (left to right): Leroy Miller, KWT musical clocker; Seaman David Norcross, recipient of seven plasma transfusions; a Red Cross nurse and Sergeant Garland Ladd. Right photo: Walt Bruzek, manager of the Owatonna studios of station KROC (Rochester, Minnesota), airs his reactions as he donates blood in a mobile unit. On-lookers are: Lieutenant E. H. Pawsat, Navy doctor; Nurse Ann Heppner, and Ray Rowland, chairman of Steele County Red Cross.

Chicago Farm Commentator Gets NBC Agriculture Post

● CHICAGO. — Everett Mitchell, pioneer farm commentator, has been named director of agriculture for the NBC central division, according to an announcement by Harry C. Kopf, NBC vice-president and general manager of the central division.

Mitchell currently is heard on "The Voice of the Dairy Farmer," broadcast over an NBC network each Sunday for the American Dairy Association, and on the "Town and Farm" program, aired six days a week over WMAQ, Chicago.



EVERETT MITCHELL

Mitchell truly is a pioneer in radio in that not only did he start his career when the industry was young but also was among the

first to devote time to a discussion of agricultural problems. He quit the insurance business in 1923 for the life of a radio singer and shortly after shifted to a regular schedule of presenting farm news. His NBC programs now deal with all phases of agriculture, including livestock raising, crop culture, conservation and the immediate problems of food rationing.

The new director of agriculture is a firm believer in getting away from the microphone from time to time for a first hand study of the subject in the field. He has covered cornhusking and hog-calling contests, livestock shows, county fairs and rural festivals of all kinds.

Mitchell was born in Chicago in 1898. His diversions include photography, fishing and—before the outbreak of the war—traveling to the various national parks.

Red Cross Milestone

● PENSACOLA, FLA. — The Pensacola chapter of the American Red Cross recently celebrated the completion of its millionth surgical dressing with a WCAO broadcast from a downtown store. High ranking Naval officers and members of the Medical Corps presented brief talks.

This was one more useful way in which radio aided Red Cross movements. Such programs are a tremendous help in securing volunteers for Red Cross functions.

WINDOW DISPLAY IDEA PUTS KTSM "ON THE MAP"



To help El Paso, Texas, listeners better understand the progress of the war, KTSM's News Editor George Young has drawn a giant European map which is displayed in the window of the local electric company. Arrows and cards indicate possible invasion routes, sites of important events, and other pertinent information. Photo shows Young (left) and Karl Wyler, KTSM manager. In answer to public demand, Artist-Newsman Young is now busy on a similar map of the Pacific war area.

THE DISCOVERY SHOP

(Continued from page 3)

Another stellar example of the way the p.d.d. operates is the recent special broadcast of "Stars and Gripes," the Army musical. The show was created by and for Army personnel, and was produced by the men of Fort Hamilton, New York. It was a smash hit because such an ace ex-professional as Pfc. Harold Rome, who wrote the score for the Broadway show "Pins and Needles," had a hand in its creation.

Bennett went out to Fort Hamilton, listened to the songs, decided the critics had been right, and reported to Wyllis Cooper. They decided to put the show on the air. Bennett went back to the Fort and produced a condensed version which was broadcast on NBC on August 14, giving the nation its only glimpse of what the boys in uniform are laughing at in "Stars and Gripes."

It was a definite radio triumph, but to the p.d.d. it was practically routine.

"That's our job," says Cooper, "to find new shows, new people and get them on the air. And by gosh, that's just what we're going to do!"

And if you know Wyllis Cooper, you know he's not kidding.

NBC San Francisco 10-Year Club Launched by Trammell

● SAN FRANCISCO.—One-fourth of the staff of the National Broadcasting Company in San Francisco has passed the 10-year service mark.

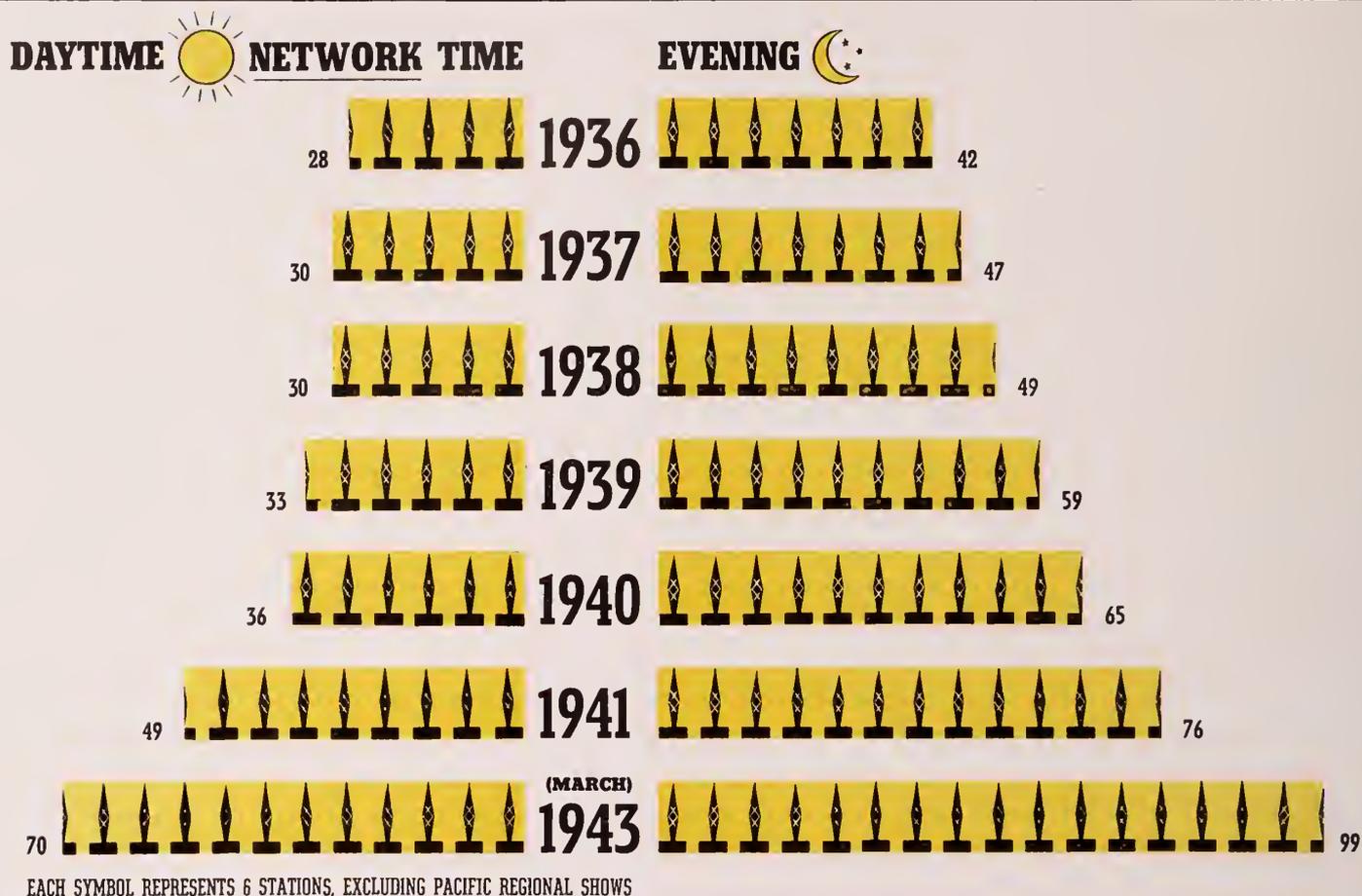
This came to light recently when the San Francisco NBC-KPO 10-Year Club was inaugurated at a luncheon held at the St. Francis Hotel.

With Niles Trammell, NBC president; Sidney N. Strotz, vice-president in charge of the Western division, and John W. Elwood, KPO general manager, in attendance, the 32 men and women who have been with the network for over 10 years were awarded their service pins. Five of the club members were not able to attend, due to being on military leaves of absence.

Dubbing radio as "the greatest instrument for good in the world," NBC President Niles Trammell told members of the newly inaugurated club that it was they, and others like them, who were responsible for this "great good."

In partial prediction of the future, Trammell expressed the belief that "radio is going to have more to do with developing a permanent peace than anything else we can think of at the present time."

BIG SEVEN-YEAR INCREASE IN AVERAGE NUMBER OF STATIONS PER NBC COMMERCIAL PROGRAM



Girls Come Through Splendidly Handling Station's Wartime Technical Assignments

● PITTSBURGH, PA.—KDKA is amply prepared for the day when more male members of its staff go marching off to war. In fact, a bevy of 20 girls, including members of the office personnel and the wives of several announcers, are ready to step into their shoes.

Under the supervision of KDKA Program Manager Robert E. White, the girls have undergone intensive training as announcers, continuity writers, and producers. Today White has termed them as "competent and qualified" to assume staff responsibilities without jeopardizing KDKA's lofty standards.

In the meantime Chief Engineer Ted Kenney has groomed and placed KDKA's first "engineers." For more than two months, Dorothy Grant, former manager

of the mail room, has been doing a daily stint at the controls of KDKA's busiest studio.

As extra-curricular work, Dorothy now is preparing to take the FCC examination by which she may become a licensed operator. Meanwhile Kenney expects to train other girls who show interest in technical subjects.

Foreseeing an eventual scarceness of men, White launched his intensive and comprehensive training program in the several radio phases on April 12. Originally, instruction started with one general class weekly in which the feminine aspirants were familiarized with the detailed activities of KDKA's studios.

Later the girls were divided into three groups including announcers, continuity

writers and producers, in accordance with their respective talents and preferences. Thereafter each group was given specialized training and practice relative to the duties for which they were being groomed. Eventually the three groups collaborated in originating and consummating hypothetical programs in their entirety.

Elated with the progress the girls have made White says: "Frankly I was surprised. Not from the standpoint of voice and reading. But to learn that all the girls had some definite, practicable ideas—not theories—about radio programming. They amazed me."

He adds they need only a minimum of experience to assume staff responsibilities at the pioneer Pittsburgh broadcast station during the wartime period.

NBC TRANSMITTER

OCTOBER 1943

IN THIS
ISSUE:

"IN THE PUBLIC
INTEREST"

RADIO PULPIT'S
21st YEAR



STARFACE COMES TO LIFE

Paul M. Havens, WIRE Announcer and Newscaster, Looks the Part as He Broadcasts "Your Radio Reporter," Highlighting the NBC Parade of Stars in Indianapolis

NBC TRANSMITTER

VOL. 9 OCTOBER 1943 No. 3

Published Monthly by the
National Broadcasting Company
RCA Building, Radio City, New York

NEW RADIO HORIZONS

● As this issue of The NBC Transmitter goes to press, Niles Trammell, NBC president, and John F. Royal, NBC vice-president in charge international relations and television, are preparing to hop off to the battlefronts of the world with the purpose of creating and re-establishing network correspondents' posts in territories re-occupied or conquered by the United Nations. The move spells public service on a scale unprecedented in news broadcasting and the action will also have important bearings on extending the foreign audiences regularly following NBC programs.

Decision of the NBC executives to make the trip emphasizes the importance of the job ahead. With key NBC officials on the spot, there will be no need for even a temporary delay in putting into effect the constructive changes and important additions to NBC services from distant shores. Instantaneous changes can be made and the NBC executives will be right on hand to see them put into effect.

Trammell and Royal plan to have NBC move right along with the armies of the Allies as new victories are gained; the resulting pattern for world-wide news pickups should make newsgathering as well as broadcasting history.

"After this war is over," Trammell commented, "broadcasting as we know it today will undergo great changes. Our Jack Bennys and Bob Hopes will have audiences not only in this hemisphere but in other hemispheres as well. There will be, we hope, a much greater and a much freer exchange of news by international radio. Our NBC correspondents now on the front lines at the war fronts, once the suffocation of Nazi occupation is dispelled, will bring us the full story of the war from countries now closed to them."

BIG NEWSCASTING GAIN

One-Sixth of NBC Operating Time Devoted to News Events

● NEW YORK.—Maximum air time commensurate with good programming has been achieved by NBC in a gradual increase of news reports, news analyses and special events since 1938, William F. Brooks, NBC director of news and special events, told AP managing editors at a meeting September 9 in the Drake Hotel, Chicago. The time given over to such pro-



WILLIAM F. BROOKS

grams represents a gradual increase from 3.8 per cent of all broadcast time to 15.4 per cent.

Yet with nearly one-sixth of the network's operating time devoted to news and special events, he continued, NBC has its space problem.

"With so many momentous stories breaking," he said, "we sometimes feel that we don't have much room to turn around in. Our men overseas frequently radio us for special time on the air when news breaks unexpectedly in their areas, or when they have turned up some feature they believe merits broadcasting over the network. The NBC news room has from six to a dozen different offerings every day for which we would like to find time but it would be bad programming to overemphasize the news angles. Such a move probably would result in the loss of listeners."

News of the peace, he prophesied, will not be less important than news of the

war. "As a matter of fact," he added, "I think it will be even more dramatic in some respects and will affect more people directly than news of the actual fighting. Both radio and the press will have one of their biggest jobs keeping people informed of the readjustments and compromises which will have to be made before the world can completely disarm and embark on any safe program for the future."

Brooks explained that a majority of NBC's news and special events staff and the 50 radio reporters assigned to foreign posts, were veteran newspapermen, and praised them for the high principles and awareness of responsibility to the public which they have carried over into radio from their newspaper days.

In speaking of post-war prospects, Brooks mentioned some of the new service facilities that wartime activities have developed.

"We are on the verge of new services and a new industry through the wider use of ultra-high frequencies in the fields of television, frequency modulation and facsimile," he said. "These services are certain to assert a revolutionary influence upon our social and economic life in the years to come. It is just as certain that both the press and radio will adapt these new discoveries in their respective fields for greater service to the listening and reading public."

DOING THEIR BIT

● NEW YORK.— At the hour of going to press, returns were incomplete on the NBC New York staff contribution to the Red Cross blood donor drive, but pledges tallied over 80 with several departments still unreported.

Known to have donated five times are Sydney Eiges, press department, and Paul Wandell, Jean Collins and Frances Reilly, all of research, where there seems to have been a concentration both of rich blood and good intentions.

"IN THE PUBLIC INTEREST"

Public Service Goals of NBC Outlined at Two-Day Department Meeting in New York

● NEW YORK. — Attainment of public service programs of still higher quality than in the past is the goal of the NBC public service department, stated Niles Trammell, president, at the two-day meeting of the department September 14 and 15. William Burke Miller, department manager, said that in the nine months that public service has operated as a separate department within NBC, there has been a 60 per cent increase in programs under its jurisdiction.

Judith Waller, manager of the central division public service department; Jennings Pierce, director of public service, Western division, and Albert Crews, of the central division production staff, reported on the success of NBC Institutes last Summer in cooperation with Northwestern University, U.C.L.A. and Stanford University.

Doris Corwith, assistant to the public service counselor, reported that in the past eight months she has addressed 198 meetings with a total audience of 53,340. Plans for promotion were outlined by Arthur Forrest, public service promotion manager. Publicity plans were also discussed.

John F. Royal, vice-president in charge of international relations and television, declared that public service programs would play an important role in the development of television. According to Lewis H. Titterton, manager of the script department, NBC's public service programs had succeeded in reaching new high levels in program format.

Dwight B. Herrick, assistant to the manager of the public service department, explained the status of the NBC listener's advisory panel and demonstrated the extensive promotion for public service programs through the NBC Parade of Stars. Margaret Cuthbert, director of programs for women and children, revealed plans for a children's daytime program on a high educational level, and for a program dealing with juvenile delinquency.

Dr. James Rowland Angell, public service counselor, presided at the meeting and was host at a luncheon.

Among others attending the sessions were David Sarnoff, RCA president; Frank E. Mullen, vice-president and gen-



SERVICE MEETING.—Taking part in the two-day NBC public service department meeting were (seated, from left): Albert Crews, director of NBC-Northwestern University Summer Radio Institute and a member of the Chicago NBC production staff; Dr. Max Jordan, director of research for the Inter-American University of the Air and director of religious broadcasts; Judith Waller, public service director of the central division; Dr. James Rowland Angell, public service counselor; William Burke Miller, manager of the department, and Jennings Pierce, director of public service for the Western division. (Standing): Edward L. Greif, press department; Arthur Forrest, public service promotion manager; Dwight B. Herrick, assistant to the manager; Doris Corwith, lecturer and assistant to the counselor; Sterling Fisher, assistant public service counselor and director of the Inter-American University of the Air; Jane Tiffany Wagner, director of war activities for women, and Margaret Cuthbert, director of programs for women and children.

eral manager; Clarence L. Menser, vice-president in charge of programs; William S. Hedges, vice-president in charge of stations; Frank E. Mason, vice-president on leave with the Navy Department; John Elwood, manager of KPO, San Francisco; Charles B. Brown, director of advertising and promotion; Sterling Fisher, assistant public service counselor and director of the NBC Inter-American University of the Air; and Gilbert Chase, music specialist.

A plan for a public service series which would invite the cooperation of outside groups at different intervals through the year was suggested by Clarence L. Menser and received hearty endorsement.

Sterling Fisher reported the wide acceptance by colleges of "Lands of the Free" and "Music of the New World" and the acceptance by the New York Board of Education of courses for teachers based

on the programs. He also reviewed the cooperation of 600 national organizations on promotion of "For This We Fight."

Max Jordan, director of religious broadcasts, told of the new studios which had been built for religious broadcasts and plans for the coming year.

A. L. Ashby, vice-president and general counsel, reviewed the status of public service broadcasting in the light of the Supreme Court ruling on the FCC regulations, and Albert E. Dale, director of information, brought the meeting up to date on political developments in Washington.

Erik Barnouw, assistant manager of the script division, discussed the development of a dramatic device used to introduce discussion programs and reviewed its use on "For This We Fight."

The meeting concluded with a dinner at the Hotel Waldorf-Astoria.

H. V. KALTENBORN'S 20-YEAR CLUB GETS 28 NEW MEMBERS

● NEW YORK.—The second roster of the Twenty Year Club rolled off the presses recently with 28 new members now numbered among radio's veterans. H. V. Kaltenborn, NBC's veteran commentator and founder of the club, is publisher of the work. With the inclusion of several members from Canada, the club now takes on an international character. In all there were 112 members in the club, three of them deceased.



H. V. KALTENBORN

The club was founded April 4, 1942, on Kaltenborn's twentieth anniversary as a news commentator. In his foreword to the second edition, Kaltenborn points out that war restrictions made it impossible to have a club reunion in 1943.

"But there has been much friendly response to the suggestion that the club sponsor a history of the beginnings of radio broadcasting," he said. "Some material is in hand, but much more is needed. The founder will appreciate any information or suggestions that might advance this project.

"Members are urged to tell the complete story of their early years in radio, mentioning as many names, dates and incidents as they can recall. Human interest stories recalling the inevitable pioneering difficulties are particularly welcome. If everyone will cooperate, the historian's task will be greatly facilitated." Among the club's members are 17 who have been in radio for 30 years or more and five who have been in the industry for 35 years or more.

Orestes H. Caldwell, editor of Electronic Industries, replaces David Sarnoff, Radio Corporation of America president, as the mythical "Veteran of Veterans." Caldwell pioneered in radio transmission in 1904, while Sarnoff got his first job as junior telegraph operator with Marconi Wireless in 1907.

Sarnoff dropped to fourth position.

Two other new members who moved in ahead of him were Charles Butterfield, radio editor of the Associated Press, and Donald Manson, chief executive assistant of the Canadian Broadcasting Corporation. Each got his start in 1906.

Butterfield built an amateur wireless station that year at Champaign, Illinois, when call letters and wavelength assignments were still unborn. Butterfield recalls that he used the then accepted table-top "breadboard" layout.

In the same year, Manson joined the English Marconi Company in England and set up operations for communications with ships at sea. J. H. Weinheimer is the last 35-year member. He joined the New England Telephone and Telegraph Company in 1908 and is still with that company—now as district manager.

The three deceased members are Vaughn de Leath, the "First Lady of Radio"; Graham McNamee, the pioneer NBC announcer, and Neal Tomy, who was publicity director of WJR, Detroit, at the time of his death.

Present occupations of the 109 living members cover the whole field of radio. Fifty-nine are executives; 27, engineers; nine, radio editors; six, performers; two are in the Royal Canadian Air Force; two are educational directors, and one each is a radio psychologist, lawyer and auditor. And there is that one radio news commentator who reached the double-decade milestone—HVK, himself!

MOURN JON LARSON

● NEW YORK.—Jon Larson, chief radio engineer of the Coordinator of Inter-American Affairs, who was drowned September 14 while spending a vacation on the Jersey shore, had a long and varied engineering career. His passing is mourned by NBC-ites.

Fifteen years ago he joined the staff of WCAP, Asbury Park. Subsequently he worked for the American Telephone and Telegraph Company and the Universal Wireless Communication Company of Chicago. In 1930 he joined NBC, later switching to the Blue Network.

EDITORS SPEAK AGAIN

● NEW YORK.—"The Editor Speaks," an important joint radio-newspaper venture, was presented six Sundays concluding October 3 over NBC stations. Outstanding editors from all over the country were heard discussing topics of their own choice, based on headline news developments of the preceding week.

The series was similar in format to the special program broadcast last New Year's Day when a group of editors expressed their views on the outlook for 1943.

Presented under auspices of the NBC Inter-American University of the Air, the series gave listeners an unparalleled opportunity to hear the voices of the men whose editorials help shape national opinions on vital matters.

Speakers for the initial program were Robert C. Notson, managing editor of The Portland Oregonian; E. F. Tompkins, chief editorial writer of The New York Journal-American, and Charles C. Wertenbaker, foreign news editor of Time Magazine.

Baseball Scoop

● PHILADELPHIA.—William D. Cox, president of the Philadelphia National League Baseball Club, gave Jack Reilly, KYW sportscaster, a scoop on the announcement of his stockholders on August 25.

The names of the stockholders in the newly formed organization had been a matter of much radio and newspaper speculation all season. The radio-conscious Cox, after issuing a release of the stockholders' names to the next day's Philadelphia papers, called Reilly and asked permission to go on his program that evening. The interview was quickly arranged and Cox personally read off the names of his stockholders. Since the early editions of the Philadelphia morning papers do not hit the street until after 7:00 p.m., this gave Reilly a one-hour "beat" on one of the biggest local baseball stories of the season—a story local fans were awaiting.

KMJ PROMOTION BEARS FRUIT

—And Vegetables, Too! Station's Harvest Festival a Brilliant Public Service

● FRESNO, CALIF.—To promote interest in victory gardening in its area and to provide a substitute for the wartime lack of annual county fairs, KMJ of this city recently sponsored a unique and highly successful indoor garden festival.

Fresno like many another community was unable to hold its annual county and district fairs because of the gas and rubber rationing restrictions. As an alternative and to increase interest in home victory gardening, energetic and promotion-wise KMJ members organized a contest and display of select specimens of garden produce and home-processed foods.

That the Victory Garden Harvest Festival was a huge success was proved by the enthusiastic praise of the spectators and calls for an early or at least an annual repeat performance.

In answer to a well-planned publicity buildup and invitations to farmers and housewives, entries poured in. Like a cornucopia, were the varied arrays of select products displayed by the wartime gardeners whose amateur farms were back yards, vacant lots, and other plots. Large crowds, some 9,000 visitors, were attracted in the two-day show of colorful fruits and vegetables which was held in Fresno's Memorial Auditorium.

Nearly 600 awards, ribbons and sweepstakes prizes were given, among which were a score of \$25 War Bonds, and as grand prize award, a complete set of garden tools. Brightly-hued ribbons tagged products adjudged best in their respective categories of nearly 3,000 classifications and approximately 300 varieties ranging from tall corn stalks to pea-size tomatoes and including canned fruits and vegetables entered by California housewives.

Spectators at the festival found everything they were accustomed to in the district fairs, excepting the screams of the calliope and the raucous shouts of mid-way barkers.

Rows of flags of the United Nations in the lobby led spectators to the floor of the auditorium where the garden exhibits were surrounded by booths of an educational nature. In the center of the floor a large cornucopia was placed signifying abundance at harvest.

Entertainment for visitors was a highlight of the event, open from 2 to 9:30 p.m., daily. Ralph Kuettel, pianist, played incidental music throughout the day, and during the evening the 70-piece 22nd Air Force Band from Basic Training Center No. 8 at the Fresno County Fair-

SQUASH TOURNAMENT



Corrine Pearson, of NBC's personnel staff, shows WEAF's de Lancey Provost the large acorn squash grown from a packet of seeds he presented to her for the victory garden she maintained on the WEAFF project at the Schwab estate.

ground, gave a concert. Broadcast by remote control over KMJ, on the second night, the band was augmented by a 35-man drum and bugle corps, which thus provided one of the largest musical groups ever to appear in Fresno.

Booths featuring educational displays and information for amateur gardeners were prepared by the agricultural extension service division of the University of California, the Fresno County agriculture commissioner's and farm advisor's offices, the Fresno Mosquito Abatement District and the local chapter of the American Red Cross. Special booths for the registration of volunteer farm labor in the county were sponsored by the Fresno Junior Chamber of Commerce, the American Women's Voluntary Services and the Farm Labor Office.

Representatives of the state director of agriculture were present and discussed insecticides and pest control, and motion pictures from the Bureau of Chemistry and Bureau of Dairy Service were shown. Gardeners were able to submit insects and diseased plants to the experts for identification and advice.

Altogether KMJ was happily rewarded in the success of the festival and considers the time well spent and the benefits far in excess of expectations.



HALL OF PLENTY—The KMJ Harvest Festival's scope can be judged by this huge array of colorful exhibits. The event made public service and promotional history.

WEAF'S BIG BOND BOOM

Station's Promotion Ideas Carry Weight in Helping Put Biggest Zone Quota Over the Top

● NEW YORK.—Station WEAF played a conspicuous role in ushering in the Third War Loan Drive by using innumerable devices to impress upon its own personnel as well as its listeners the importance of cooperating with Uncle Sam in this latest and most important patriotic project to raise \$15,000,000,000 in order to carry the war to a speedy and successful conclusion.

Principally, WEAF's endeavors were centered around the giant program "Battle of New York" broadcast on September 11. It was a 2-hour, 45-minute program originating in the five boroughs and featured stage, screen and radio stars, name bands, borough officials and other personalities. Each of the boroughs presented the general theme, "I Have Sold a Bond—Have You?" which WEAF helped to create.

The WEAF promotion department tied in with Liggett drug stores in all boroughs. Each store featured a display counter card explaining how one could obtain a WEAF lapel badge.

Because the service area of WEAF is responsible for 27 per cent of the money to be raised in the Third War Loan Drive, station officials thought it advisable to promote the project to the fullest extent and announced that WEAF would present War Bonds as prizes to NBC personnel for the best program idea, promotion idea and slogan to be submitted in connection with the campaign on the air.

The judges' committee (L. H. Titterton, E. de la Ossa, de Lancey Provost, W. B. Miller, and Arch Robb) was swamped with suggestions from all sections of the building. Sally Warren, of the NBC press department, was the winner of a \$25 War Bond for her program suggestion for a series of dramatizations dealing with men who today can only show their patriotism and heroism by unheralded courage because, in carrying on the fight, they have fallen into the hands of our enemies. Marion Noyes, manager of the literary rights section of the script division, won a \$25 War Bond for the best promotion idea; she suggested an auction of celebrities' prized possessions for War Bonds at the centers in the five boroughs.



BOND WINNER — Sally Warren, of the NBC press department, receives a War Bond contest prize from Lewis H. Titterton, script chief, for an excellent suggestion.

Eight others received similar awards for their slogan entries — Maryann Henderson, secretary to C. L. Menser, vice-president in charge of programs, for her slogan, "We All Fight When We Sell a Bond," and Neal Hopkins, of the script division, for "Sell a Bond to Your Neighbor. That's Your Job Today." By coincidence, six slogans were the same, all coming from different corners of the building. The committee decided that "War Effort Always First" was a slogan that might have been used since Pearl Harbor and which will be used for the duration of the war. This slogan makes use of WEAF's call letters. Edward Prince and Thomas McCormick, of engineering, won joint ownership of a bond, as did Edward Kishkill and Stanley Hebel, of the stockroom. Augusta Comora, from research, and Marian Hartigan, of communications, also received awards for presenting this slogan.

"The Battle of New York" program enlisted the services of many writers, producers, announcers, and the facilities of promotion and press of NBC. Each borough pickup was approximately 30 minutes and required contacting of numerous individuals and organizations in order to weld the show into a compact unit.

Each borough had an objective during the Third War Loan Drive. Manhattan's objective was to sell enough bonds to buy an invasion fleet. The Bronx sought to raise

money to refloat and refit the liner Normandie (now the Lafayette); Queens will pay for 92,000 "block-buster" bombs; Brooklyn's goal was four bonds for every Brooklyn man and woman in the armed forces, and Richmond will pay for the Halloran General Hospital, largest military hospital in the world.

After "The Battle of New York" program ended, station WEAF went on the air daily (except Saturday and Sunday) to give percentage standings for the five boroughs of New York City and to present an outstanding local citizen. The announcement on each program stated that "each borough has set itself a quota on sales to individuals for the Third War Loan for this contest. The borough which exceeds its quota by the greatest amount in sales to individuals, exclusive of savings banks, corporations, or institutions, will be awarded a flag." The special flag was to be given by station WEAF.

Red Cross Achievement

A total of 23,132 nurses, 39,994 nurses' aides, and 749,475 home nursing students has been enrolled by the American Red Cross through the NBC program, "That They Might Live," according to Jane Tiffany Wagner, director of war activities for women of the NBC public service department.

Miss Wagner stressed the fact that the figures are incomplete and that the final figures will show greater totals. NBC, which is handling this phase of the Red Cross campaign exclusively, hopes to achieve the quota of 36,000 nurses, 100,000 nurses' aides, and 1,000,000 home nursing students. A fourth 13-week series of "That They Might Live" will start October 16, when the program shifts from Sundays to Saturdays.

The report was rendered at the annual meeting of the public service department.

Eleventh Annual H. P. Davis Announcers' Contest Started

● NEW YORK.—Announcement of the eleventh annual competition for the H. P. Davis National Memorial Announcers' Awards has been made in a pamphlet distributed to independent stations affiliated with the NBC network and to NBC owned and operated stations.

For the first time since the contests were established in 1933 by the widow of the renowned father of broadcasting—H. P. Davis—rules have been broadened to include a larger number of awards. As in past years, however, winners will be selected on the basis of "personality," "diction," "voice," "versatility" and "maintenance of a consistently high standard in the presentation of programs." A national winner, a sectional winner from each of the four time zones, and ten honorable mentions—two in each time zone and two in the national classification—will be named by the judging committee.

Changes in the contest rules are:

1—Each station may submit up to three entries. Previously, only one entry has been accepted from each station.

2—Honorable mention certificates will be awarded to two runners-up in each time zone and in the national judging. This change doubles the recipients in each zone.

The national winner will receive the H. P. Davis Announcers' Gold Medal and a cash award of \$300; each time zone winner will receive a special award of a suitably engraved signet ring; and each honorable mention winner will receive a certificate. Certificates also go to the stations from which the national winner and the time zone winners have been entered.

The competition is directed by Marjory Stewart, Microphone Playhouse, 151 North Craig Street, Pittsburgh, Pennsylvania.

NEW AD CAMPAIGN

● CHARLESTON, W. VA.—WGKV has launched a campaign of newspaper advertisements featuring institutional copy.

The ads will appear every Monday in The Charleston Gazette and The Daily Mail. Copy will show how NBC and WGKV operate in the public interest.

PASSING THE PASTRY



Art Baker seems hesitant to cut his KFI (Los Angeles) anniversary cake while (left to right) Bud Edwards, program director; Clyde Scott, sales manager, and W. B. Ryan, general manager, all but take the knife out of his hand. The occasion was an impromptu party held to observe Baker's fifth year on KFI. He is the popular emcee on the NBC "People Are Funny" series.

Indiana Station Has Big Schedule of War Programs

● TERRE HAUTE, IND.—In addition to a regular full schedule of war programs, WBOW is studding its schedule intermittently with many special features to hasten victory. Each of the programs has audience-pulling power.

Quite a few remotes have been broadcast over WBOW from George Field, Illinois, an advanced air training base. On August 22, a 15-minute program was carried from the field on the occasion of its first anniversary. The commanding officers were the speakers. Over 25,000 people attended this celebration which had tremendous local interest.

WBOW has also carried special CAP programs; a remote at the time of the demonstration of the two-man Jap submarine which was captured at Pearl Harbor; and a special program on the advent of Hitler's birthday. Called "Schickelgruber's Birthday Party," this broadcast, emceed by George Jackson and Ferrell Rippetoe, is especially noteworthy—since it was unannounced and sold over \$15,000 in War Bonds within a half hour. Another new feature on WBOW is "They Also Serve." Its purpose is to help the local WAC recruiting office. Local WACS on leave or furlough are interviewed by Jill Girrard, the station's director of women's programs.

"Record" Audience Proved By Milwaukee Air Emcee

● MILWAUKEE, WIS.—At the start of the recent Red Cross drive for old phonograph records in Milwaukee, the camp and hospital committee directing the campaign was faced with what they termed "an indifferent public reaction."

Personal solicitations and extensive newspaper advertising failed to produce the necessary turnover.

Finally, the committee, realizing the need for quicker action, contacted Johnny Olson, pilot of the "Rumpus Room," a popular WTMJ evening platter show.

Johnny, who had previously done wonders in a blood donor and bond selling drive on his program, cooperated with a series of vocal barrages at his evening audience. The results were fast and furious. For the next few weeks, WTMJ phones were besieged with record pledges from "Rumpus Room" fans. Within a short time, the genial emcee's faithful followers had come through with almost 30,000 records which will be turned in for new disks to entertain servicemen.

At the successful conclusion of the campaign, the camp and hospital committee officially announced that Johnny Olson's splendid cooperation had resulted in bringing in 65 per cent of the total collected!



STACKING 'EM HIGH—Johnny Olson, genial pilot of the "Rumpus Room," a WTMJ platter show, takes a batch of old records from one of his fans to add to the huge pile he had already collected.

● NEW YORK.—Police dog puppies born to one of the canine guards at the WEAFF transmitter will be awarded to six lucky War Bond subscribers among NBC employees in a name and essay contest conducted by the personnel department.



Wally and Jane, who conduct a daily matinee program over WSYR (Syracuse) present an orchid to Lieutenant Julia King, who, with her fiance, Lieutenant Francis D. Schramm, was program guest three hours before their wedding.



Special Events Reporter Beth Barnes of WSB (Atlanta) interviews the manager of the coffee warehouse at the Conley Army Supply Depot.



G. C. Blackwell, director of WJLA-TV, is interviewed by the manager of the invasion area for bond drive at the Junior Chamber of Commerce.



NBC's "General Motors Symphony of the Air" program inspired this musical window display at New York's swank Bergdorf-Goodman store.



Lieutenant Joseph Carpenter, of the Civil Air Patrol and an ace of World War I, is interviewed over KYW (Philadelphia) by Ruth Welles, station women's activities director and mother of a World War II flier.



These WAVES from the station were reported recently in a transcript by WSB-TV.



Officials of the War Finance Committee of the Treasury Department and NBC producers are shown in a huddle over War Bond plans for the successful "Battle of New York" program over WEAJ (New York).



The tables are turned as Reynold Kraft (seated), NBC salesman, is sold a bond by Frank McCullough, Ruthrauff and Ryan account executive.



Don Goddard, WEAJ commentator, is interviewed by Abraham Shadkun of the Bronx when the station used to be WJLA-TV.



Charlottesville, W. Va.), used a map and newscasts promotion at the Victory House.



Toni Winston of KYW, Philadelphia, interviews Corporal Izzy Richter, former Penn State boxing champion, as Mary Watson, organist, looks on.



Ottis Devine (left), chief announcer in charge of news for WSM in Nashville, discusses latest hot news developments with David Cobb, Anne Ford, Ralph Christian and Lionel Rieau.



Naval Air Base participation program of a).



Arnold Johnson, assistant auditor of NBC central division, says goodbye to associates before reporting for Army duty at Camp Grant, Illinois, after over nine years with NBC.



This double-window "Guess Who" display is the first of 15 in downtown Charleston, W. Va., by WGKV during the current NBC Parade of Stars.



bond pledge from Taxi Driver WAF's "Sell a Bond" campaign salesmanship methods.



NBC Cashier Marjorie McDonnell signs a bond pledge at the persuasion of Rad Hall, WFAF announcer, who points out the dotted line.



After Virginia Rivers, NBC secretary, sold a bond to Niles Trammell, NBC president, the boss of the network immediately turned around and sold one to NBC Photographer John McGhie.

A Transmitter Bio:

THIS SEAFARING MAN FARES EXCEPTIONALLY WELL ON AIR



CHARLES S. YOUNG

● BOSTON.—Coming from an old Cape Cod seafaring family and looking the part of a Yankee is energetic Charles S. “Cy” Young who keeps a “weather eye” on the Westinghouse Radio Stations, Inc., in New England. This popular general manager of WBZ-WBZA is a radio veteran who is interested in every phase of broadcasting.

His famed Yankee hospitality is known far beyond the limitations of New England. He has in his files a collection of letters from some of the leading stars of radio, expressing appreciation for his work in arranging their network broadcasts from Boston. He is an expert on political broadcasts, having been in charge of them through several important campaigns.

But he remembers the days in the accounting department of the Westinghouse Electric and Manufacturing Company back in 1925 when he was assigned to take charge of the business affairs of the company's newest experiment—Radio Station WBZ. Radio stations in those days had no commercial programs—it was all sustaining. “There was no money coming in,” he says, “it was all going out. I had to pay the bills.” There is an expression of slight pain in his eyes even now, as he thinks about it.

A year later, WBZ put on its first commercial program, and from then on, the accounting was less painful; actually, it was a joyous thing.

In 1930 Young was made office manager of WBZ and WBZA, with general charge of the business affairs of the stations. In March, 1932, when the National Broadcasting Company took over their management and operation, he was shifted to the NBC roster with the rest of the stations' staff.

When the stations reverted to Westinghouse management, July 1, 1940, he was again in the employ of the company for which he first started working in 1917.

Young was also assistant to the general manager of WBZ-WBZA from 1934 to 1939. He became acting general manager in 1941, and took over full administrative duties a year later.

Since Pearl Harbor, Young has enlisted WBZ-WBZA facilities to aid in the war effort. Under his supervision, the New England Westinghouse stations have cooperated with outside agencies in selling over \$15,000,000 in War Bonds. The “Zip Your Lip—Save A Ship” campaign sponsored by WBZ-WBZA in cooperation with the Army, has been acclaimed on two major network shows and has been officially recognized by ranking Government officials.

Young's father was the first of the family to earn his living ashore, and “Cy” himself continues the tradition established by his sea captain ancestors by making the sea his chief hobby.

It started, the WBZ executive says, at about the age of 12, when he and some playmates borrowed a catboat (without permission) and went for a sail. His navigation was good even at that age, and they got back safely. From that time the hobby grew to great proportions.

He is lieutenant commander of the Boston Power Squadron and takes an active part in its affairs. During the Winter months he teaches navigation to classes which meet at the WBZ offices under the auspices of the organization.

Young also belongs to the Coast Guard Auxiliary and Temporary Reserve. He does a regular “trick” with the harbor patrol which operates along the North Shore area.

Cy lives in his native town of West Peabody, Massachusetts, in a house that was built by his great-great-grandfather back in 1800.

Next to the sea, his hobbies are his home, gardening and painting, as well as Rotary International to which he belongs in Boston.

Italian Surrender Hailed By Toscanini Broadcast

● NEW YORK.—When the news of Italy's surrender was heard by the democratic world, no man was more joyously affected than Arturo Toscanini. He received the news at his Riverdale home with his family. It came so suddenly that he was only able to say, “At last, at last, at last.” But he didn't remain home very long. After a few minutes he was on his way to Radio City to confer with Samuel Chotzinoff on “Victory, Act I,” a program which he and Chotzinoff had planned weeks before.

After the fall of Mussolini, Toscanini prepared to conduct a program marking the liberation of Italy from the Nazi invaders. He stood by daily waiting for the news to come. His original idea was expanded by C. L. Menser, NBC vice-president in charge of programs, into a contemplated program trilogy. The first program was titled by Menser as “Victory, Act I,” with Acts II and III to follow after the defeat of Hitler and Tojo.

Toscanini smiled between his tears as he entered the great concert studio to conduct the NBC Symphony Orchestra in the victory program. As he conducted the great opening movement of Beethoven's monumental Fifth Symphony, now called the Victory Symphony, he was visibly moved. His exaltation grew with the majestic music of that other master who hated tyranny.

There was no audience present except his wife Carla, his son Walter, his maid and his cook. As the maestro signaled the orchestra to rise at the end and conducted the Star Spangled Banner in that special arrangement of his which netted the Treasury \$1,000,000 in a manuscript auction, his family stood weeping with joy.

It was an epoch-making event and listeners from coast to coast shared in a truly historic event.

This special program topped a season of great Toscanini contributions to the Allies' victory effort. The maestro conducted four special Summer programs with the NBC Symphony Orchestra. The final broadcast of the War Bond group occurred on the “General Motors Symphony of the Air” on September 19 when Toscanini offered personally inscribed photographs to listeners buying bonds in denominations of \$1,000 or more.



RELIGION ON AIR—Dr. Ralph W. Sockman resumes the "National Radio Pulpit" network series in October. (Story at right.)

Fifty Sponsored War Loan Broadcasts Sold by KSD

● ST. LOUIS, MO. — Something new in War Bond shows was inaugurated in St. Louis by Station KSD with the opening of the Third War Loan Drive, when 50 St. Louis business concerns, many of whom had never employed radio for advertising, were sold the idea of sponsoring War Bond programs during the three-week period from September 9 to September 30. Spotted during the daytime hours, and all 15 minutes in length, the shows were varied in content, with some 38 featuring the music of Russ David and the KSD Orchestra in addition to mention of the Third War Loan Drive and tributes to the business heads of the concerns themselves for the part St. Louis industry is playing in war production. Bond sales proved the power of the appeals.



ST. LOUIS WAR LOAN DRIVE—Against the background of the KSD War Bond booth are James Conzleman, vice-chairman of radio of the drive; Mayor A. P. Kaufmann; Walter W. Head, state chairman of the drive, and KSD's Harold Grams, who was M.C. of the patriotic show. (Story above.)

LAUNCHING OF THIRD DECADE RECALLS PIONEERING BY NATIONAL RADIO PULPIT

● NEW YORK.—The oldest religious program in American radio, NBC's "National Radio Pulpit," commences its twenty-first Fall season on the air in October. Dr. Ralph W. Sockman, pastor of Christ Church, New York, is again the speaker.

Born of the efforts of the late Rev. Dr. S. Parkes Cadman, eminent Brooklyn clergyman, and Frank C. Goodman, executive secretary of the department of national religious radio of the Federal Council of the Churches of Christ in America, the development of the "National Radio Pulpit" is pertinent to the story of radio itself.

It was Dr. Cadman who envisioned the huge and powerful broadcasting industry to come—a force for great good. One day in 1923 he found himself in the office of an executive of WEAf. Dr. Cadman had come with a suggestion for an untried program. He believed that if radio was to fulfill its destiny it would have to be a public service as well as a medium of entertainment. He believed a weekly Sunday broadcast would carry the Word of God to people the church had been unable to reach before.

The WEAf executive was convinced and the first broadcast was heard May 3, 1923.

"Today I speak in the spiritual interest of the people of every race and creed," Dr. Cadman said that day. "I will not talk to you of sectarian things. Rather I will try to bring to you the great central truths of religious life."

Afterward Dr. Cadman and Goodman came to the conclusion the only reaction to fear was that of the churches themselves. They were right.

"I think you are making a grave error in omitting the doctrines of our church as they are meant to be preached in Sunday service," wrote a minister of the Congregational Church.

Another minister wrote: "Do I understand that the Congregational Church is to begin proselyting for converts over the air? If this is to become a practice, will not other denominations have to take up the same practice?"

"Dear Dr. Cadman: "You are taking

people from the churches and encouraging them to worship at home. What is to happen to religion in America?"

To correct the misapprehension, Goodman and Dr. Cadman called a conference of representatives of all faiths. The radio program, Dr. Cadman told them, was an effort to contribute to the religious life of America; it was not the "Voice of the Church." Out of such meetings the policies for religious broadcasts were evolved.

As the program grew, letters continued to pour in from all over America. But the tide had turned. A forest ranger wrote of his lonesome life and how much the Sunday program meant to him. Elderly listeners, unable to attend church, wrote their thanks. From Sing Sing a prisoner said: "Maybe if I could have heard your program two years ago I wouldn't be here now." Today, Army chaplains write to tell of the inspiration their men derive from religious programs.

Much of the success of religion on the air, as Goodman believes, is due to a Magna Charta for religious radio which he and Dr. Cadman, with the cooperation of NBC, drew up as early as 1924. Some of the salient points are:

Religious radio must not be denominational.

Religious radio is NOT the Church.

Religious radio must not proselyte.

Religious radio has and will continue to popularize the church and religion.

Religious radio has and will continue to increase church membership.

Religious radio is not the "Voice of the Church"—it is an educational factor that will help mankind to realize its responsibility to the organized church.

By following this formula, the "National Radio Pulpit" and the National Broadcasting Company have spanned two decades with ever-growing success.

"Both radio and the church," says Goodman, "are indebted to this Magna Charta for all it has meant to religious radio. With it radio has proved an unmitigated blessing."

McClatchy Bees, With Walt Disney Aid, Keep Things Humming in West

● FRESNO, CALIF. — "BORN—September 1, 1943 — To the McClatchy newspapers and radio stations: Twins."

Figuratively, of course, the McClatchy newspapers and radio stations are passing out cigars these days in celebration of the



"SCOOPY"

double arrival of Scoopy and Gaby, the newspaper and radio bees.

Not photographs, mind you, but portraits by Disney — Walt Disney — world famous animator of Donald Duck, Mickey Mouse and hundreds of other fascinating and enjoyable characters.

Although they are just buzzing infants, Scoopy and Gaby have their careers all mapped out for them and already have been able to strike a blow against the Japs and the Germans.

The three McClatchy newspapers—The Sacramento Bee, The Fresno Bee and The Modesto Bee—will feature Scoopy's sketch daily.

The five McClatchy radio stations, including KMJ, Fresno, will feature Gaby in their promotion materials.

The animated bees are intended to lend personality and a familiar identity to all the products of both the newspapers and radio stations.

That is their career.

The blow against the Axis powers is another story.

When Eleanor McClatchy, president of the McClatchy newspapers and radio stations, approached Walt Disney with the proposal that he create the twin bees, the animator was impressed with the fact

that the organization has rendered service to the people of California for nearly a century.

He would like—he said—to add Scoopy and Gaby to his long list of characters but, of course, he did not do that type of commercial work.

Still and all, though, if the money for the job were to be donated into the Army Relief Fund instead of going into the Disney pocket, the matter could be arranged.

It was agreed.

Scoopy and Gaby came bounding out of the same ink wells which gave Donald Duck and Mickey Mouse and Dumbo to the world.

A check for \$1,500 was sent to the Army Relief Fund.

Scoopy and Gaby are not Johnny-come-latelies, however.

They have a fine family tree. Pioneer stock, true native sons.

Their grandfather was the bee who graced the stationery and the New Year's greeting cards of James McClatchy, who founded The Sacramento Bee in 1857.

Their father is the tile mosaic bee which C. K. McClatchy, son and successor of James McClatchy, had placed in the lobby of The Sacramento Bee Building in 1901.

To Eleanor McClatchy, granddaughter of James and daughter of C. K., the Disney Bees therefore were "musts" to continue the tradition in modern tempo.

So Scoopy and Gaby are third generation California bees with pride in their ancestry and enthusiasm for the jobs which are in store for them.



"GABY"



WORLD PREMIERE. — (Left to right) Chief Warrant Officer Cecil Effinger, conductor of the Fort Logan Band; Joanna Harris, pianist, and her composer-husband, Roy Harris. (Story below.)

Roy Harris Concerto Boosts Colorado War Bond Sales

● DENVER.—During a special War Bond program, broadcast by KOA on September 3, the KOA Music Center for Enlisted Men had the privilege of introducing the world premiere of a new piano concerto by Roy Harris, distinguished American composer.

The playing of the work, entitled "Fantasie for Piano and Band," featured the composer's wife, Joanna Harris, noted pianist, and the Fort Logan Band, numbering 48 pieces, under the direction of Chief Warrant Officer Cecil Effinger.

Following the premiere, Mrs. John C. Vivian, wife of Colorado's Governor, and head of the executive board of the KOA Music Center for Enlisted Men, presented Mrs. Harris with a bouquet of roses.

Guest speaker on the program was Clarence H. Adams, Colorado State Chairman, War Finance Committee of the Treasury Department, and chairman of the International Trust Company.

Sergeant Jack Angell wrote the script and Technical Sergeant Herb Trackman announced the program. Both men are attached to the A. A. F. Western Technical Training Command, Denver.

War Worker Salute

● CHICAGO.—As a part of the station's efforts to be of better service to early-rising war workers, WMAQ now signs on a half hour earlier each weekday morning, starting the day at 5:30 a.m. CWT.

The days start with a news program from 5:30 to 5:35 a.m.

KOA Puts on Big Show for Army Emergency Relief

● DENVER.—For two weeks prior to the Western premiere of Irving Berlin's "This Is the Army," KOA broadcast a series of special programs publicizing the picture and promoting the sale of tickets, entire proceeds of which were turned over to the Army Emergency Relief Fund. This voluntary build-up by KOA culminated in an exciting half-hour broadcast on the night of the gala premiere, August 24.

Festivities and excitement surrounding the colorful event were described, and military and civilian officials attending were introduced over KOA mikes in and around the Denver Theatre, where a complete sell-out was recorded.

An announcer supplied by the Army reported activities in front of the theatre, where tremendous crowds had gathered to witness the spectacle of Denver's first movie premiere of such magnitude. Great anti-aircraft searchlights played on the sky overhead while the 30-piece A.A.F. Symphonic Band, under the direction of Warrant Officer Robert L. Landers, from Buckley Field, entertained.

In the lobby of the theatre, Lieutenant Charles E. Brady, ace KOA announcer, now on military leave, and winner of the H. P. Davis Announcer's Award for 1941, interviewed military and civilian officials directly responsible for making the premiere the success which it was for the Army Emergency Relief.

Lieutenant Brady was also in command of a KOA mike placed on the stage of the Denver Theatre. He introduced United States Senator Edwin C. Johnson, of Colorado; movie star Dorothy Lamour, on hand in person, and Major General John F. Curry, Commanding General of the Fourth District, A.A.F. Western Technical Training Command, to the huge theatre audience and to KOA listeners. All three speakers praised the citizens of Denver for their enthusiastic, patriotic support of Army Emergency Relief.

Latin American Visitors

● NEW YORK.—Twelve journalists of Guatemala, Honduras and Panama, touring the United States under the auspices of the National Press Club, were guests of NBC September 21. John F. Royal, NBC vice-president in charge of international relations and television, was host.

WSYR Celebrates Its 21st Anniversary



HAPPY BIRTHDAY—Mark Wilder, WSYR founder and vice-president, cuts the birthday cake while Wally and Jane, matinee favorites of the Syracuse station, look on.

● SYRACUSE, N. Y.—The rise from the virtual obscurity of a Cazenovia, New York, farmhouse, where it had its birth, to a place high in the radio industry was the story told of WSYR in a special broadcast commemorating the station's twenty-first birthday September 15.

The occasion was celebrated with two mammoth parties in the WSYR studios, both of which were aired.

High spot of the first party was the cutting by Mark S. Wilder, founder and present vice-president of WSYR, of a huge birthday cake. It was later distributed among members of the station staff.

Crooners' Contest

● PHILADELPHIA.—The winner and still champion—Bing Crosby!

More than tripling the count against Frank Sinatra in the KYW Musical Clock popularity poll, Bing Crosby easily retained his top rating with the Philadelphia early morning listeners. The final tally in the "battle of the swooners" was: Crosby—14,032 Sinatra—4,036

The contest was an outgrowth of Sinatra fans' insistence that their Frankie meet the "champ."

KYW kept the "voting set's" interest at fever pitch by featuring both Crosby and Sinatra recordings during the week.

As part of the second program, two 15-minute broadcasts from England were presented. They brought to the microphones of the British Broadcasting Company many Syracuse service men and women now serving with the armed forces overseas. This idea proved an outstanding highlight of the celebration.

Leading up to the birthday celebration, WSYR presented a series of 21 new shows, one each on the 21 days preceding the September 15 anniversary. Many of the shows received such fine listener response that they will be continued as regular WSYR features.

Scholarships Awarded

● HOLLYWOOD.—Sidney Strotz, vice-president of NBC in charge of the Western division, returned tuition fees as prizes to the two top students of the 1943 season of the NBC-UCLA Radio Institute.

Bertha Kelly was winner of the scholarship award, based on "all-around excellence," and Evelyn McCutcheon, whose play, "Thoroughfare for Freedom," was judged the best, was another winner.

John H. McDonald, NBC vice-president in charge of finance, was in Hollywood and attended the presentation ceremonies. NBC's Jennings Pierce also participated in the scholarship award program.

BOY'S POIGNANT PLEA TO GOVERNOR EARNS KOA AUDITION AND BROADCAST

● DENVER. — One recent day, KOA broadcast a special Red Cross program, during which 12-year-old Frank Farrell Brown, Jr., of Breckenridge, Colorado, played on his Hawaiian guitar and was presented to John C. Vivian, Governor of Colorado.

Frank wrote the Governor to ask "a million dollar question"—it was a poignant plea for recognition of his talents, which he felt were being stifled in the small mountain town where he lives.

His appeal read, in part: "I want to tell you I live in a small town where I cannot get an opportunity to take more lessons, only the ones I teach myself lately. We have nothing here—not even a chance to better an ambition. I would like to know if by chance you could help a wishing boy in any way make a success. If I could just get a break in life before I am too old. I'm a poor boy, but I also know there have been others like me who have gone places and did things by a little help. This step may be a little bit bold, but God helps those who help themselves and I'm writing to try. Governor, please help me, I do want to be a credit to myself. I hope this is not in vain or offend-

ing you. Thanks a lot. A small boy friend, Frank Farrell Brown, Jr."

Such a request for the Governor's aid was not unusual but the tone of the letter was. The sincerity of the boy's expression of longing for a place in the sun, a chance to prove his talents, both touched and impressed Governor Vivian. He wrote Frank an encouraging response and advised him that his earnest appeal had been referred to Station KOA, here.

KOA, in turn, invited young Brown to visit the studios and have an audition.

On Friday, August 20, Frank appeared at KOA with his mother, father and little sister—for the promised audition—and the next night he went on the air.

A bright, alert little fellow, rather small for his age, Frank appeared greatly elated at the outcome of his letter. When told that he would have an opportunity to greet Governor Vivian and thank him in person during the special broadcast over KOA, he said he was thrilled to death at his dream come true.

Thus KOA helped a little boy from a small mountain town in Colorado receive an answer to his "million dollar question."

WOMEN'S ACTIVITIES GROUP

● NEW YORK. — A women's activities division, created to establish channels of communication with women directors of all NBC owned and operated stations, began to function in NBC's public service department October 1.

The group will exchange information and suggestions with the manager of the central division public service department in Chicago, and the Western division director of public service in Hollywood.

Chairmanship of the activities division will rotate automatically after each four months' period. Duties of the incumbent will be to conduct correspondence and to distribute information between Eastern, Central and Western divisions and the network's owned and operated stations. Margaret Cuthbert will serve as chairman for the first period, Jane Tiffany Wagner for the second, and Mrs. Doris Corwith for the third.

CHICAGO A. A. OUTING

● CHICAGO.—More than 150 NBC central division employees gathered at the Olympia Fields Country Club on August 26 for the annual outing of the NBC Chicago A. A. The group participated in golf, softball, horseback riding and swimming. There was a steak dinner and dancing in the evening.

Brief talks were made at the dinner by Harry C. Kopf, vice-president and general manager of the central division, and Leonard Anderson, office manager and president of the association. William Weddell, assistant sales manager, was m.c.

NBC New York guests at the outing included Charles B. Brown, director of advertising and promotion; Joseph Ecclesine, sales promotion manager, and Barry Rumple, sales research director.

● NEW YORK. — The NBC A. A. has launched a pistol and rifle club.

Army Chaplains Featured On Camp Robinson Series

● LITTLE ROCK, ARK. — In order to acquaint the civilian population with the work of Army chaplains, the Camp Robinson Public Relations Office, through Station KARK, NBC's station for Arkansas, is conducting a Saturday 15-minute program direct from the camp's reception center chapel.

The program was inaugurated last Summer by Major Robert S. Woodson, Camp Robinson's chief chaplain, and Staff Sergeant Robert Buice, former KARK announcer, who is in charge of radio at Camp Robinson. He is assistant to Captain Walter E. Hussman, public relations officer for Camp Robinson.

"Camp Robinson's Chapel of the Air" features a short talk by one of the camp's chaplains and explains the functions of their office. In addition several musical numbers are featured on each broadcast.

Chaplain Woodson was called to active duty in February, 1941, while serving as pastor of the First Presbyterian Church at Hot Springs, Arkansas. He was assigned to Fort Sill, Oklahoma, before being ordered to Camp Robinson.



U. S. Signal Corps Photo

The above photo was taken at a recent broadcast and shows, left to right: Major Robert S. Woodson, chief, chaplain section, Camp Robinson; Chaplain Maurice A. Hirschberg, assistant camp chaplain, and Staff Sergeant Robert L. Buice, radio director, camp public relations office, who prepares and announces the program.

SPONSORED VIDEO CARTOON

● NEW YORK. — Botany Worsted Mills has resumed its comic spot film on NBC television station WNBT. The cartoon film presents the Botany "woolly lamb" as promotion for the firm's line of men's ties.

WTMJ Distant Interviews Recorded for Broadcasts

● MILWAUKEE, WIS.—Chalk up another “first” for Nancy Grey and WTMJ! Her transcribed interviews depicting life in the Nisei (Japanese-American) Relocation Center at Manzanar, California, have drawn the praise of the War Relocation Authority in Washington and are currently bringing enthusiastic comments from her many listeners. It was a typical idea that went over with a bang.

Mrs. Grey, director of WTMJ's women's department and commentator on the popular “What's New” daily program, received word of her “first” from John C. Baker, chief, office of reports, War Relocation Authority, who wrote: “The staff of the Manzanar Relocation Center has reported to us on the interesting series of electrical transcriptions which you made for use on WTMJ. . . . As you may know, this is the first time any radio station has made a series of recordings (at Manzanar) and it is significant that you spanned the distance between Lake Michigan and the Sierras to get your records.”

With her portable recorder “Tyro,” Nancy Grey visited Manzanar as part of a West Coast trip and brought back a disk chronology of what she saw.

She visited the needlework factory where Japanese women were at work; she interviewed the male residents in the cabinet workshop; she set up her equipment in the kindergarten and civics classes and chatted with the children and their teachers. All these interviews were subsequently presented to Milwaukee's “What's New” audience.

Manzanar is located about 250 miles north of Los Angeles on the edge of the Mohave Desert. Of the 9,000 inhabitants of the Nisei center, 6,000 are American citizens. Nancy Grey interviewed the inhabitants, learning how they view their new life, how they feel about their system of self-government, how the children have been affected by the new surroundings, and how the Nisei handle their present wartime problems.

Other features of Mrs. Grey's transcription-making tour included interviews among the women workers at Douglas Aircraft in California, where she recorded a talk with Ruth St. Denis, famous dancer,

WSM BACKS THE ATTACK WITH OWN BOND PURCHASE



General Manager Harry Stone of Radio Station WSM, Nashville, greets war heroes and motion picture actresses during a recent bond sale tour. During the rally in WSM's studio just prior to time photo was made, C. A. Craig, finance committee chairman of the National Life and Accident Insurance Company, operators of WSM, announced the purchase of an additional \$500,000 worth of bonds. Deal brings company's total War Bond holdings to \$3,000,000 and makes the firm the largest corporation holder of War Bonds in Tennessee. Sergeant Vincent E. Boothe (left) lost his right leg in the Tunisian campaign. Actresses, from left to right, include Annabella, wife of Marine Lieutenant Tyrone Power, Shirley Patterson and Lynn Carver. Whitey (Duke of Paducah) Ford, of the station staff, urged radio auditors and street crowds to make additional purchases during a bond rally in the Nashville shopping district recently.

who is now employed there; chats on modern problems with Dr. Paul Popenoe, president of the Institute of Marriage Relations in Los Angeles; Dr. Howrie, head of the University of Arizona's anthropology department, and Maynard Dickson, famed Western painter.

On the heels of her successful tour, Mrs. Grey was honored by the War Manpower Commission when she was invited as the only “outside” guest to a special luncheon in Milwaukee. The luncheon was held in connection with the local “Women at War” exhibit which was sponsored by a Milwaukee department store, the Franklin Institute and the War Manpower Commission. Mrs. Grey was honored for her part in arousing Milwaukee women's interests in adjusting themselves to work in heavy industry. Mrs. Grey's recent War Clinics at WTMJ and her consistent promotion of women in war work on “What's New” have been recognized as the inspiration for the local exhibit and the successful listener response accorded it.

WOW Wins Community Sing

● OMAHA, NEB.—The WOW Quartet—Lyle DeMoss, Ray Olson, Tom Chase and Thomson Holtz—won first place in the Omaha community sing barber shop quartet contest. The winners were picked from 15 quartets competing throughout the Summer.

The contest was sponsored by The Omaha World-Herald. Over 8,000 attended the final event held in Elmwood Park.

WNBT Cited for Service

● NEW YORK.—NBC's television station WNBT has received one of the first yearly awards established by the American Television Society. WNBT was cited for “the greatest contribution to the use of television as a public service.” A plaque bearing the citation is now displayed in the office of John T. Williams, NBC manager of television.



Al Cusick (left), radio editor of The New York Evening Post, and Niles Trammell, president of NBC, look cheerful as they relax in the sun.



Looking ready for another 18 holes are (from left) Joe Purtell, of Time Magazine; Albert E. Dale, NBC director of information, and Clayton Irwin, of the AP.



That triumphant grin at the left is surrounded by Nick Kenny, radio editor of the Mirror, and the other smile belongs to Ben Bodec of Variety.

NBC TEE PARTY

NEW YORK.—Ninety newspaper and magazine editors, press association executives and NBC-ites — including top executives from New York and Chicago — were guests at the annual NBC press department outing at the Bonnie Briar Country Club in Larchmont, New York, August 25.

Fifty-two participated in the golf tournament which was

the highlight of the entertainment program following a buffet luncheon. Others played tennis, swam or just rested in the sun.

At dinner sets of golf clubs, golf balls, traveling bags and hampers of wines and liquors were awarded to high scorers in the golf competition. Card games concluded the day's program.

Low gross winners in the three classes were George Frey, NBC; Edwin Balmer, Red Book, and Dick Kunstman, Movie-Radio Guide. Low nets: Nick Kenny, New York Daily Mirror; Walter Moss, INS, and Don Short, New York Journal-American.



None jauntier than this foursome (from left): Roy C. Witmer, NBC vice-president in charge of network sales; Tom O'Neil, Press Association; Frank E. Mullen, NBC vice-president and general manager, and John H. MacDonald, vice-president in charge of finance.



Something about the score dismays Tom Kennedy of The New York Times (left), although Scorer Ed Duffy, of Hearst Publications, looks happy enough. Tom Paprocki and Clayton Irwin (hand to head), both of the AP, register the pain of it all.



Matching scores are (from left) William S. Hedges, NBC vice-president in charge of stations; Eli Genatt, guest; Edwin Balmer, editor of Red Book, and Sheldon Coons, public relations consultant.



Sun glasses fail to disguise genial William Burke Miller, manager of the NBC public service department.



Left to right: Ed Duffy, of Hearst Publications; C. W. Frost, sales manager of the Prior Chemical Company, and I. E. Showerman, Eastern division sales manager of NBC.

NBC TRANSMITTER



NOVEMBER 1943

IN THIS ISSUE:

TAKING TO THE
AIR TWO WAYS

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TELEVISION'S
WARTIME ROLE



NBC EXECUTIVES IN LONDON • Niles Trammell (left), NBC president, and John F. Royal (right), NBC vice-president in charge of international relations, inspect London's bombed areas on a tour of the British capital with Lloyd Stratton, president of the Associated Press of Great Britain. St. Paul's Cathedral is in the background. England is the first stop on the NBC executives' itinerary covering world warfronts.

NBC TRANSMITTER

VOL. 9 NOVEMBER 1943 No. 4

Published Monthly by the
National Broadcasting Company
RCA Building, Radio City, New York

A MOMENTOUS MOVE

● "Momentous in its meaning for the modernization of education and its adaptation to present-day media."

With these words, Dr. Belmont Farley, of the National Education Association (which includes in its membership more than 900,000 of the nation's teachers), hailed the action of the New York City Board of Education in granting full credit for courses based on NBC Inter-American University of the Air broadcasts.

For the first time, teachers required to take "in-service" courses to win salary increases can take such courses, in part, seated in their homes next to a radio receiver.

"Lands of the Free" and "Music of the New World" measure up to the highest standards as great entertainment; that they also meet stringent academic standards proves once more that radio is one of the most adaptable disseminators of information ever devised.

Further details are in the article on page 12.

TRIBUTE FROM LABOR

● Explaining that labor counted heavily on the NBC "Labor for Victory" series to bring the truth home to the American people, the American Federation of Labor Executive Council praised the effectiveness of the programs in its report to delegates attending the recent AFL Boston convention.

In part, the report stated: "The Executive Council wishes to express its sincere appreciation to the National Broadcasting Company for making these broadcasts possible by providing time over its nationwide network to the American Federation of Labor without charge as a public service."

PICK-UPS FROM GOLDEN GATE

San Francisco a Busy Point of Origin for Network Programs

● SAN FRANCISCO. — Exploding any thought that San Francisco is a ghost town for radio, Station KPO comes out with the announcement that 16 NBC network programs originate regularly at its studios in the Golden Gate's Radio City.

Top on the list is the transcontinental daily laugh show, "Mirth and Madness," which is broadcast not only all over the United States but also to Canada, Mexico, South and Central America and even to our troops in Africa.

Owen Lattimore's five-minute portion of "Pacific Story" originates each Sunday night at KPO. On the subject of the war, Larry Smith's Monday-through-Friday and Sunday news commentaries come from San Francisco, as do Dwight Newton's "Fighting Front Facts." The NBC Western division's "Vegetables for Victory" is beamed out of Radio City, with Norvell Gillespie at the mike. "News in Advertising," General Manager John W. Elwood's brand-new program idea, goes to 16 stations every Sunday morning.

On the commercial side of the ledger, the Sperry Miller's daily serial, "Dr. Kate," goes to eight stations; General Foods' "Night Editor" to the same group; Wesson Oil's weekly "Hawthorne House" to six; Rancho Soup's "Rancho News" to

six, and Standard Oil's twin programs, "Standard School" and "Standard Hour," to 12 and six respectively. The "Standard Hour" alternates between Los Angeles and Hollywood.

San Francisco, long noted as a city of music, beams five musical programs out of KPO. They are "Tunes and Tips," "Rhythm and Romance," Carl Kalash and Orchestra, a twice-weekly organ concert, and a remote control pick-up from the St. Francis Hotel.

Portions of "The Army Hour" frequently come from San Francisco and are handled by KPO producers, announcers and engineers.

All Far East pick-ups on the network's "Army Hour," "News of the World," "March of Time" and "NBC War Journal" come through KPO-NBC and are relayed to the rest of the web, as is the monthly transcontinental feature, "Voice of Alaska."

It is the great ambition of NBC-San Francisco newsroom editors, who handle all of these foreign pick-ups—from Fairbanks, Honolulu, Sydney, Melbourne, Auckland, Chungking and Moscow—to be at the controls on "V-Day" when NBC correspondents will triumphantly broadcast over Radio Tokyo!

ANNOUNCER MIXES IN



Rad Hall, WEAJ (New York) newscaster (right), stops, looks and listens as Murray Williams, plant manager of the M. J. Merkin Paint Company, of Lyndhurst, New Jersey, explains the mysteries of a mixer in which pigment is blended with oil, one of the steps in paint manufacture. Hall, who since June 5 has been broadcasting news for Merkin, decided to learn first-hand about the products.

Front Page Promotion

● PHILADELPHIA.—KYW achieved the almost impossible the day after Italy was invaded, and daily thereafter, by cracking the front pages of Philadelphia's two morning newspapers with advertising.

In order to promote the complete news coverage of the KYW newsroom, front page advertising "readers" were inserted in The Philadelphia Inquirer and The Philadelphia Record.

Veteran newspapermen in the Quaker City said it was the first time in their memory that newspapers permitted front page advertising other than "house ads" and routine classified ads.

The KYW "readers," three in each newspaper, called attention to newscasts on the Westinghouse station, air time of the news commentators and the fact that any program would be interrupted at once for important invasion bulletins.

TAKING TO THE AIR IN TWO WAYS

Airplane Edition of Esso Reporter Represents Important Promotion for WBZ and WBZA

● BOSTON.—The Esso Reporter, recognized as a pioneer in radio newscasting, is trail-blazing once again. The daily radio bulletins now form the world's first "newspaper-in-the-air."

This publication, known as The Up-to-the-Minuteman, is published three times daily at the East Boston Municipal Airport and distributed free of charge to all patrons of Northeast Airlines in New England.

This innovation, which puts the Esso Reporter in the air as well as on the air, has been made possible through the cooperation of the Colonial Beacon Oil Company, Northeast Airlines, WBZ and WBZA, and the United Press.

The Up-to-the-Minuteman is an attractive mimeographed edition of the latest world and local news as edited by the Esso Reporter for broadcasting by the Westinghouse radio stations. The paper's nameplate is a carefully planned streamer in red, white and blue, with credit afforded the various organizations cooperating on the venture.

Immediately after the Esso Reporter broadcasts are completed on WBZ and WBZA, the news is rushed over Western Union printers to the Northeast Airlines for mimeographing and delivery to the stewardess five minutes before plane departure time. Editions are produced simultaneously at all the airline's commercial terminals; and—in addition—are relayed to Northeast's stations in the Arctic and across the North Atlantic.

Lieutenant-Governor Horace T. Cahill, of Massachusetts, was on hand at the East Boston Airport when The Up-to-the-Minuteman made its debut. He was presented the first copy by Helen Murdock, Northeast Airlines hostess. Officials of Esso, the Marschalk and Pratt Advertising Agency and the New England Westinghouse radio stations joined Milton H. Anderson, vice-president in charge of operations for Northeast Airlines, in inaugurating the service. WBZ and WBZA presented a 10-minute special events broadcast from the side of the big airliner which took aloft the first edition of The Up-to-the-Minuteman.

While the world's first newspaper-in-the-air is the newest adaptation of the



CELEBRATING EIGHT YEARS OF NEWSCASTING — The Esso Reporter, of WBZ and WBZA, entertained men who have been identified with the program since its inception. Seated at the head table (left to right) are Carlo DeAngelo, radio director of Marschalk and Pratt; Jack Knowlton, assistant division manager, Colonial Beacon; General Manager C. S. Young of WBZ and WBZA; Don O'Brien, assistant advertising manager of Standard Oil of N. J.; and James V. McConnell, NBC spot sales manager.

Esso Reporter, the popular daily newscasts entered upon their ninth consecutive year on WBZ and WBZA early on the morning of October 7. Later that same day, officials of the New England Westinghouse stations played host to the men who have been closely identified with the Esso Reporter since its inception. These men were special guests at an informal luncheon in Boston's Copley Plaza Hotel.

General Manager C. S. Young, of WBZ and WBZA, presided at the get-together and spoke briefly of the pioneering service provided by the Esso Reporter in radio newscasting.

"When we started this service," he said, "it was WBZ's first venture in the news broadcasting field. Since that time and with the knowledge gained through handling the Esso Reporter we have branched out considerably and now use both the United Press and Associated Press (Press Association) for fourteen newscasts every day."

After remarks by various other guests, Alton Hall Blackington, WBZ's lecturer and spinner of "Yankee Yarns," showed his exclusive pictures of the famous New England Hurricane of September 21, 1938, which was one of the outstanding events covered by the Esso Reporter for listeners to WBZ and WBZA newscasts.

Seated at the head table with General Manager Young were: Jack Knowlton, assistant division manager for Colonial Beacon; Don O'Brien, assistant advertising manager for the Standard Oil Company of New Jersey; Carlo DeAngelo, radio director for Marschalk and Pratt, and James V. McConnell, manager of NBC Spot Sales.

Other guests included: Frank Powers, Leslie Fitzgerald, W. A. Noyes, Robert Lybeck and J. A. Doyle—of Colonial Beacon; Henry Minott, manager of the Boston bureau of the United Press, and Robert Howard of NBC Spot Sales.

NBC SCORES ALOFT

● NEW YORK.—Many NBC affiliates are supplying American Airlines with sports results through an arrangement made between the airlines and the NBC stations department. The information is supplied by the affiliate to the nearest airline office. The latter transmits scores to planes en route and the flight officer enters the items on a blank posted in the cabin. The blank contains space for call letters of the cooperating station.

WRAK STAGES QUIZ SERIES IN AIRCRAFT FACTORY



WAR WORKER QUIZ — Harris Lipez interviews one of the test pilots at the Piper Aircraft Plant, Lock Haven, Pa., in "The Piper Quiz," a broadcast staged at the war factory by WRAK (Williamsport, Pa.). Here's an entertainment idea with a war service angle that's winning large audiences and considerable good-will.

● WILLIAMSPORT, PA. — "The Piper Quiz" has become one of the most popular programs on WRAK here. Originating in the wing plant of the Piper Aircraft Corporation at Lock Haven — 25 miles from here — the program serves a twofold purpose — employees' factory entertainment and an ace air feature. The series is an excellent attention-getter.

Harris Lipez, personnel manager at Piper, is quizmaster, and contestants are selected from the employee audience. From time to time, vocal soloists and musicians among the war workers are

presented on the show. There are cash prizes for correct answers and a jackpot is built from money "lost" by wrong responses. This is customarily allotted to a "smokes for the boys" fund. Cash is also paid for questions sent in by radio listeners.

The program took a unique twist recently when the usual quiz time was allotted to a round-table discussion held in the office of W. T. Piper, president of the company, with the executive and his assistants exchanging ideas on post-war plans in regard to aviation.

Good Wishes

● NEW YORK. — When a Radio City florist gave Al Walker, of NBC's guest relations department, a miniature garden in a goldfish bowl, he didn't know what he was starting. Nor did Walker, at the time, but it turned out to be a wishing well. And it's doing a land-office business.

The bowl reposed on Walker's desk and one day he dropped in a penny and told inquirers that anyone so doing and making a wish at the same time might get his wish. When the wish came true, all wishers had to do was return and drop in a nickel, the money going to the American Red Cross.

News Break at Doorstep

● PENSACOLA, FLA. — WCOA special eventers got a break recently when one of the most disastrous fires in the history of Pensacola occurred just across the street from the studios. All that was necessary for an on-the-spot description was to open a window and place a mike on the balcony.

Jim Hendrix, WCOA's special events man, was Johnny-on-the-spot, with two broadcasts during the course of the raging blaze. The damage was estimated at over \$100,000, and one of the town's leading furniture establishments was completely destroyed.

Texas Station Stages Own U.S.-Mexico Good-Will Show

● WESLACO, TEX. — In the first single-station international broadcast of its kind, KRGV recently presented a dramatic exchange of good-neighbor talks by governors on both sides of the Rio Grande. The programs originated at the Third Annual Agriculture and Industrial Exposition of Victoria, Tamaulipas, Mexico, on September 11.

With approval of both American and Mexican Governments, the broadcast was arranged as a feature of the first extended good-neighbor trip into Mexico by a Texas governor. It also marked the practical activation of the Texas governor's recently launched good-will program.

In a 30-minute broadcast from the Victoria Exposition grounds, Governor Magdalena Aguilar of the State of Tamaulipas and Governor Coke R. Stevenson of Texas exchanged pledges of continued efforts toward better inter-American relations, especially as they concerned Mexican workers and residents now living in the Lone Star State.

The program was sponsored by C. R. Anthony Stores, an NBC and regional KRGV advertiser. Chief Engineer Lewis Hartwig supervised the Victoria-Weslaco hook-up, and Bob Stephenson, staff announcer, handled the m.c. assignment.

CHICAGO VISITOR



Geoffrey Bridson, writer and producer of the British Broadcasting Corporation, whose impressions of America are transcribed for rebroadcasting in England, is given an eyetour of the Windy City by NBC Actress Muriel Bremner.

TELEVISION'S WARTIME ROLE

Royal and Menser Announce Plan for Sports Telecasts to Hospitalized Servicemen

● NEW YORK.—Wounded soldiers and sailors in hospitals in and around New York City, Schenectady and Philadelphia are to be entertained with special NBC television broadcasts of major sports events and spectacles taking place in Madison Square Garden.

Plans for this new television service, arranged in cooperation with Army and Navy medical authorities, were announced by John F. Royal, NBC vice-president in charge of international relations, television and short-wave, and Clarence L. Menser, vice-president in charge of programs. John T. Williams, of NBC's television department, is in charge of the project.

Television receivers have already been installed by NBC in the Halloran General Hospital, Staten Island, and the United States Naval Hospital, St. Albans, New York.

Other installations will be made as quickly as possible at the Tilton General Hospital, Fort Dix, New Jersey; the United States Naval Hospital at the Brooklyn Navy Yard; the Navy Convalescent Hospital, Harriman, New York, and possibly one other institution.

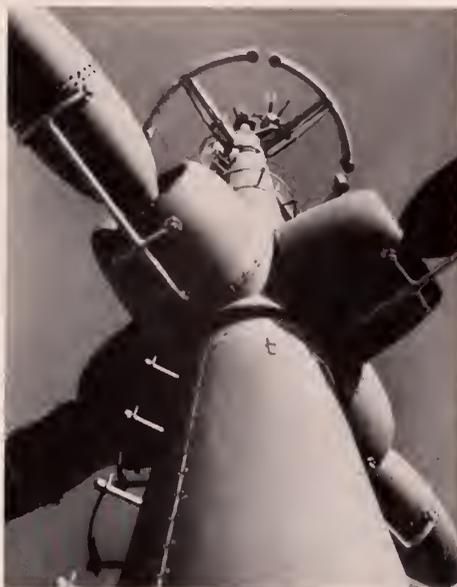
Because of the shortage of television receivers (none has been made for civilian use since the war began) NBC officials have presented their own personal sets to hospitals for the use of the wounded service men.

The first television program for the wounded men, over NBC Station WNBT, was the rodeo direct from Madison Square Garden on October 25. George Putnam, well known news announcer, acted as master of ceremonies.

Under arrangements made with Ned Irish, manager of Madison Square Garden, NBC plans to televise track meets, basketball and hockey games and other sports events originating at the Garden from time to time.

Arrangements were completed by Royal, Menser and Williams with Colonel C. M. Watson, of the Medical Corps, Second Service Command, and Naval Lieutenant Willard B. Stone, District Welfare-Recreation Officer.

"Your interest in providing a program



DOING ITS BIT—The famous NBC television antenna atop the Empire State Building is now used for sight and sound programs to hospitalized soldiers and sailors.

of entertainment for wounded service men in the hospitals by installation of television equipment without expense to the Government is deeply appreciated," Colonel Watson informed NBC. "Needless to say, the entertainment which you propose will bring much comfort and cheer to our wounded soldiers."

Similar appreciation was expressed by Lieutenant Stone on behalf of the Navy.

This new series for wounded service men marks the second major public service undertaking by NBC's television department. The first was the training of 143,000 New York City air raid wardens who were required to obtain their primary basic training through television lessons. Plans are now under way for a third project, which will utilize NBC television in the training of 180,000 fire guards for the city of New York.

The television area reached by the programs for the wounded men will extend approximately 75 miles from Radio City, with rebroadcasts through WPTZ, the Philco station in Philadelphia, and WRGB, the General Electric station in Schenectady.

At least one receiver will be installed in each hospital until the service is under-

way, after which as many more instruments will be installed as NBC is able to obtain.

In a statement issued several weeks ago, Niles Trammell, NBC president, outlined the company's attitude toward television and announced the creation of a committee to formulate plans for NBC's post-war expansion of the art. Trammell said that essential technological studies and surveys of the problems involved are to be initiated at once and conclusions held in readiness for the first days of peace.

"As a supplement to present National Broadcasting Company service," said Trammell, "television promises much as a new dimension in entertainment, education and advertising."

The planning committee consists of John F. Royal, as chairman; William S. Hedges, vice-president in charge of stations departments; O. B. Hanson, vice-president and chief engineer, and C. L. Menser. John T. Williams was named secretary.

The committee is coordinating its activities with the research work of the Radio Corporation of America laboratories at Princeton, New Jersey, and with the television development plans of RCA's manufacturing division.

Currently, NBC is operating its Empire State Building television transmitter four hours weekly: Mondays, 4:00 to 5:00 p.m., and 7:30 to 10:30 p.m., EWT. Programming is under the direction of NBC's program department with Williams and his staff reporting to Menser.

NEWS PROGRAM GOES "POP"

● MILWAUKEE, WIS.—Don Stanley, news commentator for WTMJ, had his listeners mumbling to themselves recently when he read, verbatim, an AP dispatch from the WTMJ news room. The item stated that Washington is considering the draft of "childless fathers." With General Hershey's frequent new developments fresh in their minds, bewildered Milwaukeeans deluged the WTMJ phones to find out whether they came under this latest and rather startling classification.



Screen Actress Lucille Ball greets a crowd of 10,000 in the University of Cincinnati stadium for the WLW-WSAI War Bond Cavalcade of Stars. James Cagney is at the mike; other noted stars are seated.



Actress Billie Burke at the WEA (New York) bond rally holds puppy won by employee in dog-naming contest among staff bond-buyers. Pup's mommy guards WEA transmitter.

BROADCASTERS RALLY 'ROUND WAR LOAN DRIVE



Sergeant James Rader entertains child guests in jeep at a birthday party on KOMO (Seattle, Wash.) Bond Day. The lucky bond winner is Roberta Lee Rasmussen.



Standing before KOA (Denver) mikes in the Teller House lobby are 16 of 18 Western and Southern State Governors who appeared on a special KOA War Bond broadcast from Central City, Colorado.



General Charles P. Summerall, U.S.A. (retired), president of the Citadel, and Governor Olin D. Johnston open the WTMA (Charleston, S. C.) bond program.



An old-style horse-drawn hack was used by WGY (Schenectady, N. Y.) to publicize the station's War Bond drive which pulled in \$27,000. Kolin Hager, station manager, was assisted by Irma Lemke, with Announcer Earl Pudney as salesman.



GLOBE TROTTERS—NBC President Niles Trammell (left) and Vice-President John F. Royal. (Story at right.)

WGKV's Education Programs Get Response in W. Virginia

● CHARLESTON, W. VA.—Designed to augment studies of current events by junior high school students, "You And The News," a weekly feature, has been introduced by WGKV.

The programs, which are being piped to the schools as well as broadcast, deal with contemporary affairs.

The schedule is being co-operatively presented by WGKV and the Junior Radio Board of Charleston, a group fostering progressive education through the use of radio.

"Musical Pictures," a novelty in radio education, recently began its second season on WGKV.

The programs, broadcast weekly, are designed to correlate music, art and literature. The purpose is to stimulate imagination, creative ability and expressive thought.

Twenty-seven thousand pupils participated last season over a period of three months.

During each broadcast, students gather around receivers in their respective classrooms. At the conclusion of each presentation they are encouraged to draw a picture, do a pencil sketch or write a poem or story that would best express their impression of the program's music.

Most outstanding piece of work will be awarded a scholarship for 12 weeks of study at the Mason College of Music and Fine Arts in Charleston.

TRAMMELL AND ROYAL IN ENGLAND ON FIRST LEG OF WAR FRONT TOUR; PLAN BIG WORLD PROGRAM SCOPE

● NEW YORK.—Niles Trammell, NBC's president, and John F. Royal, vice-president in charge of international relations, were in England (when this issue went to press) on the first leg of a tour of the war fronts that will make radio history.

While abroad, they will make plans for the reopening of NBC offices in the occupied countries as quickly as these countries are freed by Allied troops.

Trammell and Royal arrived in England after a transoceanic plane trip and set up headquarters at the Hotel Claridge in London.

After England, the itinerary calls for stops in Algiers, Cairo and other points in the Middle East.

Not only do Trammell and Royal hope to complete arrangements for international broadcasting on an unprecedented scale, but they also plan to set up the framework by which NBC will bring its listeners the deliberations of any international meetings or conferences of news value held abroad.

One of the principal objectives of the tour will be to study the possibility of increasing the schedule of broadcasts from the Soviet Union over NBC facilities.

Trammell pointed out that once the suffocation of Nazi occupation is dispelled, NBC correspondents now on the front lines will bring us the full story of the war from countries now closed to them.

"Our educational and religious programs and similar broadcasts from other countries will break their present bounds and extend into the far corners of the world," he added. "Programs like those of our Inter-American University of the Air will have classes not only in this hemisphere but in Europe, Asia and Africa.

"And who today can foretell what a profound effect the rapid development of television will have upon all these plans?"

"NBC thinking today is on an international basis. When these great strides in radio progress come we will be prepared.

"We inaugurated the first radio exchange program in the history of broadcasting. We made the first exchange agreement by an American broadcasting company with the British Broadcasting

Company. Before this war ended such agreements, we had an exchange agreement with every country in Europe.

"As soon as Allied victories make it possible, we hope to reestablish these agreements and resume these broadcasts on a much greater scale."

Trammell said he hopes to conclude definite arrangements for the reopening of the former NBC bureaus in Paris, Berlin, Rome, Cairo, Vienna, The Hague, Brussels and other countries following their reconquests by the Allied armies. It is hoped that the Rome Bureau can be reopened first and within a few months. Wherever possible, NBC correspondents will return to their former posts in European countries.

An attempt will also be made to study the possibility of setting up an international organization similar to the International Broadcasting Union, of which NBC was a member along with the principal countries of Europe. Nazi restrictions have more or less nullified the work of the IBU since the war.

A main objective of the Trammell-Royal trip is to visit as many as possible of NBC's war correspondents now with the Allied armies and navies on virtually every war front.

Upon his return, Royal will visit the affiliates of NBC's Pan American network in Mexico and South America to give them a first-hand report of these post-war plans. It was largely through Royal's efforts that the Pan American network was established.

Thought is also being given by Trammell and Royal to the possibility of a similar journey to the Pacific and Far East when the reconquest of those areas is somewhat further advanced.

WGKV Man a Columnist

● CHARLESTON, W. VA.—Julian Glass, WGKV promotion director, now writes a regular weekly column in The Charleston Daily Mail entitled "Strictly Business." Content of the column deals with personal notes about WGKV, NBC and Daily Mail advertisers. Glass has been named to the board of governors of the newly organized Press Club of Charleston.



Roane Waring, national commander of the American Legion, broadcasts over the full NBC Network via KOA as he addresses 21 Western and Southern governors at a banquet in the Cosmopolitan Hotel, Denver.



Juan T. Trippe, president of Pan American Airways, speaks over WIOD at an aircraft building dedication in Miami, Florida.



World Champion Typist Olga Elkouri gives pointers to NBC Hollywood Typists (from left) Tyler, Moline, Eldridge, Kelly, Bebler, Leadingham, Crews, Burns (seated), Stormer and Devins.



Pfc. Edmond O'Brien, former movie actor, and Josephine Antoine, Metropolitan Opera star, make a guest appearance on a WIBA program at Truax Field, Madison, Wis.



The bacon is brought right raising pigs at the Station port, Tenn.) Station execu Overbay o



KOA (Denver) Announcer Steve Robertson interviews Gates Rubber Company foreman and wounded servicemen following presentation of Army-Navy "E" to the company.



Governor Earl Warren of California (left) is greeted by General Manager John W. Elwood of KPO, San Francisco, and E. B. Coblentz, Call-Bulletin publisher, during Newspaper Week.

Herbert Plambeck, farm editor of WHO, Des Moines, is back from a two-month tour of the British Isles. As an accredited war correspondent, he broadcast home by short-wave.



General George C. Marshall addresses the American Legion convention in Omaha. WOW was right on deck to pick up the Chief of Staff's talk.



The Day Room of the Army Air Forces Classification Center near Nashville, Tenn., furnished and equipped by Station WSM, won a \$25 Army prize in competition with other recreation centers on the reservation.



by the simple stunt of transmitter site (Kings-icegood, Upchurch and workers.



NBC Chicago Guide Captain Russell Jolly looks over his all-girl staff: Irene Floto, Marion Mesick, Margaret O'Brien, Barbara Kelly, Margery Harris and Eileen Riordan.



Gov. M. J. Broughton of North Carolina and Mrs. Broughton learn about radio recording during a tour of the NBC Chicago studios in the Merchandise Mart while on a short visit.



Vice-Admiral Russell M. Wesche, United States Coast Guard Commandant, is interviewed over WTIC on "Coast Guard on Parade" by Cadet (now Ensign) Robert Tyrol, former announcer.



Messrs. Adams, Kieran, Fadiman and Levant—"Information Please" vets—are interviewed by Terry Burke, son of WBAL's manager, for his school paper preceding their Baltimore program.



Quizzer Jimmy McClain tests the I.Q. of an old organ during his recent "Dr. I.Q." series from Greensboro, N. C., under the supervision of Harold Essex, managing director of WSJS in Winston-Salem.

A Transmitter Bio:

STATION USED FOR RECEIVER TESTS STARTED AIR CAREER



WILBUR M. HAVENS

● RICHMOND, VA.—WMBG, under the direction of its owner-manager, Wilbur Moreland Havens, has become an institution in the Old Dominion's Capital City.

Havens began his career in broadcasting in 1922 while he was operating a radio sales and supply store in Richmond. In these modest quarters he set up a transmitter with makeshift studios and began to broadcast with only the assistance of W. H. Wood, now chief engineer for WMBG. Between them, they handled the announcing as well as the technical and production functions at the station.

No license was required at that time and the station was put into operation primarily to aid the radio sales force in the installation of sets and equipment sold to customers. The store had just been selected to distribute an attachment which enabled radio receivers to be operated on house current instead of batteries.

In order to attach this unit on a battery set it was necessary to tune the set to some station on the air for the making of proper adjustments. As there were no stations broadcasting in Richmond during daylight hours the new radio attachments had to be installed at night, an inconvenience to customers, and salesman as well. So Havens decided to set up a station of his own to remedy this condition. Thus began the long and successful radio career of Wilbur M. Havens in the operation of Station WMBG.

The new station used only 15 watts of power and could be heard only over a part of the city, but it served the purpose for which it was established until licensed by the old Federal Radio Commission in 1926. It was then assigned a regular frequency and its power stepped up to 500 watts.

In 1937, the station's transmitter was moved from atop the store to a new specially-constructed building beyond the city limits. Six months later the studios were moved to their present home, which

is still the only Richmond station housed in a building constructed primarily for the purpose of broadcasting.

The studio building was constructed not only for purposes of efficiency in broadcasting, but with an eye to beauty as well. In a survey conducted by The Architectural Record, WMBG was voted one of the first nine "outstanding examples of modern architectural design" in this vicinity.

For the past five years WMBG has been a basic supplementary NBC station operating on 5,000 watts day and night.

Wilbur Havens is a native Richmonder who succeeded because he had visions—even in the earliest days—that radio would become a potent factor in the lives of the people. Even then he realized that radio would not long remain a toy. In spite of many heartaches and setbacks suffered during the intervening years, his efforts were finally rewarded.

Today, with Havens at the helm, WMBG exerts a powerful influence in promoting the growth and prosperity of this community.

WTMJ Rings the Bell

● MILWAUKEE, WIS. — Russ Winnie's broadcast of the Packer-Lion game over WTMJ last month was used as a fire alarm by the Milwaukee Fire Department.

When fire broke out at the Milwaukee city dump, resulting in the death of two firemen, Deputy Chief Charles Tremain was caught with 330 firemen off duty. The chief, guessing that most of his men would be at home listening to Winnie's description of the game, frantically appealed to WTMJ for assistance. A cut-in announcement was made, and within minutes, 198 firemen reported for duty in the rescue operations.

This proved two things: one, WTMJ's huge listening audience; two, the fact that firemen are loyal football fans.

Station Boasts of 25-Year Veteran Just 40 Years Old

● OMAHA, NEB.—A quarter of a century ago Bill Kotera, now chief engineer of Station WOW, was just 15 when he received his amateur radio license. Now, at the age of 40, he has 25 years of radio experience behind him.

He started his actual commercial engineering when he was 19. At that time he joined Station WIAK as combination engineer-announcer. He gave livestock reports and other items and handled additional programs of interest to farmers in the area.

Kotera left WIAK early in 1925 to join WOAW, now WOW, at a time when the Woodmen of the World station was two years old. After two years with WOAW, Kotera took a leave of absence to help set up and operate Station KMMJ at Clay Center, Nebraska. Kotera returned to his old radio station—by that time known as WOW—as chief engineer, after two years with KMMJ.

ARTISTS ALL



For years Joy Mabie has admired the work of her mother and father, Louise Massey and Milt Mabie, as members of the Westerners, the singing-instrumental group now heard over NBC on "Reveille Roundup." Now she has her parents regarding in awe the art work which she does in NBC's Chicago sales promotion department.

Montemezzi Opera Premiere Proves Music World Scoop

● NEW YORK. — The world premiere of Italo Montemezzi's opera, "L'Incantesimo," over the NBC network on October 9 marked a new advance in the broadcasting of fine music. This was the first time that an opera by a composer of such high rank was given its first hearing on the air. The composer himself conducted the performance by the NBC Symphony Orchestra and four prominent soloists — Alexander Sved, Virgilio Lazari, Mario Berini and Vivian della Chiesa.

As Montemezzi put the final touches to the one-act opera which he had been writing for several years, he began to think of its public presentation. Working in the United States, where he felt free after years in the stultifying atmosphere of Mussolini's Italy, he thought it would be more desirable to have the music heard in homes everywhere rather than by just a relatively small group in an opera house. So he approached Samuel Chotzinoff, manager of the NBC music division, with the idea of giving the work its premiere on the air. Chotzinoff did not hesitate a moment; he immediately gave his consent and set about preparing program details. Press and public alike responded with enthusiasm to the brilliant performance.

NBC previously commissioned two operas on the air, "The Old Maid and the Thief" by Gian Carlo-Menotti and "The Nightingale and the Rose" by George Lessner.



CONFERENCE—Italo Montemezzi (right), world-famous operatic composer, discusses details of the world premiere of "L'Incantesimo" with Samuel Chotzinoff, manager of the NBC music division. The event was an NBC "exclusive."

BUSY DAYS IN STUDIO OF WSM F.-M. AFFILIATE



The studio of W47NV, first commercial frequency-modulation station in the United States, operating in conjunction with WSM (Nashville, Tennessee), is a busy spot. At present, W47NV is on the air seven hours a day, presenting the finest of classical recordings and the latest news. A recently added feature for troops in the middle Tennessee maneuver area is a program of swing music, sports comment and news. Left to right: Morton Thomasson, member of WSM's technical staff; Hilda Boone, "platter jockey"; Peggy McComas, 18-year-old girl announcer and Vanderbilt University honor student, and Van Fox, announcer. The f.-m. set-up is directed by Marjorie Cooney, who, as Anne Ford, also presents WSM's "Woman's Slant in the News."

Stokowski's New Book

● NEW YORK. — Topping a busy Summer which included extensive bookings in the West and in Mexico, Leopold Stokowski put the finishing touches to his book, "Music for All of Us." The volume, published by Simon and Schuster, went on sale September 27.

The conductor of the NBC Symphony Orchestra managed to put into print many of the ideas and theories he has constantly projected to his audiences.

The book reveals Stokowski as one conductor who, while faithful in every way to the traditions of the Old Masters, realizes that science and invention are definitely akin to the fine arts and that it is frequently to cultural advantage to merge engineering skill with musical genius.

Stokowski, in his book, touches on many technical points including tone, rhythm, melody, reflection and absorption, architectonics, scales and counterpoint. Children's music—a subject close to his heart—gets special treatment.

Radio Conservation Clinic

● LITTLE ROCK, ARK. — Geared to serve wartime needs and organizations participating in defense activities, the Pfeifer's Department Store "Jane Adams Speaking" went into its third year recently over KARK, NBC's station for Arkansas, with an all-out campaign known as the Radio Conservation Clinic.

The clinic featured persons giving tips and information on the proper care of items in their different fields. Included were such themes as "what to do till the laundryman gets there," "what to do till the gas repair man arrives," "what to do until the plumber comes," etc. In fact, every expert told what to do in his or her particular field until the "day of victory arrives."

Virginia Harris, who presents the series, said Pfeifer's idea in sponsoring the clinic was to assist the consumer in the drive for self-dependence. She explained that repair men can't get around as often as they used to, and when they do they can't do as much as in the past.

N. Y. Education Board Gives New Honors to NBC Series

● NEW YORK.—New honors were given the NBC Inter-American University of the Air last month when the New York City Board of Education granted full credit toward salary increases for teachers taking courses based on two NBC programs—"Lands of the Free" and "Music of the New World." Immediately after announcement of this distinction—the first time any radio program has been so honored—the National Education Association appointed a distinguished committee to study plans for extending these courses to every American community.

Teachers in the public schools of New York—as in many other cities—are required to take "in-service" courses during their professional careers. One of the requirements for automatic salary increases is that such courses be undertaken. Heretofore, no program which did not require actual attendance in the lecture hall was approved. But the magic of radio makes it possible for teachers now to study in their own homes! Of course, the home listening will be supplemented by lectures, but full credit will be granted for the time the teacher spends alongside the radio receiver.

Station managers who wish to lay a similar plan before local school boards should write to Sterling Fisher, director of the NBC Inter-American University of the Air, for details.

The courses were accepted last March on a non-credit basis, but they proved their merit. "In accepting these courses for full credit," said John E. Wade, superintendent of schools, "the Board of Education recognizes the important contribution to education of the NBC Inter-American University of the Air. We have watched carefully the two courses which we approved last March and the board is now convinced that the courses are worthy of full 'in-service' credit."

In commenting upon the NEA action, Dr. Belmont Farley, director of public relations of the association, declared: "The National Education Association has observed the New York experiment with keen interest. It is felt that the resulting action to provide full credits is momentous in its meaning for the modernization of education and its adaptation to present-day media."

MUSICAL MEMENTO



CHRIS SORENSON AND ALFRED WALLENSTEIN

● NEW YORK.—As Alfred Wallenstein started the rehearsal of his final broadcast with the Firestone Symphony Orchestra on October 4, Chris Sorenson—the orchestra's contractor and librarian—stepped forward to give the retiring conductor a memento "from the boys." The gift was a rare facsimile edition of the original score of Bach's "St. Matthew Passion." After seven years Wallenstein left the NBC series to become conductor of the Los Angeles Symphony. Howard Barlow succeeded Wallenstein on "The Voice of Firestone." Richard Crooks, noted tenor, continues as featured soloist.

KYW Workshop Continues

● PHILADELPHIA.—Acquiescing to demands of enthusiastic school teachers, principals and superintendents of the Philadelphia school system who attended sessions during July in the KYW studios, the Radio Workshop launched a new Winter series on October 6.

Designed to acquaint faculty members and educators with radio procedures and broadcasting's role in education, the workshop is under the joint auspices of the Philadelphia Board of Education, Westinghouse Radio Stations, Inc., and Station KYW. Lectures and practical instruction in the various phases of radio are given by the personnel of Westinghouse stations.

Classes are scheduled for the first Wednesday of each month.

Ernest H. Gager, KYW's plant manager and chief engineer, discussed the technical side of broadcasting at the initial meeting.

NBC's Gilbert Chase Named Pan American Union Advisor

● NEW YORK.—Gilbert Chase, supervisor of music of the NBC Inter-American University of the Air, recently accepted the invitation of Dr. Leo S. Rowe, director general of the Pan American Union, to serve as consultant in the Union's music division.

Chase explained that his appointment is a preparatory step in a plan for "mobilizing" the musical resources of the Western Hemisphere. The plan was formulated in connection with the Inter-American University of the Air's "Music of the New World" series, now in its second year. Chase serves as script writer and handbook editor of the series.

"This music series," Chase pointed out, "provides a great outlet for the performance of Latin American music, and, in order to realize these possibilities to the fullest extent, it is necessary to organize a system for assuring the flow of such music to this country. Under its able chief, Charles Seeger, the Union's music division—established in 1941—has been working to this end."



GILBERT CHASE

While Chase was serving as Latin American specialist at the Library of Congress, just prior to joining NBC, he was closely associated with Seeger in promoting inter-American musical exchange.

Seeger, coincidentally, was appointed a member of the advisory committee for "Music of the New World." Through this mutual exchange of advisors, greater achievements in the promotion of hemispheric music can be anticipated.

Chase was born in Havana, Cuba, in 1906. Instinctively, however, he refers to himself as a New Yorker, since he spent his youth in the metropolitan area. He was educated in the United States and Europe and served as a music critic in Paris, London and New York. He joined the Library of Congress music staff in 1940 and became affiliated with the NBC Inter-American University of the Air in 1942 as music research director and author of music handbooks.

KSTP's Farm Promotions Get Big Audience in Minnesota

● MINNEAPOLIS, MINN.—With Minnesota the fifth most prosperous farm state in the country and rural income continuing its rapid rise beyond last year's record heights, KSTP (Minneapolis-St. Paul) is continuing to go after the state's country audience in aggressive fashion.

The station recently placed a 13-week newspaper campaign in 341 Minnesota country weeklies, utilizing a "personal" want-ad type of copy. Decision to use this type of exploitation in the country papers was arrived at after recent readership surveys showed that want-ads in the rural sheets have a readership in excess of 80 per cent.

In addition, KSTP is continuing to use full-page ads monthly in *The Land o' Lakes News*, together with large-space ads in *The Farmer*.

Harry Aspleaf, KSTP's farm service director, has a column, "On the Minnesota Farm Front," running in more than 70 papers in the state, with appropriate station credit given. The KSTP publicity department also has a column, "Around Radio Row," running in 65 papers.

Topping off the campaign are the continued personal appearances of KSTP's popular "Sunset Valley Barn Dance" program at various Minnesota towns.

Success of Oklahoma's Farm and Home Week Is Big KVOO Promotional Triumph

● TULSA, OKLA.—A new trend in utilizing the facilities of radio to extend the benefits of farm education to the Southwest has brought acclaim to the radio farm department of KVOO. Tulsa affiliate of NBC and Oklahoma's only 50,000 watt station.

Faced by the possibility of suspension because of gasoline rationing and inadequate transportation services, the annual Farm and Home Week of the Oklahoma Agricultural and Mining College at Stillwater, Oklahoma, appealed to KVOO for assistance. Through the direction of Sam Schneider, KVOO farm director, the annual education week for the farm folk became an outstanding success—the first actual Farm and Home Week of the Air.

A survey by Dr. Oliver S. Willham, faculty chairman of the A. and M. College committee, establishes the fact that more than 100,000 persons heard the programs. Twenty-five programs were scheduled and Schneider and his assistants spent the entire week on the college campus directing the production of the series of broadcasts—four daily—that were carried into the rural homes throughout the state.

The Farm Week of the Air was an-

other step in KVOO's extended industrialized food production campaign which, through cooperation with a special state radio farm council, enlisted more than 30,000 farmers in the move that placarded their farms with pledges to join in "all out" food production as an aid to the war effort. These 30,000 farms, bearing the insignia of membership in the movement, are concentrated in 19 counties in Northeastern Oklahoma.

The radio innovation in bringing the farm educational series direct to the farmers from the college campus and classrooms had the close cooperation of school officials and the entire personnel of state farm and home agents in various counties.

From all sections of Oklahoma, the A. and M. College has received words of praise for the radio farm week and the school has been urged to make the plan a permanent practice in extending the educational facilities of the college to rural communities.

The big achievements of the plan were the contacts bringing KVOO close to farm listeners and the marked extension of farm suggestions direct to the people.



LEFT PHOTO: With more than 100 WLW-WSAI (Cincinnati) employees patriotically maintaining victory gardens last Summer as their part in increasing the nation's food supply, what was more natural than staging a harvest festival in one of the studios? Grand prize went to Announcer-News-caster Cecil Hale (right). Others in the picture are Engineer Don Neil (left), originator of the harvest festival idea, and Ralph Moody (center), WLW-WSAI producer, who is holding a prize-winning cabbage.

CENTER PHOTO: George Greaves, KPO (San Francisco) chief engineer, and Nancy Heywood, receptionist, look on while NBC's Western division victory garden consultant, Norvell Gillespie, gleefully gathers in some of the backyard produce submitted by KPO employees in their recent vegetable garden show. Greaves and Gillespie were judges for the show.

RIGHT PHOTO: Some radio engineers may get their fill of "corn" during the hours they spend on the job, but Al Burgess, WSYR (Syracuse, N. Y.), is an exception. After working hours, Al spends considerable time cultivating, in an experimental way, one of the finest gardens in Syracuse. The results of his experiments have been aired by Burgess on WSYR every weekday afternoon.

WHAM's F.-M. Station Used for Special Music Programs in Seven Rochester War Factories

● ROCHESTER, N. Y.—Long study has shown that “music hath charms”—to increase production and alleviate work fatigue. Station WHAM, through its frequency modulation station W51R, is broadcasting eight 20-minute daily periods of “Music While You Work” to war workers in the Rochester area.

The successful results of British war plants in spurring production and keeping it at a high level by broadcasting music for workers at their machines and benches is sought here in seven industrial plants.

The plan to couple tuneful melodies with the busy hum of war-gear machinery was offered to the Rochester industries in May of this year by William Fay, vice-president in charge of broadcasting for the Stromberg-Carlson Company. The plan was accepted on an experimental basis by the representatives of the seven plants.

Fay's offer was made after consideration of programs which were selected on the basis of studies made of the successful British experiments by George Driscoll, head of the war service department of W51R. The programs are picked up by the factories and broadcast through the buildings by loud speaker systems. The music is largely light classics—and no swing or jive—since Driscoll's study of the British plan indicated that the livelier music tended to distract the attention of the listeners. Since vocal music and

announcements had a similar effect, all music is instrumental with no breaks for identification of the number to be played.

All programs consist of 20-minute concerts of recorded music. Originally, two periods of one-half hour each were scheduled, but the demand for more “Music While You Work” has increased the schedule to eight periods daily of 20 minutes each. Some of the plants concerned have made individual experiments with music for its workers, but this is the first experiment on wide lines with the guidance of practical experience in the types of music.

War industries which are tied-in are Eastman Kodak Company, Folmer-Graflex Company, Rochester Button Company, Sargent & Greenleaf, Max Lowenthal and Sons, Ritter Manufacturing Company and the Stromberg-Carlson Company.

The extent of the service and the thousands of war workers who have music while they work is illustrated by the setup at the Eastman Kodak camera works, which has placed 500 loudspeakers at strategic intervals around its whole plant.

The times of the broadcasts are arranged in line with Driscoll's research on the experiment, which indicated that the peak of the work fatigue—which the music is designed to lessen—comes in the middle of the morning, afternoon and evening. Persons who have checked the operation of the plan in use say the workers hum, sing and tap their feet during the numbers, forgetting their fatigue but without enough distraction to affect their work.

Milwaukee F.-M. Activity

● MILWAUKEE, WISCONSIN. — L. W. Herzog, manager of WTMJ and W55M. The Milwaukee Journal stations, has been named secretary-treasurer of FM Broadcasters, Inc. Walter J. Damm, general manager of the Journal stations, is the president of FMBI. The Journal Company recently announced that the call numerals for W55M, their f.-m. station, were to be changed to WMFM as of November 1.

The station is keeping abreast of all developments in readiness for the anticipated post-war demand for f.-m. receivers.

Honor KSTP Executive for Home-Front War Activity

● MINNEAPOLIS, MINN.—Ray C. Jenkins, general sales manager of KSTP (Minneapolis-St. Paul), recently received the Minneapolis Ad Club's initial quarterly award for outstanding war service on the home front.



RAY C. JENKINS

Jenkins is chairman of the military and naval morale committee of the American Legion, department of Minnesota; director of the military and naval entertainment committee of the USO; chairman of the radio committee, Fifth District American Legion; chairman of the military service committee of the Minneapolis Rotary Club; director of the “On to Victory” Minneapolis Aquatennial; radio chairman of the American Legion, department of Minnesota; chairman of radio of the Mayor's committee for Navy and WAVE recruiting, and holder of still additional posts.

WINS 4-H AWARD



Singular award “for outstanding service” recently came to Bill Prance, farm director of WSB (Atlanta), from the 110,000 4-H Club members in the State of Georgia. The plaque was presented as a surprise feature on Prance's own program, the “Dixie Farm and Home Hour.” It read: “For his contributions and encouragement in 4-H Club work. This is the first award to be given to a radio personality by the Georgia 4-H Club. Prance was responsible for the recent plan under which the 4-H girls and boys paid for and launched a liberty ship at Savannah, Georgia. Sallie Cook, 4-H council president, made the award.”



MUSIC BOOSTS WAR WORK—George Driscoll, head of W51R's war service department, spins the turntables for the special frequency-modulation programs going to seven war plants in the industrial city.

HITCHIN' THEIR GAGGIN' TO A SPECTRAL STAR

● NEW YORK.—On the occasion of the first anniversary of "Can You Top This?" (the famed joke-swapping program) over NBC it seemed only natural that Joe Miller should come in for his share of belated glory. And it was an opportunity for top promotional tie-ins for sponsor and network.

It was arranged that Joe, patron saint of comedians, was to be "ghost of honor" at a dinner in one of Gotham's old-fashioned hostelrys, and a plaque unveiled in memory of the man alleged to have written "Joe Miller's Jest," source book of zanies the world over.

The joke savants of "Can You Top This?" — "Senator" Ed Ford, Harry Hershfield and Joe Laurie, Jr.—sent out invitations to the country's foremost funnymen asking their presence at the long overdue testimonial to Miller.

The dinner menu was in an antique pattern with corny jokes on the inside, all the oldies credited to good old Joe. As was expected, bits of ham and — yes — devilled eggs, were served, and there was corn on the menu. An unoccupied oak-carved throne for the absent "ghost of honor" was at the head of the speakers' table. The plaque rested on the seat.

Guest speakers included Frank Fay, Tex O'Rourke, Bert Wheeler, Lew Lehr, Fred Stone, Tom Howard and George Shelton, Jay C. Flippen and, of course, the three Can You Toppers. Hershfield was the master-of-ceremonies.

The Miller plaque was presented to the theatrical wing of the New York Public Library, and the NBC general library was recipient of one of the early editions of "Joe Miller's Jest." It was given to the library by "Senator" Ford, with the following inscription: "May NBC last as long as these jokes!" The plaque represents a permanent promotional item.

The Miller ceremony resulted in a goodly amount of trade and general publicity. Time Magazine, for example, devoted two columns to the "Can You Top This?" program and Miller's contribution to show business; PM gave over a page of photographs of celebrities present at the affair, and Variety carried a detailed story of the party.

Newscaster Turns Author

● PHOENIX, ARIZ.—From way out in Arizona comes this season's surprise in the literary field.

KTAR Production Manager and Newscaster Paul Hughes has written a book that amazes the critics. Its name: "Retreat from Rostov."

To quote from the book's attractive jacket, "...Hughes' panoramic first novel encompasses the decisive moment in history when the people, for the first time, stopped Nazism in its tracks and then forced it into humiliating defeat."

Uniquely, the chapters are dated . . . the 34 days of surging action of November-December, 1941, during which the Germans won and lost Rostov-on-the-Don.

Random House, the publisher, predicts it will be a best-seller. The critics have received it favorably.

Hughes, who is only 27, is a native of Roff, Oklahoma, and has had extensive experience in radio. Prior to his association with KTAR, he held various positions with KADA, Ada, Oklahoma, and KVOR, Colorado Springs.



PAUL HUGHES

Chicago Production Head

● CHICAGO.—Arthur Jacobson, member of the NBC central division production staff for the past year, has been appointed production manager of the division succeeding Charles Urquhart, who resigned to enlist in the Army.

Prior to his career as a director, Jacobson spent 16 years as an actor in radio, movies and on the stage. He appeared in motion pictures under the name of Henry Hunter. He has appeared with such artists as Sylvia Sidney, Alice Brady, the Lunts, and Eva LaGallienne.



ARTHUR JACOBSON

KGW Continues on Air as Fire Sweeps Studio Layout

● PORTLAND, ORE.—Fire completely destroyed the studios of Radio Stations KGW-KEX in The Oregonian Building in downtown Portland, Oregon, just before midnight September 23, causing damage estimated at from \$75,000 to \$90,000.

Despite the destructive fire, only one minute and thirty seconds of broadcasting time was lost on KGW, and ten seconds on KEX. Prompt action on the part of announcers Mel Bailey, Don Green and Mel Baldwin, and technician Oscar Anderson, was credited with what was described as "this amazing feat."

KEX regularly signs off the air at midnight. KGW broadcasts continuously except for a two-hour period between 2 and 4 a.m. When it became apparent that the fire would make it impossible to continue broadcasting from the studios, Anderson switched the station to the transmitter, several miles away in North Portland. There the technician on duty, Tom Ely, played transcriptions and announced.

By 6 a.m. the following morning, arrangements had been completed for KGW and KEX to use the studios of KWJJ, a Portland independent station. Much equipment, including news printers, was transferred to KWJJ, just four blocks away. A crew of 35 telephone company employees labored through the night, installing eight circuits at the KWJJ studios for conveying network programs to KGW and KEX.

Arden X. Pangborn, KGW-KEX managing director, was in San Francisco, but H. Quenton Cox, assistant manager, said future plans were yet to be made.



AFTER THE FIRE — Lillian Davis, music librarian of KGW-KEX (Portland, Oregon), kneels beside the remains of the stations' organ console, destroyed along with two grand pianos, much technical equipment and a transcription library in a \$75,000 fire which completely gutted the studios.

• Led by alert Starface, the NBC Parade of Stars continues to make promotional history from coast to coast. On this page are pictured just a few of the scores of top-notch program exploitation ventures arranged by NBC affiliates. The campaign is attracting eyes and—what's more important—ears to NBC's long list of ace programs.



The Parade of Stars Marches On



At top: this KDYL display at the Utah State Fair in Salt Lake City was seen by 80,000 visitors in five days. Erected by KDYL Chief Engineer John M. Baldwin, the exhibit plugged television and radar as well as NBC stars.

Above, left: Bob Magee, in charge of national sales for WEEU-WRAW (Reading, Pa.), watches a sign man put the finishing touches on Starface's portrait. This window display is in the station's Penn Square show windows.

Above: The NBC Parade of Stars had a prominent spot at the Saginaw, Michigan, County Fair. Note Starface on the WSAM sign at right.

Left: Here's an eye-catching "World News Roundup" display arranged by WTIC in a Hartford, Connecticut, drug store window.

NBC TRANSMITTER



MERRY CHRISTMAS IN SAN FRANCISCO • Michael and Maureen Callahan, aged five and four, respectively, show their pleasure as KPO's Art Linkletter receives 600 offers of homes for the motherless children of Shipfitter First Class Michael Callahan about to go to sea. Linkletter's broadcast plea brought the 600 offers within a 24-hour period.

DECEMBER 1943

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NBC TRANSMITTER

VOL. 9 DECEMBER 1943 No. 5

Published Monthly by the
National Broadcasting Company
RCA Building, Radio City, New York

TELEVISION PROGRESS

● Television development — while hindered by the fact that receivers are not being made for the duration — is by no means a dormant art.

At NBC, in recent months, impressive strides have been made in video programming. Most recent activity to capture the attention of trade and public is the launching by Harvey S. Firestone, Jr., president of the Firestone Tire and Rubber Company, of a sponsored sight-and-sound series over NBC's New York television outlet, WNBT.

The launching of the Firestone television series on November 29 included program appearances and talks by Mr. Firestone and Niles Trammell, NBC president. The inaugural coincided with the 15th anniversary of the regular "Voice of Firestone" concerts on the NBC Network.

Firestone's television series *supplements* and does not *supplant* the regular network programs of the sponsor. This implies that a long list of trade names that are household words largely due to sound broadcasting will eventually be on the video sponsors' roster, too.

That the outlook of commercial television has a strong bearing on postwar activities—social and commercial—is borne out by Mr. Firestone's remarks at the television series' inaugural which, in part, follow: "We are looking forward to the day when all America, perhaps all the world, will be joined by the invisible bonds of television as it is today by the magic of radio. Perhaps, when that time comes, the new science of electronics will be one of the most important factors in welding together the peoples of all nations, all races and all creeds into a world so unified in spirit that the scourge of war shall never again descend upon us."

CHICAGO ONE-KILOWATT RIG GOES OFF TO WAR AND FREE RADIO SPEECH RESUMES FROM ITALY

● CHICAGO.—There's a one-kilowatt radio transmitter, somewhere in the Mediterranean battle theater, that's a mechanical Rover Boy. And it's doing an important job!

The private log of this special outfit, furnished by engineers at WMAQ, Chicago, starts some 10 years ago when it was installed on the yacht *Seth Parker*. Off on what was to be a round-the-world voyage, the set ended on the beach at Samoa when the ship was stranded.

Next step was back to New York and dead storage at NBC. Early in 1937, they got it ready for another voyage, a journey of 7,000 miles to a hunk of coral in the South Pacific named Canton Island. There, the rig helped NBC cover the long-est solar eclipse in 1,200 years on June 8.

Getting it back was another story. It went half-way around the world, survived storage in a coal hold and a trip to the bottom of the sea when it was accidentally dropped overboard.

With war clouds looming in 1941, the debarnacled transmitter was shipped to NBC's Chicago key as an auxiliary to the

WMAQ 50,000-watter. But before the antenna could be rigged, the war was on and so were priorities.

Some months later, a former NBC engineer, serving with the armed forces in North Africa, remembered the outfit and put in a requisition for it when the Army needed a one-kilowatt transmitter. NBC Chicago engineers saw it off to get a few service stripes in the war.

The vagabond transmitter was the first station to bring a post-invasion radio report from Allied headquarters in Naples on November 15. Don Hollenbeck, NBC correspondent, used the apparatus to transmit a report on Fifth Army activities.

The transmitter is now in the hands of the United States Signal Corps. Although the equipment was designed and assembled by NBC engineers, the toss of a coin on November 15 gave CBS first use of the station. Hollenbeck's turn at the microphone came next.

Now that "old reliable" is active once more, it is expected that correspondents on the war front will be able to give better spot coverage of important news.

NBC MEN IN SERVICE MEET NETWORK EXECUTIVES



Shown in the London flat of Major Howard Nussbaum (extreme right), Chief of Radio for the United States Army in England and former NBC production director, are (from left): Stanley Richardson, chief of NBC London bureau; Lieutenant-Commander Steve Simpson, Florence Peart, Captain Robert Button, Major Joe Berhalter, Niles Trammell, NBC president; John F. Royal, NBC vice-president in charge of international relations; Mildred Boutwood, Lieutenant Ed Whitney, Ehmer Peterson, NBC London correspondent; Lieutenant Don Witty and Major Nussbaum. Miss Peart and Miss Boutwood are NBC London employees. After visiting London, Trammell and Royal made stops in North Africa, the Italian mainland and Sicily before returning to the U. S. A.

RADIO CITY DECADE

Huge Broadcasting Wonderland, Dedicated in 1933, Remains Mecca of Industry

● NEW YORK.—Oldtimers around NBC's New York Radio City studios polished their Ten Year Club gold buttons last month and started talking about the old days at 711 Fifth Avenue.

The occasion for the trek down Memory Lane was the observance of the 10th anniversary of the opening of Radio City on Armistice Day, 1933. In other times there might have been some sort of celebration but with the war effort occupying all the available manpower, the event was marked only in the affectionate memories of those who remembered radio's earlier days. "Broadcasting goes on as usual" was the order of the day.

Still regarded as the most impressive studios in the world, New York's Radio City was really a wonderland back in 1933. Those were the days of the NRA and the first of the "fireside chats." Four days before the first voice went out to the world from Radio City, Utah had become the 36th State to ratify the repeal of prohibition.

Broadcasting was different then. In a week of special inaugural programs, NBC announced that one day would be devoted to short-wave pickups from 15 foreign countries. The New York Times called that "a big day for the engineers."

There were some in the industry itself who questioned the necessity of erecting 27 studios, with room for eight more, just to put two programs on the air simultaneously. But NBC engineers—under the direction of O. B. Hanson, NBC vice-president and chief engineer—foresaw that the perfection required of modern network broadcasting would require hours of rehearsals for every half-hour on the air. "The historians who judge the 1933 enterprise from the future may marvel at the audacity and courage of those who built such a temple for sound alone," wrote one editor, "but they will probably agree that those behind the project were far-sighted—they saw television coming with a bigger and better show."

NBC was operating two networks in those days—the Red and the Blue. Combined, they had only 38 affiliates; today NBC—a single network—has 141.

Besides engineering advances, programs have changed materially, too. Music programs occupied more than two-thirds of the air time 10 years ago although they only occupy about 35 per cent of NBC time now. News reports took only about two per cent of the broadcast day as compared with 20 per cent in news reports, analyses, sports news, foreign pickups and special events of modern day radio.

The daytime serial was virtually unknown, although some of the dramas now so popular during daytime hours were

heard five times weekly in the early evening spots 10 years ago. Quiz shows, too, were unknown.

On the same day that Radio City was dedicated, the first NBC mobile transmitter also made its debut.

An elaborate clock system controlled by power-plant impulses was installed, but split-second network operation outmoded the method within nine years. NBC's latest clocks are controlled by tuning forks mounted in vacuum tubes. NBC engineers kept on replacing the "old" with the "new" in many branches of technical operation.

The studios became a Mecca for engineers all over the world. All incorporated the now standard "floating" floors, walls and ceilings. The air-conditioning system was the most elaborate for radio audience comfort ever constructed.

NBC engineers gave considerable thought to television in the construction and it is a tribute to their foresight that when television became a reality in New York, the Radio City studios met the needs of the new art.

One of the major differences in studio construction during the decade has been a new approach to acoustics. In 1933, walls were deadened to absorb sound. Later, it was discovered that "brilliant" sound was more desirable. Walls accordingly were redesigned to diffuse the echoes (rather than deaden them entirely) by non-parallel walls and ceilings. The two newest studios built two years ago in space purposely left vacant have non-parallel walls. Even the ceiling and floor are not parallel.

Almost 5,000,000 persons have come from every part of the globe to take the NBC one-hour escorted studio-television tour during the 10 years. The guest relations staff has played host to notables from every walk of life.

During the past year, one studio has been decorated with symbols of the principal faiths for religious broadcasts. NBC has built new studios, based on Radio City-tested engineering principles in Hollywood, San Francisco, Washington, Cleveland and Denver, and has enlarged and improved the Chicago studios.



SKYSCRAPER OF SOUND—The RCA Building is not as brilliantly lit in these wartime days as it is in this photo, but the NBC programs originating within its walls continue to be heard 'round the world.

KVOO Man Honored for Wildlife Conservation

● TULSA, OKLA.—In wartime many important peacetime pursuits are neglected. One has been the business of wildlife conservation. Tire rationing, gasoline shortages, demands of war work on spare time, all have contributed to a lessening of conservation activity.

The situation was particularly discouraging to Oklahoma outdoor leaders whose Izaak Walton League was sworn to protect the State's woods, waters and wildlife for the Sooner thousands in service or war work. One Oklahoman did something about it and, as a result, has been singled out by conservation authorities for commendation.

In recognition of the achievement, State league officials trekked to Tulsa to present to Bud Jackson, sports chief and outdoors editor of KVOO, the league's coveted silver-and-blue founder's button.

Jackson is commentator of "Short Casts and Wing Shots," a weekly program featuring field and stream conditions and news of hunting, fishing, trapping and conservation in general. He felt his program could render even greater service in wartime by giving sportsmen a chance to participate in wildlife conservation activity, so he created a "Short Casts and Wing Shots" Izaak Walton League Chapter-of-the-Air, inviting listeners to join.



RECOGNITION—Rationed travel couldn't stop Southwestern conservation activity as long as radio was on the job! To prove it, Bud Jackson, outdoors editor at KVOO (Tulsa), here gazes modestly as Oklahoma League President George Draper awards him the Izaak Walton League's Founders Pin in recognition of his conservation work.

RETAILERS STUDY POWER OF BROADCASTING



Radiomen and retailers met in Los Angeles recently for a showing of the Retail Advertising Committee's 100-minute film, "Air Force and the Retailer," designed to show retailers the advantages of local radio advertising. Left to right are: William B. Ryan, manager, KFI-KECA, Los Angeles; Cal Smith, director, National Association of Broadcasters, co-hosts at the Coast meeting; Lewis S. Frost, assistant to the vice-president, NBC Western division; Neil Petree, president of Barker Brothers, and Richard B. Meybohn, advertising manager of Robinson's—two of Los Angeles' largest stores. Equally enthusiastic groups welcomed the film in other key cities.

WEAF Farm Director Wins CDVO Home Front Citation

● NEW YORK.—Mert Emmert, WEAF farm program director, was cited last month by the Civilian Defense Volunteer Office for his "splendid contribution" to the war effort.

Grover A. Whalen, chairman-director of the New York office of the CDVO, wrote to Emmert enclosing a certificate of merit signed by Mayor F. H. LaGuardia and which stated that Mert "has patriotically and generously contributed to the cause of Civilian Defense by promotion participation in all phases of home front activity; and has thus merited this award of recognition from the Civilian Defense Volunteer Office and is hereby enrolled on the Roll of Honor of Civilian Defense."

Specifically, Mert was cited for his "Plot for Victory" programs which were presented by WEAF in cooperation with the CDVO from the Charles M. Schwab estate on Riverside Drive. Each Saturday afternoon Mert did an on-the-scene broadcast from the victory gardens interviewing patriotic gardeners and discussing their many problems. The programs won wide-spread acclaim.

Navy Academy Group Shown NBC Technical Highlights

● NEW YORK.—Seventeen members of the faculty staff and student body of the Post Graduate School, United States Naval Academy, Annapolis, Maryland, recently completed a three-day session as guests of NBC's engineering department in Radio City. The inspection and lecture tour was arranged as part of the officers' training.

O. B. Hanson, NBC vice-president and chief engineer, and Robert E. Shelby, the network's development engineer, planned activities for the group which was in charge of Commander Harold R. Demarest and Lieutenant-Commander Thomas J. Killian.

Included in the itinerary arranged for the Naval contingent were visits to NBC's f.-m. and television transmitters at the Empire State Building, and inspection of the network's recording division and master control facilities. NBC engineers also conducted forums and discussions of current engineering research in the fields of communications and electronics for the visiting Navy group. The technical tour and sessions were warmly received.

GOLD MEDAL ANNOUNCING

KOMO's Dick Keplinger Wins H. P. Davis Top Award; Sectional Winners Named

● NEW YORK.—Dick Keplinger, station announcer at KOMO, Seattle, has been selected by a board of judges as the national winner in the 1943 H. P. Davis National Memorial Announcers' Award competition. Sharing the honors with Keplinger as winners in their respective time zones were Don Lyon, WSYR, Syracuse; Orval Anderson, WFAA, Dallas; John M. Woolf, KDYL, Salt Lake City, and Herb Allen, KFI, Los Angeles.

Award announcements were made November 2 in a special coast-to-coast broadcast during which each of the five outstanding mikemen were heard in brief acceptances from their studios. William S. Hedges, NBC vice-president in charge of stations departments; Pat Kelly, manager of announcers, and Mrs. S. B. Rockwell, daughter of the late H. P. Davis and Mrs. Davis, also appeared on the program.

Keplinger joined KOMO in 1936 as stand-by announcer, later being assigned to special events and also acting as news editor. He came to KOMO after associations with stations in Omaha and Lincoln, Nebraska.

While with KOMO he covered the collapse of the Tacoma Narrows bridge in 1940 and has appeared on several leading network features including Kay Kyser when the latter's show originated nearby.

Currently, Keplinger is handling two commercial programs at KOMO as announcer and narrator and recently completed a series of piano concerts on which he acted as narrator.

Don Lyon, Eastern Zone winner, began his radio station work with WSYR, moved to WTRY, Troy, New York, then to WHN, New York City, returning finally to WSYR as director of news and special events.

Orval Anderson, sectional winner in the Central Time Zone, is a native of Grand Forks, North Dakota. He has been in radio eight years, starting with WRUF-WDBO, Florida, then moving to WWL, New Orleans, and finally to WFAA, always in the news and special events departments of the broadcasters.

John Marion Woolf, who was selected

SMILES ARE ORDER OF DAY FOR ACE MIKEMEN



Dick Keplinger, KOMO, Portland, Oregon, the national winner.

Above left: Don Lyon, WSYR, Syracuse, New York.

Left: John M. Woolf, KDYL, Salt Lake City, Utah.

Above right: Herb Allen, KFI, Los Angeles, California.

Right: Orval Anderson, WFAA, Dallas, Texas.



by the judges as the outstanding announcer in the Mountain Zone, has been announcer, writer and producer at KDYL since 1938. Prior to that he was associated with KID, Idaho Falls, Idaho, and KLO, Ogden, Utah.

Herb Allen, Pacific Coast winner, has been in radio for seven years. He studied law at the University of San Francisco but decided to become an actor. Allen has been announcer of NBC's "People Are Funny" since its start.

This year, for the first time, the Davis Awards were extended to include the naming of announcers whose work the judges deemed worthy of "honorable mention." These are: Eastern Zone—Ben Grauer, WEA, and Paul Shannon, KDKA; Central Zone—Jim Todd, KVOO, and Wally Mehrling, WIRE; Mountain Zone—Jimmy Powell, KTAR, and Steve Robinson, KOA; Pacific Zone—John Grover, KPO.

The national winner in the Davis Awards receives a gold medal and \$300 in cash. Sectional winners receive engraved signet rings and announcers sin-

gled out for honorable mention are given certificates.

The H. P. Davis National Memorial Announcers Award competition is conducted under the direction of Marjory Stewart, director of the Microphone Playhouse, Pittsburgh, Pennsylvania.

Sets for Soldiers

● SPOKANE, WASH.—When special service officers at Baxter General Hospital in Spokane appealed for donations of 100 radio sets for the entertainment of wounded soldiers, Station KGA picked up the ball and started it rolling.

The net result was a total of 115 sets received by the Army hospital between October 15 and 30. "Hospitality House," emceed by Jess Mann, drew five to 15 sets for each two-minute morning appeal. "Know Thy Neighbor," with Gene Milner, drew two sets per minute for 15 minutes on one quarter-hour program, and 20 more the second week.

Army officials at the hospital were astounded at the result. So were the switchboard girls at KGA!

FRENCH-CANADIAN EDUCATIONAL SERIES GOES TO 70 PER CENT OF QUEBEC'S SECONDARY SCHOOLS

● MONTREAL, QUE.—The Canadian Broadcasting Corporation has given considerable thought as to how radio can best serve the educational needs of the Dominion; broadcasts are now playing an important role in the educational systems throughout the different Provinces.

The laurels of initiating the CBC's most notable project in education by radio go



DR. AUGUSTIN FRIGON
CBC educational expert

to its French Division. "Radio-Collège," inaugurated three years ago, is broadcast four and a half hours per week and has not only a large student audience—70 per cent of the secondary schools in Quebec are using the programs—but

has many enthusiastic listeners among the general public, too.

Although the programs are strictly educational, they have no direct bearing on any particular curriculum, yet are so arranged as to be of special interest to young people of high school age.

In organizing the series, Radio-Canada called in specialists in education to act as advisers. The lecturers were chosen from among French Canada's finest men of letters, as were the scriptwriters. The interpretation of the dramatic sketches was assigned to the most talented actors including men and women whose names were famous on the Parisian stage before the war.

The most ambitious series of the project is the Sunday afternoon one-hour presentation of French classical plays. Five broadcasts are devoted to each play in order to give it in its entirety and with a literary analysis. Thus throughout the series of 30 broadcasts only six plays will be presented.

One hour a week is allotted to science, subdivided into pure science, applied science, zoology and nature study. All the lecturers are professors at Montreal University. Brother Marie Victorin, the lec-

turer in botany, is director of the Montreal Botanical Gardens as well, and a fellow of the Royal Society of Canada, as is Dr. Georges Préfontaine, the lecturer in zoology.

Canadian history is presented in a half-hour dramatic program. Other subjects are vocational guidance, Canadian economic geography, music appreciation and art appreciation. The series also includes a weekly guest period when some of French Canada's outstanding personalities are brought to the microphone. Another period is a quiz program, the questions being based essentially on literary and scientific subjects. The participants are the students of the French secondary schools from all over the Province, a handsome trophy being awarded to the winning school by the CBC.

Illustrated booklets and maps are distributed as an integral part of the project. A number of contests, notably those in connection with the nature study course, have brought remarkable results.

Dr. Augustin Frigon, Assistant General Manager of the CBC and the initiator of "Radio-Collège," appointed M. Aurèle Séguine, a former professor and for many years a staff member, to direct this educational series. Under his guidance, the project has become an outstanding contribution in the field of radio education.

DISC-COVERING ENGLAND

● PORTLAND, ORE.—Station KGW scored a scoop recently when it broadcast the first in a series of exclusive transcriptions received from London, where they were made by Portland's Mayor, Earl Riley.

KGW arranged through the local British consulate and NBC to have the British Broadcasting Corporation make the transcriptions. Mayor Riley was touring England as a representative of United States municipalities. The transcriptions took the form of a report to the people of Portland from their chief municipal executive.

PRONOUNCED SUCCESS



That volume Gil Canfield, Phil Vogel and John MacLean, WGGV (Charleston, W. Va.) announcers, are poring over is the new "NBC Handbook of Pronunciation," compiled by James F. Bender. It's a veritable encyclopedia of pronunciation including more than 12,000 words—words in the war news (many of which cannot be found in your dictionary), names of famous people, musical terms and scores of types more. It is published by the Thomas Y. Crowell Company. James Rowland Angell, NBC public service counselor, wrote the foreword.

N. Y. Air Wardens Receive New Lessons by Television

● NEW YORK.—NBC Television Station WNBT recently began a second series of weekly programs to further the training of 269,000 citizen volunteers for the Air Warden Service.

New York Police Captains Thomas J. P. McVeigh and Henry T. Wade have prepared scripts for the programs under the supervision of Commandant David A. Thompson of the Air Warden Service. This television series was arranged by NBC in cooperation with Police Commissioner Lewis J. Valentine.

Instruction in the new course is to be carried out with a combination of dramatic scripts and films.

According to C. L. Menser, NBC vice-president in charge of programs, the purpose is to train building defense directors, their assistants and air raid wardens in approved methods of fighting firebombs and small fires started by incendiaries. The programs also will demonstrate the value of fire prevention precautions in homes with particular emphasis on the elimination of fire hazards.

Volunteers for the fire guard course will meet in New York's police precinct houses where television sets were installed at the start of the earlier series.

Captain Knode, War Hero, Rejoins NBC in Capital

● WASHINGTON, D. C.—Now that Captain Thomas E. Knode is back from the New Guinea wars—complete with Distinguished Service Cross and a Purple Heart with a bullet-pierced foot to match—he has been launched on a renewed civilian career as press relations director in Washington with a pair of public introductions in the nation's capital.

His formal introduction was at a cocktail party on the Washington Hotel Roof on Thursday, November 4. And invitations sent out by WRC's General Manager Carleton D. Smith brought in scores of Government and military officials, Washington newspapermen and even some of NBC's own bigwigs. Among those attending were: Frank M. Russell, NBC vice-president; Brigadier-General Robert L. Denig, U.S.M.C.; Colonel E. M. Kirby, Army Public Relations radio director, and J. Harrison Hartley, radio director of Navy Department Public Relations.

Newspapermen present to greet Knode included: Raymond P. Brandt, St. Louis Post-Dispatch; James L. Wright, Buffalo Evening News; Sol Taishoff and Frank Beatty, Broadcasting; Jay Carmody, Washington Evening Star, and Andrew Older, Radio Daily. NAB was represented by Neville Miller, president, and Willard Egolf, public relations director.

Several NBC men from New York made the trip to Washington for the event, among them: William Brooks, director of news and special events, John McKay, press department manager, and E. L. Bragdon, trade news editor.

The cocktail party was preceded several days by a small luncheon at the Hotel Statler, where Captain Knode picked up acquaintances with old friends and met new members of NBC's Washington staff—new, that is, since Knode went away to war some 19 months ago. Among those attending the luncheon were Frank M. Russell, Carleton D. Smith, George Y. Wheeler, Fred Shawn, Mahlon Glasscock, Neal Hathaway and Leif Eid.

NBC's new Washington press chief is settling down to his new job and chilling as much of the talk of "radio's first war hero" as possible. He returns to NBC after a 19-month absence. During those months he saw service as second lieutenant in Alabama, Australia and New

WTIC AIR FORCE RECRUITING SHOW FED TO WBZ-WBZA



WINGED HARMONY—Two brothers form 40 per cent of the Crew Chiefs, vocal quintet heard on the WTIC-WBZ-WBZA "Wings for Tomorrow" radio show, aimed to acquaint young New Englanders not in war industries with the advantages of becoming Aviation Cadets of the Army Air Forces. Left to right: Privates Gene Steck, Murray Kane, Artie Malvin, Lynn Allison and Steve Steck. The drummer is Corporal Ray McKinley, who leads a unit from the 418th AAF Band of the Training Command School at Yale University to supply the program's music.

Guinea. His battalion was the first, and the only one to cross the tortuous Owen Stanley Mountain pass on foot. It was in the first assaults on the strong Jap positions at Buna Village. And it was there, in the New Guinea jungle, that Jap sharpshooters twice wounded him—once in the leg, the next time through the foot.

On recommendation of General Douglas MacArthur, Lieutenant Knode was awarded the Distinguished Service Cross for "conspicuous bravery" and later was elevated to the rank of captain. After months in Army hospitals in Australia and this country, he was recently retired from active service.

Descriptive Call Letters

● ROCHESTER, N. Y.—There's a poignant story behind the new call letters for the f.-m. affiliate of WHAM in this city.

Truman Brizee, station promotion director, had set his heart on WHFM—to be paired with WHAM, the Stromberg-Carlson amplitude-modulation station—but learned that a destroyer, then on sea duty, had a priority. Beginning November 1, Brizee got his desired call letters, but in a way which made him wish he hadn't. The destroyer was sunk.

● HARTFORD, CONN.—WTIC has added another to its already outstanding group of public service features with a Wednesday night broadcast by a 15-piece band from the Army Air Force headquarters at Yale University.

Designed to enlighten New England youth with the advantages of enlisting in the AAF as cadets, the half-hour program, produced by WTIC at Byers Hall on the Yale Campus, is carried in its entirety by the Hartford station. The first 15 minutes are also presented by WBZ, Boston, and WBZA, Springfield.

Directed by Corporal Ray McKinley, the group is a part of the 418th Army Air Force Band which is heard on "I Sustain the Wings" over many NBC stations Saturdays under the baton of Captain Glenn Miller. Featuring drum solos by Corporal McKinley, the program comprises original arrangements of smart dance music, ballad renditions by Private Artie Malvin and the vocal harmonies by the Crew Chiefs.

"The Coast Guard On Parade," another service show produced by WTIC every Saturday morning at the Coast Guard Academy at New London and sent out over the NBC Network, celebrated its first anniversary a few weeks ago.



Ernest Gager, plant manager of KYW, Philadelphia, is training six feminine apprentice engineers. They are (from left) Alice Cleveland, Lillian Talbot, Marie Cornet, Winifred Hunt, Joyce Avery and Jo Basil.



President Élie Lescot of Haiti records a speech at WIOD, Miami, for broadcast in his own country, as he returns from a Washington, D. C., conference.



Bill Wren (left), managing editor of The San Francisco Examiner, and John W. Elwood (right), general manager of KPO and NBC in San Francisco, introduce Roger D. Lapham to the radio audience a few moments after his election as Mayor.



Dave Robbins, photographer, shown making a picture for Magazine. Here he works with Roy Acuff and his band in Nashville, Tennessee. This folk music minstrel show is a regular feature.



Junior executives-in-the-making are shown at the boss's desk in the Toronto studios of CBC where, in emergencies, they take over important tasks. They are John Komar, Howard Franklin, Verne Ireland and Donald Dickson, ages 15 to 18.



Kolin Hager, manager of WGY (Schenectady, New York), with Mrs. S. D. Fortenbaugh of the Red Cross, as he headed his staff donating blood following a special broadcast.



Wendell Willkie, in an exclusive KSD-NBC broadcast from St. Louis, makes his "basic campaign speech" as a potential Republican Presidential candidate.



Bond Purchaser J. C. Miller, who bought \$7,500 worth, gets to drive Glenn and Lenore, WOOD radio interview team, in a Grand Rapids, Michigan, fire truck following their sale of over \$105,300 in War Bonds.



...ry of WSM-NBC's "Grand Ole Opry" for Click Mountain Boys in the Harpeth Hills near Nashville originates from WSM studios in Nashville.



Preparing for broadcast of "An Englishman Looks at America" over KPO, San Francisco (from left): Herbert Marshall, film actor; Sam Dickson, producer; Geoffrey Bridson, BBC producer touring America, and Lu Tobin, KPO entertainer.



Convalescents at the U. S. Naval Hospital in St. Albans, Long Island, watch scenes from the rodeo at Madison Square Garden as transmitted by NBC Television Station WNBT.



Father Flanagan with Bill Herson (left) and Holly Wright, co-emcees of WRC's "All-American Scoreboard" which swelled attendance at a Boys Town football game in Washington. Pharmacist's Mate Wesley Haggard looks on.

A Transmitter Bio:

MERCHANT MARINE AND ARMY AIDED CAREER OF WMC HEAD



HENRY W. SLAVICK

● MEMPHIS, TENN.—From a radio apprentice on a Mississippi transport to general manager of station WMC is the record of Henry William Slavick, creator of one of the largest and most modern radio studios in the South.

Slavick was born in St. Louis September 21, 1902, and — at 17 — began apprenticeship in the installation of radio transmitting apparatus on Mississippi transports. He was in the Merchant Marine service from 1919 to 1921 when he enlisted in the Army to learn more about engineering. Within a year, he was a first class sergeant in charge of the radio and telephone section of the communications school at Vancouver Barracks, Washington. The 10-watt station he operated was the second on the West Coast to present regular programs.

Slavick joined the Government Barge Line in 1924 as a dispatcher at WPI, a five-kilowatt outlet in Memphis. A year later he left to become control operator for The Memphis Commercial Appeal's station—WMC. By 1929 he was chief engineer and was placed in complete charge of erecting WMC's new transmitting plant, one of the first directional systems. In February of 1930, he was made general manager of the station.

Under Slavick's guidance, WMC gained fame in two of the nation's worst disasters. In the flood of 1927 and again in 1937, the entire personnel and facilities of WMC were placed at the disposal of relief workers. WMC, two mobile units and a network of 17 amateur stations worked on a 24-hour basis, giving out information on the progress of the relief work and the movement of refugees.

For his service in the 1927 flood, Slavick was given official recognition by Herbert Hoover, then Secretary of Commerce, in a speech broadcast from the WMC studios. After the 1937 flood, he was appointed director of communica-

tions for the American Red Cross in the Memphis district.

As manager of WMC, Hank Slavick never stopped building. In 1936, he designed and supervised construction of a second transmitting plant. With the cooperation of the construction company engineers, he designed WMC's 611-foot vertical radiator. His latest achievement, in February of 1941, was the fulfillment of a dream—long cherished—the erection of the largest and most modern studios in the South. He designed and supervised the building of the new WMC studios, a showplace in the Goodwyn Institute Building in the heart of downtown Memphis. During open house week which followed the opening, more than 11,000 persons visited WMC.

Slavick is active in civic affairs. He is a past president of the Lions Club (of which he now is director), vice-president of the Bartlett Civic Club, chairman of the Boy Scout Court of Honor, chairman of publicity of the Chickasaw Council of Boy Scouts and director of Memphis Goodwill Industries. He is first lieutenant and commanding officer of the communications detachment of the Tennessee State Guard.

Slavick gets his recreation at home, swimming in his pool or playing baseball or table tennis with his two sons, William, 15, and Philip, 13, and his 10-year-old daughter, Diane. Responsible for no small measure of his success is his wife, the former Leonore O'Hara, whom he married in St. Louis in 1925.

Woman Operator Promoted

● COLUMBIA, S. C. — Louise Newton, who has been a control operator at WIS for the past year, has been promoted to the position of chief control operator. She is the first woman to hold this position in the State of South Carolina.

SALESMAN SUPREME

● SAN ANTONIO, TEX.—Full of abounding enthusiasm for the work being done by the women's auxiliary branches of the services, Pat Flaherty, WOAI staff announcer and sportscaster, conducted an interview on a recent Saturday with Ensign Annabel Murray, Recruiting Officer in the Central Texas area for the SPARS, women's auxiliary of the Coast Guard.

Ensign Murray and Flaherty discussed the various aspects of SPAR service, and made a direct and vital appeal for enlistments. Little did Pat realize that his enthusiasm would be so contagious, or that the power of appeal by radio would prove as efficacious as it did in this case.

The upshot was that a week to the day after the broadcast, Pat was once again before the WOAI mike for an interview with Ensign Murray who had with her, on this occasion, her latest enlistee, in the person of Anna Katherine Flaherty — none other than Pat's wife!

OLDTIMERS CLICK



Back on the air with a new half-hour program over NBC (for guess what product?), Amos 'n' Andy (Freeman Gosden and Charles Correll) pose for a pre-premiere picture with Sidney N. Strotz, vice-president in charge of NBC's Western division, and Murray Bolin, agency producer of the show for Ruthrauff and Ryan.

STATIONS SPEED WAR WORK

Incentive Programs Piped Into War Plants as Broadcasters Aid Government Plan

● PITTSBURGH. — KDKA, cooperating with the Navy's Industrial Incentive Division, is bringing thousands of war workers closer to the battle-fronts by piping newscasts to district plants busy on Navy contracts. Five minutes of bulletins, read by Ben Kirk, recent addition to the news room staff, go out several times daily over a closed circuit.

Included in each newscast is an incentive message urging the workers not to fail the men on the fighting fronts. The workers are reminded that absenteeism, careless work, slowdowns, etc., make the final victory that much harder to attain.

When Navy officials asked KDKA's help in putting the novel plan into effect, the pioneer station jumped into the task in a whole-hearted manner. J. E. Baudino, KDKA station manager, gave the go-ahead signal and it didn't take long for Chief Engineer Ted Kenney to set up facilities for the first broadcasts. Needless to state, KDKA is presenting this unique war-time service on a non-profit basis.

First industries to sign up for the newscasts included Acme Die and Machine Company, Federal Laboratories, Jessop Steel and Pittsburgh Equitable Meter. Early reports indicate the broadcasts are proving popular with the workers, and it is believed the incentive messages are having the desired effect.

Navy personnel working with KDKA officials in the tieup were Lieutenant T. R. Cable, Industrial Incentive Division Officer assigned to the Pittsburgh area; Lieutenant John Hood, Public Relations Officer stationed in Pittsburgh and Lieutenant (jg) Elizabeth R. Leighton, on the Staff of Inspector of Naval Material assigned to radio work in Pittsburgh.

● BOSTON.—Under Secretary James V. Forrestal of the Navy has commended the specialized incentive news service being fed twice daily to the Boston Navy Yards by the WBZ newsroom. A letter to this effect has been received by the NBC affiliate in Boston.

Officials of the New England Westinghouse station were approached by the Naval Incentive Division several months ago with a suggestion that WBZ might



INCENTIVE ACTION—Navy personnel visit KDKA (Pittsburgh) for first of industrial newscasts piped over a closed circuit to plants busy on Navy contracts. Charles Earley, KDKA's expert news commentator, is at the microphone. Standing, left to right, are Lieutenant T. R. Cable, Industrial Incentive Officer; Lieutenant (jg) Elizabeth R. Leighton, of the Staff of Inspector of Naval Material; J. E. Baudino, KDKA station manager, and Lieutenant John Hood, Public Relations Officer. Earley did the first few broadcasts, then yielded the assignment to Ben Kirk, recent addition to the news staff.

help increase the productive rate of the Charlestown and South Boston Navy Yards by feeding five-minute warcasts (that's the especially coined term) into the installations twice daily. This was done and now workers on both the day and night shifts listen to their own warcasts during the final minutes of their lunch periods.

A staff announcer reads the script based on material received over the United Press and Press Association services in the WBZ newsroom. At the Navy Yard the news is fed into a public address system which, as a Naval official says, carries the last-minute warcasts into the "very innards" of fighting ships under construction on the ways.

Representatives of the Naval Incentive Division report that the WBZ efforts have shown direct results in stepped-up production at both the yards. At the sug-

gestion of Washington authorities the plan is being expanded to provide similar services to workers in other plants engaged in Navy contracts—a move that proves the idea's value.

● SALT LAKE CITY. — "Incentive action" was advanced in the case of the arrival of the "Desert Warrior" and her crew from campaigns in Italy. The purpose of the visit was to instill greater effort on the part of employees of the Utah Oil Refining Company High Octane Plant. Station KDYL recording equipment transcribed the arrival of the bomber. Later the station picked up the proceedings of a luncheon given by civic leaders. Then the scene switched to the plant where the crew members cited the crying need for high octane gas and the response of the workers. The entire proceedings were condensed into a 15-minute broadcast.

CLEVER DISPLAYS CONTINUE TO BOOST NBC PARADE OF STARS



WBOW in Terre Haute, Ind., tied in with the recent United Community Chest and War Fund drive with a sound truck which made the circuit of residential and downtown districts with musical selections and periodic pleas for donations.



This display of the World News Roundup and the Parade of Stars was arranged by WBRC in Birmingham, Ala., and proved effective in pulling power.



WISE in Asheville, N. C., worked out this striking window on Newsreader Carey Longmire, one of the network's correspondents who got beats on several major war stories.



As part of a sales promotion plan, WSYR, Syracuse, N. Y., recently rented space in a downtown hotel window for this exhibit advertising nationally known products and headliners of NBC's Parade of Stars. Note "Starface" on the driver's seat.

All El Paso Public Schools Schedule KTSM Programs

● EL PASO, TEX.—Cooperating with the Texas Department of Education, KTSM is presenting "The Texas School of the Air," twice weekly. The series goes to classrooms in every public school of the city. This is the first time radio broadcasts have been regularly scheduled in the curriculum of the El Paso schools.

When El Paso recently held a city election on the question of purchase by the city of the El Paso Electric Company, KTSM carried four half-hour programs on the subject—making time available without charge to both sides of the controversy. Three of the programs were a part of KTSM's "Radio Forum" series—devoted regularly to the discussion of important public issues.

A PRESIDENT ON AIR



Carey Longmire, NBC news commentator, always believes in giving his audience first-hand information. Recently he discussed the Czech situation from the New York studios, and with him at the broadcast was President Jan Masaryk (right) of the Czechoslovakian Government-in-Exile.

Old Appliances Made New Again Via Kids and KDKA

● PITTSBURGH.—American Rangers and Rangerettes, an organization of 100,000 Pittsburgh district youngsters, put new zest into their campaign to collect old and worn out electrical appliances following a recent KDKA broadcast.

The Duquesne Light Company, sponsor of the "Bernie Armstrong Presents" program, invited 35 of the boys and girls to participate in the broadcast and tell how the campaign works.

Listeners learned that the youthful patriots will visit thousands of homes and urge that old appliances be traded to dealers for War Bonds and Stamps. The dealers, in most cases, are able to rebuild the appliances and resell them. The children were rewarded with War Stamps.

WTAM 'Ra-mobility' Method Keeps Mikes Out of Sight

● CLEVELAND.—Staff members at WTAM have added a new word to their radio glossary.

It's "ra-mobility," coined by Manager Vernon H. Pribble to describe a production technique devised to effectively handle a sponsored theater-show called "Gene Carroll's Silver Grill Tea Room Inn With Jake and Lena." No microphones are visible to the 500 persons in the audience, and artists have almost complete freedom of movement on the stage without getting out of mike range.

Another important advantage, explains Pribble, is that members of the audience selected to participate in the show are free from any possibility of mike fright, because there's not a single microphone in sight.

Stage setting for the broadcast includes eight party-decorated tables, with members of the audience seated around, and Lee Gordon's 15-piece orchestra in the background. Two ordinary microphones concealed in the overhead curtains pick up the music. And two highly-sensitized mikes hidden in the footlights handle the voices of artists and participants.

According to Engineer S. E. Leonard, it is a "self-balancing" production, with coordination of audience applause, music, and lines dependent chiefly on the principals. Output of the four mikes is not "mixed" until it reaches WTAM's master control room from the Public Hall Little Theater, where the show is produced before a large audience.

Pribble says the "ra-mobility" technique has proved remarkably successful not only from a listener's standpoint but from the audience participation viewpoint. Gene Carroll, formerly of the NBC "Gene and Glenn" team, portrays both "Jake" and "Lena" in costume and has full freedom of movement to clown with members of the audience on the stage. Hence, "eye appeal" to the visible guests is maintained throughout the program.

Pribble worked out the production set-up together with Leonard and Production Director Gene Lavalley. In addition to Carroll and Gordon's orchestra, which is heard weekday mornings over NBC on "Do You Remember?" other members of the cast include Announcers Tom Manning and Dick Baxter.



"FOOTMIKES"—Helen Carroll, left, and Hazel Manning, two members of WTAM's "Silver Grill Tea Room Inn" cast, show where the microphones are hidden in the footlights. (Story at left)

Words from WISE Enhance Asheville School Schedule

● ASHEVILLE, N. C.—Two musical programs for high school and grade students have been incorporated in the public service schedule of Station WISE. Kenneth Beachboard, station program director, secured the cooperation of public school officials for these RCA Victor programs now heard by 8,000 students in Buncombe County and vicinity.

Presented each Wednesday, the broadcast for grammar school pupils is a quarter-hour one at 11:45 a.m., followed by the high school program from 1:00 to 1:30 p.m. Students are supplied in advance with mimeographed copies of study notes and some of them forfeit part of their lunch-hour in order not to miss the radio class.

Public and private schools within WISE's listening area are supporting the program which has been endorsed by music clubs, teachers and various civic groups. The public library has given over space to exhibits of drawings and carvings done by the school children in connection with the course. The WISE program is proving an outstanding public service venture as well as an ace promotional feature.

Huge Newspaper Campaign Launched by WEAF in N. Y.

● NEW YORK.—Station WEAF, key outlet of NBC, recently launched an impressive advertising campaign in the metropolitan dailies, using as the phrase-theme of the drive—"WEAF, the Showcase of NBC. 660 On Your Dial."

Particularly appropriate in each piece of copy is the parallel drawn between the returns from an expenditure of \$6.60 in New York and the extent of free entertainment on WEAF by merely twisting the dials to 660.

The advertising campaign was launched November 8 and space will be used for 12 weeks in the dailies, according to Charles B. Brown, NBC director of advertising and promotion.

Brown said 14 pieces of copy will be placed in each periodical. Standard size dailies got orders for 1275 and 300-line ads for the first week of the campaign. Thereafter space varied slightly but in general followed the same order of placement. The ads for tabloids are 800 and 300 lines on the same alternating basis for the 12 weeks. All told, a total of 78-225 lines will be used reaching a circulation of 4,915,033.

Brown describes this campaign "as another important step in our promotion program to increase WEAF's audience in this market." He adds: "Although this is probably the largest newspaper campaign ever run in behalf of a New York station, it is only a part of the overall promotion campaign in behalf of WEAF." It comes on the heels of the two-week newspaper campaign on NBC's Parade of Stars which was concluded recently after proving a great attention-getter.



MIKEWISE—Marion Cole, student, and Announcer Kenneth Beachboard participate in the WISE school broadcasts. (Story at left)

KOA GAINS GOOD WILL FOR PART IN DENVER'S WAR CHEST FUND CAMPAIGN

● DENVER.—An unusual human interest program aired by Station KOA, was a sidewalk broadcast in front of the Telenews Theatre, Denver, on which children and mothers from the city's 13 community centers were interviewed regarding benefits derived from participation in their respective recreational facilities.

The occasion was an exclusive showing of the March of Time film "Inside the Vatican," arranged for free presentation to these children and their mothers by KOA and the Telenews Theatre. By special arrangement, the "Studebaker News," a 15-minute newscast sponsored by Studebaker Automobiles, is broadcast from KOA's auxiliary newsroom in the Telenews Theatre. The Tivoli Brewing Company of Denver sponsors a five-minute newscast over KOA from the theatre, Monday through Saturday.

The special KOA broadcast from the Telenews was presented in connection with the Denver Area War Chest campaign, a day after the drive got under way.

A purpose of the event was to have

the children and mothers in attendance describe the work done by the centers as a stimulus to War Fund contributions.

A portion of the money taken in by the Denver Area War Chest is directed to Community Chest Funds. This money is then allocated by the Community Chest to the various community centers for upkeep and the continuance of their great program of welfare, child guidance and vocational work.

All of these facts were stressed to KOA listeners throughout the special broadcast by Chief Announcer Gil Verba, winner of the 1942 Davis Award, and given realistic support by the praise of mothers whose children take part in the activity offered by the centers and—most impressive of all—by the enthusiasm of the children themselves, the beneficiaries.

Denver War Chest Fund officials commended KOA and the Telenews Theatre for arranging the outstanding event publicizing community center work, thereby stimulating contributions to the current War Chest drive.



KIDS SPEAK FOR THEMSELVES—Announcer Gil Verba interviews some of the children from Denver's community centers following special showing of "Inside the Vatican," arranged by KOA and the Telenews Theatre, in connection with the Denver Area War Chest. (Story above)

KDYL Salutes Army Air Force in New Series



SALUTING THE AIR FORCE (left to right): Lieutenant Paul Langford, Mrs. Seth Ely and Staff Sergeant Ely, participating in the KDYL series.

● SALT LAKE CITY.—"Mission for Tonight," produced and narrated by a former radio announcer, Lieutenant Paul Langford, Assistant Public Relations Officer at the Army Air Base here, is a new weekly program over KDYL. The unusual feature is that a tribute is paid each week by the Army Air Force to a different city throughout the country—thus making it the "mission for tonight."

Returning war heroes passing through the Army Air Base are interviewed on the program after a dramatic narration by Lieutenant Langford. Pictured above is Staff Sergeant Seth Ely of Ogden, Utah, a returned hero from North Africa, and his wife.

Augmented with the Army Air Base orchestra and entertainers. "Mission for Tonight" plays before an all-soldier audience and has featured many headliners.

At a recent talk before the Lions Club one Army official pointed out "Mission for Tonight" as the ideal type of radio show to put the Army's story across to the public and to sell War Bonds.

PSYCHOLOGICAL TITLE

● INDIANAPOLIS, IND.—Station WIRE has a new program specially scheduled to curb the carelessness of employees who have been bouncing around the hard-to-replace numbers from the record and transcription department. Name of the show: "Unbroken Melodies"!

WARTIME PUBLIC RELATIONS DISCUSSED AT NBC GROUP MEETING IN NEW YORK



Network and affiliate representatives who attended a group publicity meeting in New York November 10 and 11 were (seated, left to right): Mary Caldwell, WSB, Atlanta; Bill Wiseman, WOW, Omaha; John F. McMahon, KDKA, Pittsburgh; Roger Baker, WLW and WSAI, Cincinnati; John McKay, NBC press department manager; Henry W. Slavick, WMC, Memphis; Bunch Sanders, WAFB, Louisville; Wilbur M. Havens, WMBG, Richmond, and Robert W. Dailey, WTAM, Cleveland. Standing, left to right: Edward L. Greif, NBC, New York; Helen King, WBEN, Buffalo; Everett L. Bragdon, NBC, New York; Jo Ranson, NBC, New York; John J. Kelly, KYW, Philadelphia; Richard G. Spencer, NBC, New York; Edward Y. Flanagan, WSPD, Toledo; George W. Slade, WBZ and WBZA, Boston and Springfield; Hal Bock, NBC, Hollywood; Tom Knode, NBC, Washington; Jack Ryan, NBC, Chicago; Mela Underwood, NBC, New York; Walter E. Schneider, NBC, New York; Samuel Kaufman, NBC, New York; R. E. Mitchell, WMBG, Richmond; James F. Clancy, WTIC, Hartford; Truman Brizee, WHAM, Rochester, and Lester Barnard, WSM, Nashville. Not pictured, but also present, were W. T. Meenam, WGY, Schenectady, and E. R. Vadeboncoeur, WSYR, Syracuse.

NBC Commentators Chaplin and MacVane Write Thrilling Books on War Experiences

● NEW YORK.—NBC commentators are represented by two top-notch literary works based on their own eye-witness experiences in World War II. W. W. Chaplin is author of "Seventy Thousand Miles of War" and John MacVane has written "Journey Into War." Both books are published by the D. Appleton-Century Company.



JOHN MacVANE

The Chaplin book presents a fast-moving picture of World War II from the time the Maginot Line was considered impregnable until the Russians started their great steam-roller drive.

Chaplin's argosy as a reporter took him to England, France, Africa, India, Russia and the Orient. He faced the difficulties and disappointments that have

been the lot of all correspondents seeking to dig out the real facts behind the moves of warring nations. He tells in his book how he had in his possession one of the greatest scoops of the war—General Jimmy Doolittle's take-off spot for the raid on Tokyo—and yet was forced by censors to kill it.

He writes of his interview with Gandhi and how he almost stepped on the little Indian leader while entering Gandhi's tent. Later on, he covered the African theatre of operations at the time when the British, aided by American forces, finally turned Rommel's desert army.

Although Chaplin spent only a brief period in Russia, the deductions he drew from his keen observations have been borne out by the great drive of the Soviet armies.

Chaplin is the author of "Blood and Ink" and he collaborated with other newsmen on "When War Comes."

John MacVane's book, "Journey Into War," is a dramatic study of the North

African campaign, from the time the Allies landed at Casablanca, Oran and Algiers, until the Rommel forces—minus Rommel—surrendered at Tunis.

He gives an intimate picture of the political situation in the French colonies in which he criticizes both the United States and British representatives for permitting Darlan to imprison leaders of the Fighting French after they aided in the Allied landings.



W. W. CHAPLIN

MacVane tells of his numerous trips to the front and how the United Nations forces, at first pinned back by the Axis armies, gradually turned the tide and paved the way for the invasion of Sicily and the Italian mainland. It's a grand story. And it's well told!

JANUARY • 1944

NBC Transmitter



Secretary of State Cordell Hull greets NBC President Niles Trammell at the Department of State offices in Washington, to discuss the four-week series, "The Department of State Speaks," which is an NBC Inter-American University of the Air feature this month.

IN THIS ISSUE

Science Marches On

Honors to Toscanini

VOL. 9 JANUARY, 1944 No. 6

NBC Transmitter

Published Monthly by the
National Broadcasting Company
RCA Building, Radio City, N. Y.

WHAT IS PUBLIC SERVICE?

If our recollection serves us, the phrase "public service" was coined by NBC's public service counselor, Dr. James Rowland Angell. Almost instantly, the term was adopted by the whole radio industry. Manifestly, it means programs which contribute to the culture, education, or spiritual well-being of the listening audiences as contradistinguished from programs of pure entertainment.

Public service programs include, but are not limited to, music, drama, news, discussion forums, public affairs, religion, possibly comedy and variety shows. The test is whether they serve the public in a broad sense.

Does a public service program lose its identity as such because it ceases to be a sustaining program and finds a sponsor? Is the NBC Symphony under the sponsorship of General Motors any less a public service program because of such sponsorship? Chairman Fly of the FCC thinks so. He took the networks, particularly NBC, to task before the Senate Interstate Commerce Committee because of the limited evening time given to public service programs.

Yet, the NBC evening schedule abounds in programs which, even though they have sponsors, are public service programs of the highest order. To mention a few, there are "News of the World," "Cavalcade of America," "Voice of Firestone," "Telephone Hour," "Information Please," "March of Time," "Cities Service Concert" and "Hour of Charm." Each of these programs, in varying degree, definitely savors of public service.

Apparently it is the sponsorship of these programs which makes the chairman unhappy. Why, we cannot explain.

In truth, the radio industry, in increasing degree, is thoroughly conscious of its obligation to the public to expand its public service. Its record needs no apology.

RADIO IN THE POST-WAR WORLD

By NILES TRAMMELL, *President, National Broadcasting Company*

No writing of the history of this war will be complete without some recognition of the part played by the press and radio. Great metropolitan dailies and small weeklies, coast-to-coast networks and 100-watters in hamlets have devoted themselves unstintingly and unselfishly to the job facing us at the home front. These two great mediums of free speech are entitled to express some degree of satisfaction over their contribution.

Unfortunately, we are barely approaching the half-way point in the prosecution of the war. We cannot afford to relax, even momentarily, our devotion to the job ahead. The heartening news from all war fronts has given rise to increasing speculation as to the end of the war. This is understandable but regrettable. The sequence of victories tends to overshadow the grim business which faces us. Large-scale invasions, such as are now under contemplation, will exact a heavy toll of life. The imponderables of 1944 are many and complex. We still have a long, tortuous road to travel.

Under this stress of war, the broadcasting industry has risen to its greatest degree of usefulness. It is inextricably bound up in the war program. Yet progress and development of the art in the post-war world occupies the thoughts of the radio industry.

Television taxes the imagination and

challenges our ingenuity as nothing else has since the days of Mareoni. Today broadcasting is in its swaddling clothes; tomorrow will see the nation dotted with television stations broadcasting to every home by sight and sound everything in the realm of instruction and entertainment.

We shall see, as well as hear, great orchestras, fine drama, church services and athletic contests, variety shows and opera. We are about to enter a new era in which the poor and rich alike, for the modest price of a television receiving set, may be able to witness the happening of world events in their living rooms. Schools and colleges will use television in their curricula for better instruction in science, medicine and the arts.

A better world is ahead of us; a different world is not far distant. We need but one thing—the blessings of peace.

The scourge of war, with the great sacrifice of human life still to come, hangs over the world like an ominous pall. Yet, withal, we must prepare for the tomorrow when men have laid down their arms. It will be difficult to bind up the nation's wounds, to borrow President Lincoln's immortal words. But to a degree we can make life easier and better, economically and spiritually, by a devotion to the principles on which America was founded. Our job is to never lose sight of them.



CHRISTMAS, 1943, IN RADIO CITY

NEW STATE DEPARTMENT SERIES STARTS ON NBC

WASHINGTON.—One of the most significant programs of the new year is promised in "The Department of State Speaks," which is scheduled by the NBC Inter-American University of the Air for four Saturday evenings from January 3 to January 29.

In this striking new series, the State Department for the first time will use the medium of radio to tell the people how the vital government unit operates.

Every important member of the staff is scheduled to participate. Cordell Hull, the Secretary of State; Edward R. Stettinius, Jr., the Under Secretary of State; Assistant Secretaries of State Breckenridge Long, G. Howland Shaw, Dean Acheson and Adolph A. Berle, and other officers of the department will be heard.

Non-partisan in nature, the programs will emphasize the place of Congress in American foreign relations. Prominent members of Congress, both Democratic and Republican, also will take part.

These participants will explain the work of the State Department in the formulation of policies designed to promote international cooperation, security and well-being. The programs will emphasize new or little-known facts of the department's operations and interpretation of certain current developments.

"The National Broadcasting Company and its independent affiliated stations regard this distinguished series as a new contribution of radio to the public interest," said Niles Trammell, in announcing the series. "We believe that bringing to the people of the United States direct reports from the responsible officers who represent them in the important field of foreign affairs will aid immeasurably in the understanding of government. The NBC Inter-American University of the Air adds another important chapter in its contribution to adult education by radio."

The format of the series will be patterned after the highly successful "For This We Fight." After a brief dramatized opening, each of the speakers delivers a prepared address. These talks are followed by an informal, round-table discussion.

WAR TRAVELERS RETURN

Trammell and Royal Visited European and North African Battle Zones



NBC EXECUTIVES IN ITALY—Lieutenant-General Mark Clark of the American Fifth Army (at the left) is leading Niles Trammell, NBC president, and John F. Royal, NBC vice-president in charge of international relations (at right), up an Italian hill during the radio executives' recently completed tour of battle zones.

NEW YORK. — Looking fine and fit after a six-week trip to North Africa and the Italian battlefronts, Niles Trammell, NBC president, and John F. Royal, vice-president in charge of international relations, returned to their Radio City desks on November 24. One of the principal objectives of the executives' journey abroad was to study plans for the reopening of NBC offices in the occupied countries as soon as Allied troops clear them of enemy forces.

In a press interview a few days after their return, Trammell and Royal described the highlights of their trip, particularly their inspection of front lines north of Naples under the three-star guidance of Lieutenant-General Mark Clark.

Trammell reported that troops are anxious to get more radio news from home than our existing short-wave services presently are able to supply. As a move to meet this request, Trammell announced that he would discuss the subject with the State Department in Washington. Our soldiers, he learned, are hearing their

favorite comedians, such as Jack Benny, Bob Hope, and Fibber McGee and Molly, through the Army's own low-powered stations, but they are disappointed by the scarcity of domestic news transmitted to them while it is still news.

Both Trammell and Royal praised the amazing reconstruction carried out in much-bombed Naples by our American engineers. Less than six weeks after the city had been sacked and abandoned by the enemy, our troops had partially restored the lighting and water systems and had cleared away the shambles on the waterside so that ships could dock with much needed supplies.

During the six weeks, the two executives visited Casablanca, Tunis, Algiers, Bizerte, Naples, Salerno, where our forces established their first bridgehead; Bari, the scene of the recent destruction of 17 Allied ships by enemy bombers, and several towns northwest of Naples recently seized by the Fifth Army. They met General Dwight Eisenhower and spent four days with General Alexander.

SUCCESS OF TELEVISION, MENSER SAYS, DEPENDS ON PUBLIC'S RIGHTS AND INDUSTRIAL FREEDOM

CHICAGO.—Success of television depends upon the right given the public to choose its programs and the freedom given broadcasters to respect the public choice, C. L. Menser, NBC vice-president in charge of programs, declared December 2, in a talk before the Public Relations Clinic of the United States Savings and Loan League here.

Television, Menser pointed out, is an "established fact," and improvement in both the quality and quantity of current television programs is constantly taking place.

"Two things are worthy of note," Menser said. "The ultimate success of television, like that of radio, will be dependent upon public acceptance. Without that acceptance, it can have no real success. And it cannot have that acceptance unless the public is given the right to choose its programs and the broadcasters are given the freedom to respect the public choice. The second thing worthy of note is that television, like radio, will find its great fulfillment in the home. Whatever other uses it may have it will, I believe, find its greatest acceptance by the public as a device for use in the home. To that end, it will complement and fortify, rather than oppose or nullify, those contributions to the home life of America which have been made by radio. In this day and age that is an important fact."

Tracing the development of radio from the time of its invention, Menser stressed its importance as a factor indigenous to American home life. The great part it plays in American home life, he said, leaves the success of radio entirely dependent on public acceptance.

"I'm not sure," he added, "that fact has been properly taken into account. For there is nothing in the world as dead and useless as a radio set which isn't turned on. Devise all the programs you will; censure them or leave them uncensored; originate them through inspiration or through edict; they will be effective only if the radio is turned on. The fine ideas, the propaganda talks, a program content whatever it be, will be no more effective than the content of a book with muted

pages unless someone flips the switch."

American radio listeners, Menser said, "are hearing things which they have deliberately chosen to hear." He continued:

"In every family where a radio set is turned on, someone has by a deliberate and willful act walked over to the radio, thrown on a switch and tuned to a station which brings him the program he desired. And he knows when he does it that it will come to him free. That is the American system of broadcasting. There isn't anything like it in any other country in the world. It is truly the American system of broadcasting because under it the American people themselves decide what radio they want just as they decide what type of government they want or what type of homes they want. It will continue to be a truly American system of broadcasting only so long as it is allowed to remain responsive to the people it serves."

Menser pointed out that the American system of free broadcasting has eight listeners for every one listener in countries where broadcasting is under governmental control.

He concluded by saying that when the story of radio's contribution to the war effort is written, it will show "that this great youthful industry which grew up in a time of peace, like many a young American soldier on the field at this moment, has met the test of war."

WEAF's Mat Promotions

NEW YORK.—A weekly editorial feature, in mat form, written by Mert Emmert, Station WEAF's farm program director, is now being sent to rural and suburban newspapers. It is titled "The Modern Farmer" and deals with problems of special interest to tillers of the soil.

Another editorial mat feature issued by WEAF is "The Radio Scene," which gives a picture of what is happening in Radio Row—not only at WEAF but among the rival stations and networks as well. It is sent to rural and suburban newspapers every week.

NBC Script Writer's Music Book Gets Sixth Printing

NEW YORK.—David Hall, script writer on the "General Motors Symphony of the Air" and other NBC serious music programs, has just brought out a new edition of "The Record Book" published by Smith and Durrell. This is an enlarged edition of the book which he wrote in 1940. Its great popularity among music lovers and record collectors has brought it to its sixth printing.

The book performs a distinctive service to readers in that it not only lists



David Hall

recorded music, but reviews the works and also contains a running historical commentary on the compositions and performers. The supplements which have been published yearly since 1940 have been included in the new

edition together with a revised index. The book is designed either for straight reading or reference.

Still in his twenties, David Hall has achieved music prominence for his articles in musical publications and *The Saturday Review of Literature*, as well as his radio script writing. But it was not his original intention to devote his professional energies to music. He was taking his graduate work in psychology at Columbia, after graduating from Yale, when he concluded that psychology was not for him. His friend Norman Cousins, editor of *The Saturday Review of Literature*, suggested that he write a book on record-collecting. With his background in amassing a personal collection of 6,000 records, he had a head start.

Herrick Heads NBC GR

NEW YORK.—Dwight B. Herrick, assistant to the manager of NBC's public service department, has been appointed acting manager of guest relations. Herrick replaced Ted Thompson, who left December 5 for military service. At the same time, John D. Wahlstrom, assistant manager of guest relations, was named acting executive assistant manager.

SCIENCE MARCHES ON

Time Magazine, University of Rochester and Station WHAM Collaborate on Series Peeking Into the Future

ROCHESTER, N. Y.—In what is believed to be a new approach to the widely-discussed new developments in science, the University of Rochester began a new radio series on January 1, entitled "Time for Science." The programs are given in cooperation with Time Magazine and Stromberg-Carlson's Station WHAM.

The series presents "a realistic interpretation of the effects of scientific advances on everyday living," according to the announcement by Dr. Alan Valentine, president of the university.

Programs are directed by Dr. Gerald Wendt, science editor of Time, Inc., nationally known writer on scientific subjects, former professor of chemistry and director of science and education for the recent New York World's Fair. Dr. Wendt comes to Rochester each Saturday from New York City to take part in the programs.

Participants include members of the university's faculty who have won fame in chemistry, physics, optics, radiology, medicine, engineering and other sciences, as well as men who are outstanding in industrial research and production in Rochester and other parts of the nation. Sociologists, ministers and educational leaders also will be among those invited to appear on the programs.

Avoiding technical discussions, the broadcasts seek to make the results of scientific developments clear and down-to-earth.

The purpose, Dr. Valentine explained, is not to predict what form new automobiles and planes, homes and household equipment, radio and electronics will take when peacetime industrial production is resumed, but rather to determine the effect of inevitable changes in these and other fields on the daily lives of the rank and file of the nation's population—farmers, housewives, factory workers, clerks, stenographers, businessmen, laborers, and others.

It is not a "round-table" discussion program, but a lively, chatty broadcast along new lines, using dramatic incidents and other devices to make it stimulating. A clearcut summary is planned at the end of each program to leave the lis-



MEN BEHIND THE SCIENCE SERIES—Left to right: Dr. Gerald Wendt, science editor of Time, Inc.; Dr. Alan Valentine, president of the University of Rochester, and William Fay, vice-president of Stromberg-Carlson and general manager of WHAM.

teners with the feeling that they have received some positive ideas.

Dr. Valentine conceived the idea for the "Time for Science" broadcasts as a new approach to a subject on which there has been much contradictory conjecture. While there has been endless discussion in newspapers and magazines and on the radio over whether post-war automobiles would be radically different in design and capable of going 150 miles an hour on super-highways, or whether every family would have its own airplane, there has been no attempt to analyze the economic, sociological, educational and psychological impact of changes that are bound to come in many directions as a result of the vast strides made by science in recent years, he said.

"Some developments in science will solve age-old problems," Dr. Valentine pointed out. "Others will bring new problems. If the effect of the changes is foreseen, the new products of science may be used to enrich the lives of all. In the past, scientific achievements have outstripped men's capacity to harness them for the benefit of humanity. Most of the amazing new discoveries are now being used as weapons of destruction against our Axis enemies. When peace comes, these discoveries may be used as weapons against disease, poverty, unemployment, and distress of every kind, if we are prepared to employ them properly."

Dr. Wendt and executives of Time Magazine and Station WHAM to whom

Dr. Valentine submitted his proposal for the broadcast series were immediately enthusiastic over the possibilities for an outstanding educational service. As a result, a collaboration was agreed upon by which the facilities of the university, Time and WHAM are available to produce the programs.

Radio Accounting Chapter Written by WSYR Treasurer

● SYRACUSE, N. Y.—N. L. Kidd, treasurer of WSYR, is author of a chapter on radio accounting in the new "Handbook of Accounting Methods" recently released by the D. Van Nostrand Publishing Company.

Under the heading, "Accounting for the Radio Industry," Kidd gives a brief description of the business, theory of accounts, accounts required, chart of accounts and the numerical and book-keeping methods peculiar to the radio industry.

Before becoming associated with WSYR, Kidd was on the accounting committee of the National Association of Broadcasters and in that capacity was instrumental in effecting the brevity of the Federal Communications Commission's annual questionnaire. For many years he was connected with the New York City accounting firm of Haskins and Sells, and later was senior partner in the firm of Kidd and Frances, also of New York City.

NEW INTERNATIONAL SALUTES ACCORDED TO MAESTRO ARTURO TOSCANINI

NEW YORK. — Russia's appreciation of Arturo Toscanini's aid in the war against the Nazis is being demonstrated in Moscow with an exhibition in the House of the Red Army, the maestro recently learned through the the Soviet Embassy in Washington.

The conductor of the NBC Symphony Orchestra was presented with photographs of two exhibition panels containing portraits of himself as well as a picture of NBC's famed Studio 8-H at Radio City "in which for the first time in America," the Embassy pointed out, "was performed Shostakovich's Seventh Symphony." That program was dedicated to an appeal for the Russian War Relief.

One of the panels also contains a photograph of Leopold Stokowski, who is sharing the "General Motors Symphony of the Air" podium with Toscanini this season. Stokowski conducted subsequent performances of the Shostakovich Seventh with the NBC Symphony and other prominent orchestras.

Toscanini was advised that the exhibition already has been running for several months "and has been a great popular success."

The Soviet Embassy also acknowledged the all-Russian program presented by Toscanini and the NBC Symphony on November 7, and expressed "cordial thanks" for the maestro's "friendly feelings toward our country."

The maestro was also honored recently in Italy after the fall of Mussolini. According to a Milan newspaper photograph that reached Toscanini through an American Army officer, the La Scala Opera House was bedecked with signs pleading "Return, Toscanini!" and "Long Live Toscanini!" A reproduction of the photo appears on this page. Since the picture was taken, it was revealed that the famous old La Scala, where Toscanini ascended to world fame, was blasted by Allied bombs.

Maestro Toscanini has made news headlines on many occasions for his musical assists to the Allies. His programs have spoken out eloquently in musical pleas for tolerance and freedom from oppression. Also, his five War Bond concerts in 1943 yielded big returns to Uncle Sam's war chest.



The La Scala Opera House, Milan, Italy, bedecked with signs calling for Toscanini's return and wishing him a long life.

NEW YORK.—Selections from NBC Symphony Orchestra broadcasts under the baton of Arturo Toscanini are included in the V-Discs being routed to military posts in various parts of the world by the Music Section of the Special Services Division of the United States Army. In addition to this official government use of Toscanini recordings, the maestro has further aided fighting forces' morale by several donations of albums to Armed Forces Master Records, Inc., for distribution to Army and Navy posts and bases.



Photo shows the exhibition panel at the House of the Red Army in Moscow paying respects to Arturo Toscanini for his aid to America's fighting ally.

Wartime Assignment



Annora Dunnaway is KPO's first woman studio engineer. She hails from Lawrence, Kansas, where she acquired her third class operator's examination. Annora, who is married to a childhood sweetheart, now in the South Pacific, has worked both local and net shows. She finds the men engineers very cooperative and not a bit resentful of women being operators. Someday, she and her fighting husband plan on buying a ranch in California and settling down. But right now both the Dunnaways have a job to do. Hubby on the front lines and wife helping out the man power shortage at home. Mrs. Dunnaway is just 21 years of age. Three weeks after their wedding, she was waving good-bye to her husband as he sailed through the Golden Gate on one of Uncle Sam's fighting ships.

NEWS FROM HOME

NEW YORK.—Short Wave Mike, a bulletin of news items about the NBC international division's personnel and programs, is being distributed by the division to former employees now in Uncle Sam's armed forces.

Suggested by Manager Fred Bate, the bulletin is edited by Corporal Leonard Allen, now assigned to Headquarters, Second Service Command, Governor's Island, New York, and Miguel Albornoz, of the international division. Short Wave Mike will be published twice monthly. Staff for the bulletin includes: Aurora Dias, Natalia Danes, Walter Law, Herman Rogers, Bob Lochner, and Larry Ruddell, all of the international division.

NBC PUBLIC SERVICE SERIES COMBATS JUVENILE DELINQUENCY; MANY ORGANIZATIONS COOPERATE

NEW YORK.—Ten of the most important of the nation's voluntary youth organizations, with a total youth membership in excess of 31,000,000, will cooperate in a new 13-week series, "Here's to Youth," which starts on NBC January 15.

Although the mounting number of juvenile delinquency cases continues to concern most American families, this series will address itself to the broader, more inclusive picture of American youth in wartime. The series will portray, among other things, the methods which youth itself is employing to meet the challenge of delinquency.

Each of the organizations cooperating with the NBC Public Service Department is prepared to do an outstanding job of promotion for affiliated stations which carry the program. Parades, listening groups, poster contests and similar tieups have been planned.

Listed alphabetically are the cooperating organizations: American Junior Red Cross, with 17,000,000 young members; Boys' Clubs of America, 250,000; Boy Scouts of America, 1,600,000; Camp Fire Girls, 321,000; Girl Scouts, 816,000; Jewish Welfare Board, 410,000; National Catholic Welfare Conference, 5,000,000;

National Council of Young Men's Christian Associations, 2,500,000; National Federation of Settlements, 180,000, and Young Women's Christian Association, 3,000,000.

Dr. James Rowland Angell, NBC public service counselor and president emeritus of Yale University, sounded the keynote for the series when he said: "The importance of putting these programs on the air is not open to debate. However, I wish to make it clear that while the distressing increase of juvenile delinquency creates an urgent problem for the organizations cooperating in the production of these programs, these groups conceive their objectives in broad, constructive terms which include every important phase of mind, body and spirit.

"These voluntary organizations," he continued, "realize from their experiences that in training young people to be healthy, happy, intelligent and patriotic citizens, they also develop sound character while preventing moral shipwreck and social disintegration. But it is by keeping their gaze fixed on the affirmative, constructive aspects of the task that success is achieved, not by focusing attention primarily on human failure. These programs will reflect that attitude."

Atlantans Abroad



Wright Bryan (left), Atlanta Journal managing editor now on assignment in London, and Eddy Gilmore, UP correspondent now in Moscow, are pictured at WSB (Atlanta) in an interview just prior to their individual departures to Europe. A WSB commentator, Bryan is continuing his weekly radio program by transcriptions while overseas—broadcasting a 15-minute show over BBC.

KGW Souvenir Booklet

PORTLAND, ORE.—Station KGW has distributed 105,000 listener promotion booklets to Oregon homes.

The book contains 24 pages and is printed in four colors. It features program schedules, pictures of stars of NBC and local programs, and a brief history of KGW's 21 years of operation.

Advance notice of the distribution was given in two half-page advertisements in *The Portland Oregonian*, as well as numerous smaller ads. Many spot announcements were made. The book was so well promoted that several requests for copies were received from distant points.

Copies also went to agencies of all NBC shows, along with a personal letter from Arden X. Pangborn, KGW's managing director.



Jim Wells, sports announcer at WBEN in Buffalo, N. Y., until he became an ensign in the Navy, drops in at the studio and is interviewed by his successor, Van Patrick.



Mrs. Mark Clark, wife of the commander of the Fifth Army, is interviewed by Elizabeth Hart of Station WMAQ, Chicago.



WAVE (Louisville) sworn into the WAV on the "Navy Blue"



In this instance the fate of Turkey will not be decided by international diplomacy as this gobbler seems on the way to dismemberment by sheer force. Contesting WSYR (Syracuse, N. Y.) officials are E. R. Vadeboncoeur, assistant to the president, and Treasurer N. L. Kidd. Fifty-two of the holiday birds were passed out to station employees.



Conductor Leopold Stokowski of the breaks his rule of not making entertain wounded servicemen at the stands Al Pearce, noted



Director Jack Stapp (center) of WSM, Nashville, leaving for overseas duty with the OWI, is bade Goodspeed by (from left) his successor, Ottis Devine; George Reynolds, chief engineer; Harry L. Stone, general manager, and George Dewey Hay, Solemn Old Judge of Grand Ole Opry.



Amos (center) 'n' Andy (right) show their invention, the "Where-Is-I-At? System," to NBC Engineer Harry L. Bryant at Hollywood's Radio City. The system is a cue box equipped with colored lights to eliminate producer's hand signals on show timing.



A new production WK Wis... is a v highlights gran



ist Allen Christen is lieutenant F. A. Hardy am of the station.



Dorothy Sundstrom, nurse at Chicago NBC studios, doffs her whites to don a Navy ensign's blues.



Colonel Ed Kirby, director of the radio division of the Bureau of Public Relations, War Department, and former publicity chief of WSM, visits his old office at the Nashville station.



General Motors Symphony of the Air" on a concert day when asked to payan in San Francisco. At his right who assisted in the sun.



Rehearsal of the Nott Terrace High School Glee Club was broadcast over WGFM, General Electric f.-m. station in Schenectady, N. Y., as part of the nine-stop radio tour of wartime Schenectady in celebration of the station's third birthday. Announcer Hubert Wilke (right) and Newspaper Columnist "Spec" Fowler are at the mike.



feature of La Crosse, card listing day's pro- ple.



A radio commentator's wife faces the microphone. Mrs. George Fielding Eliot (left), wife of the war analyst, is interviewed by Lora Price, director of the KOA (Denver) Home Forum.



Here's Kleve Kirby "firing" his nom de radio of "Cleve Conway." He assumed the alias when he came to NBC, Chicago, as an announcer in 1939 because Durward Kirby was also an announcer. Durward moved to the Blue and Kleve cleaved his assumed monicker.

H. V. K. HOME AGAIN

NBC Commentator Makes Swift Round Trip to South Pacific War Zone

NEW YORK.—H. V. Kaltenborn, NBC's noted news commentator, recently returned from an inspection trip of Pacific fighting fronts under the auspices of the United States Navy. He returned more convinced than ever that victory in the Pacific will be a long, hard struggle.

During his brief tour, Kaltenborn spoke to every important commanding officer in the Southwest Pacific, including General Douglas MacArthur, Admiral Chester W. Nimitz and Admiral William F. Halsey. At Bougainville, Kaltenborn moved directly into the front lines where, as he put it, he could "smell the Japs."

Kaltenborn left New York believing the war against the Japanese would be over in 1945; he returned convinced that victory would not be achieved before 1946 at the earliest. While on his tour, Kaltenborn heard many a United States Marine chant the slogan, "The Golden Gate in '48," but he believes the Marines are a bit pessimistic.

Kaltenborn visited every one of the important islands in the Solomons and shared the hardships of the troops. He waded through muck deeper than his knees and dived into fox holes during two air raids.

The next two years will be largely a naval and air show in the Pacific, Kaltenborn believes, but the final blow may have to come from land troops.

Among his other conclusions from the trip is that General MacArthur is not, and will not be, a Presidential candidate in 1944. MacArthur, Kaltenborn says, has his heart and mind set on the reconquest of the Philippines and this cannot be accomplished in time for MacArthur to be a candidate, or to serve if elected.

Kaltenborn was escorted on his trip by the SCATS and NATS (Southern Pacific Combat Air Transport Service and Navy Air Transport Service). It was the NATS who arranged for him to go out on a night mission in Empress Augusta Bay on a PT boat.

He traveled on a route which no war correspondent had followed before. Before leaving, he climbed into the official Navy war correspondent's uniform—the second time in 45 years he has worn a uniform of the United States armed

forces. Back in 1898 Kaltenborn was first sergeant of Company F of the 4th Wisconsin Volunteers.

He was a war correspondent in those days, too, and covered regimental activities for the Milwaukee Journal, the Merrill (Wis.) Advocate and the Lincoln County (Wis.) Anzeiger, a German language newspaper. It seems a top kick had time to dash off stories during the Spanish-American War.

His latest trip was the fourth journey through key war areas which Kaltenborn has undertaken in the past 15 months. Although he usually sets out with a definite itinerary, the veteran broadcaster frequently pops up in unexpected quarters of the globe.

Last February, he went for a trip as guest of the Army Air Transport Command, to cover developments in Cuba, Puerto Rico, Brazil, Trinidad, the Canal Zone and Mexico. But when he got down to Natal, he suddenly decided to take a quick look at the African scene. So he flew to the African Gold Coast, spent about 12 hours there speaking to Lord Swinton and American and British commanding officers, and returned by plane to continue on his scheduled journey.

In August of last year, he broadcast one Sunday over the NBC network from Radio City in New York and surprised everybody by showing up in the BBC studios in London the next day.



H.V.K. IN SAN FRANCISCO—Passing through the Golden Gate City, the commentator (right) visited John W. Elwood, general manager of Station KPO.

Up-to-Minute War Films Thrill Video Audience

NEW YORK.—Official Army films of the recent Cairo and Teheran conferences between President Roosevelt, Marshal Stalin, Prime Minister Churchill and Generalissimo Chiang Kai-Shek, followed by a film of the landing of our troops on Tarawa atoll in the South Pacific, were televised over NBC's television station WNBT on December 13.

It is estimated that these news features, distributed to the television studio at the same time they were made available to theatres, were viewed by audiences sitting before 4,000 television receivers in the metropolitan area. In addition, WNBT's signals were picked up by WPTZ, Philadelphia, and rebroadcast to television set owners in that city.

This telecast established a new "first" for NBC. C. L. Menser, vice-president in charge of programs, who arranged for the showings, disclosed that similar up-to-the-minute reels will be transmitted by WNBT in coming weeks.

"These reels," he said, "point the way to television's possibilities. After the war, when television has hit its stride, NBC will have its own newsreel cameras alongside those of the film companies and newsworthy scenes will be rushed to the air."

Looking still further ahead, Menser added that ultimately NBC cameras will be spotted in all important news centers and the pictures will be telecast even as the event is taking place. History-in-the-making will be a regular highlight.

WBZ Boosts School Sports

BOSTON, MASS.—Outstanding Massachusetts schoolboy football players were recently selected by Irving D. "Bump" Hadley—former New York Yankee star who is heard regularly as a WBZ sportscaster—as members of his All-Scholastic Football Team for 1943. During his final "Saturday's Children" broadcast for the 1943 season, "Bump" made the formal presentation of certificates to his All-Scholastics. So successful—in both program and promotional ways—was the broadcast that the selection of the All-Scholastic Team will be made an annual feature of the program.

Newsman Mueller Returns For U. S. Lecture Series

NEW YORK. — Merrill Mueller, NBC foreign correspondent, holder of the Order of the Purple Heart, veteran of a thousand air raids, has returned to the United States and, as *The Transmitter* went to press, was about to leave on a lecture tour.

Mueller was in the London blitz and was with the American troops when the North African invasion got under way at Algiers. He followed the campaign up the African coast until it ended with the surrender of Axis forces at Tunis and Bizerte.

He was in the first wave of American soldiers to land on Sicily, wading the last half-mile with his typewriter held over his head, as the German planes splattered bullets at the invading forces.

Mueller had many narrow escapes. Twice his home in London was blasted away in raids. He was struck in the left leg by a piece of shrapnel and once, while a plane in which he was a passenger was taking off, the wing was sheared away at the tip, but the pilot managed to bring the craft down safely.

NBC Pianos Go Off to War

NEW YORK. — Three upright pianos that sat in NBC staff composers' and conductors' rooms at Radio City for many seasons are off to the wars. The vertical 38-noters that were on deck many seasons tapping out old tunes for batoneers and new ones for composers will soon be played overseas by Uncle Sam's fighting men.

When new verticals were ordered for behind-the-scenes radio tasks at NBC, Samuel Chotzinoff, manager of the NBC music division, and Ernest La Prade, director of music research who supervises NBC-owned instruments, decided the old uprights—in excellent working condition—might fit in with Army recreation needs.

The offer was made to the Army Special Service Division and a sergeant arrived at Radio City to see if the instruments met the War Department's specifications. They came through with a I-A rating and were promptly inducted.

The first of the three pianos is "in the Army now"; the remaining pair awaits arrival of civilian Steinway replacements before going into action.

WLW EXECUTIVE, BACK FROM ENGLAND, SAYS NEWSCASTING IS RADIO'S BIGGEST WAR JOB

CINCINNATI, O.—The news job that radio is doing in the United Kingdom is without doubt its greatest contribution to the war effort, according to George C. Biggar, administrative assistant to the general manager of station WLW, who spent November in England and Scotland.

"Of course BBC and radio are synonymous terms over there," he said. "It was noteworthy in hotels and in homes that news tune-in was far greater than that for entertainment," declared Biggar. "I found the BBC news-room to be well-staffed, the personnel and routine set-up being modeled after that of a metropolitan newspaper."

Biggar was especially interested in noting the large staff of newscasters on BBC's international short wave service. Upwards of 43 men transmit news in as many languages and dialects of various nations. For instance, news is broadcast in eight different dialects to the people of India.

"Official advice on food rationing and the food production program is broadcast on regular schedules daily or weekly," he explained, "these services being handled by officials of the Ministries of Food, Health and Agriculture. Without doubt radio does a big job in keeping the people informed of these important projects supervised by the government."

"I was also impressed by the almost exclusive use of women as control operators and of the many women used as writers and producers to replace men in military service."

While in the United Kingdom, Biggar observed the farm production program and food rationing systems, transmitting eight interviews on these topics to WLW through BBC facilities.

He also discussed the WLW news service from London with Leo Dolan, INS bureau chief and the station's London correspondent.



COVERING THE WAR.—News and radio executives shown discussing news service from the European theater of war in the International News Service Bureau in London. Left to right are Barry Faris, INS editor-in-chief; George C. Biggar, administrative assistant to the general manager of station WLW, Cincinnati, and Leo Dolan, bureau manager for INS in London, and WLW's correspondent in the British capital.

School Bell Rings Again For N. Y. NBC Employees

NEW YORK.—Beginning this month, NBC will inaugurate the second season of employee group instruction in announcing, sound effects, production and script writing, C. L. Menser, NBC vice-president in charge of programs, announced.

According to Menser, this year's curriculum will embody several changes based on experience gained in the first series conducted last spring. All enrollees will register for the primary class or classes of their choice. After three or four weeks in these fundamental groups, students who qualify will be promoted to advanced classes. Remaining students will continue in the primary classes for the full course of at least 12 weeks, after which, if conditions warrant the extension, instruction will continue for an additional 12-week period.

Announcing classes will be headed by Pat Kelly and Jack Costello. The sound effects instructor is Fred Knopfke. Wynn Wright heads production and Lewis Titterton conducts the sessions in script writing.

"Employee program groups," Menser explained, "were instituted originally with two main objectives: 1—The project permitted us to establish closer relations with our employees by offering them opportunity to develop latent talents in several important departments of broadcasting; 2—By training personnel in this manner, NBC would be in a position to supply accomplished technicians to member stations of the network most of whom are troubled with serious man-power shortage. Several graduates of the first course found immediate employment at network affiliates."

Directing the courses under the general supervision of Menser are Ernest de la Ossa, NBC personnel director, and Garnet Garrison, assistant to the eastern production manager.

Erratum

In the last issue of The NBC Transmitter, a caption referred to Jan Masaryk as president of the Czechoslovakian Government-in-Exile. His correct title is Vice-Premier and Minister of Foreign Affairs of the Czechoslovakian Government in London.

In New NBC Post



Horton H. Heath, who has been named assistant to Frank E. Mullen, NBC vice-president and general manager. Heath comes to the network from RCA, where he was director of advertising and publicity. A graduate of Harvard, Heath has been with RCA since 1936. Prior to that, he served on the editorial staff of The New Yorker. Orrin E. Dunlap, Jr., manager of the RCA information department, was advanced to the RCA post vacated by Heath.

WHAM All-Navy Show on Air From Sampson, N. Y., Base

ROCHESTER, N. Y.—The all-Navy show, "Mission Accomplished," sponsored by the Stromberg-Carlson Company was recently launched on WHAM.

The program originates in Sampson, N. Y., where the second largest naval training station in the world is located.

Each week an incident in naval history, or present war operations, is dramatized and tribute is paid the men involved. The cast is made up entirely of Navy personnel. In many cases the persons involved are put on the air. There are many present-day nautical heroes at the base and their stories reflect "history in the making."

For the lighter side of the program, music is furnished by the Sampson orchestra under the direction of Art Jarrett, the vocalist and orchestra conductor of civilian fame.

The program is put on in the main auditorium at the Naval Base before a capacity audience of 2,500 bluejackets.

On each program, Stromberg-Carlson gives War Bonds to five outstanding men.

Experts Added to WTAM's Service Program Staff

CLEVELAND.—WTAM, NBC's managed and operated outlet here, has added two nationally-known personalities to its service program staff. They are Jean Colbert, network actress, women's commentator and writer, and Edward H. Faulkner, experimental farmer and author of the best-seller "Plowman's Folly."

Miss Colbert, who becomes director of women's activities at WTAM, is a veteran of 11 years in broadcasting. As a radio actress she has appeared on many dramatic network shows produced in New York and Hollywood. As a women's commentator, she was selected by the Mexican Government last summer as a representative American "woman-in-radio" to participate in a program of "good neighbor" activities.

Faulkner, WTAM's new farm editor, has a farm near Elyria, Ohio, is a former teacher of agriculture and a one-time county farm agent in Kentucky. His book, which extols the theory that plowing is responsible for erosion and most other ills of the soil in this country, has been widely publicized in Time Magazine, Reader's Digest and other national publications.

Car Card Salute

PORTLAND, ORE.—Rollie Truitt, sports announcer and director of public relations for radio station KGW was recently named Portland's "Citizen of the Week."

Each week, the Portland Traction Company chooses one of the city's outstanding persons who is contributing to war-time living, names him or her "Citizen of the Week" and publicizes the choice on its streetcar and bus cards.

Truitt was named after finishing his 14th year of broadcasting Pacific Coast League baseball, and being instrumental in the sale of many War Bonds to baseball fans.

The car card salute read: "For 14 years Rollie Truitt's voice has taken sports to the homes of shut-ins and others unable to attend games. He was instrumental in selling \$300,000 worth of War Bonds to baseball fans during the baseball season."

NBC DATA QUINTET KNOWS ALL THE RIGHT ANSWERS

NEW YORK.—Perhaps the most valuable space per cubic foot in all Radio City's sprawling vastness is tiny Room 958, sole repository of the only complete record of NBC program histories, speakers and artists.

The program analysis section of the research division—a branch of the advertising and promotion department—headed by Miriam Hoffmeir, has, since 1930, read or heard every NBC program which has gone out over the air waves. Their files include cards for every program, every artist, every speaker and his topic, and every client, heard over NBC in the past 13 years. To this end the five members of the department are on duty officially from 9 to 5, unofficially all the hours that programs are on NBC, checking and rechecking.

Miss Hoffmeir, who became the second member of the department when she arrived in 1933, has survived serenely the refined madhouse atmosphere in which she works. She lists the following qualifications for job-seekers there: a good disposition (the reporter prefers the word "saintly"), an ability to concentrate, a good cultural background, a keen interest in current affairs, a reporter's training—or outlook at least. The novice then requires a six-month training period in the infinite intricacies of program analysis.

The department has assisted the Library of Congress in recordings for their files and has provided vital information for other governmental agencies. FBI investigators and even the income tax man have found their files helpful. Actors drop by to refresh their memories on what parts they played years back; news commentators check up on what they said last week—or last year.

Funniest experience Miss Hoffmeir recalls is the time a distracted mother held a howling child to the phone for consolation because he had not yet received the trophy offered in a children's program. Most poignant was a sister's request for the recording of a pickup from Libya in which her brother had been interviewed following an air raid over Vienna. He since had been reported missing in action,

TELEPHONE CALL TO KDKA STARTED CITY'S SERVICEMEN ENTERTAINMENT PLAN

PITTSBURGH, PA.—The cordial hospitality and extensive program of entertainment now afforded soldiers, sailors and marines stationed in the Pittsburgh district is primarily the outgrowth of the early endeavors of Shirley Leiser, of the KDKA music library.

Service men who laud Pittsburgh's "homyness," ornate USO Canteen, and regular schedule of informal social events, little realize that they crystallized from a telephone call to KDKA early in 1942.

At that time KDKA was requested to furnish entertainment for soldiers whose week-end confinement at the Logan Armory induced untold loneliness. Due to Miss Leiser's association with the artists' service bureau, the task was given to her.

Assembling several KDKA entertainers and musicians—all of whom volunteered their services—Shirley arranged and supervised the inaugural evening of leisure. It was not a pretentious affair but nevertheless brought a laudatory response from the soldiers in attendance.

Foreseeing an opportunity of doing a genuine patriotic service on the home front, Miss Leiser then solicited the cooperation of all of Pittsburgh's radio sta-

tions. Soon the Army's Special Service Department confronted her with a plea for dancing partners for the soldier boys. With that Shirley and her little group sought the collaboration of department stores and large companies in the Pittsburgh district.

Today there are 70 groups embracing 2,000 girls from many Pittsburgh concerns, devoting one or more evenings weekly to helping entertain the service men. They are governed by scheduled assignments to social functions at the various nearby military encampments.

It was this praiseworthy effort on the part of KDKA's Shirley Leiser and her little group to "make soldier boys feel at home in Pittsburgh" that lent inspiration to the idea of a USO canteen in Pittsburgh. The canteen supported by the Variety Club is regarded as one of the finest in the country.

There Shirley is one of the four-person junior hostess committee which selects the hostesses, schedules hundreds of girls weekly for the social affairs outside the canteen, arranges for their transportation and cares for countless details related to the commendable plan.

Denver Religious Series



Clarence C. Moore, KOA program director, is pictured with Father John Cavanagh and Father Edward Breen, Associate Editors of *The Denver Catholic Register*, who answer listener queries on "Ask and Learn." The Catholic Archdiocese of Denver presents the program designed to answer questions on religious belief, practice, and worship every Sunday evening over KOA. "Ask and Learn" is a program of information on the Catholic religion primarily, but questions from KOA listeners regarding religion in general are answered.

COMMITTEEMEN NAMED

NEW YORK.—In balloting held during the past month, the following representatives of NBC's affiliated stations were elected to the 1944 Stations Advisory Committee:

District	Name	Station
1	Paul W. Morency	WTIC
2	G. Richard Shafto	WIS
3	James D. Shouse	WLW
4	H. W. Slavick*	WMC
5	Stanley Hubbard	KSTP
6	Edgar Bell*	WKY
7	Richard Lewis*	KTAR
8	Arden X. Pangborn	KGW

* New member.

The committee meets in New York early in January to elect a new chairman.

23 Years of Broadcasting Covered in NBC Booklet

NEW YORK.—The 23 years of radio's colorful progress from a "toy" to an industry that supplies entertainment, instruction and news to 32,000,000 homes in America yield the interesting facts for a 24-page illustrated booklet titled "What Goes On Behind Your Radio Dial," published recently by NBC's promotion department.

In its close-cropped pages (an economy measure carried out to conform to WPB suggestions), the reader is carried from the first pre-scheduled broadcast in 1920, through the formation of the pioneer network in 1924 and up to the present coast-to-coast coverage supplied by NBC's 141 outlets.

The booklet also lists some of the outstanding contributions to education, entertainment and public information made by both commercial and sustaining programs and includes a description of the world-wide news gathering system operated by NBC.

Because of the early demand for the booklet, an original press run of 25,000 copies already has been followed by an additional order for 50,000. Of this total, 25,000 will be distributed by NBC's information department, 15,000 will go to affiliated stations and 7,000 have been allocated to Mrs. Doris Corwith for her use while addressing groups as NBC's public service department lecturer.

C. P. Hammond Named Head of NBC Advertising-Promotion

NEW YORK.—Charles P. Hammond has been appointed NBC director of advertising and promotion.



Charles P. Hammond

For the past year, Hammond has been administrative assistant to Brown, who left NBC on January 1 to become advertising director for the RCA-Victor Division, Camden, New Jersey.

Following his graduation from Cornell in 1931, where he was a member of Zeta Psi fraternity, Hammond was associated successively with the editorial staffs of The New York World, The New York Post and The Literary Digest, before going to the Bureau of Advertising of the American Newspaper Publishers' Association. At the bureau, Hammond was promotion manager for two years and then became assistant to the research and promotion director, a post he held until January 1, 1943, when he came to NBC.

CHICAGO.—Almost 50 per cent of the student body available for employment on completion of the second annual NBC-Northwestern University Summer Radio Institute has been given air jobs.

St. Louis War Plant Uses KSD for Employee Program

ST. LOUIS, MO.—KSD programs to build morale of employees at a local war plant and to recruit new workers succeeded in one aim almost immediately. The first few programs brought in so many job applications that the sponsor stopped the appeals temporarily.

The thrice-weekly series for the Knapp-Monarch Company is a result of KSD's campaign to put local sponsors behind war effort shows.

The 15-minute Knapp-Monarch programs feature Russ David and KSD's 11-piece staff orchestra, which is featured on NBC's "St. Louis Serenade." Scripts for the shows link reports of the sponsor's employees now in the armed services to notes on important work done by those who remain on the production line.

The sponsor has played KSD transcriptions of the programs on the factory p.a. system during the lunch hour.

The programs' appeal for new workers stressed that Knapp-Monarch Company employees have good transportation, chances for "learning while earning" and for advancement, and above all an opportunity to do an important job and to stay on after the war, when the firm reverts to the manufacture of electrical appliances.

As institutional advertising, KSD's new shows spread the Knapp-Monarch name before the potential post-war market.

STATIONS FEATURE ADDITIONAL WINDOW DISPLAYS FOR NBC PARADE OF STARS



Left: Fibber McGee and Molly, winners of Radio Daily's award as one of the year's top radio comedy shows, were featured in a recent window display of the Schirmer Drug Company in Saginaw, Mich., where WSAM airs NBC programs. Center: KDYL in Salt Lake City promoted the Parade of Stars exhibit tied in with recording sales. Right: Park and Shop Supermarkets in Saginaw featured the NBC transcribed "Happy the Humbug" WSAM series in connection with their daily awards of Christmas food baskets.

NBC RUNS TRUE TO FORM IN WINNING TOP HONORS IN NEW POLLS

CLEVELAND PLAIN DEALER POLL

FAVORITE PROGRAMS

7 out of 10 on NBC!

Kraft Music Hall (Kraft Cheese Co.)
Chase & Sanborn Hour (Standard Brands)
Red Skelton (Brown & Williamson)
Sealtest Village Store (Sealtest, Inc.)
The Great Gildersleeve (Kraft Cheese Co.)
Bob Hope (Pepsodent Co.)
Fibber McGee & Molly
(S. C. Johnson & Son)

FAVORITE DRAMATIC SERIES

5 out of 8 on NBC!

One Man's Family (Standard Brands)
Light of the World (General Mills)
Those We Love (General Foods)
The Aldrich Family (General Foods)
Mr. District Attorney (Bristol-Myers)

FAVORITE LIGHT & SEMI-CLASSICAL MUSIC PROGRAMS

6 out of 9 on NBC!

American Album of Familiar Music (Bayer Co.)
The Telephone Hour (Bell Telephone)
Fred Waring (Liggett & Myers)
Waltz Time (Phillips Chemical Co.)
Voice of Firestone (Firestone)
Hour of Charm (General Electric)

FAVORITE WAR PROGRAMS

3 out of 3 on NBC!

The Army Hour
March of Time (Time, Inc.)
University of Chicago Round Table

FAVORITE EDUCATIONAL PROGRAMS

3 out of 4 on NBC!

Information Please (H. J. Heinz Co.)
University of Chicago Round Table
March of Time (Time, Inc.)

FAVORITE COMEDIANS

5 out of 7 on NBC!

Bob Hope (Pepsodent Co.)
Red Skelton (Brown & Williamson)
Edgar Bergen (Standard Brands)
Hal Peary (Great Gildersleeve)
(Kraft Cheese Co.)
Fibber McGee (S. C. Johnson & Son)

FAVORITE MALE SINGERS (classical)

3 out of 3 on NBC!

Richard Crooks (Firestone)
John Charles Thomas (Westinghouse)
Frank Munn
(Bayer Co. & Phillips Chemical Co.)

FAME-MOTION PICTURE DAILY POLL

CHAMPION OF CHAMPIONS

3 out of 3 on NBC!

Bob Hope (Pepsodent Co.)
Jack Benny (General Foods)
Bing Crosby (Kraft Cheese Co.)

FAVORITE SYMPHONY CONDUCTORS

3 out of 3 on NBC!

Arturo Toscanini (General Motors)
Frank Black
(General Motors & Cities Service)
Leopold Stokowski (General Motors)

FAVORITE DRAMATIC SERIES

(same cast)

3 out of 3 on NBC!

One Man's Family (General Foods)
The Aldrich Family (General Foods)
Mr. District Attorney (Bristol-Myers)

FAVORITE COMEDY SHOWS

3 out of 3 on NBC!

Bob Hope (Pepsodent Co.)
Jack Benny (General Foods)
Fibber McGee & Molly
(S. C. Johnson & Son)

FAVORITE COMEDIANS

Top 2 on NBC!

Bob Hope (Pepsodent Co.)
Jack Benny (General Foods)

FAVORITE COMEDIENNES

Top 2 on NBC!

Joan Davis (Sealtest, Inc.)
Fanny Brice (General Foods)

FAVORITE MALE SINGERS

(classical)

Top 2 on NBC!

John Charles Thomas (Westinghouse)
Richard Crooks (Firestone)

FAVORITE QUIZ SHOWS

Top 2 on NBC!

Information Please (H. J. Heinz Co.)
Truth or Consequences (Procter & Gamble)

TOP SIX COMMERCIAL SHOW RATINGS IN RADIO DAILY POLL GO TO NBC PROGRAMS

NEW YORK.—NBC programs took the first six places among the Best Commercial Shows in Radio Daily's annual poll of radio editors, and NBC entertainers were the top four in the Best Entertainers' classification, with a total of seven out of 10 in this latter group.

Bob Hope's show was voted best, followed by those of Jack Benny, Bing Crosby, "Information Please," "Fibber McGee and Molly," and Edgar Bergen.

Crosby was named the best entertainer by the editors, followed by Hope, Benny and Bergen. Fibber McGee and Molly, Red Skelton and Kay Kyser also were among the first 10.

Hope was selected as best comedian and five other NBC stars won in this category including Benny, Bergen, Skelton, the McGees, and Eddie Cantor.

Crosby was selected as the best popular male vocalist. Other NBC stars honored here were Dennis Day, Barry Wood

and Frank Munn, a veteran favorite.

Bill Stern, perennial winner as best sports commentator, scored again. Clem McCarthy also drew honors.

Among dramatic serials, "One Man's Family" was named best; "Vic and Sade" drew second place; "The Aldrich Family" was third. Other NBC shows included "Those We Love," "Light of the World," "Abie's Irish Rose" and "The Guiding Light"—seven out of 11.

The top two places among symphonic conductors went to NBC's Arturo Toscanini and Leopold Stokowski. Frank Black and Howard Barlow won places in the top 10.

John Charles Thomas drew editors' praises as the best classical male vocalist, and Richard Crooks was in second place. Frank Munn was honored here again.

Named in the various categories were other top NBC shows: "University of Chicago Round Table," "Information

Please," "March of Time," "Lands of the Free," "Pacific Story" and "Cavalcade of America," six of 10 in the educational series; "NBC Symphony," "Telephone Hour," "Hour of Charm," "Standard Symphony" and Stradivari Orchestra—five of 10, among symphony programs. Among best dance bands were Fred Waring, Kay Kyser, Bob Crosby, Glenn Miller and Horace Heidt. H. V. Kaltenborn and John W. Vandercok were named with the best news commentators.

"Cavalcade of America," "One Man's Family," "Mr. District Attorney" and "The Aldrich Family" garnered top spots among dramatic shows. Editors liked Ginny Simms, Frances Langford, Hildegard and Bea Wain as popular female vocalists, and Lucille Manners and Margaret Speaks on the classical side.

"Information Please," "Truth or Consequences," "Dr. I. Q." and Kay Kyser's program took quiz honors.



Blueprint for Bundists

Suppose that Britain had gone down in those dark days of 1940. How would the Axis have struck at the United States?

It is more than likely that the initial, direct attack would have come from within. And if it had, we can be sure that one of the enemy's first moves would have been the attempt to seize America's broadcasting facilities. For that is an accepted part of the modern pattern of conquest.

Deprive people of their sources of reliable information . . . destroy free radio and substitute the mouthings of Quislings . . . blanket a nation with a barrage of lies . . . confuse, divide . . . make their cause seem hopeless . . . and they'll soon be helpless.

The enemy has his uses of radio—and *we have ours*. Under our system of free radio—*independent, responsible, self-supporting*—people can listen in confidence, hear the truth and unite to fight for it.

* * *

The six stations operated by the National Broadcasting Company—the 135 independently owned stations affiliated with NBC—are business organizations. They draw their revenue solely from advertising. But their services go far beyond entertaining customers of American business and industry. As parts of America's Number One Network they are *important* parts of what makes America a synonym of freedom.



America's No. 1 Network

this is the

National Broadcasting Company

A SERVICE OF RADIO CORPORATION OF AMERICA

FEBRUARY • 1944

NATIONAL BROADCASTING COMPANY, INC.
30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

NBC



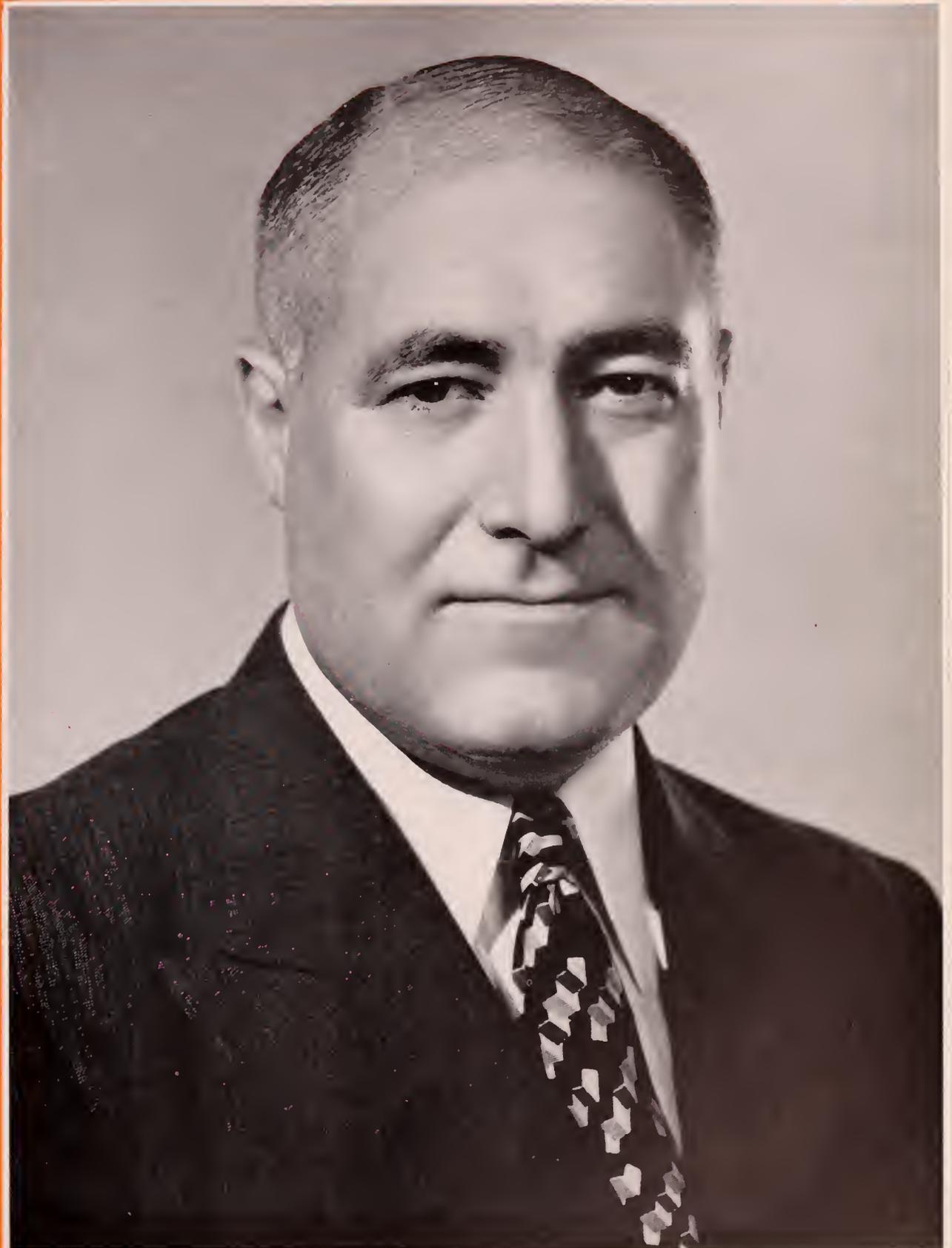
Transmitter

Handwritten notes and initials

**IN THIS
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*NBC
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FRANK E. MULLEN
NBC Vice-President and General Manager

VOL. 9 FEBRUARY, 1944 No. 7

NBC Transmitter

Published Monthly by the
National Broadcasting Company
RCA Building, Radio City, N. Y.

ANENT TELEVISION

In the January issue of *The Transmitter*, NBC President Niles Trammell declared: "Today broadcasting is in swaddling clothes; tomorrow will see the nation dotted with television stations broadcasting to every home by sight and sound everything in the realm of instruction and entertainment."

And the past few weeks have brought forth strong indications of the correctness of his belief.

Not only is there a flurry of video activity in such pioneer television cities as New York, Philadelphia, Schenectady, Chicago and Los Angeles, but cities from coast to coast—small as well as large—are indicating their interest in participating in the art of sight-and-sound broadcasting.

To an extent, the current interest in television—even at a time when materials are not available for the output of consumer equipment—is due to the wide public acceptance given news of electronic developments.

The long list of war equipment utilizing electronic inventions is a tribute to the radio engineers and laboratories responsible for these major contributions to the attainment of victory. In learning of the vast contributions of the radio laboratories to the war effort, the public cannot help but think how the marvels of electronics will eventually be harnessed to home entertainment.

Television, of course, had a good head start before the war began. But the tremendous advances in electronics stimulated by war demands indicate that the pre-Pearl Harbor video scene was but a mild forerunner of the vast sight-and-sound entertainment industry that will be built in the post-war era.

And television networks, now only in the blue-print stage, will assure Americans—in towns big and small—the best in entertainment.

NORTHWEST'S "RADIO CITY"**New Home of KSTP Boasts Combination of Studios and Movie House**

Architect's sketch of the new Minneapolis home of KSTP. Main lobby serves the station's studios as well as the motion picture theater.

MINNEAPOLIS, MINN. — Announcement of the opening of one of the largest entertainment centers of its kind in the country was made recently by Stanley E. Hubbard, president of KSTP, and John J. Friedl, head of the Minnesota Amusement Company.

The new project, to be known as Radio City, will embrace the old Minnesota Theater, which will be renamed Radio City Theater, and the Minneapolis facilities of KSTP. Grand opening of the local Radio City is scheduled for March 2.

The entire second floor of the commercial section of the building will be occupied by KSTP, together with a portion of the mezzanine floor of the theater proper which will serve as a reception room for the station. Entrance to KSTP's studios will be through the main theater lobby.

KSTP's plans are to remodel its space to embrace three studios including one 57-foot-long broadcasting chamber with seating capacity for 350. This studio will be the largest in this section, and will be equipped with motion picture equipment to provide facilities for special commercial engagements. Offices and reception quarters are also being planned.

The theater itself is now being renovated in preparation for the opening on

March 2. According to Friedl, the theater will operate on a straight motion picture policy, but one sufficiently elastic to take care of any extra attractions which might become available. Plans are being completed for KSTP to broadcast from the theater at regular intervals, according to Hubbard.

"We feel the arrangement is both a service to the public from the standpoint of motion picture entertainment and a sharp advance from the standpoint of the radio situation," Hubbard commented. "The facilities will be without parallel in this part of the country."

As a result of the close tie-up between theater and radio, Northwest audiences can expect rapid installation of future developments in entertainment—one of which might be television, it was pointed out by the Radio City planners.

Youth Series on WBZ

BOSTON, MASS. — Junior Achievement, Inc., is featured in a new program project of WBZ and WBZA. The group is made up of boys and girls under 18 years of age and is part of a nation-wide organization to teach youth practical business methods. Conrad J. Hurlimann, of Junior Achievement, is advisor to the WBZ unit.

1944 WAR CLINICS

NBC Top Executives and Department Heads Will Convene with Station Delegates in Five Cities

NEW YORK.—Sessions of the third annual War Clinic conducted by the National Broadcasting Company will be held in five cities beginning February 28 in New York and proceeding to Atlanta, Dallas and Chicago before concluding March 22 in Los Angeles. William S. Hedges, NBC vice-president in charge of stations has announced. To allow more time for detailed discussion and full exploration of currently vital subjects such as FM and television, the Clinic will continue for three days in each city.

The agenda of Clinic meetings will be similar to those of previous years, with talks by NBC executives, a closed meeting for affiliates in each district visited and panel discussions on operations.

The itinerary and agenda follow:

New York—February 28-29, March 1, at the Waldorf-Astoria Hotel.

Atlanta, Ga.—March 5-6-7, at the Henry Grady Hotel.

Dallas, Tex.—March 9-10-11, at the Baker Hotel.

Chicago—March 13-14-15, at the Drake Hotel.

Los Angeles—March 20-21-22, at the Biltmore Hotel.

FIRST DAY

10:30 A.M.—Registration of station delegations.

12:30 P.M.—Luncheon. Address by Niles Trammell, president of NBC.

2:30 P.M.—Closed meeting, affiliates only: for formulation of topics to be discussed with NBC officials. Meetings to be presided over by district representative of NBC stations' planning and advisory committee.

Evening—No formal functions are scheduled for New York and Chicago meetings. If possible to arrange, there will be cocktails, dinner and entertainment provided at the Atlanta, Dallas and Los Angeles meetings.

SECOND DAY

Morning Session Reports

9:30- 9:45 A.M.—“Sales.” Roy C. Witmer, v.p. in charge of sales.

9:45-10:00 A.M.—“Sales Promotion.” Charles P. Hammond, director, or James M. Gaines, assistant director, promotion and advertising department.

10:00-10:15 A.M.—“Legislation.” F. M. Russell, v.p. in charge of Washington office.

10:15-11:00 A.M.—“War Effort.” William Burke Miller, war program manager.

11:00-11:15 A.M.—“News and Special Events.” William Brooks, director of news and special events.

11:15-11:30 A.M.—“Cooperative Programs.” S. B. Hickox, Jr., manager of station relations department.

11:30-11:45 A.M.—“Publicity.” John McKay, manager, press department.

11:45-12:00 P.M.*—Dr. Angell.

12:00-12:30 P.M.—Discussion.

12:30- 1:30 P.M.—Luncheon.

2:30- 5:30 P.M.—1. Discussion with NBC officials of subjects developed during affiliates' closed meeting on afternoon of first day. Meeting to be conducted under chairmanship of NBC stations' planning and advisory committee representatives.**

2. Simultaneous meeting of affiliates' technical personnel with Messrs. O. B. Hanson, vice-president and chief engineer, and Philip I. Merryman, director of facilities, development and research, on subjects of television and FM.

6:00- 7:00 P.M.—Cocktails.

7:00 P.M.—Dinner and entertainment.

THIRD DAY

9:30-10:30 A.M.—Panel, “Television, FM and the Future.”

1. “NBC's Plans for FM.” Mr. Trammell.

2. “Report on Engineering Conference.” Mr. Merryman.

3. “NBC's Television Plans.” Mr. Hanson.

4. “Programming FM and Television.” Clarence L. Menser, vice-president in charge of programs.

5. “Promoting Television and FM.” Mr. Hammond or Mr. Gaines.

10:30-12:30 P.M.—Program Panel.

1. Allocation of time to provide equal opportunity for discussion of “Public Issues.” Mr. Trammell.

2. “Public Service Programs.” Dr. James R. Angell, public service counselor, and Mr. Miller.

3. “Program Promotion.” Messrs. Hammond (or Gaines) and McKay.

4. “Program Development.” Mr. Menser.

5. “Covering the War.” Mr. Brooks.

12:30- 1:30 P.M.—Luncheon. Address, “Keep NBC the Number One Network,” William S. Hedges, vice-president in charge of stations.

2:30 P.M.—Discussion (if indicated).

5:00 P.M.—Adjournment.

* Dr. Angell will speak at the New York and Atlanta meetings only. At other meetings this period will be used for discussion.

** If discussion on afternoon of second day does not fill allotted time, the program panel will be shifted from the morning of the third day.

FIRST MEETING OF 1944 STATIONS COMMITTEE HELD IN N. Y.



The eight members of NBC's station planning and advisory committee met in New York January 10 and 11 to elect a chairman and discuss industry problems with network officials. Left to right, front row: H. W. Slavick, WMC; Stanley Hubbard, KSTP; Paul W. Morency (newly elected chairman), WTIC, and Arden X. Pangborn, KGW. Back row: G. Richard Shajto, WIS; Richard Lewis, KTAR; James D. Shouse, WLW, and Edgar Bell, WKY.

Dr. James Rowland Angell Heads N.Y. U. Hall of Fame

NEW YORK.—Dr. James Rowland Angell, president emeritus of Yale University and public service counselor of NBC, was named director of the Hall of Fame for Great Americans on the campus of New York University, according to an announcement on January 4 by Chancellor Harry Woodburn Chase of N.Y.U.



Dr. James R. Angell

The appointment does not interfere with Dr. Angell's continuance at his NBC public service post.

Dr. Angell succeeds the late Professor William Lyon Phelps as administrator of the national shrine. Other predecessors in the position since the Hall of Fame was established in 1900 as a gift of the late Mrs. Finley J. Shepard (Helen Gould), have been Dr. Henry Mitchell MacCracken (1900-1918); Dr. Robert Underwood Johnson, poet, editor and ambassador (1919-1937); and Dr. John H. Finley, educator and editor of *The New York Times* (1937-1940).

"It is with great satisfaction that we announce that Dr. Angell, long an elector of the Hall of Fame, has now become its director," Dr. Chase said. "He is entering upon his new duties at a time when there is a reawakening of interest in American history and in the democratic ideals symbolized by the great men and women enshrined in the Hall of Fame.

"He is the fifth of a distinguished group of Americans to be charged with the responsibility of administering the American Pantheon and I am confident that his acceptance of this nationally important post will be widely and enthusiastically acclaimed."

One of Dr. Angell's first duties will be the preparation of plans for the 10th quinquennial election in 1945 when the College of Electors, a distinguished body of some 100 famous American men and women representing all sections of the country, will vote on candidates nominated by the public. There will be 22 vacancies to be filled.

KOA Salutes Navy Heroes On New War Program

DENVER, COL.—"Heroes of the U. S. Navy" is a new patriotic series broadcast by KOA Tuesdays, under the sponsorship of the May Company, Denver department store. Local boys in the service of Uncle Sam are highlighted at frequent intervals.

The first part of "Heroes" is transcribed, presenting the story of some famous naval hero of the past, such as Decatur, Jones or Perry. The latter 15-minute portion of the program offers a live dramatization of the heroic experiences of some young American in World War II.

Usually the experiences of the current conflict are those of a Denver boy, home on leave, and frequently the hero appears on the program, himself. At times some incident, reflecting the valor and success of our Navy in a specific exploit—with no individual personality prominent—is presented on the KOA broadcast. However, all of the stories related have had a high degree of drama, suspense and action involved and have aroused unusual listener interest.

Children Placed in Foster Homes Through Air Series

LEWISTOWN, PA.—For nearly a year WMRF has been giving radio time to the Mifflin County Child Welfare Services for the purpose of securing desirable homes for dependent and neglected children. The "Children's Story Hour" is presented weekly by the Reverend Myles A. Vollmer, rector of St. Marks Episcopal Church of this city and a member of the advisory committee of the Welfare Services. Reverend Vollmer relates interesting children's stories in such a manner that old and young have become ardent listeners.

The Child Welfare Services of Mifflin County say that the radio audience has accepted the "Children's Story Hour" in ways that are most gratifying. The specific response in foster home applications has been steady and productive.

Children throughout the county have formed listening groups and mothers say they thoroughly enjoy hearing stories familiar to them in their childhood. A 15-minute program, it is introduced with appropriate music and pertinent statements explaining the work of the agency.

AFFAIRS OF STATE REACH NATION'S EARS



Richard Harkness (left), NBC commentator, makes a point during the first of "The Department of State Speaks" programs, a series of four discussions which the department presented over NBC last month to depict the role of our diplomats in carrying into effect the nation's foreign policy. With Harkness, who acted as moderator, are (left to right): Michael McDermott, Chief of the Division of Current Information; Under Secretary of State Edward R. Stettinius, Jr.; James Clement Dunn, Advisor on Political Relations, and Dr. Leo Pasvolsky, Special Assistant to the Secretary. The programs originated from the Secretary of State's office in Washington with Ross Filion producing.

Lowell Thomas Returns to NBC Newscasting Schedule

NEW YORK.—Lowell Thomas, veteran radio commentator and noted author was added to NBC's roster of distinguished newscasters on January 24. His new five-day-a-week NBC schedule is sponsored by the Sun Oil Company.

In the years leading up to his first regular newscasts over NBC in 1930, Thomas prepared for the work by being



Lowell Thomas

successively a printer, pressman, police reporter, war correspondent, explorer, lecturer, author, college professor and special government emissary.

Born in Ohio, he moved to the rough mining section of Cripple Creek, Colorado, when a young boy. At 11 years of age he was a worker in the mine galleries, but through wide reading he became interested in the little-known places of the world.

Recognizing the great value of education, he studied at the Universities of Valparaiso, Denver and Princeton and at the Chicago Law School, earning his way through all of them by any and every means he could devise.

When the nation was drawn into World War I, Franklin K. Lane, then Secretary of the Interior in President Wilson's cabinet, assigned Thomas to compile a history of the conflict. This brought him into close association with the armies of the allied nations and their commanders, thus establishing valuable contacts that have added to the richness of his comments since those days.

While covering that war in the Arabian desert, Thomas met the famous "Lawrence of Arabia" and from this association wrote a notable book on the almost legendary figure.

Coordinates NBC Classes

NEW YORK.—Walter McGraw, former production manager of WKAR, East Lansing, Michigan, has been appointed coordinator for employee program group classes by C. L. Menser, NBC vice-president in charge of programs.

FRANK E. MULLEN, 21 YEARS IN BROADCASTING, ANTICIPATES VAST POST-WAR RADIO PROGRESS

NEW YORK.—"Broadcasting's first 24 years have been mainly devoted to trail-blazing—the carving of a clear path in an uncharted wilderness. The post-war era will witness the conversion of these pioneer broadcasting paths into electronic super-highways providing direct access to top-notch sight-and-sound entertainment in American homes."

Thus Frank E. Mullen, NBC vice-president and general manager summed up his trade observations gathered during 21 years in radio.

"In 21 years," Mullen declared, "one would expect to see an industry fully grown. And to many minds the tremendous size of radio today implies that it is a grown-up industry. True enough, but it has not reached its full maturity despite its gigantic scientific and industrial achievements. When I think of the possibilities ahead, I cannot help but envy the youngsters starting in radio today.

"Persons who have seen radio grow from the catwhisker and earphone stage to the advent of high-fidelity and frequency-modulation realize that tremendous ground had been covered in the little more than the two decades since commercial broadcasting was born. There were no precedents or formulas to follow. Everything had to be determined from scratch. And the industry as it stands today is a fitting testimonial to the engineers, talent and administrative staffs that have helped pattern broadcasting and are still on deck to assist in the full commercial development of television, facsimile and frequency-modulation, not to mention the vast possibilities for electronic applications in other industries.

"Just an occasional visit to the RCA Laboratories will give even an oldtimer in radio the thought that he cannot relax and just go on selling time. The post-war developments that are implied by science's latest advances remind the oldsters that they have a job ahead in the commercial harnessing and application of radio's newest tools. And it's an exciting job that gives every person in broadcasting a glowing feeling in the knowledge that he'll be in on the expansion from the very start."

The NBC v.p.—general manager out-

lined the huge benefits to farmers, housewives and listeners everywhere through the introduction of popular television. Facsimile, he holds, has tremendous home uses, particularly in the reproduction of printed material in the homes of the land.

"All the arts and sciences will benefit by television," he added, "and educators will be quick to enjoy the advantages of such pedagogical assists as having students see great paintings and sculpture in their full beauty via the video receiver. Ultimately, color television will permit a complete visualization.

"Radio will teach us to use our eyes as well as our ears. And it will be a leading post-war industry."

Mullen was born in Clifton, Kansas, in 1896, and spent his boyhood and college days on a farm in South Dakota. He entered Iowa State College in 1916 to study forestry but World War I interrupted his studies in 1917 and he served with the U. S. Army overseas until 1919. He then resumed his studies at Iowa State, graduating in 1922 with the degree of B.A. in Agricultural Journalism. After a brief stint as farm page editor of The Sioux City Journal, he made his first contact with broadcasting in 1923 as radio editor of Stockman and Farmer, published in Pittsburgh.

From that date on, Mullen's name was prominent in the growing industry. In his three years on that paper, he organized and conducted the first regular radio broadcasting service for farmers over KDKA, Pittsburgh. In 1926, he organized agricultural service for NBC at KFKX, Hastings, Nebraska, transferring the following year to Chicago where he opened offices and studios for NBC. Between 1926 and 1934, he served as NBC director of agriculture, leaving in the latter year to join the parent company as manager of the RCA Department of Information. In 1939, he was designated RCA vice-president in charge of advertising and publicity. He returned to NBC in 1940 as vice-president and general manager and in January, 1943, was elected to the NBC board of directors. He is also a director of the Radiomarine Corporation of America and RCA Institutes, Inc.

NBC PROGRAMS ON FM

Trammell States Network Programs Will Be Available to FM Set Owners

NEW YORK.—Present and future owners of frequency-modulation receiving sets will continue to hear their favorite NBC programs under the plan outlined by Niles Trammell, NBC president, in a statement issued to affiliates on January 24. The policy has been established, Trammell said, to stimulate the progress of FM broadcasting which, because of its high quality and static-free features, "will afford a new opportunity to improve radio broadcasting."

In his statement, Trammell pointed out that the policy of the National Broadcasting Company has always been, and will continue to be, to foster and encourage new developments in broadcasting. NBC's FM station, W2XWG, located atop New York's 1280-foot Empire State Building tower, was the first FM station to be established in New York City by any network broadcaster. One application for a similar station in Chicago has been filed by NBC with the FCC and four other requests for outlets in key cities will be placed before the commission shortly.

To emphasize the reason for the company's confidence in the future of FM, Trammell outlined outstanding features of FM when used in conjunction with the very high frequencies (VHF).

1. Disturbances in reception from natural and man-made static is virtually eliminated.
2. Higher fidelity sound can be transmitted by FM, since wider channels are available.
3. Effective service area of an FM station remains constant day and night.
4. Many stations can operate on the same frequency without creating interference in the normal service areas if transmitters are properly spaced geographically.

Trammell also stated that NBC will ensure equal treatment to its network advertisers by carrying the same commercial programs on FM and standard band stations. In this way, listeners will continue to hear their favorite programs, whatever the type of receiver in use.

Formation of high quality network facilities either through the use of improved telephone lines handling a broader range of frequencies than are now cur-

rently available or through the agency of an automatic radio relay system capable of transmitting programs from point to point with high fidelity will take place when an adequate number of affiliates establish companion FM stations, he added.

For the purpose of setting up a sound economic basis for frequency modulation, NBC proposes that no additional charge be made to advertisers for use of companion FM stations in the developmental period. During this time, FM and standard band stations will be sold as a single service. This one-rate charge will continue until the combined total audience of both types of stations increases to a point where rate adjustments become desirable. At that time, part of the rate may be allocated to the FM station, and as its audience grows, a larger portion of the rate will be charged to FM and a correspondingly lesser rate allotted to the standard band outlet.

Because of its position in the frequency spectrum—the FCC has allocated the band from 43 to 50 megacycles for this service—there should be as many broadcasting frequencies as there will be broadcasters interested in their use. In a broad sense, the number of FM stations in operation will be limited primarily by economic considerations.

KOA Music Scoop



Roy Harris (left), noted modern composer who wrote "Take the Sun and Keep the Stars"—the new battle anthem of the Second Army Air Force—talks over the score with Warrant Officer (jg) Gilbert Burns, director of the Second Air Force Headquarters 40-piece band, before the work's premiere on an NBC hookup through the Denver station's facilities.

Girl Makes Grade as WBOW Announcer and Control Aide

TERRE HAUTE, IND.—When the announcing staff of Station WBOW in Terre Haute was nearly depleted by Selective Service early last year, Manager George



Gillian Maas

Jackson turned to womanpower to remedy the situation. Said womanpower is supplied in the person of dynamic Gillian Maas. She is WBOW's first and only woman announcer and control board operator and does her job admirably.

She came to WBOW from Station KSD (St. Louis), where, under the name of "Nancy Dixon," she had written and presented on the air the program "What's News in the Stores."

Miss Maas is known to the WBOW listening audience as Jill Girrard. She takes a regular "trick" at announcing and operating the control board each day. In addition, she has presented a woman's program, "Life Lines," sponsored by a local department store.

WBOW has joined wholeheartedly in all phases of the war effort, and many of these activities have been undertaken by Miss Maas. She was instrumental in organizing the women of Vigo County for a recent War Loan drive, which netted excellent results. Cooperating with the Terre Haute WAC recruiting office, she presents a weekly WAC program, "They Also Serve," and her sincere and vigorous efforts have been officially commended.

Miss Maas has also presented radio interviews with Lieutenant Rudy Vallee, Lieutenant Maxwell Sturges, Chief Petty Officer John Greer, Father Flanagan of Boys Town, and Mrs. Mark Clark, wife of General Clark of the Fifth Army.

Treasury Plaque to Crosley

CINCINNATI.—Through the United States Treasury Department War Finance Committee for Ohio, Stations WLW and WSAI have been presented with a plaque in appreciation of services rendered in the interests of the war financing program of the government. The plaque has an honored place on the main lobby wall.

CONVENTION COVERAGE

Huge NBC Staff at Democratic and Republican Presidential Sessions

NEW YORK. — Millions of listeners from coast to coast as well as men and women in Uncle Sam's armed forces in all parts of the world will be able to hear the complete NBC coverage of the forthcoming Republican and Democratic national conventions. Preliminary arrangements have been completed by the network's news and special events staff and detailed plans are now being worked out.

William F. Brooks, NBC director of news and special events, has assigned all of NBC's top-flight commentators and news reporters to the conclaves along with editors and writers from the news department staffs in New York, Washington and Chicago. Brooks will be assisted by Francis C. McCall, manager of operations of the news and special events department.

The Republican convention is scheduled for Chicago, beginning June 26 and—at the time of this writing—it is probable that the Democratic convention also will be held in that city.

In addition to giving the world day by day reports of the proceedings and special pick-ups, NBC has also provided facilities to bring into the convention hall the latest world news which potentially might change the tenor of the proceedings at some crucial moment.

NBC television facilities also will play a major role in the convention coverage. Sound motion pictures of the proceedings will be flown to New York City for telecasting the same day over WNBT.

NBC activities will be centralized in the now familiar glass-enclosed booth perched aloft alongside the speakers' platform. From this booth Brooks will direct the large NBC staff, coordinating operations with the network and its stations.

There will be the usual pickups from the convention floor, special broadcasts from meeting places outside the convention hall and special tie-ups from other cities where needed.

This year, because of the uncertainty over President Roosevelt's sentiments concerning a fourth term and the lively developments in the Republican camp, NBC will pay special attention to pre-convention political activities.

This year for the first time NBC will short-wave full accounts of the conven-



Once again television will play an important role in national convention coverage. Thus, by sight and sound, NBC audiences will be able to follow history in the making at the Presidential nominating sessions.

tions to our fighting men in all theaters of operation throughout the world. No effort will be spared to give the troops convention coverage on a par with what the home folks will hear.

Among the NBC commentators assigned to the conventions are H. V. Kaltenborn, Lowell Thomas, Carey Longmire, Robert St. John, Morgan Beatty, Robert McCormick, Richard Harkness and Alex Dreier, Don Hollenbeck, John W. Vandercook, Louis P. Lochner, W. W. Chaplin and Leif Eid.

The NBC convention staff will also include two special announcers, two traffic operators and a large crew of stenographers, stenotypists and messengers.

Because of the increased participation of women in the political life of the nation, NBC will also pay special attention to the "woman's angle" in the convention proceedings. Every effort will be made to introduce to the nation the women whose husbands hold key positions in American political activity.

Tons of intricate and delicate equipment will be installed by NBC engineers for the pick-ups from the huge convention hall. George McElrath, NBC operations engineer, will supervise the installation of microphones, telephone lines, panel boards and telephones.

Full cooperation with the working press will be provided by NBC's press department. John McKay, manager of the department; Sydney Eiges, his assistant; Everett Bragdon, trade news editor; Richard Connelly, staff writer and Sydney Desfor, chief photographer—all from New York—will be on hand together with Jack Ryan, head of the Chicago press department, and his staff.

Radio Comes Through When War Cancels Charity Show

BLUEFIELD, W. VA. — For many years radio has played an important part in community affairs and national life with many public service programs. WHIS is no exception, for every year it renders a great public service to Bluefield, and nearby Princeton, when the station takes on the job of "Santa's WHISlers."

Every 13th day of December, WHIS broadcasts an annual variety show composed of local talent, to raise money for the annual Community Christmas Tree Fund for the underprivileged children of the area.

In 1942, however, and again in 1943, with much of the local stage artists in the armed forces the stage show had to be called off. But that did not prevent WHIS from putting on a radio show to raise the money for this worthy cause. WHIS became a beehive of activity for the series to help raise the funds that would assure a visit from Santa to poor children.

The \$2,500 goal set was reached and WHIS's reward was the satisfaction that once again it had done an outstanding public service.

Chicago 10-Year List Grows

CHICAGO.—Six new members have been added to the NBC Chicago Ten-Year Club, bringing the total membership to 94, according to Harry C. Kopf, NBC vice-president and general manager of the central division.

The new members, who will be given gold pins and scrolls at the club's second meeting in the spring, are Leonard Anderson, assistant office manager; William J. Murphy, continuity editor; George Maher and Wilford Lahman, of engineering; Michael Eisenmenger, of sound effects, and Martha Reinecker, of sales.

"Animal Gossip" Aids Farmers

NEW YORK.—In cooperation with the American Veterinary Medical Association, WEAf's Mert Emmert began a series of 26 programs on his "Modern Farmer" show on January 24. Objective is to further educate both professional and amateur live stock breeders in medical care of their products. The series is titled "Animal Gossip."



Actress Madeleine Carroll presents the weekly "V-Man award" of the Washington, D. C., Junior Board of Commerce to Mary Mason, of WRC's Home Forum, as Winfield Weitzel, board president, looks on.



Mrs. E. D. Hankamer, first Miamian to receive a diamond ring on "The Million Dollar Band," shown in WIOD studios on the "June Recommends" program with her children.



Discussing the Ros Swallow, NBC program football committee v.-p., and Frank Br



Julian F. Haas, publicity director of KARK in Little Rock, presents an autographed picture of Ralph Edwards to Bobby Fisher, student body president of East Side Junior High School, for work in Edwards's "Truth or Consequences" waste paper collection campaign. Jess W. Matthews, school principal, looks on.



Cast of "Silent Night." KOA (Denver) Cam of a series produced by service men at the ca sea level in



Private Cliff Engle snaps to attention for Lieutenant Claire Patrick and Ensign Beth Gardiner when they meet at KPO (San Francisco), where all three are former employees. Engle also announced for NBC in New York.



Ninety-three-year-old Mrs. Owen E. LeFere and two-and-a-half-year-old Sheila Sullivan take part in a KOA Christmas broadcast.



Chief Engineer Bill Wallace (Fresno, Calif.) shown ple 120-acre transmitter ground



broadcast are: John
entive; Hal Reynolds.
ney N. Strotz, NBC
se Tournament head.



WTAM Manager Vernon H. Pribble (right) pre-
sents Transmitter Engineer Clayton C. Russell
with Cleveland Safety Council award, won by the
station for the fourth consecutive time.



Five members of the Eastern Penitentiary's orchestra are
shown getting in a few hot licks during the annual Christ-
mas broadcast over KYW, Philadelphia.



program, lines up for pictures. The show, one
inated from Pando, Colorado, two miles above
y Mountains.



Left to right: Radio Star Bob Burns, Ensign Al Kastner (former member of NBC
N. Y. press department), Screen Star Robert Young and Lieutenant-Commander A. P.
Coffin, Guadalcanal hero, at a Hollywood Christmas party tendered Navy men by the
bazooka comedian.



technician Bill Kaiser of KMJ
up 75 acres at the station's
an for a big Victory garden.



Walter Dabney, former KYW ele-
vator operator, shows citation as
top man in his training class to his
successor, Anne Gostkowski.



Admiral William F. Halsey, commander of the South Pacific
naval forces, is interviewed by NBC Announcer Ken Carpenter
in Los Angeles during the recent West Coast War Conference.

NBC Engineers Enroll In 50-Week N. Y. Video Course

NEW YORK. — Anticipating the post-war development of television, NBC has launched a 50-week comprehensive course of television instruction for its staff engineers. The course is conducted by RCA

Institutes with George Maedel, chief instructor, in charge.



O. B. Hanson

To make the course available to all NBC engineering personnel, including those assigned to transmitters located outside the city, each weekly lesson will be scheduled three times at different hours of the day for each period. Each enrollee will be permitted to attend the class best suited to his free time.

According to O. B. Hanson, NBC vice-president and chief engineer, it is planned to devote the first hour of each session to a lecture and an equal period to a forum. At this forum, members of the NBC television group who have had extensive experience in television will collaborate with the instructor. Informal discussions will be encouraged.

Instruction will place emphasis on the over-all functioning of television systems, circuits and equipment, supplemented by discussions of operating practices and maintenance problems. As far as possible, lectures will be devoted to the practical engineering problems of television as they apply to operations rather than to the intricacies of circuit design.

George Maedel, assigned to conduct the course, has been on the RCA Institutes' staff for 10 years. A graduate of Columbia University with B.A. and E.E. degrees, he continued with graduate study at Brooklyn Polytechnic Institute. He is the author of a two-volume treatise on "Mathematics for Radio."

"At a later date," Hanson added, "NBC hopes that similar television courses can be instituted in other divisions of the network, making use at that time of the experience gained in conducting the present classes in Radio City."

The New York course opened January 17 with an enrollment of 160.

ACE WAR COMMENTATORS RELAX IN FLORIDA



Robert Magidoff (left), NBC Moscow correspondent, and Roy Porter, newly assigned network newscaster in India, are shown with their wives at the Roney Plaza, Miami Beach, shortly before leaving for their distant microphone posts.

New Coast Service Show Brings Neighbors Together

SAN FRANCISCO. — "Home Town," the magic word to millions of service men and women, is the appropriate title of a new KPO Saturday night show.

Starring Beth Norman and Archie Presby as co-emcees, "Home Town" is broadcast from the large auditorium studio in the Golden Gate's Radio City before an audience of more than 300 members of the armed services.

Prizes of merchandise orders for suits, long-distance phone calls and canteen gifts are awarded. In addition, adhering to the "Home Town" theme, Hastings, the sponsor, has installed booths in two haberdashery stores for the purpose of registering both servicemen and civilians, according to their home towns. The booths help to bring together people from the same home towns.

Newspaper Tie-up with NBC Youth Series Set by KDYL

SALT LAKE CITY.—KDYL and The Salt Lake Telegram have joined hands in a determined effort to blot out the ever-increasing problems of juvenile delinquency. A series of 15-minute programs was launched January 15.

The theme of each program is a round table discussion, headed by H. R. Kretzman, editor of The Salt Lake Telegram, with the directors of the various local youth organizations participating. Discussions cover the various phases of the problem and progress made to combat juvenile delinquency.

These programs augment and immediately follow NBC's recently launched show, "Here's To Youth."

The Salt Lake City Telegram publicizes each program of the KDYL series with art and stories.

NBC Inter-American University Launches Literature Series by Archibald MacLeish

NEW YORK. — Dr. James Rowland Angell, NBC public service counselor, has announced the addition of a significant new series from the pen of Archibald MacLeish to the curriculum of the NBC Inter-American University of the Air. The series by the distinguished American poet and Librarian of Congress is entitled "American Story" and had its debut on Saturday, February 5.

The programs trace the history, development and fulfillment of the literature of the Americas. The series represents the first time that a contemporary literary figure has been commissioned to produce a massive cycle of inter-related literary works for the air. MacLeish has as his immense canvas the life and literature of the Western Hemisphere for the last four and a half centuries.

"American Story" is the third permanent series of the NBC University of the Air. Others are "Lands of the Free"—an historical series, and "Music of the New World." All three are designed as adult education on the college and university level.

In addition to writing the scripts, MacLeish will take the part of narrator on all broadcasts. Because of the varying types of prose and literature which make up the subject matter of the broadcasts, format of the programs may change from week to week. MacLeish will employ his artistic talents and broad experience to create new forms of radio expression on the series. Many of the broadcasts will be experimental in nature.

The subject matter of the series has been planned in three-year cycles, according to Sterling Fisher, director of the University of the Air and assistant public service counselor of NBC.

"All of the University's permanent series," Fisher stated, "are designed to attract and instruct, through entertainment, the casual listener who may hear only one of our broadcasts. If he listens to a full 13-week cycle, he will hear a full discussion of one phase of the literature of the Americas. The regular listener, who tunes to the program week after week for the full cycle, will gather the benefits of a comprehensive college course. But we fail

in our purpose if the broadcasts, however instructive, do not entertain the listener. In MacLeish, the University has obtained an outstanding scholar of American literature, and a warm and sensitive artist who can bring forth yesterday's great works in the living, human terms of today."

MacLeish's technique will include the dramatic form, narration, straight reading from sections of great literature, a combination of the three, or variants which he will develop. In his first script, he thus described his concept of "American Story":

"It is the purpose of these broadcasts to bring together from the ancient chronicles, the narratives, the letters, from the pages written by those who saw with their own eyes and were part of it, the American record—the record common to all of us who are American, of whatever American country and whatever tongue—the record of the American experience common to us all.

"For many centuries now we have been told of our difference from each other because our tongues are different and because our ancestors came from different parts of the Eastern Hemisphere and because we differ in look and in customs, some of us.

"These differences are real and important. They have value. But what is it that binds men together even more than common blood and common speech? Is it not a common experience of the earth? An experience common to them but not to others? And have we remembered in the Americas that we share in common an experience no other men, living or dead, have known—that this experience is, indeed, our history?"

Considered by many authorities as one of the most significant poets in America, Archibald MacLeish also has written a number of challenging poetic dramas for radio. Poet, humanist, lawyer, soldier, journalist and orator, he combines many exceptional talents. The author of almost a score of volumes of poetry, he won the Pulitzer Prize in 1932. In 1939, he was named Librarian of Congress by President Roosevelt, a post which he has filled with distinction.

Stars and Bonnets



A modern note was created in the artistic arrangement of NBC stars' photographs in this millinery window at the H. G. Banner Company store, Schenectady, New York, arranged by WGY.

New York and Chicago See Parade of Stars Resume

NEW YORK. — A pictorial pageant showing the scope and station usage of NBC's Parade of Stars promotion campaign was displayed to advertising agencies, clients and the press on January 10 and 11 at the Waldorf-Astoria Hotel. The exhibition was repeated in Chicago and is slated for the West Coast, too.

Material on display explained the extent of Parade of Stars promotion on the air, in newspapers, by display cards, movie trailers and through such special devices as counter cards and table novelties. Visitors saw samples of the more than 50 recordings especially prepared for the Parade of Stars by NBC's advertisers; scripts supplied to stations for use in building programs, and the extensive direct-by-mail suggestions which broadcasters found invaluable in promoting Parade programs.

Black on Cleveland Podium

NEW YORK.—Dr. Frank Black, NBC's general music director, has been engaged as a guest conductor of the Cleveland Symphony Orchestra. The imminent induction of Erich Leinsdorf made it necessary to find replacements and the management of the orchestra, searching the list of leading American conductors, chose the NBC music executive and conductor to direct a series of concerts in Cleveland and on tour.

KODY (ON BUFFALO BILL SITE) JOINS NBC NETWORK



GOODWILL VIA MUSIC—Members of the North Platte, Nebraska, High School Band inspecting part of the music library presented to the school by KODY. Seated in the center is R. Cedric Anderson, conductor of the band.

NORTH PLATTE, NEB. — Station KODY here joined NBC on December 13.

KODY is named after Colonel William F. "Buffalo Bill" Cody, and is owned and operated by Station WOW, Inc., Omaha, of which John J. Gillin, Jr., is president and general manager.

KODY's transmitter is located on the site of the original Cody Ranch at North Platte. Local legend has it that the famous Indian scout and plainsman made his permanent home here at the confluence of the North and South Platte Rivers because of the excellence of surrounding farm land and because it was almost exactly half-way between Boston and San

Francisco. The site is a local landmark.

Manager of the new station is John Alexander, who was until recently the night supervisor at KSL, Salt Lake City. Alexander started in radio in 1933 at KSTP in St. Paul.

KODY created a lot of goodwill recently by presenting a library of orchestral sheet music, valued at more than \$1,000 to the North Platte Senior High-school which has a championship band and orchestra. The music was donated with the provision that it will be available on a loan basis to any orchestra or other musical organization in the KODY coverage area.

N. Y. High School Advisors Get NBC Vocational Hints

NEW YORK.—Helen M. Korday, NBC placement supervisor spoke on "Opportunities at NBC," at a luncheon held January 20 for all vocational advisors of New York high schools.

Other representatives of NBC attending the luncheon were Helen J. Moore, in charge of stenographic and duplicating; Dwight Herrick, manager of guest relations, and Anita Barnard, manager of the correspondence division of the department of information.

Following Miss Korday's address, guests returned to Radio City for a tour of offices and studios.

Station Salutes Sponsors With Special Broadcast

MANCHESTER, N. H.—Station WFEA celebrated the New Year's arrival with a salute broadcast on behalf of its local sponsors. An hour in length, the program comprised (1) a brief resume of the year's news with mention of all local sponsors who had serviced WFEA's audience with daily or weekly newscasts during 1943; (2) brief playbacks to recall introductory themes of talent on all sponsored entertainment programs during the past year, and (3) an interview with a retailer designed to interpret the various sales and merchandising complications currently facing dealers.

KPO and Dailies Present Bill of Rights Promotion

SAN FRANCISCO.—A high-powered Bill of Rights promotion was triply supported here by KPO, The San Francisco Examiner and The San Francisco Call-Bulletin. While both newspapers were devoting generous space to the week's activities, KPO was incorporating Bill of Rights information into all of its locally originated programs besides airing the special network shows.

Topping KPO's originations was a special rally in the Civic Auditorium which featured Governor Earl Warren; Bainbridge Colby, former Secretary of State; Francis V. Keesling, one of San Francisco's foremost civic leaders, and Mayor Angelo J. Rossi.

Larry Smith, NBC's West Coast network commentator, compared the Japanese "freedoms" with the genuine liberties of American citizens. Smith, who was former INS chief in the Far East, spoke from first-hand experience.

A round-table discussion on "Bill of Rights and Religion" was presented by a Jewish rabbi, an Episcopal bishop and a Catholic priest. John Francis Neylan, prominent attorney, was presented in a special quarter-hour discussion. Judge Theresa Meikle, the only woman in Northern California to sit on the Superior Court bench, explained for "Woman's Magazine of the Air" listeners the rights set forth in the bill and their application to American women today.

All West Coast network programs originating at KPO carried Bill of Rights stories. These included "The Standard Hour," the "Standard School Broadcast," "Dr. Kate," "Fighting Front Facts" and "Hawthorne House."

Ducks Forgot to Duck

ROCHESTER, N. Y.—Six boys at the WHAM transmitter had a duck dinner for themselves, for free.

It all came about this way: One night two loud thumps were heard on the roof of the transmitter building. Not too much thought was given to the odd noise as it did not occur again. However, in the morning an investigation got under way and one of the men climbed to the roof to look around. There, quite dead, were two beautiful ducks. They had hit the tower and fallen on the roof.

Hollywood Maintenance Men Tackle Unique Studio Jobs

HOLLYWOOD.—Speaking in terms of its maintenance department, NBC's Hollywood studios have grown from a stage with one riser and six chairs to four big studios, numerous smaller ones, 100 risers and 600 folding chairs.

This is the department that is responsible for the maintenance of all internal properties of the studios. Twelve janitors and janitresses work every night. Six set-up men arrange the stages. Two men do nothing all day but work in the basement carpenter shop—building equipment and repairing it.

But perhaps the biggest job of the department is preparing the stages for the broadcasts. Each orchestra leader has his own idea of how his musicians should be arranged. Guest stars bring unusual requirements. The stage arrangement for each show is worked out on paper, and it sometimes takes weeks to determine just where each chair and music rack must go.

As if that weren't complicated enough, each program demands its own special equipment. The Chase & Sanborn show, for example, uses settees for its artists instead of chairs. Then there's a special chrome stand and stool for Charlie McCarthy and a special rack where Charlie and Mortimer Snerd are kept when they're not at the mike.

Before Bing Crosby takes to the air, maintenance men place his personal walnut and silver music rack at a certain place on the stage. Bing's guitarist, Perry Bodkin, requires a riser that was built especially for him by NBC on which he can rest his foot while playing.

There's a special stool needed on the Ginny Simms' show for Johnny, the call boy, and Ginny herself has a rack that is cut off at one corner so that she can put it close to her guests' rack and thus increase the intimacy of her interview.

When Jascha Heifetz appeared on an NBC program recently it meant another special job for the maintenance department. Heifetz feels that his violin sounds better if he plays while standing on a plywood platform. Just before program time, the studio carpenter rushed in with a three by four foot plywood platform, from which the maestro happily performed. Such special props fill definite production roles.



HOLLYWOOD'S "FIX-IT" SHOP — Red Skelton looks apprehensively at the damage done to a stage stool while Claude Ferrell, NBC building superintendent, stands ready in the carpenter shop to start repairs.

(Story at left)

Survey Shows Vast Number Of Replacements by Women

NEW YORK.—Women are filling radio gaps left by war-bound men in a great variety of tasks, reported Margaret Cuthbert, first chairman of the NBC women's activities division of the public service department. Purpose of the division is establishment of closer contact between employees of NBC owned and operated stations and those of independent affiliates.

Over 100 stations have responded to a questionnaire which will be used as a basis for exchanging information, suggestions and program ideas on trends and problems of concern to all. Miss Cuthbert's summary lists 36 directors of women's activities, 14 women program directors, six station managers, 11 traffic managers, 21 directors of continuity, 28 women announcers, 12 control operators, 43 women who plan, present and conduct their own programs and many others.

There are three women operating engineers at WTIC in Hartford, for instance. When KSEI in Pocatello, Idaho, lost its entire sales staff to the Army in one day, they filled the positions with women.

At the local FM station in Fort Wayne 16-year-old Kathryn Gould has a job programming, producing and announcing. Mrs. C. G. Phillips took over the management of KIDO in Boise, Idaho, following the sudden death of her husband.

Chairmanship of the women's activities division is assigned to NBC women for four-month periods on a rotating basis. Jane Tiffany Wagner was named chairman for the second period which began February 1.

Arkansas' Official State Conservation Series Clicks

LITTLE ROCK, ARK.—Radio has not only played an important role in wildlife conservation but it has aided the war effort through the contributions of professional trappers and hunters in the remote areas of Arkansas and adjacent states.

Thus does Tom Mull, the Arkansas Game and Fish Commission's director of education, sum up his three years of weekly broadcasts over Station KARK, Little Rock.

Four years ago through the cooperation of G. E. Zimmerman, KARK's general manager, the commission was given a 15-minute weekly program with Tom Mull personally at the mike.



Tom Mull

During the fishing season Mull gets the reports from the game wardens in Arkansas' 75 counties and outlines briefly conditions at the more popular fishing areas. In the hunting season he gives reports on migratory fowls and animals. Hardly a broadcast goes by that someone hasn't a special inquiry and the telephone lines are busy for as long as 30 minutes with requests for data from amateur Izaak Waltons.

Since Pearl Harbor, Mull has been urging his listeners to aid in the war effort by purchasing War Bonds, conserving fats and donating blood plasma, scrap iron and waste paper. These messages are beamed directly to a large rural audience far removed from centers of population and dependent solely on battery sets.

Mull—a former Southern archery champion—gave up hunting and fishing many years ago to devote his entire time to wildlife conservation. He has hunted game in every state in the Union as well as Alaska, Canada and Mexico. He has bagged at least one of every species of game bird or animal on the American continent. It was through his efforts that a deer hunting season especially for archers was inaugurated in Arkansas several seasons ago.

AN ACE NEWSCASTER GATHERS FIRST-HAND WAR NEWS



*H. V. Kaltenborn, NBC commentator, is shown at a telephone in a jungle dugout on Bougainville during his recent aerial journey to the South Pacific war theater. Captain William Leathers, commander of a doughboy company, holds a map while Major James B. Gall looks on. Seated on the edge of the dugout is Lieutenant-Colonel William Coleman of the Marines. A detailed account of H.V.K.'s journey appeared in last month's issue of *The NBC Transmitter*.*

199 Audiences Heard NBC Lecturer During Past Year

NEW YORK.—Despite difficulties of wartime transportation by car and train, Mrs. Doris Corwith, NBC lecturer, succeeded during 1943 in addressing 199 audiences with an aggregate attendance of 57,150, according to her annual report just issued. In the preceding year, she appeared before 130 separate groups.

Mrs. Corwith's itinerary took her to 40 cities, from Portland, Maine, to Omaha, Nebraska. In 12 communities where NBC affiliates are located she supplemented her lectures with talks and interviews over local stations.

Some of the subjects which created most interest among her audiences, she reveals, were "News Coverage and Censorship," "Importance of the American System of Broadcasting," "Short-Wave Program Service" and "Television and Frequency Modulation."

During her travels she lectured before the Syracuse University Radio Workshop and the KYW Summer Radio Workshop in Philadelphia. She was guest of honor at a luncheon given by KDKA and at a dinner arranged by WOW, Omaha, for school principals of that area.

WGKV Head Joins Navy

CHARLESTON, W. VA. — Worth Kramer, president and general manager of WGKV, Charleston, W. Va., has received a commission as lieutenant (j.g.) in the naval reserve and is now stationed at Princeton, New Jersey. He will be on leave of absence for the duration, retaining his interest in the station.



Worth Kramer

Kramer has been associated with the radio industry for 14 years. Starting in radio at a Columbus station, while still enrolled as a student at Ohio Wesleyan University, Kramer advanced rapidly. In 1932 he joined WTAM, Cleveland, as a member of the famed Collegians Trio. Kramer became associated with WGAR in the same city as singer-announcer and later as program director.

KOA's Music Room

DENVER, COLO. — An autographed photo from Maestro Arturo Toscanini is the center of interest in the KOA Music Center for Enlisted Men at the NBC studio building here.

The soldier musicians who use the room selected the center of the main wall as the proper spot for the memento from the famous NBC Symphony conductor.

Soldiers stationed in the Rocky Mountain area utilize the room to catch up on their musical hobbies. Instruments are at hand so that talented service men can practice leisurely.

One of the regular soldier visitors is a former pupil of Harold Bauer; another studied under Arnold Schoenberg. Two pianists come down the moment they finish their work at the post. One youngster had been doing with only four hours sleep at night so he could catch up on his music. And these are but a few of the khaki-clad enthusiasts who regard the KOA recreation facilities as filling a vital wartime demand for service men's entertainment.

Music Book by Production Man

NEW YORK.—"The Stream of Music" by Richard Anthony Leonard, production director of NBC shows, has just been published. The book traces the development of music for the last 300 years and discusses the changes in music through the composers themselves. It is designed for straight reading as well as a text and a reference work.



Richard A. Leonard

Leonard, now strictly a dramatic director numbering among his programs "Stella Dallas" and "Front Page Farrell," was originally a producer of musical programs. He was in fact the first production director of the NBC Symphony programs and remained in that post, putting Toscanini and other great conductors on the air, for five years.



SOUND TRACK TO VICTORY

THE EXPRESSION of Maestro Arturo Toscanini in the photograph above speaks more eloquently than words in describing his grim determination to rid the world of Fascist and Nazi oppression. All pictures on this page were taken at the filming of his first motion picture. The film, based on Verdi's "Hymn of the Nations," features the NBC Symphony with vocal highlights by the Westminster Choir and Jan Peerce, Metropolitan Opera tenor. The film, an eloquent musical indictment of despots and tyrants, was made by the Motion Picture Bureau of the OWI Overseas Division at NBC's Radio City studios for early exhibition in many nations around the globe.



Toscanini, who once spurned a Hollywood offer of \$250,000 for a single film, faced the OWI cameras for no fee at all.



Here's a cameraman making a light test near the head of Toscanini's stand-in.



Radio City's Studio 8-H was transformed into a virtual movie lot for the OWI filming.



The original NBC "Hymn of the Nations" broadcast was reconstructed; Jan Peerce and the Westminster Choir face the cameras.



**“ACHTUNG! . . . The Herr Ober-Leutnant now tells
how the Luftwaffe destroyed New York.”**

GERMAN PRISONERS transported to the United States express amazement that New York's skyline remains intact—say they heard broadcasts describing how their planes had smashed our skyscrapers to rubble.

There's just a sample of how our enemies use the radio to delude their own people—put into practice Hitler's despicable theory that if lies are big enough everyone will believe them—make a Nazi perversion of an invention that is one of the world's greatest sources of good.

American radio has built its influence on public confidence, truth, decency. Supported solely by advertising, it is able to be independent, *free*—has developed until there are now more broadcasting stations than newspapers in many major centers.

Only under the American system of private enterprise would it be possible for America's Number One Network, the six stations of the National Broadcasting Company—the 135 independently owned stations affiliated with NBC—to maintain free radio's high standards of entertainment, news coverage and education.

America's No. 1 Network

Stay tuned to the **National Broadcasting Company**

It's a National Habit



A Service of Radio
Corporation of America

NBC Transmitter



W. Burke Miller, war and public service manager.



John F. Royal, v.-p. in charge of international relations.



C. L. Menser, v.-p. in charge of programs.



Roy C. Witmer, v.-p. in charge of sales.



Dr. James Rowland Angell, public service counselor.



Sheldon B. Hickox, manager, station relations department.



Niles Trammell, president.



Frank E. Mullen, vice-president and general manager.



William S. Hedges, vice-president in charge of stations.



Raymond F. Guy, radio facilities engineer.



Frank M. Russell, v.-p. in charge of Washington office.



Charles P. Hammond, director, advertising and promotion.



James M. Gaines, asst. director, advertising and promotion.



Philip I. Merryman, director of facilities, development and research.



William Brooks, director, news and special events.



O. B. Hanson, v.-p. and chief engineer.

NBC top executives and department heads on the agenda of the 1944 War Clinics scheduled for five cities.

IN THIS ISSUE

Air Power Boosts Bond Sales

Promoting "Here's to Youth"

VOL. 9 MARCH, 1944 No. 8

NBC Transmitter



Published Monthly by the
National Broadcasting Company
RCA Building, Radio City, N. Y.

THE WAR CLINICS

The third successive series of NBC War Clinics is under way as this issue comes off the press.

With wartime limitations on travel, the important network meetings are being brought to five sections of the nation, thus reducing the need for long trips by the large number of station delegates.

The NBC caravan will bring into each of the five districts a complete convention agenda. Virtually identical programs will be presented in New York, Atlanta, Dallas, Chicago and Los Angeles.

The past two years of the War Clinics have proven that there is especial value other than travel economies in bringing the conferences to station districts. An outstanding advantage is the ability to discuss network problems in areas where questions relating to local areas can be discussed at length by all affiliates they affect.

Headed by President Niles Trammell, the NBC executives are striving to have the 1944 Clinic sessions as informative as possible with the greatest amount of convention time utilized for open discussions so that any affiliate can benefit by another's experiences not only in wartime procedures but also in activities that are bound to have a vast growth in the post-war period. Television, frequency-modulation and facsimile topics will most likely figure prominently in these discussions.

BOND SHOWMANSHIP

The greatest amount of NBC Transmitter space ever devoted to War Bond activities has been allotted to this issue.

NBC affiliates did an outstanding job in helping Uncle Sam attain his Fourth War Loan drive objective. Space limitations prevent the inclusion of all excellent items submitted.

Hence, it would be well for the reader to accept the War Bond activities covered herein as typical of every NBC outlet.

TOLEDO H. S. STUDENTS PRODUCE OWN AIR SHOWS



"ACROSS THE BOARD"—In this case, the much-used radio phrase applies to the bulletin board of Toledo's Woodward High School. The students inject considerable showmanship—and WSPD promotion—into their radio activities.

TOLEDO, O.—Education by radio, one of the increasingly important phases of American broadcasting, has taken major strides in Toledo high schools. Established radio departments offering writing, production, and acting courses—giving full credit for the subjects—are beehives of popular student activity.

Offering courses in radio since 1937, Toledo's Woodward High School has been producing programs over WSPD as regular features of the curriculum for several years. Under supervision of Harry D. Lamb, students are heard weekly in a forum program, on which they discuss current issues: "Fancy and Fact Tales," a series of dramatizations, and "Parade of Literature," radio stories of famous fiction classics.

With script and air deadlines to meet weekly, classes act in the capacity of a small radio network, developing student talents in the line of actual operation instead of classroom theory. The programs have received notable press and civic attention in Toledo.

The Aeolian Club, the school's radio organization at Woodward High, has

done a neat job of publicity with a large bulletin board especially set up for advertising student radio shows. Prominently displaying an NBC microphone, the notice reminds the large student body of forthcoming air events and, with pictures, creates interest by showing "back-stage" studio activity.

Charles C. LaRue, principal of Woodward High, plays an important role in backing his students in their radio productions.

KD-Kapers Makes Debut

PITTSBURGH, PA.—A 14-page mimeographed "KD-Kapers" is the sprightly monthly publication of station KDKA. Published by the station staff, it is dedicated to "all our guys and gals in the service."

There's news of former staff members now with the armed forces and items concerning present personnel. All the pieces are written in informal chatty style and there's a sort of "social column" in a pleasantly gossipy vein. One full page is devoted to an honor roll listing addresses of KDKA-ers in service.

Wartime Medical Problems Discussed on A. M. A. Series

CHICAGO.—For 11 years, the American Medical Association has been cooperating with NBC in presenting health programs of national interest. From the humble beginnings of simple health talks given alternately by Drs. Morris Fishbein and W. W. Bauer these programs have gradually evolved into the thrill-packed "Doctors at War" series, a dramatized version of health problems confronting a nation at war.

"Doctors at War" started its second year on the air on January 8,



Dr. W. W. Bauer

1944. In the course of the series, many of the best-known medical personalities in the nation have made their appearance. Such men as Thomas J. Parran, Jr., Surgeon-General of the United States Public Health Service; Major-General Norman T. Kirk, Surgeon-General of the United States Army; Brigadier-General P. R. Hawley, Chief Surgeon of the European Theatre of Operations; and Brigadier-General David N. W. Grant, Air Force Surgeon of the United States Army, have been heard discussing the major health problems of this country and its fighting men.

As its title indicates, "Doctors at War" is the story of American medicine in the war effort. This includes doctors on duty with the armed forces at home and on all the fighting fronts. But it includes more, too. There are severe health problems for the doctor at home whose colleagues have left for war, for the public health official constantly on guard against epidemics, the hospital interne, the research worker and the medical student. In addition, such closely allied workers as nurses, dietitians, technicians, and other hospital personnel are also the business of this NBC program.

All scripts for "Doctors at War" are prepared from authentic material secured with the cooperation of the Army and Navy. William Murphy, continuity editor of NBC's Central division, writes the script, and Dr. Bauer, director of A.M.A. health education, is narrator.

INDUSTRY TOPICS HIGHLIGHTED BY POST-WAR TRENDS ON AGENDA OF NBC 1944 WAR CLINICS

By WILLIAM S. HEDGES

NBC vice-president in charge of stations.

(EDITOR'S NOTE: This article was written by Mr. Hedges just before the first of the 1944 War Clinics opened in New York. It is intended as an informal notation of the district meetings' goals as well as an outline of the agenda. The detailed day-by-day War Clinic program was published in the February issue of *The Transmitter*.)

NEW YORK.—The five divisional meetings of NBC's Third Annual War Clinic, which opens in this city, February 28, and disbands in Los Angeles, March 22, will be devoted primarily to the problems of the affiliates. In thus altering slightly the format of the Clinic without changing its primary purpose, we feel that we are coming closer to the fundamental objectives of the sessions, viz., to achieve the best possible cooperation between affiliates and network in handling the special problems that have arisen because of wartime conditions.

This year, more so than in the two previous years, station owners and managers will take a more conspicuous part in the meetings. While network officials will be present at the general sessions, their talks will be brief in order to permit more time for give-and-take discussions. Affiliates have indicated that these open forums in the past have been highly productive of information on subjects that most vitally concern individual outlets.

As would be expected, too, more time will be allotted this year to television and frequency modulation, the new radio services which hold out so much promise for post-war days. More and more articles in newspapers and magazines are generating interest in many sections of the country where television and FM demonstrations have never been held. The talks and forums on these subjects will be designed to give affiliates a complete picture of the present status and future developments of these new radio services so that station executives may have a solid groundwork on which to base their exploration and eventual utilization of these radio facilities. NBC representatives will explain the cooperative development of plans for FM and television networks after the war.

Another War Clinic innovation will be the extension of the meetings in each city to three days instead of two. This will

allow more time for the closed sessions, which are attended only by affiliates, and for the forums which will bring both stations and network officials together.

The full agenda of the Clinic appeared in last month's *Transmitter* but here in brief is the calendar for the three days. The first day will be set aside for the affiliates, with the afternoon devoted to a closed meeting at which station representatives will discuss questions which are to be presented to network representatives on succeeding days.

On the second day, the morning will be given over to network reports of 1943 operations and departmental plans for 1944. In the afternoon, two meetings will be held simultaneously. At one of these meetings, NBC officials will discuss the subjects formulated at the preceding day's closed session. In the second group, technical personnel from the affiliated stations will meet with O. B. Hanson, John F. Royal, Raymond F. Guy and Philip I. Merryman to discuss engineering and programming aspects of FM and television.

The third day will open with a program panel at which Messrs. Trammell, Angell, Miller, Gaines, McKay, Menser and Brooks will answer queries from Clinic guests. This will be followed by a second forenoon panel on FM and television with particular emphasis on the future of the two services.

At luncheon, on the third and last day, it will be my privilege to discuss "How to Keep NBC the No. 1 Network," and following the luncheon, members of the traveling clinic and all station representatives will discuss common problems.

After the opening meeting in New York, the War Clinic will hold sessions at Atlanta, Georgia, on March 5, 6 and 7; Dallas, Texas, March 9, 10 and 11, and Chicago, March 13, 14 and 15 before moving on to Los Angeles for the final three days, March 20, 21 and 22.

WAR BOND PARADE

Procession of Programs and Promotion Ideas Lead to Huge Sales in NBC Station Areas

NEW YORK.—Nearly every star in NBC's gala talent roster appeared on the seven-day "NBC's War Bond Parade," the network's contribution to the Fourth War Loan drive, which was on the air every night, Tuesday, February 1, through Monday, February 7.

And as a smashing climax to this week-long drive on February 8, there was "This Is the Attack," a seven-pronged assault on the "enemies" of the war bond drive, bringing to the NBC microphones, among others, a former member of the Hitler "jugend" movement, war workers, war heroes, and relatives of a battalion of soldiers captured on Bataan.

The "This Is the Attack" program not only climaxed NBC's own participation in the Fourth War Loan drive, but launched the network's week-long "mop-up" campaign in conjunction with the Boy Scouts of America. Earlier, Saturday, February 5, the 1,600,000 scouts throughout the nation had been invested as War Bond Sales Aides of the United States Treasury Department by Under Secretary of the Treasury Daniel W. Bell on NBC's "Boy Scout War Bond Rally."

On "NBC's War Bond Parade," the programs originated in Hollywood, Chicago and New York, and presented the network's headline comedians, leading orchestras and bands, top war correspondents and commentators, stars of NBC's daytime serials, religious speakers, and sports broadcasters. The stars were heard on the same days as they regularly were heard on the air.

In addition, each of the seven programs included a spot in which an attack was leveled against one of the seven "enemies" which hindered success of the drive: Ignorance, Selfishness, Apathy, Complacency, Improvidence, Procrastination and Smugness.

On "This Is the Attack" each of the eight stations represented on the NBC planning and advisory committee gave a roll-call of all network stations in its region, for the first time in NBC's history. Then each delivered an attack on one of the seven war bond "enemies." KTAR, Phoenix, Arizona, with the assistance of KOB, Albuquerque, New Mexico, tackled "Apathy;" WTIC, Hartford, Connecticut,

SPONSORS AID TREASURY

NEW YORK.—Acceding to the request of NBC, sponsors of six prominent shows allotted 60 seconds of their respective program periods one February week to the broadcasting of bond sales totals compiled by the Treasury Department and read over the air by Theodore Gamble, director of the department's War Finance Division.

Colgate - Palmolive - Peet interrupted its "Million Dollar Band" on February 5 and repeated the procedure February 12. The Carnation Company made time available February 7 and similar arrangements were made for Pepsodent's Bob Hope program February 8 and 15; the American Tobacco Company's Kay Kyser "Musical College" February 9; R. J. Reynolds' Abbott and Costello broadcast February 10 and Lever Bros. "Amos 'n' Andy" program February 11.

Daily at 6 p.m., the Treasury Department began compilation of bond sales and the figures were released later in the evening during the broadcasts.

"Ignorance;" WIS, Columbia, South Carolina, "Improvidence;" KSTP, Minneapolis-St. Paul, "Smugness;" WMC, Memphis, Tennessee, "Procrastination;" WLW, Cincinnati, "Selfishness," and WKY, Oklahoma City, "Complacency." The eighth station, KGW, Portland, Oregon, broadcast a pickup from a Portland shipyard.

The Boy Scouts of America, named War Bond Aides by the Treasury Department, also heard talks on the "Boy Scout War Bond Rally" by Captain Eddie Rick-enbacker, Dr. Elbert K. Fretwell, chief scout executive, and Robert St. John, NBC commentator. The joint week-long "mop-up" campaign, designed to uncover every potential bond buyer in the nation, and coinciding with the Boy Scouts' 34th anniversary, fell during the week of February 8.

Cantor Sells \$40,000,000 In Bonds in 24-Hour KPO Stint

SAN FRANCISCO.—When San Franciscans came across with \$40,000,000 in War Bond purchases during his 24 hours of bond-selling at KPO, comedian Eddie Cantor quipped:

"Bay Bridge? You really don't need a bridge, the way San Francisco people are coming across!"

In KPO's studios at Radio City, Cantor went on the air at 6 a.m. Saturday, January 29, and kept singing, clowning and plugging bonds until the same time the next day, Sunday. Along with Cantor, several KPO staff members, headed by General Manager John W. Elwood, checked in at 6 Saturday and didn't check out till the same time as the comedian did, sometime between 6 and 7 Sunday.

For a full week before the actual event, all staff members were working in some way or other to complete preparations. The program department loaned one of its top producers, Don Thompson, as coordinator of the project. The sales department lent Thompson a secretary, Annette Krikorian, and John Elwood lent him the visiting executives' office, complete with special telephone lines.

With the exception of one outside man, Writer Arch MacPhail, all arrangements were made by KPO staff members.

After the Cantor entourage had been loaded onto the south-bound "Lark" at the Southern Pacific depot Sunday night, everybody heaved a sigh of relief, anticipating a week of quiet, restful "normalcy." Came Monday morning, though, and employees found they'd failed to reckon with the ravages of the 24-hour grilling. There were bond booths to be demolished; figures and records to be tallied; lists of purchases to be typed; press stories and pictures to be marketed.

At week's end, personnel at Radio City was just swinging back into its normal operations. President Roosevelt's solicitous message to Cantor ("Take it easy until you're all rested up!") by-passed hard-working studio employees. All agreed, though, that the record "take" of \$40,000,000 made up for all hard work.

EDDIE CANTOR'S 'ROUND-THE-CLOCK WAR BOND STINT AT KPO



Cantor sang, Cantor joked, Cantor sold bonds—he also read the news, in a straight, professional manner. Here he is reading the 10 a.m. news for announcer Archie Presby, who ordinarily handles the job.



Coffee—good and strong and copious in quantity—was supplied all day and all night long to Eddie Cantor during his 24-hour bond-selling marathon. Here George Mardikian, famed San Francisco restaurateur, personally administers the java.



Heading the large contingent from San Francisco's Chinatown which came to buy bonds from Cantor was T. K. Sun, grandson of the late Sun Yat Sen, founder of the Chinese Republic.



Eddie Cantor took time out from his 24-hour bond-selling job on KPO for just one thing—to participate in the March of Dimes from another studio in the San Francisco Radio City.



Cantor climbed the ladder to post the total amount of sales. Nora Martin, Eddie's charming vocalist, and John W. Elwood, general manager of KPO, were on hand.



Bond selling left a mark on comedian Eddie Cantor when this picture was snapped at 2 a.m. Sunday, January 30, when he was just 4 hours away from the finish line.

NBC AFFILIATES FROM COAST TO COAST BOOST FOURTH WAR LOAN



Gene Tierney, screen star, and local officials appeared in a special war bond broadcast with Russ David and the KSD orchestra as the drive began in St. Louis. Pictured in front of KSD's war bond booth in the lobby of The Post-Dispatch building are (left to right) Mayor Aloys P. Kaufmann; Miss Gertrude Frame, KSD bond booth saleswoman; Miss Tierney; Miss Theola Morris, bond saleswoman; Walter J. Hein, chairman of the Missouri War Finance Committee, and Carl McIntire, KSD announcer



W'OAI (San Antonio, Tex.) brought Brigadier-General G. C. Beach and Private Walter Ten Fingers, a Sioux Indian, to the mike.



A \$1,000,000 order goes to Under Secretary of Treasury Daniel W. Bell (center) from Henry P. Blair (right) through WRC (Washington).



Anthony Giffune, of General Foods, "pans gold." He earned privilege with purchase of a \$5,000 bond on a KOA (Denver) program.



W'BOW (Terre Haute, Ind.) boosted the drive by staging an exhibit of 100 war photographs.



M. S. Short, president of the Savings Bank Association of N. Y., pledges \$45,000,000 via W'BN (Buffalo).



Special bond delivery in Lewistown, Pa., gets under way with W'MRF's microphone right on deck.

WOOD Stars' Bet Boosts Michigan War Bond Sales

GRAND RAPIDS, MICH.—A contest always stimulates interest, and at WOOD the latest contest idea has added \$513,375 to the War Bond sales total of the Fourth War Loan drive.

Glenn and Lenore, the popular young radio-interview team at WOOD, decided to have a contest to see who could sell the greatest amount of bonds. If Glenn won, Lenore was to sing on the stage of a downtown Grand Rapids theatre on the opening night of WOOD's "Search for a Star" amateur broadcasts. If Lenore won, Glenn was to wear her hat—one of those indescribable creations—around the streets of Grand Rapids for two days.

February 4 was their big day, when the team sold over \$450,000 in "E" bonds. Interest was stimulated throughout the day. The team, broadcasting with mobile shortwave equipment, started at 6:30 a.m. from the main corners of Grand Rapids. Then, every hour throughout the day, it broadcast from busses, war plants, a railroad station, a bank, a business man's office, a Grand Rapids public park, from police headquarters, a school room, and from a fire engine speeding down the town's main street with siren blowing.

Glenn and Lenore kept interest in their evening broadcast high with air plugs during these special pick-ups urging listeners to choose their sides.

Fibber and Molly Do Bit

HOLLYWOOD. — Fibber McGee and Molly, without benefit of the slightest advance publicity, made a simple plea on their broadcast February 1. The Wistful Vista pair, in their own friendly manner, just asked their friends to invest in Uncle Sam's victory effort.

Then local announcers, also without the build-up of a single line of previous fanfare, cut in with the suggestion that listeners could telephone their War Bond pledges to the NBC station to which they were tuned.

The radio friends of Fibber and Molly appreciated the simplicity of the request.

With all the 128 affiliated stations that carry the program reporting, purchases have passed the million dollar mark.

The figure of their bond sales was \$1,000,297.25 at press time—a notable achievement for a single program.

SMALL TOWNS, BIG HEARTS

FARGO, N. D. — WDAY's War Bond Caravan returned from a seven-day bond-selling tour which netted \$2,000,000 for the Treasury. The unit was made up of 15 staff entertainers, all donating their services for the stage shows presented in each town. The caravan appeared in Fergus Falls, Glenwood, Brainerd, Detroit Lakes, Crookston, Thief River Falls—all in Minnesota—and Grafton, North Dakota. Largest town on trip had a population of 10,000.

Calves As Bond Prizes

SEATTLE, WASH. — Bill Moshier's "Farm Forum," on KJR here assisted Washington State 4-H Clubs' Fourth War Loan bond-selling effort by awarding to the state's three best 4-H Club bond salesmen three pure-bred dairy calves.

Moshier's program gave one pure-bred calf each to the first, second, and third place winners in the state-wide contest based upon total number of individual sales of Series "E" bonds.

The farm clubs set a goal of \$2,000,000 in bond sales to purchase a Liberty Ship. Top grade heifer calves were to be chosen by representatives of the American Jersey Cattle Club, American Guernsey Cattle Club, and the Holstein-Friesian Association of America, which cooperated in the drive.

Awards were to be made to winning 4-H Club members on a special broadcast at the close of the campaign.

WSM's War Photo Promotion

NASHVILLE, TENN.—Live-wire Station WSM here promoted the recent Fourth War Loan campaign with a display of 100 notable war pictures. They were taken by the United States Navy, Coast Guard, Marines, Army Air Forces and Signal Corps as well as several leading commercial picture services, and presented in cooperation with the Folmer Graflex Corporation.

The pictures were shown at the WSM studios for 10 days, from January 18 through January 28, and were plugged by the station with spot announcements, display advertisements, news stories and newspaper reproductions of exhibits.

KYW's "Ice Follies" Tie-In Nets Uncle Sam \$1,500,000

PHILADELPHIA, PA.—Helping Philadelphia to get off to a strong start in the nation's Fourth War Loan Drive, more than 6,000 War Bond buyers who purchased an aggregate of \$1,500,000 in War Bonds were on hand for the special matinee performance of the "Ice Follies of 1944" given at the Arena here Tuesday, January 18. The bond show was sponsored by KYW and the Arena management.

Aiding in the success of the venture were the Philadelphia department stores and specialty shops. All leading stores handled the bond sale while announcements and publicity were taken care of by KYW. The Arena had charge of tickets with the Treasury Department acting in a coordinating role.

Officials of KYW, the Arena, the "Ice Follies" and the Treasury Department decided on a hard, short drive and announcements were held to five days. Treasury officials expressed satisfaction that such a short period could do the job.

KYW and the Arena have teamed many times in the past on such promotions but this was by far the biggest money-maker for the government. The "Ice Follies" topped by more than \$150,000 the next high, which, too, was an ice show sponsored last October.

Boston Ice Show Promotion

BOSTON, MASS. — All previous records for War Bond sales to qualify for admittance to an ice show in Boston were shattered in January by the \$2,000,000 "gate" at the special WBZ Day matinee of the "Ice-Capades of 1944."

Every seat in the Boston Garden was sold out by show time and representatives of the War Finance Committee announced that \$2,059,925 in War Bonds had been sold during the 10-day station promotion. Two leading Boston department stores assisted officials of WBZ in the distribution of the bond matinee tickets to buyers of "extra" War Bonds.

Figures from the WBZ Day program were included in the Fourth War Loan campaign as arrangements were made with Treasury officials to do so. The latest "Ice-Capades" figures push the total from WBZ War Bond promotions beyond the \$42,000,000 mark.



When Chili Williams, noted "pin-up" girl, guested on the KSTP (St. Paul-Minneapolis) servicemen's program, "Overseas Special," she was interviewed by Randy Merrimon at the Red Cross Canteen.



George C. Schoeninger, national commander of the Veterans of Foreign Wars is shown with Charles Morris, fourth district commander, as Schoeninger addressed WIOD (Miami) listeners recently on "Victory First," prior to the Florida State encampment at Orlando.



Nurse Helen Tolley demonstrates the Sister Kenny treatment of infantile paralysis on Harlow Woods, aged 5, for KMJ's remote broadcast from the Fresno County (California) General Hospital during the March of Dimes.



Vice-President Henry A. Wallace and Jennings Pierce, NBC Hollywood executive, meet at mike.



Commentary by Henry Wallace



This realistic department store window representation of the President giving one of his Fireside Chats was arranged by KGW in Portland, Oregon.



Pictured at the cold weather "secretary's mess" of WOW (Omaha, Nebraska), are Bates, writer-actress; Betty Bauer, Ruth Herchenroeder, Loretta Dundis, Jackie L. Jerry Hetmanek.



part of the regulation military program of physical and educational training recently produced in all Army Air Force hospitals, Corwin Riddell, news chief of Station WOAI (San Antonio, Texas) conducts the first of a series of news forums at the convalescent section of the San Antonio Aviation Cadet Center.



Commander John B. Cooke tells WIOD (Miami) listeners of Pearl Harbor experiences. With him are Bob Caffey, announcer, and Commodore B. J. Rogers (right).



Morgan Beatty was interviewed by news editor, over KARK while on a visit to his family in Little Rock, Arkansas.



This collection of letters and postcards was directed to Jane Weston and her WOV'O-W'GL (Fort Wayne, Ind.) "Modern Home Forum" program during 1943. Recently her 122,000 pieces of mail, weighing a ton and a half, went off to war as paper salvage.



(left): Barbara Harkness, singer, and



Secretary of State Cordell Hull (left) is shown with NBC Commentator Richard Harkness, participating in the final broadcast of the recent "Department of State Speaks" series.



Eddie Cantor and his vocalist, Nora Martin, visit the Jap Zero war prize at the NBC Hollywood studios.

A Transmitter Bio:

RADIO MINSTREL ASSIGNMENT LED TO STATION MANAGEMENT



Len Reinsch

ATLANTA, GA.—Radio has often been called a young man's game, and living proof of that statement is James Leonard Reinsch, managing director of WSB, Atlanta; WIOD, Miami, and WHIO, Dayton.

Len Reinsch was born in Streator, Illinois, June 28, 1908. When a senior in high school in 1924 he took part in a minstrel show on WLS, Chicago. He found he liked radio and did turns on eight other Chicago stations from time to time, meanwhile studying every angle of the business from microphone to transmitter. In 1928, he became a full-time announcer with WLS, and the next year he turned to selling.

In the meantime, he had been graduated from high school and was attending Northwestern University. At Northwestern he did a double shift, attending classes during the day and working at night. When his radio schedule was shifted to daytime, he went to night classes. He was graduated from Northwestern with a B.S. degree in commerce, and he won the D. F. Kellar prize for a thesis on radio merchandising. His record so impressed the dean that he was asked to prepare a suggested curriculum for radio courses in the School of Journalism.

After graduation he worked for several years in an agency, handling spot accounts. In his spare time he helped organize two stations, and set up a commercial schedule for another.

All this time, however, he was looking for a chance to line up with a newspaper-owned station. That opportunity came in 1934, when Ohio's former Governor and the one-time Democratic nominee for President, James M. Cox, acquired WHIO.

Reinsch signed with the Cox organization and went to Dayton in November of that year to help set up the station—which was being moved from Erie, Pennsylvania. He designed the studios, hired personnel and developed the accounting

system and control figures. He was then made general manager, and served at WHIO until February, 1940. In that year, Cox purchased The Atlanta Journal and Station WSB, and Reinsch was assigned as general manager of the Atlanta 50-kilowatt.

Under his guidance, WSB has won repeated recognition. It was awarded the Variety "Showmanagement" plaque for 1940 and 1942, and in 1941 won a citation from the George Foster Peabody committee for "outstanding meritorious public service to a local area."

Reinsch was on the original planning and advisory board of NBC affiliated stations, and is now a member of the labor relations and post-war planning committees of NAB. He is also on the board of directors of the Georgia Association of Broadcasters.

Since becoming managing director of the Cox stations, he has made his headquarters and home in Atlanta. He is a member of the Rotary Club and the Capital City Club, and was recently elected to membership in Sigma Delta Chi, national journalism fraternity.

Len Reinsch married the former Phyllis McGeough, of Chicago, on February 1, 1936. They have two children, Penelope Lu, 5, and James Leonard, Jr., 3½.

If he could find time he'd like to devote more leisure hours to photography and golf, but long hours at the office and on the road leave him little time for either hobby.

DX Selling by KOA

DENVER, COLO.—From "somewhere overseas" to the KOA mail desk came \$75 in cash and a poignant request from Captain John R. Ridgeway, Jr., that KOA use the money to purchase four War Bonds to be sent to his wife and son in California.

WTIC's Mile of Dimes Plea Wins Big Contributions

HARTFORD, CONN.—Riding on the crest of the biggest wave of contributions in its history, the WTIC-Hartford Courant Mile o' Dimes, a joint promotion of the Hartford station and America's oldest newspaper to raise funds for the victims of infantile paralysis, has again gone over the top. The goal of five miles of dimes or \$44,935 was exceeded by five per cent when the campaign closed on January 31—President Roosevelt's birthday.

The closing day saw heroic giving on the part of greater Hartford. During the day, \$9,373.20 was contributed by a public whose desire to aid in the battle against infantile paralysis had carried the campaigns of 1941, 1942 and 1943 to a point where they led the nation on a per capita basis.

The final total was announced in a special broadcast by James F. Clancy, sales promotion manager of WTIC and director of the drive, who had steered the previous ones to success. On the same program were Maurice Sherman, editor of The Hartford Courant, and Paul Morency, general manager of WTIC.

The response of radio listeners is considered a major contribution to the success of the annual drive.



Photograph by The Hartford Courant

The orphans really gave their all for the WTIC-Hartford Courant Mile o' Dimes. After taking up collections among teachers and employees of the Children's Village where they live, they dug down and added their own weekly allowances to the amount, making a total of \$21.55. They were photographed January 30 at the "Carnival Junior Quiz," one of WTIC's oldest commercial programs, which on this day dedicated its entire half-hour to receiving children's donations to help "the kid around the corner." Seated before the microphone is "Captain" Glenn Rowell of the former broadcasting team of "Gene and Glenn."

PROMOTING "HERE'S TO YOUTH"

NBC Stations Draw Huge Audiences to Network's Series Dealing with Juvenile Delinquency Problems

NEW YORK.—A splendid example of successful station promotion and publicity for a public service program is afforded in the current efforts behind NBC's "Here's to Youth" series, which has been carried by 116 network stations Saturdays since January 15.

After a closed-circuit address by Niles Trammell, NBC president; Dr. James Rowland Angell, public service counselor, and John McKay, press department manager, the stations have thrown all their weight behind this series, which is designed to give a broad picture of what youth agencies throughout the land are doing to combat juvenile delinquency.

This closed circuit talk was followed by a letter on suggested publicity techniques to publicity directors of all affiliated stations. The stations also received a sample promotion kit which included press releases, pictures, mats, and background information on the participating agencies.

Tying in with these plans, the 10 youth agencies involved in the broadcasts plugged the series through their individual channels. House organs, service publications, bulletins, and other avenues of publicity were utilized to give notice of the series when it started and as it progressed.

The results of this campaign were quickly noted. Editorial opinion in newspapers throughout the nation commented favorably on the program. Said the Journal of the American Medical Association: "It is a professionally written, fast moving dramatic series with sound effects and music, combining entertainment and, in the best sense of the word, propaganda. . . . This would seem to be an American approach to a difficult problem. . . . The youth agencies concerned, together with the National Broadcasting Company, are trying to mobilize communities for local cooperation and are showing in each script exactly how it can be done. This is an example of community cooperation by which wartime problems can be solved if there is a solution. It is a splendid suggestion to post-war planners that the American spirit of enterprise is not dead. . . ."

High praise was accorded in other newspaper editorials, many of them as a



BOOSTING YOUNG AMERICA—Officials of the Salt Lake City Young Women's Mutual Improvement Association shown at the KDYL-Salt Lake Telegram "Here's to Youth" microphone immediately following the network dramatization of the youth problem titled "Till The Boys Come Home." Discussion covered local applications of the problem. Members of the panel are (from left): Mrs. George J. Cannon, president of the organization; Mrs. J. Percy Goddard, Editor H. R. Kretchman and Mrs. Joseph W. Anderson. KDYL and The Salt Lake Telegram augment the network's "Here's to Youth" program each Saturday to inform its listeners what is being done by local as well as national welfare agencies to help combat juvenile delinquency.

result of careful publicity handling by the stations. For example, editorials appeared in The Syracuse Post-Standard (home of WSYR), and The Madison (Wis.) Capital Times (home of WIBA). Said the latter paper: "The appeal of the series is universal—parents, teachers, social workers and young people themselves will find that sincere efforts have been made to produce programs of outstanding interest and to offer suggestions for intelligent solutions of the problems that face American youth."

In many station cities, the "Here's to Youth" closed circuit broadcast was attended in the studios by leading civic officials, representatives of the 10 youth agencies, and other prominent citizens—with excellent press results. In many instances, too, these were followed up by discussion groups in the studio, relating the community's problems to those presented in the series.

Promotion ideas by individual stations were soon forthcoming. These are a few of the ideas developed locally, some of which will undoubtedly bear repeating in other communities:

KARK, Little Rock, Arkansas, utilized its news broadcast periods to call attention to "Here's to Youth." A Boy Scout executive announced the program's opening at a Rotary Club luncheon, announcement was made at a city-wide meeting at the municipal auditorium by an associate director of the FBI, and the president of the Youth Advisory Association sent letters to all members of that group.

KFI, Los Angeles, serviced several thousand stickers calling attention to the series to the Council of Social Agencies which distributed them to the 10 participating youth groups and to the principal churches and church groups. These stickers were pasted on the backs of all correspondence and form letters. This station is also sponsoring a city-wide essay contest on the subject of local juvenile delinquency with War Bonds as prizes. Advertising copy and spot announcements also remind the public of the series.

KSTP, Minneapolis-St. Paul, has arranged for the Junior Red Cross to make a listener survey, and the St. Paul Junior Association of Commerce to take on

(Continued on page 15)

NBC-ite Launches Ship



HERO'S WIFE—Mrs. Cleo Musick, a member of NBC's New York guest relations staff and widow of the noted pioneer Clipper pilot, Captain Edward S. Musick, crashed a bottle of champagne over the bow of the Liberty ship named for her husband. At left is Captain J. H. Tilton, senior master pilot of the Pan-American Airways System, a close friend of Captain Musick who called the late pilot "a pioneer in the true sense."

NEW YORK.—Mrs. Cleo Musick, member of NBC's guest relations department in New York, christened a Liberty ship at the Kaiser shipyards, Richmond, California, named in honor of her late husband, Captain Edwin C. Musick, pioneer aviator and pilot of the "China Clipper" on its maiden flight. Captain Musick was killed January 11, 1938, in an airplane accident at Pago-Pago, Samoa, while investigating new routes for Pan-American Airways.

For his work in surveying new plane trails, Captain Musick received the Harmon trophy in 1935 and was further honored by the unveiling of a plaque at the famed Smithsonian Institution, Washington, D. C.

KPO Issues Market Data

SAN FRANCISCO.—Capitalizing on the tremendous wartime growth of the Pacific market, Helen Murray, KPO sales promotion manager, recently issued a 33-page promotional piece to NBC salesmen all over the country.

Titled "KPO, The Key Station in the West's Richest Market," the book shows that the income per capita on the Coast is 355 per cent above the national average; that 53 per cent of 1942 national savings growth was in the seven Western states; that San Francisco County ranks first in the nation in effective per capita buying income, and that eight out of 10 wealthiest farm counties of the nation are in California—seven of them in Northern California.

1944 INSTITUTES PLANNED

NBC Will Repeat Summer Radio Courses in Chicago and California

CHICAGO.—Three of the nation's leading universities again will collaborate with the National Broadcasting Company in sponsoring Summer Radio Institutes in 1944, according to Judith Waller and Jennings Pierce, directors of public service, respectively, for the NBC Central and Western divisions.

This will be the third successive year that the network has pooled its resources with educational institutions to give practical training in the broadcasting arts to young people seeking careers in radio. The institutes will be held at Northwestern and Stanford Universities and the University of California at Los Angeles.

Oldest of the three schools is the NBC-Northwestern University Summer Radio Institute which was launched in 1942 on an experimental basis. This pioneer method of radio education was so successful that two additional institutes were started on the West Coast in 1943. In the last two years, more than 400 students have been trained at the Summer sessions and absorbed by the radio industry and allied fields. The demand for graduates has far exceeded the supply.

As was the case last year, the three institutes will have as their specific aim the training of students to serve as replacements to alleviate the serious shortage of manpower existing in radio as a result of the war. Courses will carry full university credit and all applicants must have at least two years of college work or previous radio experience.

The NBC-Northwestern Institute will be held during the nine-week period between June 26 and August 26, with enrollment limited to a student body of 100. Miss Waller declared.

Serving with Miss Waller on the board of directors of the Northwestern Institute courses are Armand Hunter, acting chairman of the department of radio at the School of Speech at Northwestern, and Al Crews, NBC dramatic director.

Courses to be offered at the Northwestern Institute and their instructors are as follows: "Introductory Course to Radio," Miss Waller; "Announcing," Paul Knight, private teacher of speech, and William Kephart, NBC chief of Central division announcers; "Newswriting,"

John Thompson and Baskett Mosse, NBC news editors; "Program Planning," John Simpson, NBC musical production director; "Control Room Technique," Beverly Fredendall, NBC engineer; "Sales Problems," Lou Tilden, NBC local and spot salesman; "Continuity Writing," William Murphy, NBC continuity editor, and "Dramatic Writing," to be taught by Crews.

HOLLYWOOD.—Radio, now beginning to come under the aegis of higher learning, looks to a strong advance in the training of young people for various types of activity during 1944, according to Jennings Pierce, NBC's Western division manager of public service and station relations.

Accordingly, NBC will cooperate with leading universities in evolving sound techniques of training and providing skilled replacements for the radio industry.

Pierce, and Dr. J. Harold Williams, director of the Summer Session at the Los Angeles campus of the University of California, will cooperate in administering a special radio institute at UCLA, with courses to cover six weeks, from June 25 to August 4. They will include an obligatory radio survey course, writing, production, announcing, news preparation, broadcast sales and promotion and control room operation. Of these not more than four can be taken by a student, and the number of pupils accepted is limited to 100. Similar courses will be conducted by NBC in cooperation with Stanford University and Northwestern.

Mirth, Madness—and Money

NEW YORK.—NBC set its cooperative effort in the Fourth War Loan drive in motion when the cast of the network show, "Mirth and Madness," amassed a total of \$250,000 in bond sales in an appearance at Glen Cove, Long Island.

Residents of the North Shore community, who had bought bonds as tickets of admission, packed the Cove Theater.

Peter Donald, dialect highlight of NBC's "Can You Top This?" show, was master of ceremonies.

KDKA EXHIBIT TAKES LISTENERS BACK TO OLD RADIO DAYS

PITTSBURGH, PA. — Thousands of listeners were given an opportunity to review the history of radio from its modest inception back in the early experimental days down through the years to its present niche as one of the country's major industries at a KDKA-Westinghouse Radio Stations, Inc., radio exhibit at Gimbel's Department Store here in January.

Contributing prominently to the radio historical theme was the movie, "On the Air." This educational feature, a 30-minute sound film produced by Paramount for W. R. S., Inc., authentically traces radio history from its very beginning down to the present day. Not without its humorous angles, it also reveals little-known facts and experiences behind the early days of broadcasting.

The elaborate exhibit abounded with obsolete and current radio installations and equipment marking the milestones in the progress of broadcasting down through the years. The display included those antiquated crystal sets with earphones of broadcasting's pioneer days and their successors—considered great strides in those days—the one-tube sets, and the two and three-tube sets with loud speakers.

Another outstanding feature was a replica of the original KDKA transmitter, the first transmitter ever used for entertainment purposes as a public service. It lent quite a contrast to adjacent pictures of KDKA's modern transmitter, thus depicting the progress and development of radio equipment.

Also attracting attention of the visitors at the exhibit was a picturesque scale model of the WBOS transmitter at Hull, Massachusetts — Westinghouse's powerful short wave station.



Crowds at the exhibit showed interest in this painting of the garage in which Frank Conrad conducted research which led to birth of broadcasting in 1920.



W. B. McGill, general advertising manager of Westinghouse Radio Stations, created this allegorical sketch of the first radio broadcast.



The powerful WBOS short-wave transmitter at Hull, Massachusetts, was represented at the display by this picturesque scale model.



The replica of the first KDKA transmitter attracted the attention of oldtimers as well as proving a curiosity item to younger radio enthusiasts.



Catwhisker detectors, horn-type loudspeakers and other items of broadcasting's "infancy" brought back nostalgic memories to some visitors.

AMERICAN RADIO—UNDER PRIVATE ENTERPRISE— IS “THOROUGHLY GOOD JOB” SAYS DR. ANGELL

QUEBEC.—Major achievements of American radio under the system of free private enterprise have been accomplished despite radio's shortcomings and the difficulties the industry has faced. Dr. James Rowland Angell, NBC public service counselor and president emeritus of Yale University, declared here in an address before the convention of the Canadian Association of Broadcasters at the Chateau Frontenac on February 15.

“American radio has created the greatest broadcasting systems to be found anywhere,” Dr. Angell said. “It has pioneered in the scientific development of the art; it has extended its boundaries to the four corners of the earth; it has recreated and carried to the remotest hamlets the world's finest music, great drama and entertainment of every kind that can be apprehended through the ear. It has brought to the microphone the outstanding leaders in every walk of life. It has steadily improved its own technique and has built new appreciation for its own finest product. It has notably improved and broadened musical taste and understanding. It has brought spiritual comfort and consolation to thousands of shut-ins, to say nothing of the ordinary run of men and women. All these things and many more it has accomplished as a consequence of its enjoying the privilege of free competitive enterprise.”

Although conceding that radio has some shortcomings, Dr. Angell said that the “unskillful use of the advertising plug is not an inevitable consequence of the free enterprise system.”

Claims occasionally made that American radio gives too little recognition to labor and to political trends which are frowned upon by industry and big business, were denied by the NBC public service counselor.

“My observations,” he said, “lead me to believe that, in the main, American radio attempts to deal fairly with labor and to reflect justly, as do the news columns of our more important papers, the actual situation with which the country is, at any one time, confronted, and to offer opportunity as equitably as possible for the presentation of the important va-

rieties of opinion which divide our thinking as a people.

“No agency,” Dr. Angell said, “has ever been devised which enjoys such power to move the hearts and minds of great masses of men as does the radio. By great music and by great dramatic work which is accessible to the listener, men are gripped and held spellbound. Also, in all the great basic interests of human life, such as religion and education and the fundamental issues of economics and politics, presented by the leaders of thought and action in all these fields, direct access is given to the mind of the listener in a manner which has never before been even remotely possible. And whereas the printed word will never lose its power over the thinking and feeling of man, there is a certain deep hereditary response to the human voice which cold type can never hope to dislodge.

“On this entire front,” he added, “any fair judgment of the American system of radio would testify that it has done, on the whole, a thoroughly good job.”

Girl Radio “Vet”

LITTLE ROCK, ARK.—A real veteran of radio in the Southwest is Mrs. Oda Sharpe, general secretary in the KARK offices, Little Rock, Arkansas. Mrs. Sharpe celebrated her eighth year with KARK in January. During her period of service she has served as traffic director, continuity writer, receptionist, and occasionally has spoken a part in a program. While Mr. Sharpe is serving in the armed services, Mrs. Sharpe plans to remain at KARK where she is the third oldest employee in point of service.

Hitting Back at the Japs

NEW YORK.—As Morgan Beatty, NBC commentator, turned away from the microphone at 12:15 a.m., January 28, after reading the story of Japanese atrocities committed on American and Filipino prisoners, a listener notified him that the official account of inhuman treatment would add a \$1,000 War Bond sale to the Fourth War Loan drive.

New KGBX Head

SPRINGFIELD, MO.—When Station KGBX began operating under a change of ownership on January 1, the position of general manager went to 35-year-old J. Gordon Wardell, for six years sales manager of KWTO and KGBX, when they operated under the same ownership.



J. Gordon Wardell

New owner of the Springfield Broadcasting Company—operator of KGBX—is Springfield Newspapers, Inc., of which H. S. Jewell is president. Other major staff positions under the new KGBX set-up are: program director, Wayland Fullington; chief operator, Dennis White, and news editor, Fred McGhee.

KGBX has been the Springfield NBC outlet for eight years.

LA CROSSE, WIS.—As a part of the promotional effort of WKBH in the Fourth War Loan Drive, the station presented an all-soldier variety show called “Red, White and Blue” on January 25 and realized a bond sale of \$354,675.

GALLUP POLL ON WHAM

ROCHESTER, N. Y.—WHAM recently launched broadcasts of the “Gallup Poll.” This is the first time in the nation the noted poll is heard by the people. Heretofore, this has been a newspaper feature, with over 100 papers carrying the results of the American Institute of Public Opinion. WHAM has built a program, 15 minutes in duration, giving the current news, actual interviews by a Gallup interviewer, and the answer to a vital question of the day, as reported by the Gallup organization. The “newest of news shows” is aired twice weekly, Wednesday and Friday nights. WHAM's coverage makes it a real test for the American Institute of Public Opinion, servicing over 900,000 radio homes in its listening area.

"GRAND OLE OPRY" REACHES EYES AS WELL AS EARS



When *The Saturday Evening Post* recently presented "Hillbilly Boom," described as "the fascinating, fabulous story" of the WSM-NBC "Grand Ole Opry" to its readers, G. D. Gillingham, regional circulation director for the Curtis Publishing Company, visited stars of the show backstage at the Ryman Auditorium, Nashville, Tennessee. Photo shows Gillingham, Roy Acuff, star of the Prince Albert "Opry" program, and Uncle Dave Macon, grand old man of the "Opry," talking over the article. Posters, like one in the background, displayed by newsstands in WSM coverage areas, aided in exploiting America's authentic radio folk music show.

Denver Air Corps Show

DENVER, COLO.—"Silver Wings," a half-hour program featuring young Enlisted AAF Reservists, who engage in many contests emceed by Chief KOA Announcer Gil Verba, with handsome prizes as rewards for the winners, is being presented by the Army Regional Recruiting Office of Denver over KOA every Saturday afternoon. The series started January 22.

One hundred fifty to 200 enlisted Air Force Reservists, members of the Silver Wings Club who for the most part are between the ages of 17 and 19, are invited, along with members of their families or friends, by the Army Recruiting District Office, to visit KOA's studios for a Saturday get-together. Contests on the radio program are along the "Truth or Consequences" line, with all the boys having an opportunity to participate in the fun. Local merchants furnish prizes.

Service Men on KSD Series

ST. LOUIS, MO.—Professional talent from the armed services is producing several series of programs on KSD.

"Accent on Wings" is a half-hour Saturday afternoon variety program, developed by the Army Air Forces Training Command at Jefferson Barracks. It features a military band and one of the barracks' two fine dance orchestras. The show also presents singers and special interviews on Army subjects.

A similar program is broadcast on Wednesdays by a dance band from Scott Field, parent radio school of the Air Forces Training Command. Corporal Frank Eschen, former program director of KSD, announces for this show, and also presents a 10-minute Army newscast.

KSD recently concluded a six-weeks' series of programs to help the Women's Army Corps recruiting drive. Peggy Cave was presented as interviewer.

"HERE'S TO YOUTH"

(Continued from page 11)

speaking engagements to inform Parent-Teacher groups about "Here's to Youth." The Mayor's Committee on Youth Problems, along with the heads and members of all youth agencies involved, attend the broadcasts. Excellent publicity has developed from these meetings.

WAVE, Louisville, Kentucky, has circulated an attractive, three-color flyer-bulletin which urged the community to "Tell Your Friends to Tune In."

WBEN, Buffalo, had the Y.M.C.A. design a flyer with comments by prominent local citizens on the first and second broadcasts for posting on bulletin boards in public places.

WEAF, New York, sent folders and announcements to all groups concerned, and had 14,000 posters printed for distribution by council headquarters in the New York area.

WHAM, Rochester, New York, arranged meetings of all civic leaders and social agency executives on means of promoting the series. Again with excellent press results.

WHIZ, Zanesville, Ohio, organized a committee to form regular listening discussion groups to promote city-wide activity on the juvenile question. WHIZ sends a weekly mimeographed letter to every teacher in the public school system, which is in turn delivered to the homes of all school children. Interested groups are preparing briefs on each program which, at series' end, will represent an entire cross-section of the community opinion on delinquency. Panel discussions have been held at the studio following each broadcast.

WMC, Memphis, Tennessee, had Judge Camille Kelley, of the Memphis Juvenile Court, comment favorably on the series on an important woman's program.

"Opry" M. C. Sells Bonds at WOW

NASHVILLE, TENN.—Whitey ("Duke of Paducah") Ford, master of ceremonies of the WSM-NBC "Grand Ole Opry," took time off recently to fly to Omaha, where he presided at a War Bond auction as a guest of Station WOW.

Ford, a native of Arkansas, sold an Arkansas calf three times during the auction, helping boost Nebraska over \$5,000,000 nearer to its Fourth War Loan goal.



One of 39 panels on display at the three-city showing of the NBC Parade of Stars.



A perspective view of the Parade of Stars exhibit put on by NBC's promotion department at the Waldorf-Astoria, New York.

GRAPHIC "PARADE OF STARS" DISPLAYS TELL POWERFUL PROMOTION STORY

NEW YORK.—The recent NBC Parade of Stars promotional exhibits in New York, Chicago and Hollywood, brought out some impressive figures in direct, forceful displays.

For instance: promotional recordings and announcements on the air accounted for 83,144 minutes—or 1,386 hours—of broadcast time, which is the equivalent of 5,543 fifteen-minute programs or 79 and a third broadcasting days! Use was made of 27,024 display cards with total reader impressions of 152,215,216. There were 199 window displays in cities with total populations of 17,652,995. Thirty-three movie trailers, publicizing all the programs, were shown in 112 theaters with an aggregate attendance of 7,160,000.

This vast promotional campaign involved full cooperation of star-client-station-program setups, and material prepared by NBC's promotion department was sent to affiliated stations where it was synchronized into their own publicity plans.

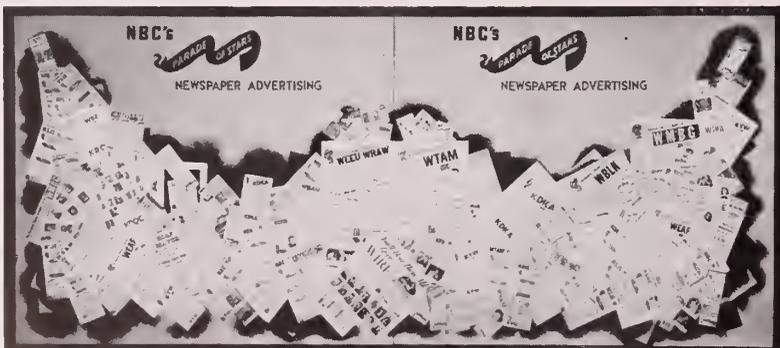
NBC's president, Niles Trammell, who headed the delegations of NBC executives at the New York and Chicago sessions, declared the 1943-44 Parade of Stars to be the most successful of any put on by the network in the past three years.



At Chicago: C. L. Fitzgerald, of Dancer-Fitzgerald-Sample; WMAQ Salesman Weddell and Harry Kopf, NBC v.p.



Paul McCluer, NBC Central division sales manager, and Walter Wade, president of Wade Advertising Agency.



Parade of Stars newspaper advertisements ran to 974,387 lines or 409 3/10 full pages with an aggregate circulation of papers used of 40,660,692—or total advertising impressions of 482,353,112.



Chicago visitors: P. R. Trent and George M. Schutter, of Schutter Candy Company; Carl F. Kraatz and Walter Schwimmer, of Schwimmer and Scott Agency.

NBC Transmitter



NBC President Niles Trammell (standing, center) outlines network's television plans to executives of affiliated stations attending the 1944 War Clinic in New York. He is standing before a chart showing projected intercity connections for a post-war television network.

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NBC's Television Plans

Saying It With Music

VOL. 9 APRIL, 1944 No. 9

NBC Transmitter



Published Monthly by the
National Broadcasting Company
RCA Building, Radio City, N. Y.

TELEVISION FORECAST

The illuminating analysis of television — present and post-war — which Niles Trammell, NBC president, presented before the 1944 War Clinic meetings delineates this new radio service in an eye-opening manner. The ultimate existence of a vast national network of sight-and-sound stations which he revealed to affiliates opened vistas which are sound in conception and wide in scope.

That his talk aroused the nation's curiosity is evident in the favorable treatment accorded it by newspaper editors. According to these comments, large cities look upon television as an extension of broadcasting's already fine coverage.

Still another sign of television progress is the recent influx of applications for television construction permits. While completion of these projected video outlets must await the coming of victory, the serious attention given them at this time is a further tribute to the thinking and basic planning of Niles Trammell and Frank E. Mullen.

Since the Fall of 1943, NBC's television station WNBT has been setting the pace for other vision outlets with a consistent schedule of events direct from Madison Square Garden. These have included the rodeo, basketball games and boxing bouts. These New York City sports affairs have been witnessed by enthusiastic groups in the Schenectady-Albany area and in Philadelphia. With completion of the first coaxial cables or radio relays, such programs will be supplied to local television stations on the eastern coast from Boston to Washington. And upon the final completion of the cross-nation network, dreams of past decades will become a reality when a single spectacle is witnessed simultaneously by viewers from coast to coast.

12 YEARS OF U. OF CHICAGO ROUND TABLE EXEMPLIFIED FREEDOM OF SPEECH ON AIR

CHICAGO.—A card table, an old "target" mike, three college professors and the prohibition report of the Wickersham Commission were the raw materials for the first "University of Chicago Round Table" over WMAQ in 1931. Today, more than twelve years later, the "Round Table" is a "triangle"—with sponge rubber elbow rests and signal lights—and constitutes the oldest non-musical educational program continuously on the air.

Before the "Round Table" microphones has paraded a great assemblage of eminent authorities on the prominent issues of the day. And in the course of 10 years—since it became a network presentation—it has won nearly a score of radio polls as the best educational program.

Surprisingly enough, the "Round Table" is an extemporaneous program. Even so, it requires more preparation than many programs which are written down and produced from scripts. At least 10 days before each "Round Table" program, the university radio and research staff meets to consider appropriate topics and participants. The research department prepares a detailed "research memorandum" for each speaker, to supplement his specialized personal knowledge.

On the Saturday evening before the

broadcast, "Round Table" guests meet at dinner. This gives them a chance to become acquainted and to discuss the topic and prepare a preliminary outline.

On Sunday morning, the participants and staff members meet again. The discussion is conducted under actual broadcasting conditions and a record is made. The record is played back and criticized from technical and context points of view. And this rehearsal also serves to put the speakers at ease and allows for final outline changes.

With a network which blankets the nation and extends into Canada, Mexico and the Caribbean, the "Round Table" reaches an audience estimated at more than 10,000,000. And every week over 6,000 subscribers in every state of the nation and in several foreign countries receive the discussion transcripts.

Judith Waller, manager of the Central division's public service department, has asserted that the series' success is laid on the fundamental principles of "responsible" talk, in the form of discussion rather than debate, and of clarification of issues. The essential challenges of our time are faced by the "Round Table" with one of the weapons of democracy—the right of free speech.

ST. LOUIS TAXIES CARRY KSD PROMOTION SIGNS



KSD signs were placed on the backs of 265 cabs. The station's call letters and slogans (see inset at left) are constantly before the public on the many busy thoroughfares of the Missouri city.

NBC TELEVISION POLICY

President Trammell Outlines Network's Video Plans to Station Executives at War Clinic Meetings

By NILES TRAMMELL

President, National Broadcasting Company

(EDITOR'S NOTE: The text of this article formed part of Mr. Trammell's address on television at the NBC 1944 War Clinics in New York, Atlanta, Dallas, Chicago and Los Angeles.)

NEW YORK.—The policy of the National Broadcasting Company always has been, and will continue to be, to foster and encourage any developments in the broadcasting field which promise better service to the public.

This policy applies to both frequency modulation and television. In respect to FM, we recently explained our plans for the development of FM as a companion service to standard sound broadcasting. In respect to television, it is the policy of NBC to contribute to the utmost towards the earliest possible development of television as a national service and industry.

It is pertinent to note that the history of radio up to this time, with all the change and advances that science and research have constantly made, has always been a history of addition, never of subtraction.

Because of its extensive coverage and accepted type of highly developed program service there is no foreseeable period when sound broadcasting will become unnecessary. Therefore, NBC will continue to maintain its sound broadcasting services at the highest peak of technical entertainment and educational excellence. Radio now is virtually an around-the-clock service. Even when television becomes universally available, there will be times when the radio audience will be predominately listeners rather than viewers.

But television is the capstone of the radio structure. It is a new art, not merely an improvement in a hitherto established art. Television, bringing sight as well as sound to the many services of mass communication, adds a new dimension to radio.

The basis of NBC television activities may be summarized as follows:

I.

NBC will cooperate with the government and with other members of the in-



TURNSTILE TO PROGRESS—Television antennas, such as this pioneer Empire State Building aerial, will soon be a familiar sight around the U.S.A.

dustry in line with its research, experimentation and practical operating experience in television, in the effort to secure the best possible standards of operation for a commercial television broadcasting system in the United States.

II.

In developing a basis for an eventual television network, NBC will cooperate in every way with the owners and operators of the stations affiliated with its network, many of whom have from the very beginning demonstrated their willingness and capacity to include in their service the latest technical developments which the radio art has brought forth.

III.

In preparation for the expected expansion of television services in the post-war period, NBC will, within the limitations of wartime operations:

- (a) Expand its existing program service by tapping new sources of program material and talent, and by developing new program techniques;
- (b) Transmit field programs once a month or oftener from points outside the studio;

- (c) Resume studio broadcasts from the NBC television studio in Radio City, which is now being reconditioned preparatory to the renewal of broadcasting live talent programs;
- (d) Continue research and development in all phases of television.

IV.

As soon after the war as materials become available, NBC will construct a television station in Washington, D. C., so that a service of sight-and-sound may be available in the nation's capital, and from the nation's capital to other cities when interconnection between stations is made available.

V.

To establish the anchor points of a television system, NBC has filed additional applications with the Federal Communications Commission for construction permits for television stations in Chicago, Cleveland, Denver, San Francisco and Los Angeles, where NBC already maintains a programming organization and studio facilities. It is hoped that the FCC will act favorably on these applications.

VI.

A nationwide network will not spring up overnight, but must proceed as an orderly, logical development. Such a development, as we see it, would establish television networks in the following possible ways.

1. An Eastern Network that will extend from Boston to Washington, with stations located at such intervening points as Worcester, Providence, Hartford, Schenectady, New York, Philadelphia, Wilmington and Baltimore, with perhaps an extension to Syracuse, Rochester and Buffalo.

2. A Mid-West Network that will develop with Chicago as its hub, spreading out to Milwaukee, Minneapolis, St. Paul, Des Moines, St. Louis, Indianapolis, Detroit and Cleveland.

3. A Pacific Coast Network between the great talent center of Hollywood con-

(Continued on page 15)

THE FARMER TAKES A MIKE

And, in Bill Drips' Case, Comes Through With a Notable Record

CHICAGO.—William E. (Bill) Drips knows a lot about corn; he's also in the know as far as any other agrarian product is concerned—not only because he's director of agriculture for NBC but because he's had plenty of practical experience along those lines and because he's holder of a degree from the College of Agriculture at the University of Wisconsin.

As a matter of fact, he comes from a line of farm folks, although his father slipped the traces and became a newspaper man.

Bill himself knows something about that line, too—he not only helped his father in his sundry shops, but he worked on newspapers himself and minored in journalism at college.

Bill was born on an Indian Reservation near Sioux Falls, South Dakota, where his father was building up a country weekly. The three small Drips boys spent their Summers with their grandparents on the family farm and Bill loved it. He liked it so well, in fact, that, after two years at the University of Washington, Seattle, he turned his hand to farming for four years and made enough money to pay for the rest of his schooling. Came World War I and he spent a year in the Navy, as an ensign in the Naval Communications Service.

The war over, Bill combined his educational major and minor into one occupation—he taught agricultural journalism at Iowa State College. He stayed for three years, then went to the editorial staff of Wallaces' Farmer in Des Moines, Iowa, where his duties took him about the Middle West to livestock and agricultural shows. At this time, the "National Farm and Home Hour," inaugurated by NBC, was already famous and it wasn't long before Bill got to know the gang pretty well, since the program pioneered in broadcasting from the show rings of all important expositions.

It was at a stock show broadcast in Des Moines that Bill got his first taste of microphoning. He was in the tower with Frank E. Mullen (now NBC's executive v.p. and general manager), when the equipment broke down out in the arena and Mullen pushed Drips to the tower mike. "Talk," he said, and Bill did. Sev-

eral months thereafter (December, 1930) Bill got a call to head for Chicago to broadcast a stock show—and that started him on his radio career. He did such stints for several years and in December, 1934, was appointed agricultural director for NBC.

Under Drips' guidance, the "Farm and Home Hour" went coast to coast; he was instrumental in making big-time broadcasts of cornhusking contests (he sallied out to one bee with eight engineers in tow), and he helped to promote a firm friendship between the nation's leading agricultural schools and radio.

Bill still isn't a city slicker and doesn't intend to be—as a matter of fact, he fully expects to go back to the farm some day. In the meantime, he lives in Glen Ellyn, a suburb of Chicago, with his wife, the former Josephine Wiley, who was woman's editor of Better Homes and Gardens, and his 10-year-old son, Bill, Jr. Drips is an avid gardener; he had a hand in three victory gardens last year and was advisor to half the county and most of NBC's victory gardeners.

He belongs to Acacia, a social fraternity; the Rural Board of Examiners, Boy Scouts of America, and Sigma Delta Chi, national professional journalistic fraternity.

He's never been seen, since his cradle days, without a big, black cigar.



"MOVINGEST MAN"—Tired of shifting from office to office pending assignment to his own permanent quarters, William Drips, new director of agriculture for NBC, decided to take the situation in hand. He was discovered maneuvering portable walls in an effort to "set up" on the backstairs landing, connecting the 19th and 20th floor studios, in Chicago's Merchandise Mart.

NBC POLL CLIMBERS

NEW YORK.—NBC programs and personalities took six first places in the 13th annual poll of radio editors conducted this year by Billboard.

Bob Hope (Pepsodent: Foote, Cone & Belding), for the third successive year, was named top comedian.

Heading the quiz program classification was NBC's "Information Please" (H. J. Heinz Co.: Maxon), which has held this position since 1939.

By an almost 5-to-1 majority, Bing Crosby (Kraft Cheese: J. Walter Thompson) took the male singing crown which he has held for 11 straight years.

NBC's sports announcer, Bill Stern, took first place in this category.

Fred Waring (Liggett & Myers: Newell-Emmett) and "Vic and Sade" (Procter & Gamble: Compton Advertising), both on NBC, took first and second honors in the Best Quarter Hour bracket.

In a new classification added this year, NBC's "The Army Hour" took top honors for the best government program.

The poll, a composite opinion of the nation's radio editors, has been conducted in the past by The New York World-Telegram, which this year dropped the annual survey because of wartime space limitations.

New NBC Program Aide

NEW YORK.—Ralph P. Campbell, formerly associated with Maxon, Inc., as account executive specializing in radio, and with Newell-Emmett Co. and J. Walter Thompson Co. as radio producer-director, was recently appointed administrative assistant to C. L. Menser, NBC vice-president in charge of programs.

A native of Omaha, Campbell left Drake University to enlist in World War I. After returning to civilian life, he became vice-president of Judge, the humor magazine. During his advertising agency days, he handled many prominent accounts now active in radio.

SHOUSE VIEWS THE BBC

Back from England, He Reveals His Impressions of Wartime Radio and Makes Some Trade Predictions

By JAMES D. SHOUSE

V.P. of The Crosley Corporation in charge of broadcasting; general manager of WLW.
(EDITOR'S NOTE.—Mr. Shouse recently addressed the Cincinnati Advertiser's Club after his return from England where he spent a month as guest of the BBC. His talk follows in part.)

CINCINNATI, O.—The BBC has grown in the war years from an organization of perhaps 1,000 people to the point where today it employs somewhere in the neighborhood of 25,000 people. It is bigger by several times than the National Broadcasting Company, the Columbia Broadcasting System, the Blue Network, the Mutual Network, and (I can't resist the opportunity for a plug), WLW all combined. I had the opportunity of visiting a number of their transmitting plants. The locations of many of them, such as the shortwave stations at Daventry, are matters of public knowledge, but seven or eight of the transmitting sites that I visited are still highly secret, and it would be impossible for me to convey to you any conception of the size and the magnitude simply from a technical standpoint of the operation of the BBC. * * *

The BBC operates through three divisions—the Overseas Division is responsible for broadcasting to all parts of the world, and to all parts of the Empire, except Europe itself, which falls within the sphere of operations of the European Division. Every major and most minor languages and nationalities are served by these two services, wherever they may be located, in whatever part of the world—not intermittently, but regularly, day in and day out, for the equivalent of their entire broadcasting day, whatever the Greenwich Mean Time may be. The third division is, of course, the British Home Service, serving the British Isles with a choice of one or two program services.

It is the British Overseas Division and the British European Division which have occasioned this tremendous growth, and we in this country are evidently still complete neophytes in the use and potentialities of radio as an instrument for integrating the people of different nations in a common bond of understanding, if not, in every case, of sympathy. From the British Isles, of course, it is possible



AD MEN LISTEN—The speakers' table at the Cincinnati Advertiser's Club, at which James D. Shouse, v.-p. of The Crosley Corporation in charge of broadcasting and general manager of station WLW, was the speaker. Left to right are Shouse; James W. Petty, Jr., publicity director of the H. & S. Pogue Company, who introduced the speaker; M. F. Allison, WLW promotion director, who presided as president of the Advertiser's Club; Robert E. Dunville, vice-president of The Crosley Corporation and assistant general manager of the broadcasting division, and Lewis M. Crosley, executive vice-president of The Crosley Corporation.

to reach every country in Europe with a radio signal that is not a shortwave signal.
* * *

Whether as a nation we like to admit it or not, or whether we like to think of it or not, Europe after the war will still be a tremendously important part of any plan of world economy. The tremendous concentration of population, resources and the standard of living achieved by these people can only result in Europe continuing to be the focal point perhaps around which world economy will, for a long time, revolve.

During the war, the BBC has, of course, extended every cooperation to our government in the way of supplying various American governmental agencies with transmitting equipment for our own psychological warfare work, just as they have supplied us with bases for our airplanes.

Although it might be presumptuous of us to ask that such might be continued in the post-war period, wherein presumably Europe's ills and aggravations are being healed and maladjustments corrected, the sheer concept of presumptuousness does not alter the fact that it will for many years be an important thing that the American philosophy and American thinking about the world of tomorrow be kept crystal clear in the minds of the hundreds

of millions of people on the continent.

I have been asked many times what the possibilities were of commercialization of BBC programs. I hesitate to venture an opinion—I doubt seriously whether any of the responsible policy makers of the BBC have come to any lasting opinion about this—I think they would prefer not to see any commercial radio on the British Isles. I think also that they look with extreme distaste at the possibility in the post-war period of another Radio Normandy or Radio Luxembourg, located just across the channel and supplying the people in the British Isles with excellent commercialized entertainment. * * *

It seems to me that very naturally their thinking might be in the direction of a moderate degree of commercialization on perhaps one of their services under exceedingly strict regulation, thus diminishing the likelihood of another Radio Normandy situation. At one time, I am told, in the pre-war period, Radio Normandy and Radio Luxembourg, programmed almost entirely by American-made and some British-made transcriptions, sent over by direct wire from London, attracted a larger audience in the British Isles than did the BBC Home Service. I do not have any definite information on this, however.

HEROES' WIVES MEET VIA AIR

FORT WAYNE, IND.—It took a runaway train in far off Iran, described through the medium of WGL, to bring two Fort Wayne women together. The women, Mrs. Vergil E. Oakes and Mrs. Harry Slick, both tuned in the WGL "Proudly We Hail" program, a dramatic series dealing with heroes of the battle front and the home front. They heard the story of their husbands in Iran, one the engineer, the other the fireman, on a runaway train filled with gasoline and explosives.

WELCOME TO FARGO!

FARGO, N. D.—Several months ago Station WDAY received a communication from NBC, suggesting that stations write welcome letters to the new residents of their individual communities.

Elaborating on this suggestion, WDAY subscribed to the "Welcome Wagon" service. This is a "city hostess" idea. Fargo's official city hostess calls on newcomers to Fargo and Moorhead to welcome them, and on her first call she leaves a detailed map of Fargo and Moorhead (a gift from WDAY). As a follow-up, Manager Lavin sends a note of welcome to each new resident along with a current WDAY program schedule and an invitation to visit the WDAY studios.

On March 1, WDAY was host to the Sojourners Club (the group of newcomers is organized). Entertainment was furnished by station talent, and Howard Nelson interviewed several of the attendees by transcription for use on the Gate City Building and Loan Association weekly program, "Meet Your Neighbor."



WDAY's Howard Nelson greets a newcomer to Fargo, N. D.

DRAMATIC LICENSE



The letters, NBC, on the license plate of the Wisconsin car in the picture do not stand for the words, National Broadcasting Company. They are car license letters, issued in place of numerals for some cars by the State of Wisconsin. However, WTMJ staff members, glancing casually out of a front office window last week, were startled to see this particular combination of letters on a license plate on a car parked in front of Milwaukee's NBC station, WTMJ. A quick investigation followed, and it was found that the NBC-licensed car belonged to Henry Trimborn, president of the Milwaukee Bridge Company. Trimborn was in the WTMJ studios watching a program. He said he had never thought of that particular interpretation in connection with his license letters, but added that he certainly did not object to driving a car with the letters NBC prominently displayed. Trimborn's company furnished all the structural steel that went into the building of Radio City.

Downright Good "Upright" Deed

PHILADELPHIA, PA. — Pianos may be hard to get but KYW's musical clocker, Leroy Miller, can procure them in a matter of minutes.

The local USO needed an upright piano and appealed to Miller for help. He made one announcement on his early morning show and within 10 minutes a listener in North Philadelphia had called the KYW "zany" and the problem was solved. This, despite his plea not to call the station.

Two other listeners to Miller's morning program called the club offices when they opened with offers to donate uprights. The only USO problem was in making the best choice.

STUDIES SPONSOR'S PRODUCT

NEW YORK. — Lyle Van, announcer for H. V. Kaltenborn's Pure Oil Company NBC news broadcast, recently made a tour of the numerous wells and refineries of the oil company throughout the county. Purpose of the trip was to give him a more practical knowledge of the product he advertises and to get a behind-the-scenes picture of the oil industry. Van, who has been an NBC staff announcer for 12 years, was to visit 12 states. Jack Costello subbed for him while he was away.

TRANSMITTER PALS

CLEVELAND. — The "Damon and Pythias" of WTAM, NBC's owned and operated station here, are celebrating 21 years of continuous association in broadcasting.

S. E. "Eddie" Leonard, engineer-in-charge, and Clayton C. Russell, station engineer, started working together in March of 1923 when they drew the blueprints that a few months later resulted in WTAM. And they have not been separated from each other or from the station since then.

Curiously enough, Leonard and Russell bear a striking resemblance and are often referred to by chance acquaintances as "brothers." Also, each has two teen-age daughters.

Leonard began in radio with the Marconi company in 1915 when he was only 18 years old. As chief radio engineer for the Willard Storage Battery Company, he not only built WTAM but also the power supply for many radio stations throughout the Western Hemisphere.



WTAM's "look-alikes" — S. E. Leonard and C. C. Russell.

SAYING IT WITH MUSIC

Stations Find There's Merchandising as Well as Public Service Value in Fine Music Programs

ROCHESTER, N. Y. — A new symphonic hour sponsored by McCurdy and Co., Rochester department store, took to the airways, Tuesday, February 1, introducing to WHAM listeners a new musical organization under the direction of Charles Siverson. Plans for the program call for continuance through the greater part of May.

The orchestra is composed of 30 of Rochester's leading musicians and is of the "little symphony" type. The program features distinguished soloists, drawn from the Eastman School's faculty and Philharmonic Orchestra.

Gilbert McCurdy, in behalf of the sponsor, made a presentation of a \$1,000 scholarship to Dr. Howard Hanson, director of the school, to be used as Dr. Hanson sees fit. He said the scholarship would be used to further the education of "talented young musicians" and that later in the series, two of these outstanding students would appear on the program.

In his acceptance of the scholarships, Dr. Hanson said: "I am very happy to have the opportunity of saying a few words in connection with the first broadcast in this new series of little symphony concerts. * * * I have two special and personal interests associated with these broadcasts. In the first place, it seems to me that it is indicative of the constantly increasing interest of the public in good music that the McCurdy Co. is sponsoring this series of important broadcasts in which a little symphony orchestra composed of Rochester's outstanding instrumentalists and featuring distinguished soloists will play for us some of the most charming works of the orchestral repertory.

"It is also indicative of the vision of Gilbert McCurdy, president of the McCurdy Co., that in connection with these broadcasts the company is presenting to the Eastman School of Music a number of scholarships which will be used to further the education of talented young musicians, and it is our hope that later in this series one or two young musicians who will be aided by the McCurdy scholarships will appear as guest soloists on one of these programs.

KREISLER ON NBC

NEW YORK. — Another major first was scored for NBC when Fritz Kreisler, world-renowned violinist, signed to do five broadcasts on the "Telephone Hour." Kreisler has been a towering figure in the realm of music for more than 50 years, but he has steadfastly refused to go on the air. Explaining his change of mind Kreisler issued a statement which follows in part: "There are many factors leading up to the decision. Most important to me was the many and increasing number of letters coming from the more isolated places of America, asking me to broadcast. Many of these people have never been able to hear a recital because of lack of money or because they are too far from the cities. Also, now with wartime traveling so difficult, I have had to reduce the number of my concerts each season."

"Rochester is rapidly becoming known throughout the world as one of America's important musical centers, and it is most gratifying to me to have a great company like the McCurdy Co. take this active and important part as a public service in the furthering of this development."

MILWAUKEE, WIS. — Wisconsin's young musical artists stand to gain recognition on a new WTMJ series.

The program, "Starring Young Wisconsin Artists," features youthful vocalists and musicians who were selected through competitive auditions held in Milwaukee's Radio City. Over 200 contestants were heard in the state-wide auditions.

The series of recitals was suggested by The Milwaukee Journal station in an effort to bring forward, previously unrecognized musical talent in the state. It is being presented in close cooperation with the Wisconsin Federation of Music Clubs. This organization, with a membership composed of music clubs, chorus groups, orchestras, singers, musicians, and other musical bodies, was responsible for choos-

ing the judges, contacting the talent and generally facilitating the handling of the auditions.

The Milwaukee Journal stations, WTMJ and WMFM, established a fund for the federation to use in fees for talent, traveling expenses for out-of-town performers, payment to the judges and all other program costs.

PHILADELPHIA, PA.—For the first time in its history, the Curtis Institute of Music is presenting a series of programs on the air with a commercial sponsor over KYW. One of America's leading banking houses, The Philadelphia Saving Fund Society, is bringing the talents of the students at the widely-known music school into commercial radio.

Students at the famed institute are featured in the solo roles and ensemble groups. The entire series, heard Sundays, is under the direction of Efrem Zimbalist, director of the institute.

A new series, "Music for Young Listeners" made its debut over KYW recently.

The program features Mrs. Van Doren, who plays selections on the piano, giving at the same time, a running commentary on the music—its origin, the composer and other pertinent educational notes in connection with the performance. She is well known in music circles and has conducted performances of this nature at many schools and institutions.

CHICAGO. — The Chicago Symphony Orchestra—one of the world's great musical ensembles—launched a series of five broadcasts over NBC Saturday, March 25, under the baton of Désiré Defauw, noted Belgian-born conductor.

The five air programs, described as "the festival of symphonic favorites," embrace classics by music masters of past and present.

Maestro Defauw returned to familiar network stations. It was with the NBC Symphony Orchestra in 1939 that the Belgian musician made his American debut. And he filled return engagements with the orchestra at New York's Radio City studios in three successive seasons.

1944 WAR CLINICS GET ENTHUSIASTIC RESPONSE FROM



Scene at the New York War Clinic banquet on the Starlight Roof of the Waldorf-Astoria, March 1. "No speeches" was the order of the day—or rather, night—when the delegates were entertained by network headliners. But the banquet was the only non-business event on the lengthy War Clinic agenda. The remainder of the three-day convention

calendar in New York as well as the other Clinic cities—Atlanta, Dallas, Chicago and Hollywood—was crowded with serious business topics. Mr. Trammell's statement on television, a highlight of the War Clinics, is printed, in part, on page 3 of this issue of *The Transmitter*. The separate photographs over the large banquet view were

UTIVES OF NBC AFFILIATED STATIONS THROUGHOUT U.S.A.



taken at the head table during the opening day's luncheon when Trammell welcomed the delegates. Left to right in the three photographs are: "Judge" A. L. Ashby, NBC vice-president and general counsel; Dr. James Rowland Angell, NBC public service counselor; President Trammell; William S. Hedges, NBC vice-president in

charge of stations; Paul W. Morency, general manager of WTIC and chairman of the NBC stations planning and advisory committee; Frank E. Mullen, NBC vice-president and general manager, and O. D. Fisher, of KOMO, Seattle, Washington. Similar junctions were held in the four other Clinic cities during March.

CANDID CAMERA VIEWS AT ATLANTA SESSIONS OF NBC'S 1944 WAR CLINICS



Clarence L. Menser, NBC vice-president in charge of programs, addresses the Southern assemblage of NBC affiliates; his forecasts of new daytime program series won applause.



Harry Cummings, WJAX (Jacksonville) representative; Jim LeGate, manager, WIOD (Miami); and Dr. James R. Angell, NBC public service counselor.



Bill Pape (left), owner of WALA (Mobile, Ala.), chats with Roy C. Witmer, NBC vice-president in charge of sales.



Dick Shafto (right), of WIS (Columbia, S. C.), planning and advisory committeeman, presided at the Atlanta sessions. Center three figures, left to right, at the table are: NBC President Niles Trammell, William S. Hedges, v.p. in charge of stations, and John F. Royal, v.p. in charge of international relations. B. H. Peace, Jr., of WFBC, is at far left.



Left to right: Walter Tison, of WFLA (Tampa); Chief Engineer L. L. Caudle, of WSOC (Charlotte, N. C.) and Raymond F. Guy, NBC radio facilities engineer.



Sheldon B. Hickox (center), manager, NBC station relations department, chats with Robert Morris (left), WSOC (Charlotte) and City Commissioner Tom Imeson, of Jacksonville.

NBC Distaff Siders Rule Supreme in Service Series

NEW YORK. — First all-feminine undertaking of the NBC network is the new "Now Is the Time" program being aired for four consecutive Saturdays (March 25 through April 15). The idea of keeping the production of the show entirely in feminine hands was born in the public service department of unacknowledged parentage, as a tribute from NBC distaff personnel to service sisters in the WAC, WAVES, SPARS and Women Marines.

The half-hour program is a drama which highlights activities of all four branches of the service. It is written by Scripter Priscilla Kent, based on official data and field trips made by Miss Kent and Narrator Ernesta Barlow to service camp centers in the New York area.

Coordinating the program for NBC is Jane Tiffany Wagner, NBC director of war activities for women and current chairman of the women's division of the public service department.

Nancy Osgood, of NBC, Washington, is production director, Muriel Kennedy is engineer and Marjorie Ochs is sound effects "man." Representing other departments are Ruth Ann Brooks and Ruth Manley, script; Alberta Hackett, production; Bertha Brainard and Helen Shervey, program; Sylva Fardel, music; Helen Bernard, recording; Priscilla Campbell and Jane Waring, press; Sue Cretinon, news and special events; Peggy Myles, Jean Harstone, Claire Hyland, Lucy Towle, Aneita Cleary and Janet Lane, promotion and advertising; Phyllis Oakley, station relations; Angela Caramore, traffic; Irene Kuhn, public relations; Anita Barnard, public information and NBC speakers' bureau, and—from public service, in addition to Miss Wagner—Margaret Cuthbert, Doris Corwith and Marjorie Loeber.

Ann Kullmer, conductor, will use 24 musicians from her 30-piece orchestra for the musical background.

Keeping the all-woman goal in mind, the four services are represented by women officers and network station personnel keeps to the same theme as much as possible.

CHART TELLS BIG STORY — The War Clinic news and special events chart reproduced at the right drew considerable attention and favorable comment.

NBC Covers the World—1943

- First - Stanley Richardson Eye-Witness - Raid on Berlin - Jan 17, 1943
- First - Casablanca Conference, Roosevelt-Churchill - Jan 26, 1943
- Robert Magidoff Visits Stalingrad - Feb 14, 1943
- Mme Chiang Kai-Shek Addresses Congress - Feb 18, 1943
- First - Edward Wallace Scoop on Bismarck Sea Battle - March 3, 1943
- Exclusive - Archbishop Spellman Speaks from Algiers - March 14, 1943
- Exclusive - Folster Interviews Joe E. Brown in Australia - March 18, 1943
- Robert Magidoff Tours U.S. Supply Line to Russia - April 1943
- First - Grant Parr Scoop on Bizerte Capture - May 7, 1943
- First - John MacVane "Captures" Tunis - May 7, 1943
- Exclusive - Hollenbeck Interviews Capt. Clark Gable - London June 5, 1943
- Mme Chiang Kai-Shek Addresses Canadian Parliament - June 16, 1943
- Exclusive - Elmer Peterson Visits Neutral Sweden - July 1943
- First - Grant Parr from AFHQ Reports Sicilian Landings - July 10, 1943
- First - U.S. Raids Ploesti Oil Fields - Army Hour - Aug 1, 1943
- First - Richard Harkness at Roosevelt-Churchill Quebec Conference - Aug 11, 1943
- First - Major Howard Nussbaum Records Raid on Paris-Le Bourget - Aug 18, 1943
- Exclusive - Bob Hope Entertains Troops - London, July 17; Algiers, Aug 26, 1943
- Exclusive - Jack Benny Entertains Troops - Cairo - Aug 31, 1943
- Niles Trammell, John Royal Tour Mediterranean Battle Areas - Sept-Nov 1943
- Merrill Mueller "Lands" at Taranto, Italy - Sept 11, 1943
- First - Don Hollenbeck Records Landing at Salerno - Sept 11, 1943
- Exclusive - General George C. Marshall Speaks to American Legion - Sept 21, 1943
- First - Italy Declares War on Germany - Oct 13, 1943
- Exclusive - David Anderson Reports on War Prisoners' Exchange - Stockholm - Oct 19, 1943
- First - "Bamboo Network" - Guadalcanal - Noumea - Munda Broadcasts - Nov-Dec 1943
- First - Guadalcanal Transmitter Opens - Army Hour - Nov 7, 1943
- First - George Thomas Folster Reports From Guadalcanal - Nov 9, 1943
- Richard Harkness Covers Atlantic City UNRRA Conference - Nov 10, 1943
- Hollenbeck-Mueller Begin Naples Broadcasts - Nov 14, 1943
- First - Report from Gripsholm at Rio - Nov 15, 1943
- H. V. Kaltenborn Broadcasts from Pacific Theater - Dec 1943
- First - Cairo Conference Report by Chester Morrison - Dec 1, 1943
- First - Teheran Conference Report by Grant Parr - Dec 6, 1943
- First - Cairo Meeting with Turks by Grant Parr - Dec 7, 1943
- First - Edward Wallace Reporting Direct from New Guinea Hdqtrs. - Dec 16, 1943
- Exclusive - Pope Pius XII Radio Christmas Message - Dec 25, 1943

1944

- Exclusive - Robert McCormick Flies Honolulu Aboard "Mars" - Jan 22, 1944
- First
- Exclusive - Capt. Samuel C. Grashio Tells of "March of Death" - Jan. 28, 1944
- First
- Exclusive - Official Announcement of Marshall Islands Invasion - Feb 1, 1944
- First - Bombardment of Paramushiro - Feb 7, 1944

A Transmitter Bio:

BELL FINDS INK AND AIR A PLEASING COMBINATION



Edgar T. Bell

OKLAHOMA CITY, OKLA. — If you ever have occasion to call Edgar Thompson Bell on the telephone, don't let that deep Southern "Edgar Bell speaking" fool you. For behind that smooth drawl is 135 pounds of human energy, a driving business acumen and a flair for showmanship that reflects itself in the operations of Station WKY.

It was Edgar Thompson Bell who nursed WKY from a humble and meager beginning to an NBC affiliate that now boasts of the best in radio for a regional station.

Edgar Bell was born on July 4, in Birmingham, Alabama. For 28 years he has been associated with E. K. Gaylord and the Oklahoma Publishing Company and has figured prominently in the affairs of Oklahoma and the Southwest.

The Oklahoma Publishing Company publishes *The Daily Oklahoman*, *The Oklahoma City Times* and *The Farmer-Stockman*. By 1925, Edgar Bell had advanced to secretary-treasurer and business manager of these enterprises. In 1926 and 1927, he began talking radio to his chief, E. K. Gaylord. He saw in radio a logical tie-up for the newspapers and the farm paper. Together, these two executives made trips to Chicago, to Kansas City, to Dallas and to other points to talk radio with other newspaper publishers.

Came 1928 and Gaylord left for a European tour. In September of that year Oklahoma City's oil fields started drilling. Grasping this as the opportunity to jump into radio, Bell procured an option on WKY from its founder and owner. A cable to Gaylord followed, suggesting the purchase. A "go ahead" signal came right back. The Oklahoma Publishing Company was in the broadcasting business and Edgar Bell saw his long cherished dream come true.

By the time Gaylord returned he found his company had purchased a station, located new studios, purchased a site for

a new transmitter and otherwise was prepared to enter the new field under a full head of steam. On November 11, 1928, WKY went on the air with the latest equipment and has consistently gone ahead with progressive strides.

The station soon made an affiliation with NBC and became the first network outlet in Oklahoma City.

Bell's flair for the spectacular and his uncanny ability to do the right thing at the right time are likewise reflected in the operations of KVOR, Colorado Springs, owned by The Oklahoma Publishing Company, and KLZ, Denver, under affiliated management.

Bell was forced to leave school after finishing the sixth grade. For two years he worked in a machine shop, then as timekeeper in a Birmingham foundry. Then came the smell of printer's ink — something he has never wanted to leave.

At 20, he took his first position with a publication—*The Progressive Farmer*, in Birmingham. In 1914 he became advertising manager of *Modern Farming*. When this publication changed hands he heard about an opening on *The Farmer-Stockman*, telegraphed Gaylord, and soon joined this publication as advertising manager.

Recently, Edgar Bell was elected a member of the NBC stations' planning and advisory committee, representing the Southwestern affiliates of NBC. At present he is keenly interested in the completion of the new WKY transmitter taking shape north of Oklahoma City. He knows the building plans by heart and is always ready to talk about them.

It would be difficult to say that Edgar Bell could find any relaxation that would bring him any more pleasure than the fun he gets out of seeing WKY grow and develop. Yet he is an ardent golfer and when on top of his game can be counted on to give most of the simon-pures around his home club a good run for their money.

"Music of New World" Is Subject of Coming Book

NEW YORK. — "Music of the New World," a book based on the NBC program of that name, was recently commissioned by Smith and Durrell, publishers. The book will give permanent form to the educational series.

Gilbert Chase, in charge of preparation of the programs, author of the scripts and the historical handbooks, will write the book. It is scheduled to appear in about a year, when the extensive collateral work and research will be completed. "Music of the New World" is now in the second year of its planned three-year course. It is part of NBC's Inter-American University of the Air.

The book will follow the main outlines of the program. It will be a comprehensive survey of the history of American music on a hemispheric scale and will cover the people's music from the time of the Incas to the present-day jitterbugs, with emphasis on the folk music of the North and South American continents. Also, the volume will discuss the role of radio in ushering in the era of musical democracy. An extensive bibliography and record list will be included.

Before joining NBC, Gilbert Chase was specialist in Latin American music for the Library of Congress. Born in Havana, Cuba, he was educated at Columbia University and in Paris. He was music critic for the Continental Edition of the *London Daily Mail* and served as Paris correspondent for *Musical America* and the *London Times*. He is the author of "Music of Spain," published in 1941. Several months ago he accepted the invitation of Dr. Leo S. Rowe to become consultant in the music division of the Pan-American Union.

Chase on February 11 accepted membership on the State Department's advisory committee for music.

Quick Action

COLUMBIA, S. C.—Here is an instance where radio did a job—and quickly! The Columbia recruiting office of the WAC put on a 15-minute program over WIS. When the WAC group got back to their headquarters 20 minutes after the program ended, they found two young women waiting to join up.



Shown above is an effective window display arranged by Rockwell C. Force, manager of the Saginaw Broadcasting Company, directing attention to shows on WSAM. This is but one of many eye-catching Parade of Stars exhibits arranged by the Saginaw, Michigan, station.



Chicago News Chief William Ray, gives some pointers to distaff news writers Margaret L. Whitehead (left) and Myrtle Robison, of NBC's Central division.



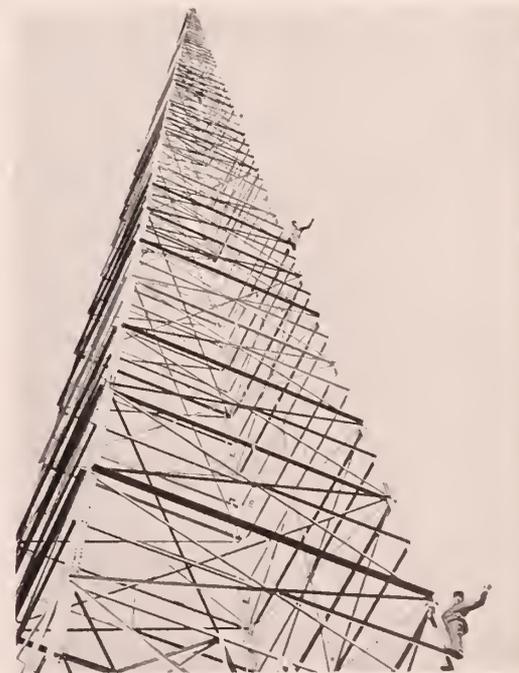
Kolin Hager, WGY (Schenectady, N. Y.) executive, receives a certificate of appreciation from Richard Davis, of the local Red Cross Blood Plasma Center.



CBC men in Italy: (l. to r.) Mathew H. Halton; Captain John Howard, Public Relations Officer; Marcel Ouimet; Engineers A. J. McDonald and F. Paul Johnson; Peter Stursberg.

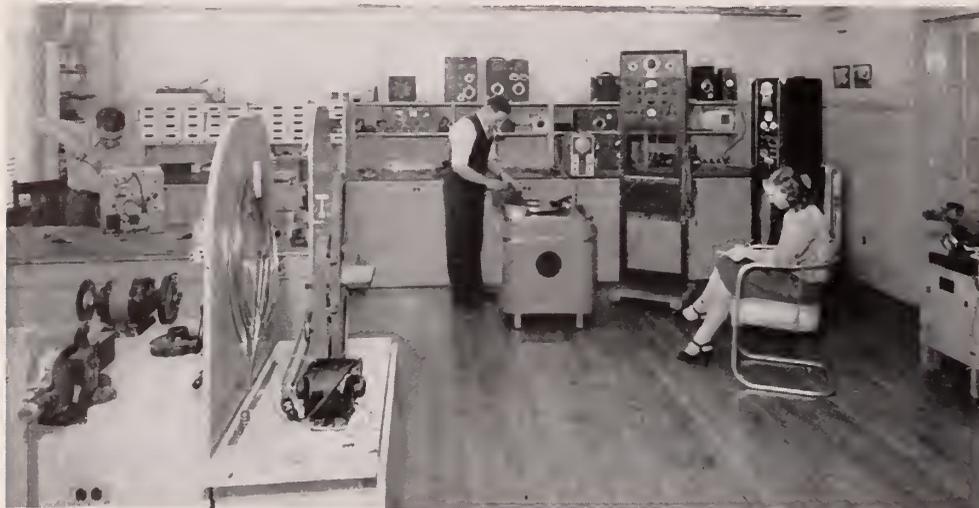


A. J. Schroeder, WMAQ engineer, receives golf tournament trophy from William Weddell (right), NBC Chicago assistant sales manager, while Assistant Office Manager Leonard Anderson expresses approval.



Thin girders of steel, forming the antenna of WENY (Elmira, N. Y.), are given a coat of paint for Springtime.

WARTIME REPAIR SHOP PROVES ITS WORTH TO KDYL



To maintain its equipment and to build new apparatus effected by war freezes, KDYL (Salt Lake City) has enlarged its workshop and laboratory from an original setup of a "one-by-four" shelf to one of the finest equipped maintenance shops and laboratories possessed by any network affiliate in the country. Adjoining the workshop is an experimental television studio. Pictured above is John Baldwin, chief engineer, completing work on a new audition turntable. Full credit goes to S. S. Fox, president and general manager of the station, who had the foresight to encourage the regular development and expansion of the KDYL shop facilities to their present excellence.

KOMO Youth Series Tie-in

SEATTLE, WASH.—NBC's "Here's to Youth," cooperatively sponsored by 10 national youth organizations, offered unique opportunities for closer contacts with these organizations in KOMO's service area.

Most interesting result of the promotion which KOMO did with these groups was a portfolio of 300 letters submitted by school children, criticizing the program which deals with the juvenile delinquency problem. The letters were obtained through the schools superintendent.

School children were asked to listen to the program and write their reactions after hearing the first show which featured Helen Hayes. They dramatically outlined the youth problem. Comments ranged from the stock "I thought the program was very interesting" to the more succinct "Why not make every school a clubhouse?" One ultra-sophisticate in the freshman class at Lincoln High School remarked: "The suggested solution is more places where youth can gather to work and have fun with others their own age under constructive adult supervision. The solution was very vague. Let Clifford Odets write it."

WBZ Stages Store Exhibit

BOSTON, MASS.—Several thousand New Englanders visited the WBZ-Westinghouse historical radio exhibit during the first week of its stay at Filene's store here. The show introduced to Bostonians the educational film, "On the Air." The exhibit was similar to the recent attention-getting Pittsburgh display.

The movie traces briefly the history of broadcasting from the experiments of Dr. Conrad which led to the opening of KDKA in the Fall of 1920. It also explains in a layman's language the principles of broadcasting and tells something of the operations of FM, shortwave and television.

Regular WBZ and WBZA broadcasts which originated from the radio exhibit included: "Marjorie Mills," "Carl Caruso and the News," "Bump Hadley's Sports-cast," and Geoffrey Harwood's "Background to the News."

Local radio artists who made personal appearances at Filene's included: "Hum and Strum," Songstress Kay Ivers, Arthur Amadon and the Melodeers, Mildred Carlson of "The Home Forum," Elmer Newton Eddy, Carl deSuze of "You're Telling Us," and "Minstrel Man" Chester Gaylord.

KSD Turns Army's War Reports Into Air Series

ST. LOUIS.—Reports issued by the Army to show the size of the war job ahead were recently turned into a public service program series by KSD. The St. Louis Post-Dispatch station apparently was the first to realize the significance of these reports and to broadcast them on a regular schedule.

High Army officers made these reports to 375 industry, labor, radio and newspaper executives at a recent two-day conference at Fort Knox, Kentucky. Under Secretary of War Patterson arranged the meeting at a time when talk of an easy victory was growing. KSD decided that the war reports might be written into programs which the radio audience would appreciate as proof of the need for an intense war effort.

KSD's news department wrote the reports according to sure-fire formulas tested in years of newscasting.

The station presented five broadcasts, Tuesday through Saturday. On the evening following the last special program, a summary was made in the regular broadcast by KSD's commentator, Dr. Roland G. Usher.

The programs included reports on German and Japanese military strength by Major-General George V. Strong, Assistant Chief of Staff; on "Air Problems—Far East" by Colonel Emmett O'Donnell of the Army Air Forces headquarters; on "Logistics" by Major-General W. D. Styer, Chief of Staff of the Army Service Forces; on "Requirements and International Aid" by Brigadier-General Boykin Wright, director of the International Division of the Army Service Forces; on "Medical Care" by Brigadier-General F. W. Rankin, Chief Surgeon Consultant in the Army Service Forces; and observations by Lieutenant-General William S. Knudsen, Director of Production, and by Under Secretary Patterson.

Million Dollar Year

CHICAGO.—For the first time in its history of more than 21 years, Station WMAQ topped the \$1,000,000 mark in local and spot sales billing during 1943, according to the annual report by Oliver Morton, manager of the NBC Central division local and spot sales department.

COAXIAL CALENDAR

Approximate dates* on which coaxial cable circuits planned by the Bell System should be completed, assuming labor and materials are available.

- 1945—New York—Washington
 1946—New York—Boston
 Washington—Charlotte
 Chicago—Terre Haute—St. Louis
 Los Angeles—Phoenix
 1947—Chicago — Toledo — Cleveland
 —Buffalo
 Southern Transcontinental
 Route (a large part) Will include
 Charlotte—Columbia—Atlanta
 — Birmingham — Jackson
 — Dallas — El Paso — Tucson —
 Phoenix
 1948-1950—Southern Transcontinental
 (complete)
 Washington—Pittsburgh—Cleveland
 St. Louis — Memphis — New
 Orleans
 Kansas City—Omaha
 Des Moines—Minneapolis
 Atlanta—Jacksonville—Miami
 Los Angeles—San Francisco

* This table was read to the NBC War Clinics by Niles Trammell, network president, in conjunction with his talk, printed, in part, on page 3.

NBC Sight Unit Offers Official War Filmings

NEW YORK.—NBC Television Station WNBT on February 21 featured the first in a series of battle films under the title, "See the War as It Happens."

Arrangements to carry these up-to-the-minute records of military operations were made in cooperation with the War Department, through its Bureau of Public Relations, and with the United States Signal Corps and the Army Air Forces.

The first television program presented official films taken by government camera men at the Anzio beachhead in Italy, air views of the bombings of German industrial centers, views of our troops in the India theater of war, and of Lord Louis Mountbatten in an inspection of Allied flyers in the Orient.

NBC assembles the special program from film subjects released by the several government agencies. Ben Grauer, NBC announcer, acts as commentator.

Television Station WRGB, Schenectady, re-telecasts the programs by direct pickup from WNBT.

U. S. Hospitals Get 45 More NBC, RCA and GE Video Sets

NEW YORK.—NBC and RCA, in cooperation with the General Electric Company, have begun the installation of 45 additional television receivers in hospitals established in the metropolitan area for wounded service men. These instruments are in addition to the 10 RCA receivers which have been in operation in six hospitals since November, 1943. Of the sets newly assigned for this purpose, the General Electric Company is supplying 25.

Plans for the installation of the original television sets were worked out last October by NBC and RCA in cooperation with Army and Navy medical authorities. At the same time, NBC announced the expansion of its television programs to include frequent pickups of sports contests and other events from Madison Square Garden for the entertainment of the hospitalized veterans. Response to these special programs from the men and their commanding officers was so favorable that NBC, RCA and GE decided to install additional receivers in the same hospitals and in one other.

Television sets have not been manufactured since 1942 but company officials turned in some of the needed instruments and the remainder of the RCA-NBC allotment were reclaimed from New York's police precinct houses where they had been used for two years to instruct air wardens and fire guards.

Hospitals which will obtain receivers and the number assigned to each institution are as follows:

Halloran General Hospital, Staten Island—15 sets.

United States Naval Hospital, St. Albans—11 sets.

Tilton General Hospital, Fort Dix, N. J.—4 sets.

United States Naval Hospital, Brooklyn Navy Yard—10 sets.

Hospital of the Rockefeller Institute for Medical Research, New York City—1 set.

Mason General Hospital, Brentwood, L. I.—4 sets.

Equipment allotted to the United States Navy Convalescent Hospital, Harriman, New York, was installed some time ago.

The men who have been able to witness the programs have expressed their appreciation for the special service made available through NBC's television schedule and the donations of the receivers.

VIRGINIA VISION

RICHMOND, VA.—A full-page advertisement in The Richmond News Leader of March 7 was the rousing response of Wilbur M. Havens, owner-manager of WMBG, and Robert E. Mitchell, director of national sales and promotion at the station, when they returned from NBC's War Clinic in New York at which Niles Trammell, president of NBC, discussed the vital issue of "What About Television?" WMBG is the first Virginia station to file application for television and frequency modulation. The ad included plans for a studio and office building to house it and a complete mobile unit. The proposed projection studio will have a control room, projector room and combined film vault and editing room. The television mobile unit will contain the equivalent of the studio control room and a radio transmitter used to relay signals for rebroadcast on the main transmitter.

NBC TELEVISION POLICY

(Continued from page 3)

necting with San Francisco and gradually extending to other important points.

These regional networks will gradually stretch out over wider areas, and will themselves become linked together. Thus, city after city, across the continent will be brought into network operation, until finally complete nationwide networks will become a reality.

Television is as great a forward stride in the field of communication as aviation has proved to be in the realm of transportation. Accordingly, the networking of television programs on a nationwide basis, when this can be achieved, will be one of the major services of the 20th century to the American people.

Despite the problems and the risks which confront the broadcasting industry, the National Broadcasting Company believes that television service should be brought as soon as possible into every American home, and that this is and should remain the task of private enterprise.

MORE VIEWS ADDED TO ALBUM OF AFFILIATES' WAR BOND ACHIEVEMENTS



When Bob Burns took over KFI (Los Angeles) for a full day of bond-selling, he started by guesting on a Boy Scout program. He joined the boys in a culinary prowess contest and later took a turn at record-spinning.



Calf obtained by Farrar Newberry (right), Woodmen of the World Life Insurance Co. head, for \$3,500,000 in bonds via WOW, Omaha.



KOA (Denver) bond salesmen included Carl Mehl, m.c.; Loren Walling, of Greeley Booster; Don Hardy, Canon City Daily Record; Frank Hoag, Jr., Pueblo Chief & Star Journal; Ray Laird, Central City Register, and Edwin Bemis, Littleton Independent.



Virginia's Governor Darden started off the WMBG (Richmond) drive. Left to right: Scout Raymond Craig, Scout Field Executive Elwood McDowell, Governor Darden and Wilbur Havens, WMBG owner-manager.



Bill Robinson inspired Louisville listeners when he tap-toed in on a WAVE bond session.



During a recent "National Barn Dance" program over the NBC network, Secretary of Agriculture Claude Wickard and Mrs. Wickard spoke from the studios of KYW, Philadelphia, in behalf of the War Bond drive.

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NBC Transmitter



Preparing for complete coverage of the forthcoming Allied invasion of Axis-held Europe, William F. Brooks, NBC's manager of news and special events, has assigned ace mikemen to front-line vantage points. Brooks is shown at New York headquarters—the nerve center of NBC's news set-up.

IN THIS ISSUE

Covering the Invasion • *Radio Becomes Fourth "R"*

VOL. 9 MAY, 1944 No. 10

NBC Transmitter

Published Monthly by the
National Broadcasting Company
RCA Building, Radio City, N. Y.

AN ESSENTIAL FREEDOM

The relationship of a free radio to the freedoms of peoples everywhere was emphasized by Frank E. Mullen, NBC vice-president and general manager, in an address before the National Congress of the Daughters of the American Revolution in New York on April 18. Mr. Mullen advanced the plan that free radio be on the agenda of all peace conferences.

"Broadcasting," Mr. Mullen said, in part, "does not observe political frontiers, and so we must contemplate and appraise what kind of international broadcasting we are going to have after this war. It is almost obvious that a controlled radio in other lands will present problems in the interchange of news, information and education between the countries of the world.

"While we cannot pretend to advise others as to the political systems they should follow, or as to what kind of a broadcasting operation they should conduct, it is self-evident that an unrestricted interchange of freely expressed opinion is necessary if we are to have a democratic world, wherein the citizens of every land enjoy the priceless freedoms that we possess.

"We must guard the homeland too. To be sure, freedom from censorship is provided in the Federal Communications Act, under which broadcasting in the United States operates. But censorship can take many forms. The broadcasting industry, as a form of enterprise licensed by the government, is subject to a certain amount of governmental control, which presents an ever-present danger unless zealously held within bounds by the citizens.

"While government regulation is essential to an orderly use of the ether roadways of radio, broadcasting in this country must never be allowed to become either the voice or the tool of government. It must remain the voice of the people."

KANEY PAYS TRIBUTE TO STATION MANAGERS FOR THEIR BRILLIANT HANDLING OF "MEN AND MATERIAL" PROBLEMS

CHICAGO.—When anyone starts talking about unsung civilian heroes of this war, don't forget radio station managers.

That is the opinion of A. W. "Sen" Kaney, station relations manager of the NBC Central division, whose business treks have taken him to stations all over the middle of the nation in recent weeks.

"I am continually amazed at the way in which managers have been able to provide their listeners with virtually normal service in the face of recurrent manpower shortages and lack of technical equipment," Kaney declared.



A. W. Kaney

"The manpower situation has been particularly grave. I know of few station managers who have not gone through the experience of having key staff men leave

their posts almost overnight to enter the armed services. Radio men in all departments are usually highly skilled and not easily replaced. But rather than go to the wailing wall, the executives have attacked the problem with unusual ingenuity.

"Their first step," Kaney continued, "was to scour their own staffs and the adjacent hinterlands for replacement material. In the main, the new help has consisted of young men rejected for military service, men beyond the draft age and women. Most of them, of course, had not had adequate experience, and this meant that the few old hands remaining on the job had to teach the newcomers.

"Managers admit that operating a school in conjunction with a radio station has been no cinch. They knew that inexperienced announcers lacked professional snap, and that a novice engineer makes more mistakes than a veteran. Theoretically, the whole broadcasting situation was in some danger of being tossed up for grabs. But in spite of that, the stations have been kept on the air and few listeners can tell the difference between peacetime and wartime operation."

Kaney held that the broadcasters have been equally resourceful in solving the problem of technical equipment shortage.

"Although commercial stations do have a priority rating, managers know that military needs come first," the NBC station relations executive said. "Consequently, they have established a policy of doing without or making the old stuff do.

"Let alone providing the essential equipment, the problem of maintaining it has been an increasing headache because, as the supposed normal life of a piece of equipment ends, it takes more than a goat gland operation to keep it running. In spite of these obstacles, stations have been maintaining normal service and even exceeding it in the emergency demands."

Kaney points out that the broadcasters have met these difficult problems without flag waving. "They have the government's word that wartime commercial broadcasting is essential. They have taken that word to mean that service shall be uninterrupted, come hell or high water."

As a further consideration for awarding orchids to station managers, Kaney points to the fact that stations have practically fallen over backwards in their willingness to cooperate in the various war drives.

"Faced as most of them are with heavy commercial schedules, no manager in this territory has hesitated to throw profitable commercial business right off the air to make room for essential war messages and shows," he stated. "More than that, most stations are developing special shows of their own to aid the war effort without waiting for official cues."

NBC-ite on College Faculty

CHICAGO.—Baskett Mosse, news editor in the NBC Central division's news and special events department, has joined the faculty of Northwestern University as instructor in news broadcasting, a new nine-week course which has been added to the curriculum of the Medill School of Journalism, according to an announcement by Dean Kenneth E. Olson of Northwestern.

Mosse is continuing his regular duties at NBC while teaching the course.

COVERING THE INVASION

Huge Staff of Experts Placed at Strategic Battle Points for NBC Coverage of Great World News Event

NEW YORK. — The National Broadcasting Company, through its news and special events department, has completed plans for coverage of the European invasion from the West. William F. Brooks, head of the department, has rearranged his staff, added more newsmen and correspondents and established facilities to give a complete report of the military operation when it materializes.

In charge of the London invasion staff is Stanley Richardson, who will have on his roster such experienced reporters as John MacVane, David Anderson, W. W. Chaplin, John Vandercook, George Y. Wheeler, Edwin Haaker and Merrill Mueller, youthful veteran of the London blitz and the North African and Italian campaigns.

Francis C. McCall, department operations manager in New York, will be in London to assist Richardson in coordinating broadcasting material and in assigning men where the news will be the hottest.

Lowell Thomas, H. V. Kaltenborn and Robert St. John will also be part of the NBC team covering invasion developments, but will probably operate from the United States. In Washington, Richard Harkness, Morgan Beatty, Leif Eid, William McAndrew and Captain Thomas Knode, honorably discharged United States Army veteran of the Buna campaign in the South Pacific, will cover details originating from the war agencies in the nation's capital.

For some time NBC has been in contact with the Army and Navy, the British post office (which controls circuits out of England), the BBC and various officials in Washington who will have a part in the censorship and dissemination of news once the invasion gets under way. The news department has prepared background copy, assigned special features to be developed both domestically and abroad, and has booked a number of prominent figures representing various occupied countries, so that when the flash comes NBC will be ready to give the best coverage possible over the network.

NBC, with other networks, has assigned a recording crew to the Navy, and stories obtained will be pooled in London. With these recording devices, correspondents

will be able to bring a front line picture direct to the microphone. What these crews see will be recorded and later broadcast back to the home front.

As other battle fronts will be affected when the cross-channel push comes, NBC has acquired other crack news men and correspondents to report from their theaters of operations, tying in with any movement from the West.

The "quarterback" for the invasion team will be William F. Brooks. He will operate from his headquarters in Radio City, shifting the men from one key position to another as points of action change. And the same formula for gathering the news, as has prevailed in the past, will be rigidly enforced: that of guarding against any interpretations which might tend to give listeners a false impression of the story as it develops.

Though but 41 years old, Brooks has been a newspaper man since 1917. His first reportorial job was on his hometown paper in Sedalia, Missouri. He later attended the University of Missouri and worked on several Mid-West newspapers, including The Kansas City Star. He began his long career with the Associated Press in Kansas City in 1926 and was later transferred to Washington, D. C. as feature editor. He covered both the Republican and Democratic conventions in 1928 and later came to New York as executive editor of the AP feature service.

In this capacity he covered every state in the union as well as many countries in



An emergency mike in the NBC New York news room can be used to cut in on any network program for an important bulletin. Here's John W. Vandercook, prior to his invasion assignment, putting a flash on the air.

South America and Europe. He next became executive assistant to the general manager, executive news editor in charge of the AP morning news report, and in 1937 Brooks was sent to London as managing director of the AP in Great Britain, Ltd., supervising photographic coverage and news distribution in Europe, Australia and the Far East. He returned to the United States in 1940 to do radio and magazine work and joined NBC as director of news and special events in October, 1942.

Francis C. McCall, Brooks' New York assistant and manager of operations, has been sent to London where he will aid Stanley Richardson, NBC London head, in coordinating the invasion setup. McCall was born in Waxahachie, Texas, and after studying at the University of Texas, joined the New York office of the United Press in 1927. He covered local news for a short time and was then made assistant cable editor and later night cable editor. He left the UP to join the Australian Associated Press as assistant bureau manager in New York. His next newspaper job was with The Chicago Tribune as the paper's New York representative. He joined NBC in March of 1937 as news editor.

Another veteran newspaperman who will hold a key position for invasion coverage is Stanley Richardson. He will assign the correspondents to the various commands and supervise all news broadcasts from the English capital. Richardson began his newspaper work in Atlanta in 1920. He joined the Associated Press in 1922 as night editor in Dallas and served with the news agency for 16 years in Oklahoma City, Chicago, Washington, New York and in Moscow. In 1938 he was made confidential secretary to Ambassador Davies in Russia. When war broke out he returned to the United States and was assigned to the State Department as special assistant to the secretary. He became Coordinator of International Broadcasting, serving as liaison between the government and the shortwave broadcasters in the United States. He joined NBC in September of 1942 and was placed in charge of the London office.

(Continued on page 15)

PUBLIC SERVICE PROGRAM THEMES GET BIG RESPONSE IN IMPORTANT U.S. DEFENSE AREA

NORFOLK, VA.—Norfolk's Radio Station WTAR is serving an increasing number of gripping public service programs this year to an appreciative public in Tidewater Virginia.

Shows especially adapted to the war effort have proven favorites among the hundreds of thousands of listeners in one of the busiest war centers of the nation.

Days of national defense have given Norfolk and its surrounding territory three distinct types of listeners—the workers, the white collar group and the military. It is the objective of WTAR, under the direction of Campbell Arnoux, manager of the station, to project programs that interest this triple alliance for victory. To that end a special production department has been set up with Jeff Baker as director to work with Henry Cowles Whitehead, program director, and Julius Grether, chief engineer, to plan and produce such programs.

The astonishing public service for 1943 with its 2,177 programs, 7,330 one-minute messages and 655 hours of broadcast time

bids fair to take second place to that now well under way for 1944.

Through the sympathetic cooperation of WTAR in the war effort and its treatment of local propositions thousands and thousands of friends have been made for the station and NBC.

One of the biggest hits ever made by WTAR with service personnel in the area was achieved last Christmas. At the last minute hundreds of boys were given liberty in Norfolk. Homes for Christmas dinner had been obtained to take care of those who had leave in advance but when the new batch came in there was a question as to where they could eat. A bulletin was broadcast over WTAR and within the hour many of the boys were on the way to dinner and before the responses ceased every lad had an invitation.

Navy events are given much emphasis over WTAR as a result of the Norfolk Navy Yard and the Naval Base being located in the Hampton Roads area. One of the most recent achievements of the station was the broadcasting of details of



Vice-Admiral Joseph K. Taussig, USN, awards Secretary of Navy's War Bond flag to the Naval Operating Base, Norfolk, Virginia, before a WTAR mike.

the launching of the aircraft carrier *Shangri-La* at the Norfolk Navy Yard. On February 24, 1944, listeners of WTAR heard a first-hand account of the launching together with the address by Colgate W. Darden, Governor of Virginia, as well as remarks by Mrs. James Doolittle, wife of the famous general and sponsor of the once mythical ship now a reality.

WTAR scored heavily with its air coverage of the United War Fund drive on February 13. A two-and-a-half hour program from the studios with Cesar Romero, noted screen star and now a sailor, as master of ceremonies. The groundwork was laid for radio's big part in the success of the drive, which raised more than \$500,000 in Norfolk.

Equally as graphic has been the coverage of the Red Cross drive that started in Norfolk February 25. Five-minute talks by well known Norfolk speakers have been presented.

Impetus was given to the War Bond sales during the recent campaign as a result of WTAR public service programs.

Gathering Farm Scrap

COLUMBIA, S. C.—Station WIS, "South Carolina's Most Powerful Voice," lent that voice to the War Production Board for a recent experiment.

Using South Carolina as a trial state, the WPB staged a statewide appeal for heavy farm scrap. WIS launched the air campaign with a 15-minute interview with Purple Heart veterans of the war fronts, and with representatives from the WACS, WAVES, and Women Marines, followed by an appeal from the WPB. If successful in South Carolina the WPB drive will go to other farm states.

NBC MUSIC EXECUTIVE HONORED BY CHICAGOANS



Samuel Chotzinoff (center), manager of the NBC music division, was tendered a luncheon on his arrival in the Windy City to launch the "Orchestras of the Nation" series. Desire Defauw (left), conductor of the Chicago Symphony Orchestra, heard on the first five programs, was toastmaster. Francis M. Knight (right), represented the orchestra's trustees in welcoming Chotzinoff.

RADIO BECOMES FOURTH "R"

NBC Joins N. Y. Board of Education in Starting Broadcasting Courses in Metropolitan High Schools

NEW YORK.—The most extensive undertaking ever formulated in this country by a city school system and a national radio network has been announced by NBC and the New York City Board of Education. Purpose of the joint venture is to create an experimental center for training talented high school seniors in the fundamentals of radio broadcasting.

Slated to start in the Fall of 1944, the plans call for one-year courses in the fields of radio writing, production and speech, and the fundamentals of radio engineering, broadcasting station operations, and principles and practices of sound recording. Selected youngsters from the New York City high schools will receive credit toward graduation for successfully completing the first or the second trio of the courses.

In announcing the plans, Dr. James Rowland Angell, NBC public service counselor, said:

"This new educational venture, entered into by the largest city school system in the nation and the country's greatest radio network, opens a broad field for experimentation on a laboratory basis. If it is successful, it will create in this area a cooperative technique that can later be expanded into many other areas throughout the nation.

"Never before has such a large-scale cooperative educational enterprise been attempted by a radio network and a school system for the development, through their respective facilities, of special courses of training for talented youngsters in all aspects of radio and techniques for its use in supplementing their education."

According to Sterling Fisher, director of the NBC Inter-American University of the Air, under whose auspices the experiment is conducted, the proposed courses are intended to give talented students the opportunity for a sound understanding of several aspects of radio communications. They will permit the Board of Education to widen the scope of public education in the field of communications, and enable NBC to pioneer in a new and highly valuable field of public service while establishing contact with young people of unusual aptitude. Finally, the joint venture will provide leadership and stimulation to all



Students conduct a forum over WNYE, the station operated by New York's Board of Education.

secondary schools in the proper utilization of audio aids in classroom instruction.

Arrangements call for the complete facilities of the New York City Board of Education's FM non-commercial station—WNYE—the instructional staff of the board, and the classrooms and laboratories to be made available for teaching purposes in the courses.

In March, 1943 the board, through the superintendent of schools, Dr. John E. Wade, approved two of the Inter-American University of the Air's programs for its in-service teacher training without credit, on an experimental basis. After studying the programs for a half-year, the board announced in October 1943 that the two courses, "Lands of the Free" and "Music of the New World," would be acceptable for full credit by teachers toward annual salary increments. This was the first time in the history of broadcasting that the N. Y. Board of Education had approved courses for teachers based on radio programs.

This experiment proved so successful that the board continued to approve two NBC programs: "Lands of the Free," the university's historical series, and "American Story," its literary series (formerly written by Archibald MacLeish and now by Allan Nevins during the present Winter-Spring school term).

Plans for an extension of this type of in-service training of teachers by radio on a nationwide basis were announced last October in the formation of a Committee on Use of Radio in Supervision by the National Educational Association.

In the announcement of the new arrangements between NBC and the Board

of Education, NBC has agreed to supply a private wire to Station WNYE for the utilization of valuable public service features for study, transcription, demonstration and rebroadcasting for schools via FM when desired. The network also will supply guest instructors for the courses, and will give advice and guidance in the planning and operation of the actual experiment.

Contents of the courses to be offered starting next Fall are:

A. Radio Writing: continuity, station announcements, spot announcements, musical continuity, radio newswriting, special events, sports, interviews, dramatic scripts, the unit drama, the serial, the episodic, dramatic narrative, requirements of radio dialogue, planning the radio plot, transitional devices, character delineation, and script research.

B. Radio Production: system of modern broadcasting, American commercial station and its operation, personnel of a modern radio station, networks, steps in radio production, radio production terminology, live programs, records and transcriptions, the radio show, tests of quality, the dramatic sketch, sound effects, sources of radio music, microphones and microphone setups, round tables, quiz and musical programs.

C. Fundamentals of Radio Engineering: a.c. waves, radio waves and radiation, vacuum tube theory, power supply equipment, generation of radio waves, radio wave as a carrier of intelligence, reception of radio waves, the radio receiver and transmitter.

E. Broadcasting Station Operation: operation and servicing of radio power supplies, operation and testing of speech input and audio control equipment, microphone placement and related studio techniques, transmitter operation, test and maintenance, radio law and FCC operating rules, preparation for FCC licensing examination.

F. Principles and Practices of Sound Recording: relationship of sound recording to radio broadcasting and rebroadcasting, education projects and remedial teaching, industry and engineering, selling and advertising; types of recording systems, their characteristics, advantages and limitations, components of recording systems, mechanical construction of recorders, audio frequency amplifiers, equalization of microphones, lines, amplifiers, recorders and reproducers, playback systems, techniques of recording, trouble shooting, economic factors in recording.

NBC Supervising Building Of Coast Shortwave Unit

SAN FRANCISCO.—Under supervision of the National Broadcasting Company, construction of a huge new shortwave broadcasting plant here to serve the Far East, the Pacific area and Latin America will begin shortly, it was announced by John W. Elwood, general manager of NBC Station KPO.

The shortwave plant, for which land already has been purchased and preliminary plans completed, is expected to be in operation by Fall. It will be designed and built by NBC for and in collaboration with OWI and the Defense Plant Corporation at a cost of approximately \$1,000,000.

The shortwave plant, consisting of four powerful shortwave stations, will be operated by NBC, for the Overseas Branch of the OWI.

These facilities will play an important part in American psychological warfare in the Pacific area and will form a strong link between Latin America and the United States.

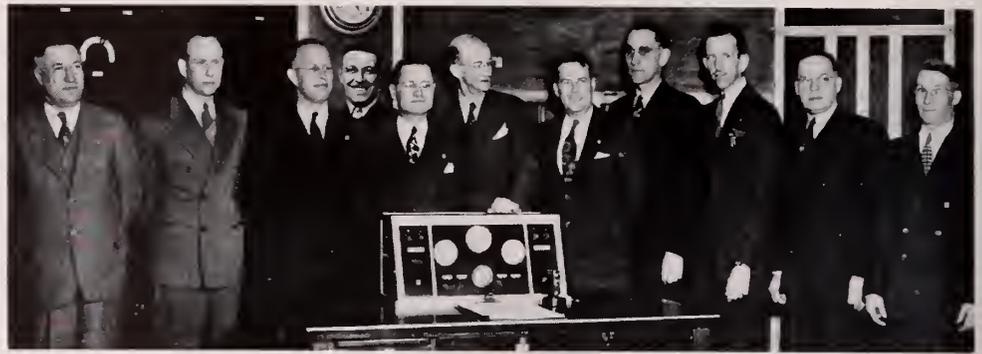
Vandercook Heads A. R. N. A.

NEW YORK.—John W. Vandercook, NBC news commentator, who expects to leave shortly as a member of NBC's London invasion team, has been elected president of the Association of Radio News Analysts. He succeeds Major George Fielding Eliot.

Gasting Problem



Charles Urquhart, former production manager of the NBC Central division, adds to his collection of cast autographs when Commentator Alex Dreier takes pen in hand. Private Urquhart, stationed at Camp Crowder, Missouri, where he is teaching basic training for the Signal Corps, was on furlough while recovering from a fractured heel.



PERFECTION THEIR GOAL—Pictured above are members of the champion KOA transmitter crew, who, for near perfection in mechanical service, won the 1943 General Electric Merit Award. (l. to r.) Francis A. Nelson and Garland S. Dutton, transmitter engineers; Russell C. Thompson, assistant station engineer; George H. Anderson, transmitter engineer; Roy D. Carrier, station engineer; James R. MacPherson, KOA general manager; Robert H. Owen, chief engineer; W. Carl Nesbitt, Blair E. Dobbins, and Joseph L. Turre, transmitter engineers, and Emil L. Raeke, building maintenance. (Story below, right).

KOB Salutes NBC Service Series, "Now Is the Time"

ALBUQUERQUE, N. M.—High ranking officials of the armed services and members of the WAC, WAVES, and Women Marines participated in a "Now Is the Time" rally in the Student Union Building on the University of New Mexico campus March 27.

Women of the university student body were special guests and the rally on the campus was sponsored by Mortarboard, women's honorary organization. Purpose of the rally was to honor the service branches and to stimulate interest in the first of NBC's "Now Is the Time" series, which paid tribute to American women in service.

Ellen Kirk, representing KOB, was m.c. and Carol Williams, president of Mortarboard, represented the student body. Dr. James F. Zimmerman, president of the university, was in the official party.

Chicago Salvage Campaign

CHICAGO.—At least 25 tons of waste paper will be salvaged for the current paper campaign from business records in the dead storage files of the NBC Central division. The weeding out project started March 1 and will continue through June 15, it was announced by Arthur G. Pearson, Central division purchasing agent.

Pearson estimated that more than 80 per cent of the old records can be discarded, not only aiding the waste paper drive but also providing badly needed storage space.

KOA Transmitter Wins GE Award for Air Performance

DENVER, COLO.—Station KOA's engineering department has been cited by the General Electric Company for the championship performance of all NBC operated stations.

Of 6,689 hours and 31 minutes of broadcasting in 1943, KOA was off the air because of technical difficulties only 42 seconds.

A championship plaque will be presented to Robert H. Owen, KOA chief engineer; C. A. Peregrine, control operator, and Roy D. Carrier, station engineer representing the entire technical staff, at special ceremonies on a date to be set later. All three men are members of NBC's Ten Year Club. Owen has been chief engineer at KOA since 1924 when it went on the air as a GE station.

KOA's present 50,000-watt transmitter, made by General Electric, went into operation in 1934. It is located in Aurora, Colorado, 14 miles east of Denver, on U. S. Highway 40, one of the nation's East-West transcontinental routes. The transmitter building itself is one of the show places of this area. Its 475-foot antenna is neon lighted and is visible for 50 miles in any direction.

The transmitter grounds are beautifully landscaped. In the center of the grounds is located a huge fountain with changing colored lights illuminating the KOA cooling system fountain, thereby making this adjunct to the technical operation both utilitarian and promotional.

MINNEAPOLIS RADIO CITY HAS GALA OPENING NIGHT



Crowds flocked to the new unit housing KSTP studios and a 4,400-seat movie theater. Mayor Marvin Kline and other local officials participated in the opening night ceremonies. Guided tours through the structure have attracted many thousands of visitors.

Leonard Leigh, KSTP musical director, conducts the 26-piece orchestra and eight-voice mixed chorus on the dedication program from the modern theater studio in the edifice.



KSTP used 24-sheet posters and triple-sized car cards to announce the opening and invite tourists. The station proudly proclaimed itself as NBC's only affiliate serving the Twin Cities area.

No, this isn't a real stage. It's a replica, in miniature. Three such exhibits display KSTP programs in theatrical fashion. The tiny stages are set in wall recesses in corridors.

A Day for Joy

PHILADELPHIA.—St. Patrick's Day was a big day for the Irish—but no less an anniversary for Leslie W. Joy, general manager of Philadelphia's Westinghouse Station, KYW, who made his debut over WJZ on March 17, 1923.

On that day 21 years ago, Joy did his first chore as a concert singer. He still recalls that memorable occasion when it just so happened that his competition on WEAJ was none other than John McCormack, the famous Irish tenor.

About a year later, he obtained a permanent spot on the announcing staff of WEAJ. He continued with NBC after WEAJ was absorbed in 1926—first in the program department and later in an executive capacity.

In 1935 he came to Philadelphia as liaison officer with NBC which at the time operated KYW for Westinghouse. A year later he was made general manager, a position he has held since.

Station Host to I.R.E. Group

MILWAUKEE, WIS.—WMFM, The Milwaukee Journal FM Station, was host to the regular monthly meeting of the Chicago Section of the Institute of Radio Engineers, at WTMJ's Radio City, Milwaukee, March 18.

More than 225 engineers from Illinois, Indiana, and Wisconsin, attended the sessions held in the broadcasting building.

During the afternoon WMFM engineers served as guides, as the engineers toured Radio City and visited the WMFM transmitter at Richfield, Wisconsin. Dinner was served in the structure's television studio.

Status Quote

SALT LAKE CITY.—KDYL's News Editor John Page boasts a record of more quotes in The Weekly Digest of Radio Opinion than any other individual. Page is commentator of the KDYL program titled "This Week in Review."

KIDO's Red Cross Campaign

BOISE, IDAHO.—After KIDO carried all NBC Red Cross programs, it extended its facilities to the Idaho Red Cross chapter and staged a dramatization of Arch Oboler's play, "Paul Revereski" on March 19.

The event was attended by all chairmen of the state's Red Cross committees, and the public showed fine response, filling the ballroom of the Hotel Boise to see and hear the war effort drama. The program was a promotional triumph.

The Sunday evening radio time was donated by Falk's, a Boise department store. An added feature of the evening was a pre-show demonstration of studio sound effects and announcer voice demonstrations. The show was directed by Sid Martoff.

Letters from Idaho officials and the general public, unsolicited, thanked KIDO for presenting the story of the Red Cross and the home front play.



Here's the new 915-foot tower of WKY, Oklahoma City, which will go in operation late Summer or early Fall. When the 90-foot FM aerial is perched atop the huge AM tower, this will be the tallest mast in the U.S.A. Transmitter equipment and grounds represent a \$250,000 investment.



Commander John S. "Jimmy" Thach, famed fighter tactician and combat hero, pins honorary aircrew wings on Bob Hope during the ceremony at Jacksonville Naval Air Training Station March 14 when 150 naval aircrewmen won wings on completion of operational training.



New York NBC-ites who joined the Rockefeller Center Choristers, a 175- (l. to r.): Lois Smith, budget office; Joan O'Rourke, messenger; Virginia Janice Hoiles, mail room; Marcia Aldrich, advertising and promotion; and Mu They joined in Rockefeller Plaza Easter concerts.



R. E. Dunville (left), Crosley v.p. and assistant general manager of WFLW, Cincinnati, receives Alfred I. duPont Radio Foundation award to "a large station." Looking on are Mrs. Alfred I. duPont and Frank E. Mullen, v.p. and general manager of NBC.



Things were "bully" in Boston as Director details transferring a pure-bred Holstein calf for the bull calf auctioned over WBZ. Ce



Lieutenant Catherine Cockburn (left) and Yeoman Jean Sharpless, both of the Denver Spar Recruiting Office, are pictured above with Chief Petty Officer Victor, former actor now in the United States Coast Guard, during a special Fox Theatres' broadcast over KOA, Denver.



The long and short of radio announcing at WGY, Schenectady, N. Y. Reading from top to bottom are William Von Hacht, Jr., whose nom de mike is Bill Hart and Edward "Ted" Murchie. Hart reached Schenectady by way of Hartford.



t, include
WEAF;
isy, music.



Grace Moore (right) recently favored Louisville dial twisters with an interview on WAVE. The emcee and producer of "Grace Notes," Natalie Potter, questioned the opera star on her own ideas about home decorating and clothes.



Flower, of the WBZ Farm Hour, completed w owner. A listener paid \$600 to the Red Cross s took place in a department store window.



Listening in a Canadian classroom. All nine Canadian provinces have regional school radio projects. In Ontario, one of the more recently organized CBC provincial series, "Music for Young Folk," presented 10 music appreciation broadcasts.

"LANDS OF FREE" AND "AMERICAN STORY" START NEW SEMESTERS ON NBC UNIVERSITY OF THE AIR

NEW YORK. — "Lands of the Free" and "American Story," respective historical and literary series of the NBC Inter-American University of the Air, recently started new broadcast semesters.

Second semester of its second broadcast year sees "Lands of the Free" present programs under the general title "Development of Ideas in the Americas." Expected to start on March 26, the first broadcast of this new series of 19 programs was postponed a



Allan Nevins

week because of an address by Prime Minister Churchill. This semester of "Lands of the Free" deals with the ideologies and ways of life, the political and social ideas, and the trends of thought in the Americas.

The initial four broadcasts tell of the relationships between the white man and the Indian. The six which follow relate the contributions of various European peoples to life in the New World.

And under the subtitle "Men and Ideas," the last 10 programs highlight poets, philosophers, missionaries, medical men and educators whose contributions have influenced the life and thought of the

Western Hemisphere. Three programs originate in Canada. The final broadcast of the semester will be heard August 20.

On April 15, "American Story" began its second series of broadcasts with Professor Allan Nevins, of Columbia University, replacing Archibald MacLeish as writer. MacLeish is expected to return later in the series to write another sequence of episodes. Nevins, twice Pulitzer Prize winner, has picked up the thread of development of literature in the Americas where MacLeish left it off. He, like MacLeish, is basing each broadcast upon one or several notable books or documents, which he terms the primary — and too much neglected — sources of American history.

Nevins has gained world-wide acclaim for his historical writings, among them his Pulitzer Prize winning biographies of Grover Cleveland and Hamilton Fish. Successively a teacher and newspaper man after graduation from Illinois University, Nevins was named professor of American history at Cornell in 1928, and in 1931, assumed the Columbia U. post of professor of history.

Both "Lands of the Free" and "American Story" are permanent presentations of the University of the Air which is under the general supervision of Dr. James Rowland Angell, NBC public service counselor, and directed by Sterling Fisher, his assistant.

Promotional Chimes

NEW YORK.—The three notes of the famous NBC chimes—the musical triad heard daily by countless millions of radio listeners are now sounding every 15 minutes in the lobby of the NBC studios in Radio City. The actuating device, developed by NBC's engineering department, is operated by electronic means, which insure absolute pitch.

Only the chimes sound on the quarter and half hour but they are followed on the hour by gong-like tones giving the exact time.

Extension of the chimes service was suggested by Mary E. Alcombrack of the spot sales department.

NBC Girls in Uniform

NEW YORK.—NBC's own distaff side is being reduced as a direct result of "Now Is the Time," network tribute to women of the armed forces. First all-woman prepared and produced program in NBC history, the 30 women working on it from NBC's home staff found themselves prophets with honor.

First recruits from NBC, New York, are M. Elizabeth Lobel, secretary to John H. MacDonald, vice-president in charge of finance, who signed up with the WAVES, and Marie Gerard Wiegand, receptionist in the station relations department, who is going to be a Woman Marine.

Radio Farm Directors Group Forms West Coast Chapter

SEATTLE, WASH.—The third and Westernmost group of the National Association of Radio Farm Directors was organized at a recent meeting in Berkeley, California, arranged by the Office of War Information of the Department of Agriculture. The Western Radio Farm Directors, to be known appropriately as "RFD," will send representatives to the national meeting of their organization to be held at Columbus, Ohio, in May.

Because of his long service to farm broadcasting, Jennings Pierce, Pacific Coast stations relations chief for NBC, was elected honorary chairman. Bill Moshier of Stations KOMO-KJR Seattle, was named chairman and secretary, and Henry Schacht of KGO, San Francisco, vice-chairman. Other members of the West Coast Farm Directors' are Hamilton Hintz of McClatchy Newspaper and Radio in Sacramento, E. W. Jorgenson, KFPY, Spokane; Nelson McIninch, KFI, Los Angeles; Luke Roberts, KOIN, Portland, and Raymond Rodgers, KMJ, Fresno.

Farm Mementoes



Eight presidents from 47 county Councils of Farm Women in South Carolina get souvenirs from the "Palmetto Farm and Home Hour" in recognition of the eight years that program has been on the air over WIS (Columbia, S. C.). G. Richard Shafto, general manager of WIS, draws the eight winning names as Bessie Harper, district home demonstration agent, and Winnie Belle Holden, radio extension specialist and conductor of the weekly quarter-hour program, get ready for the anniversary broadcast. One novel souvenir was the tray of South Carolina produced eggs spelling out the WIS call letters, which Miss Holden presented to Shafto.

Production and Television Appointments Made by NBC

NEW YORK. — Wynn Wright, NBC's Eastern program manager was appointed national production manager of NBC on March 20 by Clarence L. Menser, vice-president in charge of programs. In his new capacity Wright coordinates all inter-division production operations and assumes the duties of eastern production manager.

As another step in NBC's organization looking toward the expansion of television, Menser also announced the appointment of N. Ray Kelly, formerly Eastern production manager, as manager of production facilities for the company's television operations.

For 15 years before coming to radio, Wright was allied closely with the theater. A native of Columbus, Ohio, Wright was edu-



Wynn Wright

cated in Detroit and engaged in little theater work while attending the Detroit College of Law. He abandoned the legal profession to join a theater stock company and played with some of the best known troupers of the generation.

During World War I he joined the Navy and was made associate director of the Newport, R. I., Community Playhouse where he staged shows for servicemen. After the war he returned to the theater. In 1922 he became drama director of the University of Detroit, and in 1924 opened the Detroit Repertory Theater. In 1930 he joined Station WWJ, Detroit, as drama director, and in 1934 moved to NBC in Chicago as production director.

He later returned to WWJ as program and production manager and went to London in 1936 to study British production methods. In 1938 he rejoined the NBC Central division as production director, and in March of 1939 became production manager of the division.

Educated at Washington University, Knox College and Harvard Law School, Kelly came to NBC in 1930. He organized and developed the network's sound effects department and was appointed production manager of the Eastern division in 1943.

AWARDS MADE TO NBC PISTOL RANGE EXPERTS



Frank E. Mullen, NBC vice-president and general manager, recently awarded pins to NBC-ites with top scores in the NBC A.A. weekly pistol meets. Left to right: Helen Rodabaugh, engineering; Rita Alevizon, radio recording; Mullen; Jean Harstone, advertising and promotion, and George Monahan, NBC protection chief who coaches the A.A. team. Additional awards were made to other high-scorers.

Nancy Osgood Named Head Of WRC Home Forum Series

WASHINGTON, D. C. — Nancy Osgood, WRC producer who directed the all-feminine air series, "Now Is The Time," succeeded Mary Mason, director of the WRC Home Forum, when the latter went off the air in April after eight years with the station.



Nancy Osgood

Miss Mason resigned to be married to a naval officer and does not expect to return to the microphone. Miss Osgood has an extensive background in radio. Since 1927 she has been with major stations and networks producing, writing and performing in programs of all kinds. She is recognized particularly as an able director of women's programs. For two years in Washington Miss Osgood broadcast under the radio pseudonym of Nancy Dixon, shopping and contacting stores and reporting her findings in good buys.

Previously she was heard in similar shows in St. Louis, Detroit and Boston.

During the past year Miss Osgood has been with WRC as a production director and writer.

Clem McCarthy, Ace Turf Mikeman, Joins NBC Staff

NEW YORK.—Clem McCarthy, noted turf expert whose winged words can out-race the fleetest of three-year-olds, has joined NBC's sports staff.

Under his exclusive contract for sports resumes over NBC, his only outside assignment this year will be the Kentucky Derby, which he will do for the Columbia Broadcasting System under a previous commitment.

At NBC, McCarthy joins hands with two other famous sports authorities—Bill Stern, NBC's director of sports, and Grantland Rice, whose favorite stories are being broadcast Saturdays.



Clem McCarthy

When radio was looking for a broadcaster who could keep pace with Joe Louis' punches, Clem auditioned and won the assignment to cover most of the champion's fights. McCarthy's radio coverage of Louis' first bout with Max Schmeling is still regarded as a classic.

Son of an Irish horse auctioneer and dealer, his early ambitions, naturally enough, were to become a jockey.

DALLAS, TEXAS: SCENE OF STOP ON COAST-TO-COAST WAR CLINIC TOUR



L. to r.: Jim Moroney, of Dallas Morning News; Raymond F. Guy, NBC radio facilities engineer; Jim Gaines, NBC, N. Y.; Hugh A. L. Half, WOAI, and Robert Shelby, NBC engineer.



Mrs. Moroney greets Sheldon Hickox, NBC station relations manager, and Ed Zimmerman, of KARK, Little Rock, Arkansas, at one of the many events held in conjunction with the Clinic.



(Left to right): NBC's Ray Guy; E. M. Dealey, president, The Dallas Morning News, and Niles Trammell, NBC president.

NBC's third annual War Clinic completed its 8,000-mile tour late in March with Dallas, Chicago and Hollywood as the last meeting places. The earlier New York and Atlanta sessions were reviewed photographically in the April issue of The NBC Transmitter. The great interest in television and FM shown by affiliates found expression in the news and editorial columns of leading newspapers from coast to coast. Video network prospects as outlined by President Trammell and other industry clinicians emphasized the great post-war possibilities of television as an additional NBC service to stations.

VIEWS OF VISITORS TO MEETING OF NBC AFFILIATES IN CHICAGO DURING MARCH



Roy C. Witmer, NBC vice-president in charge of sales, and Doris Corwith, assistant to NBC's public service counselor, attending the NBC third annual War Clinic in Chicago.



L. to r.: Morgan Murphy, W. C. Bridges and H. E. Westmoreland, of WEBC; Stanley E. Hubbard, of KSTP, and Fred Schilplin, of KFAM.



Mrs. B. Lavin and Mrs. H. Burke, wives of station men.



Fred Schilplin of KFAM, and Howard Dahl, of WKBH.



H. Fair, WHO. A. W. Kaney and W. J. McEdwards, NBC.



NBC V.P.'s Frank E. Mullen and John F. Royal.

WESTERN BROADCASTERS MEET WITH NBC EXECUTIVES IN HOLLYWOOD



John Elwood, general manager of KPO, San Francisco; NBC President Trammell and V.P. John F. Royal, look over a convention television exhibit.

Clockwise: George Riley, NBC comedian; NBC V.P. William S. Hedges; Betty Stone and Edgar Bergen; Mrs. Strotz; President Trammell; V.P. Sidney N. Strotz; and Spike Jones.



S. Fox, KDYL, Salt Lake City; H. Fletcher, KSEI, Pocatello; P. Merryman, NBC, and H. Ritter, KYCA, Prescott.

KPO's John Elwood, Arden X. Pangborn, KGW; Karl O. Wylar, KTSM; and O. P. Soule, KSEI and KTFI.

T. Sharp, KFSD, San Diego; O. P. Soule, KSEI, Pocatello, and KTFI, Twin Falls; Trammell, and Dick Heath, KTAR.



Sheldon Hickox, NBC station relations manager; Vice-President Sidney N. Strotz; Arden X. Pangborn, KGW, Portland; and Charles Hammond, NBC's advertising and promotion manager.

Clarence L. Menser, NBC vice-president in charge of programs; Sid Fox of KDYL, Salt Lake City; and James Gaines, assistant advertising and promotion manager of NBC.

WHAM, 50-KW. STROMBERG-CARLSON COMPANY ROCHESTER, N. Y., STATION JOINS NBC NET

ROCHESTER, N. Y.—WHAM, the Stromberg-Carlson Company's 50,000 watt station here joined NBC on May 1. For the past year the station had been carrying both the Blue Network and NBC programs.

The station was founded in 1922 by The Rochester Times Union using the call letters WHQ, operating on 100 kilowatts. In 1923 the frequency 1030 k.c. was assigned to WHAM and the studio and transmitter were located in the then new Eastman School of Music.



*William A. Fay,
Stromberg-Carlson
vice-president*

February 1, 1927, The Stromberg-Carlson Telephone Manufacturing Company acquired WHAM and shortly after joined the Blue Network when it was part of NBC. On September 1 of that year, WHAM built new twin towers in Victor, New York, 18 miles east of Rochester and opened new studios in the Sagamore Hotel. The power was increased to 5,000 watts and later in that year the frequency changed to 1070 k.c.

William Fay, now vice-president of the Stromberg-Carlson Company, in charge of broadcasting joined the staff of WHAM in August, 1928, and one year later became general manager. That same year the old Federal Radio Commission classified 96 channels available for broadcasting into "clear, regional and local"; naming 1150 k.c. a clear channel. There were 40 channels in this category. In November of 1928, WHAM was assigned this frequency and became a "clear channel station operating on 1150 k.c." In the late fall of 1929, it went on a full time schedule of operation.

March, 1933, marked a gala occasion for the station. The commission granted a boost in power to 25,000 watts and a galaxy of NBC radio stars journeyed to Rochester for the occasion. NBC saluted WHAM, coast to coast. The grant, by the commission, was for 25,000 watts operation and 25,000 experimental. Not many

months after, full 50,000-watt operation became effective. From that time on, WHAM has been a "power in the industry."

January 1938 marked the 10-year operation of WHAM under Stromberg-Carlson control and the dedication of its new 450-foot radiator tower in Victor. Once again the network paid tribute to the station and NBC stars participated in the celebration held in the Eastman Theater in Rochester. In 1942 the frequency was upped to 1180 k.c.

With the declaration of war, WHAM became a vital link in the defense setup of Western New York. It went on a 24-hour-a-day basis as a key station in the area for the First Interceptor Command.

Jack Lee joined the staff of WHAM in 1927 and while his position was that of assistant manager, he became known to all the listening audience as producer and actor on many of WHAM's favorite local programs. In September, 1942, he was named general manager of WHAM, which position he now holds.



*John H. Lee, WHAM
general manager*

May of last year WHAM became a basic NBC station with the then existing Blue Network contracts expiring on May 1, 1944. Now that time has come and WHAM becomes another great link in NBC's coast-to-coast broadcasting facilities.

The personnel of the station includes: William Fay, vice-president of Stromberg-Carlson in charge of broadcasting; John H. Lee, general manager; John W. Kennedy, Jr., sales manager; Charles Siverson, program director; Truman Brizee, promotion and publicity director; Eugene Zacher, musical director; Kenneth Gardner, chief technician, and Hazel Cowles, women's editor.

NEW YORK.—Highlights from NBC mail: "Serenade to America" up like a skyrocket . . . "Bill of Rights" brought fan mail from all corners of the country.

WHAM Plans Video Station As Part of Own Radio City

ROCHESTER, N. Y.—Television was assured for Rochester shortly after the end of the war by action that has just been taken by the Stromberg-Carlson Company. Already the owners and operators of Station WHAM and of Frequency Modulation Station WHFM, the local radio and telephone manufacturing company recently made application to the Federal Communication Commission for a license to operate a television broadcasting station on a commercial basis.

Arrangements have likewise been made to assure the receipt, as soon as possible after the close of hostilities, of up-to-the-minute studio and transmission equipment.

In discussing the application for a television license, William Fay, vice-president in charge of broadcasting, pointed out that the operation of a television station would be but another step in his company's progress in the American broadcasting field.

Fay stated: "Having watched the development of television for more than a decade, we are convinced that, due to the refinements brought about as a result of wartime research, the new art is ready to be transmitted to the home. Just as our company pioneered in sound broadcasting with its Station WHAM in 1927 and with its frequency modulation station, WHFM, in 1939, so will it offer to the area in and around Rochester the best service available for those who wish to see as well as hear broadcasts of amusement and informational features."

Asked where the company proposed to locate the new broadcasting studio and transmitter, Fay revealed that plans were already under way to create on Humboldt Street, adjoining its factory site, what may come to be known as Rochester's Radio City, including a studio building and FM and television transmitters. He said it would be big enough to accommodate the enlarged staff which will be required for AM, FM and television broadcasting and would provide the number of studios necessary for the enlarged work of the combined station. It would include a good sized auditorium where an audience could be seated when broadcast programs of particular visual interest are being originated in Rochester.

COVERING THE INVASION

(Continued from page 3)

W. W. Chaplin, another member of NBC's invasion team, was one of the first American newsmen to interview Gandhi. A veteran of World War I, his first newspaper job was on The Syracuse Journal, followed by 11 years with the Associated Press. In 1932 he joined the International News Staff and was assigned to Washington. His first foreign assignment was in Rome and later Paris, from where he left to cover the Ethiopian War. He returned to France to cover the Western Front until Dunkirk, escaping just before the German army marched in. He covered the Gandhi uprisings in 1942 and the Nationalist Congress in Bombay. After covering the Russian war for several months, he returned to New York.

David Anderson, another member of the London staff, has been doing most of his broadcasting from Sweden. A graduate of the University of California, he went to Sweden in 1939 during the Finnish and Norwegian wars and translated the articles of Sweden's foremost war correspondents for an American news agency. After joining NBC, he was sent to Rome, later returning to Stockholm. He was recently sent to London.

Bjorn Bjornson, who replaced Anderson in Stockholm, was born in Minnesota. A graduate of the University of Minnesota, he served for four years as editor of a weekly and two years as head of the department of journalism at Grand Forks University. After several years on The Minneapolis Tribune he joined NBC and was sent to Iceland and remained there until his recent transfer.

Edwin Haaker, one of the youngest members of the invasion team, was once a guide at Radio City. A magna cum laude graduate of Franklin and Marshall Academy, he first came to NBC in 1933 but left to enter business in New England. After a stint with the Associated Press he returned to NBC as a junior writer in the news and special events department and worked his way to a senior rating.

John MacVane is one of the veteran radio correspondents of World War II. Born in Portland, Maine, he attended Phillips Exeter Academy and received his A.B. Degree at William College and a B.Litt. from Oxford University. MacVane's first newspaper job was on The Brooklyn Eagle and a year later he joined

BOSTONIANS VIEW NBC SYMPHONY WINDOW DISPLAY



Boston music lovers were treated to a special display of the "NBC Symphony and the War" during the WBZ-Westinghouse historical radio exhibit at Filene's Boston department store. The display included reproductions of many of the most famed scores featured by the NBC Symphony under the batons of its noted conductors.

the staff of The New York Sun. MacVane went to London in 1938 as sub-editor of The London Daily Express and then spent two years in the Paris office of The Express and the International News Service. Shortly after he joined NBC, he was assigned to cover the Dieppe raid and was the only radio reporter taken on the mission. He covered the African invasion, and was also at the front in Italy.

Merrill Mueller is one of the few reporters of World War II to receive the Order of the Purple Heart. Though only 27 he is already a veteran of the London blitz, the South Pacific war, the North African and Italian campaigns, and is now back in London awaiting the word to move to the front with General Eisenhower, to whose command he has been assigned by Brooks. Mueller was a member of Newsweek's London Bureau when he joined NBC. He went through 700 raids in London, 72 in Malta and countless others in North Africa and Italy. When the Japs attacked Pearl Harbor, Mueller was aboard a British destroyer bound for Gibraltar. He went to Malta and the Middle East and joined the British in their sweep across Libya. He got to Singapore shortly before the Japs and just managed to get out ahead of them. He roamed the South Pacific for a time, interviewing General MacArthur, and then set out for Africa after a stopover in Lon-

don. Mueller covered the American and British sweep into Tunisia and was with the first wave of American troops to set foot on Sicilian soil.

John W. Vandercook, another invasion team member, will carry with him an intimate knowledge of 73 foreign countries he has toured in his capacity as a reporter and traveler. He was born in London, son of John F. Vandercook, first president of the United Press. He was graduated from St. Paul's School, Garden City, Long Island, and attended Yale for a year. He left to try his luck at acting and after a year in stock and with several minor roles in Broadway productions, he turned to newspaper work. His first job was on The Columbus Citizen in Columbus, Ohio. He later worked for The Washington News and The Baltimore Post and in 1923 became assistant editor of MacFadden Publications.

The latest addition to the invasion staff is George Y. Wheeler. Wheeler was born in Washington and was graduated from Princeton with an A.B. Degree in 1937. After a trip to Honolulu he joined NBC as a page in Washington and then, in rapid succession, became announcer, script writer, producer, production manager, and finally assistant manager. His war correspondent duties will see him assigned to the Navy and he expects to do much of his work with the recorder.

ACE NBC REPORTERS ASSIGNED TO KEY NEWS SPOTS FOR INVASION COVERAGE



L. to r.: John MacVane, Edwin Haaker, Merrill Mueller, David Anderson and W. W. Chaplin, veteran reporters assigned to front lines.



Ralph Howard, Stanley Richardson, Francis C. McCall (manager of operations), John Vandercook, and Bjorn Bjornson, high-ranking newsmen.



Robert St. John, H. V. Kaltenborn, Lowell Thomas, Morgan Beatty and Richard Harkness, all assigned to NBC's coverage of invasion.



Max Hill, Alex Dreier, Don Hollenbeck, Leif Eid and Robert Magidoff, more familiar voices on biggest story of war.

AUGUST • 1944

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NBC



Transmitter

Devoted to the Interests of NBC and Its Affiliated Stations

**IN THIS
ISSUE:**

*NBC Courses at
Columbia U.*

D-Day Triumph



SIDNEY N. STROTZ

NBC Vice-President in Charge of Western Division

VOL. 9 AUGUST, 1944 No. 11

NBC Transmitter



Published Monthly by the
National Broadcasting Company
RCA Building, Radio City, N. Y.

AN HUMANE ROLE

The part played by WTIC, Hartford, in rendering a great public service to that Connecticut community in the big circus fire is told elsewhere in this issue of The Transmitter.

The holocaust shocked the nation and brought tragedy to scores of homes. The smoke and flames from the burning tent plunged the city into mourning.

In the best traditions of radio, WTIC immediately placed its facilities at the disposal of the Red Cross, police, fire and other relief agencies. Needless to say, regular programs were cancelled as the entire WTIC staff devoted itself to the task of spiking wild rumors, passing on accurate information and reassuring families throughout the community.

Public service was the uppermost thought in WTIC's swiftly-planned coverage of the disaster. The incident proved that radio has humane objectives that can be achieved in times of great trial largely because of the huge listener confidence placed in the medium by an audience that has learned to accept the honesty and reliability of broadcasting's public service role.

Testimonials to WTIC were many following the fire. But the greatest tribute of all, perhaps, came when the station broadcast an appeal for blood plasma donors the following day and, within an hour of the announcement, the Red Cross called WTIC to request that no more appeals should be made as over 100 volunteers had already responded to offer blood to fire victims.

The station did everything possible to aid the community, even in such a non-broadcasting role as assigning extra girls to the telephone switchboard to take care of the hundreds of calls from worried families. Lists of the injured and other data on the catastrophe were kept up to the minute so that telephone queries could be answered wherever possible.

4-NETWORK TRIBUTE TO COLONEL DAVID SARNOFF

(EDITOR'S NOTE—The following letter to Brigadier-General T. J. Davis, Chief, Public Relations Section, Supreme Headquarters, Allied Expeditionary Force, was signed by the chief invasion correspondents of the four major American networks.)

London, W.I.
16 June, 1944

Dear General Davis:

Now that we have gained a brief breathing spell from the frenzy of the first few days of invasion coverage operations, the four American broadcasting networks represented in London want to take this first opportunity to thank you and all concerned for the generous assistance and cooperation accorded us by the Army.

Particularly do we wish to convey to the Signal Corps our grateful appreciation of the great help this branch has been to us, both as to facilities and technical aid by its communications personnel. It already has been amply demonstrated that, had the Signal Corps not made its special broadcasting channel available to us, our operations here in London would have been seriously hampered, with the consequence that the American public would not have been as speedily and as well informed as it has been.

For not only putting this broadcast channel at our disposal, but for actually making it work in a most efficient manner, the American broadcasters feel that only the highest praise is due the Signal Corps for making possible an outstanding public service. We deem it especially fortunate that Colonel David Sarnoff was put in charge of this service. His wide experience in radio communications was, and is, of inestimable value to the American broadcasters in their operations. His unflagging zeal and the tireless efforts of his associates as well, in this work was an inspiration to us all. To him and all who took part in it we hope you will convey our very great thanks.

And last but by no means least, we wish to express to you personally, to Colonel Dupuy, to Colonel Phillips, to Colonel Smith and to all your associates in "PRD," our highest appreciation of the invaluable help and cooperation given to us.

Sincerely yours,

(Signed) GEORGE HICKS
for Blue Network Company

(Signed) E. R. MURROW
for Columbia Broadcasting System

(Signed) JOHN S. STEELE
for Mutual Broadcasting System

(Signed) STANLEY P. RICHARDSON
for National Broadcasting Company



Colonel Sarnoff (right), RCA president and NBC board chairman, now on overseas duty with the Signal Corps, shown in London with J. H. Brebner, Director of the News Division, British Ministry of Information, discussing advance plans for handling D-Day news.

NBC AND COLUMBIA U. PLAN COURSES

22 Studies Included in Most Comprehensive Broadcasting Series at an American University

NEW YORK.—Described as the most comprehensive series of courses in broadcasting ever presented by an institution of higher learning in cooperation with a radio network, the new radio unit created by University Extension of Columbia University in conjunction with NBC will start next month.

Twenty-two courses will be presented in the new NBC-Columbia U. undertaking. Of these, 13 are specifically in the new sound and television broadcasting project, and the other nine are offered in the University Extension division of physics, electrical engineering and sociology. Eleven of the 13 courses in the radio unit will be given next September.

The classes will be under the direct supervision of Dr. Russell Potter, director of the Institute of Arts and Sciences at Columbia University and Sterling Fisher, NBC assistant public service counselor and director of the NBC Inter-American University of the Air.

The project, which represented more than a year of planning between the University and NBC, was designed under the guidance of Harry M. Ayres, acting director of University Extension, and Dr. James Rowland Angell, NBC public service counselor.

When the courses start in September, class meetings will be held at the university and in the studios of the network's Radio City headquarters. Of the first 11 courses to be presented, 10 will be staffed by well-known members of NBC's operating personnel. As in other units of University Extension, prospective students will be required to satisfy the instructors as to their qualifications for admission, and the courses may be counted for credit toward one of the several degrees of the university with the approval of the appropriate dean or director.

While this radio unit resembles in many respects the work done at Chicago, Los Angeles and San Francisco through the NBC Summer Institutes at Northwestern, U.C.L.A. and Stanford Universities, it involves the regular session of Columbia rather than the Summer session. The low-powered station of the Columbia University Radio Club, CURC, whose



On the steps of the Columbia University Library, discussing the new radio courses are: Dr. Russell Potter, director of the Columbia Institute of Arts and Sciences; Sterling Fisher, director of the NBC University of the Air; Dean Harry M. Ayres, acting director of University Extension; Dr. James Rowland Angell, NBC public service counselor; and Donald L. Clark, Associate Professor of English.

radiation is confined to the University campus, will be used as a workshop for the radio students in several of the courses. Classes may also use the facilities of WEAJ-FM, the network's FM outlet in the New York area.

All the courses offered this September will be included by the New York City Board of Education for teacher credit toward salary increments in its in-service teacher training program.

President Nicholas Murray Butler, of Columbia University, hailed the project and declared that "Columbia University welcomes this opportunity of cooperating with a great national network in developing trained leaders in radio." He also said that "it is significant that in the arts and techniques of radio, a new channel of communication has been established of no less consequence in its social and educational implications than the invention of the process of printing from movable type."

Niles Trammell, president of NBC, said that the network enthusiastically welcomed the opportunity to cooperate "with one of the nation's oldest and most distinguished universities in throwing more widely open the doors of education in

radio to qualified students and teachers."

The courses to be offered during the 1944-1945 university sessions are:

INTRODUCTION TO RADIO WRITING. Three points each session. Instructor is Morton Wishengrad, staff writer, NBC Inter-American University of the Air, and author of "Lands of the Free." Course will give a detailed examination of current theories, techniques and markets in radio writing.

ADVANCED RADIO WRITING. Three points each session. Instructor is Wade Arnold, assistant manager, NBC script division. Course is an advanced workshop for those actively interested in professional radio writing as a career.

RADIO PUBLICITY AND PROMOTION. Two points. Spring session. Instructor is John McKay, manager of NBC press department. Course offers practical picture of the relationships among publicity department and station, sponsor, program producer and advertising agency.

SPEECH FOR RADIO. Two points. Winter session. Instructor is Professor Jane Dorsey Zimmerman, associate in speech at Teachers College. Course in voice and diction for those who wish

(Continued on page 14)

D-DAY TRIUMPH

Cancelling Commercial Programs, Network's Ace Handling Won Huge Praise from Listeners Everywhere

NEW YORK.—The six months during which NBC prepared to cover the invasion paid remarkable dividends when the time for the cross-channel push came.

With the first flash on June 6 at 12:41 a.m. EWT, all the preparations and instructions and the vast mechanical improvements and additional personnel, merged into a single unit of efficiency which brought to the American public a description of this military operation never before equalled in radio.

There are many reasons why NBC's coverage of this vast military operation was such a complete success. One of the most important can be credited to Niles Trammell, NBC's president. He arrived in the news room in Radio City about 20 minutes after the first flash. He immediately went into conference with William F. Brooks, NBC director of news and special events, and other officials, to decide whether or not to cancel commercial programs. As the bulletins flashed over teletype machines and when the full significance of the first official communique became apparent, Trammell realized that radio was in a position to perform a most important public service.

He knew that here was a story people had been waiting patiently for. He wanted nothing to interfere with the flow of this world important news. Therefore, he ordered all commercial broadcasts cancelled on the entire network, and to stay cancelled until the story had run its course. NBC was the only network to take such action.

This important decision was justified by the results. Not only did NBC present a word picture of every important phase of D-Day activities but it brought to the mike four of the first six men to return from France with battle descriptions.

The decision to devote all of NBC's facilities to invasion coverage met with the hearty approval of many network stations. This was shown in the deluge of congratulatory telegrams which were received by Brooks.

There were many highlights on the military action which were brought to the listening audience. There was the first eyewitness account told by Wright Bryan,

D-DAY CONGRATULATIONS

The following memo was sent by Niles Trammell, NBC president, to every NBC employee on June 7:

"My heartiest congratulations to all employees of the National Broadcasting Company for their contributions to the magnificent broadcasting coverage of 'D-Day' provided to the American people by the Company.

"I am very proud of the job we did and I know that it meant tireless effort on the part of everyone concerned. To the employees of our news staff at home and abroad, to our program people, and to our engineers, I express my especial appreciation of a grand job.

"Broadcasting made history on 'D-Day' and through your efforts the National Broadcasting Company played the major role in reporting this momentous event to America."

NBC correspondent, who was the first to return to English soil after a cross-channel trip with paratroopers; there was the vivid description which Tom Treanor gave of his landing with the Coast Guard. Also Merrill Mueller's vivid story of his interview with Eisenhower just prior to the opening invasion gun; there was George Y. Wheeler's story of his landing with naval units and Stanley Richardson's dramatic description of the French coast as he saw it from a torpedo boat.

In the NBC news room in Radio City there was supervised bedlam after the first flash. Such famous correspondents as Robert St. John and H. V. Kaltenborn were at mikes within minutes of the initial flash and for the next 24 hours they hardly left the news room. In fact, seldom did they leave the microphones.

One of the greatest invasion coverage jobs was done by Adolph Schneider. For six solid hours he sat at the cue channel connecting NBC with London and other military fronts and brought in war correspondents to tell their story; made switches on seconds' notice to far off San Francisco, Honolulu, London, Australia, Italy, in order to present background material on the world-wide reaction to D-Day. He accomplished this despite the fact that he did not know where he would have to switch to from one 15-minute period to another. And yet, he was able for six hours to bring the story to the air with practically no interruptions.

NBC had the biggest staff at the invasion front and this paid remarkable dividends. Several months ago, Francis McCall, head of the NBC news room, had been dispatched to London by Brooks to aid Stanley Richardson, NBC London staff head, in correlating the news. It was McCall who kept Schneider posted as to when NBC correspondents would be ready to broadcast. Edwin Haaker, also a new man, fulfilled his assigned task with the Air Forces and Wheeler did a noteworthy job with the wire recorder. John MacVane, though scheduled to stay in London, also made a front-line trip and was the only casualty among NBC's correspondents as he suffered a badly injured ankle when he fell into a shell hole.

There was an iota of luck attached to NBC's invasion story as there is in a great many radio presentations. John Vandercook reached Italy just in time for the push on Cassino which eventually led to the fall of Rome. He then left for England and landed there several days before D-Day.

The overall invasion story would not be complete without mention of the part RCA Communications played. Their facilities enabled a battery of short wave listeners in NBC's news room to bring listeners the Axis version of what was taking place in France. Through the medium of RCA, BBC reports were channelled into the news room with stories far in advance of the press association.

SCENES OF INVASION COVERAGE BY THE NBC NETWORK ON JUNE 6



Don Goddard (left), NBC newscaster, tells newsroom visitors how NBC responded to the invasion flash.



NBC President Niles Trammell hastened to Radio City. His cancelling of commercial programs won applause.



Bulletins from the KOA (Denver) news room were displayed on special bulletin boards placed in front of theaters.



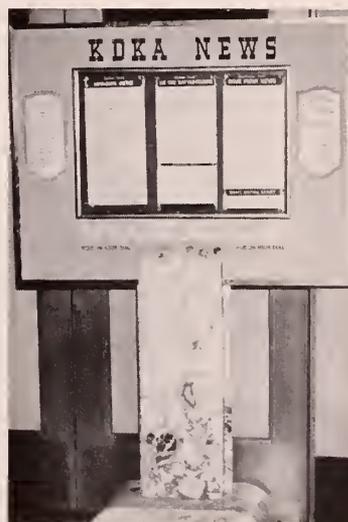
NBC Vice-Presidents John F. Royal and C. L. Menser are at top left of this busy NBC news room scene on the morning of D-Day. Robert St. John (with beard and loosened necktie) is at top center.



H. V. Kaltenborn, a veteran at ad-libbing added new laurels to his long radio career with his all-day mike stint at Radio City.



Wives of invasion leaders in Washington. Nancy Osgood (center) interviewed Mrs. H. R. Stark, Mrs. Carl Spatz, Mrs. James Doolittle, Mrs. A. R. Kirk.



The KDKA bulletin board caused a constant traffic jam in the Grant Building.



NBC V.-P. John F. Royal, one of the many network executives on the scene, peeks at the latest flashes.

RADIO SHOWMANSHIP AND SALES POWER BOOST BIG BOND DRIVE



From the grave site of "Buffalo Bill," KOA broadcast a special program in conjunction with the network to help launch the Fifth War Loan Drive. Governor Lester C. Hunt, of Wyoming, is at mike. Others, l. to r., are: James MacPherson, general manager of KOA; Ralph Hertsgaard, announcer, and Clarence C. Moore, program director.



Mrs. H. H. Armstrong, of the Women's Division of the Connecticut War Savings Staff, officially opening the WTIC-G. Fox & Co. exhibit of war pictures.



Smith County, Tennessee, citizens in the stern of the Cruiser WSM-NBC Grand Ole Opry, getting their rewards for buying \$100 War Bonds. Harry Stone, general manager of WSM, gave purchasers cruises on the Cumberland River.



Larry Smith (left), veteran Far East foreign correspondent, editor and popular news analyst, while visiting in Denver to participate in special Fifth War Loan events, appears as a guest of Colorado's Governor John C. Vivian on KOA.



Ralph Edwards and "T. or C." staff greeted by R. H. Mason, manager of WPTF (Raleigh) on bond tour.



Dorothy Roe, KFI, sells a bond to Los Angeles' Mayor Bowron. Left: KFI Manager W. B. Ryan.



Joseph E. Baudino, KDKA general manager (left) is handing \$100,000 bond check to a Treasury representative.

21 CONTINUOUS HOURS DEVOTED TO FIFTH WAR LOAN IN SINGLE BROADCASTING DAY

NEW YORK.—It was "21 to 5" on the National Broadcasting Company, Tuesday, June 13, when the network made its round-the-clock contribution to the Fifth War Loan drive. The watchword "It's 21 to 5" signified that 21 continuous broadcast hours on NBC were dedicated to the 5,000,000 volunteer War Bond sellers ringing doorbells across the nation.

Great names of stage and radio, famous fighting men, high-ranking government officials, farm experts, religious leaders, correspondents and commentators joined hands to pay tribute to the volunteer workers. Every program on the network devoted part of its time to the Fifth War Loan Drive during the day, and NBC swung its microphones around the country to bring listeners hourly pickups from the country's great national shrines.

To cap the day's proceedings, many of radio's greatest stars pooled their talents to present a ninety-minute evening program of entertainment from Hollywood. The combined writing staffs of the stars presented a gala program which included such NBC talent as Ronald Colman, Jack Benny, Ginny Simms, Amos 'n' Andy, Abbott and Costello, Bing Crosby, the Great Gildersleeve, Bob Burns, Frank Morgan with hot trumpet player Wingy Manone, Bob Hope, Frances Langford, Fibber McGee and Molly, John Charles Thomas and Kay Kyser. Major Meredith Willson, by permission of the Army Special Services Division, conducted the orchestra and the Ken Darby chorus. Don Quinn, scriptwriter for Fibber McGee and Molly, coordinated the script and Howard Wiley, NBC Hollywood production head, directed.

The day's shrine pickups started at New York's Statue of Liberty where Larry Allen, A.P. correspondent recently returned from a German prison camp, was interviewed by NBC's Ben Grauer. The next pickup was from Plymouth Rock—followed by a shrine broadcast from the United States Sub-Treasury Building in downtown New York City where the speaker was Robert U. Brown, executive editor of Editor & Publisher.

Next shrines to be heard from on the day-long drive were the Tomb of the Un-

known Soldier, Arlington; Independence Hall, Philadelphia; the headquarters of George Washington, Morristown, New Jersey, where Mary Margaret McBride originated her broadcast; the tomb of Abraham Lincoln, Springfield, Illinois; the Betsy Ross home, Philadelphia, with Mrs. Harold Stark, wife of the Admiral, as speaker; the Flag House, Baltimore, with Mrs. Alan G. Kirk, wife of Rear Admiral Kirk, as guest; and the Jefferson Memorial, Washington, where Edward R. Stettinius, Jr., spoke.

A capitol guide was heard in a special pickup from the Capitol Building in Washington, and Lowell Thomas originated his broadcast from old Fort Pitt in Pittsburgh. Next shrine visited was an American cemetery in Algiers, with Sergeant George ("The Real") McCoy speaking. West Coast shrines provided several more broadcasts, and late in the evening, the microphones swung to the Alamo, in San Antonio, Texas.

During the day, listeners heard such luminaries as Phil Regan, Jane Cowl, Helen Hayes, Clifton Fadiman, Cornelia Otis Skinner, Eddie Cantor, Hildegard, Milton Berle, Major Allen V. Martini, Brigadier-General Royal B. Lord, Eisenhower's deputy chief of staff, and Governors John C. Vivian and Lester C. Hunt—of Colorado and Wyoming, respectively. A big day, indeed!

Bond Slogan Station Break

FORT WAYNE, IND.—Something out of the usual in station breaks has been produced and transcribed by Fred Freeland, production manager of WOWO-WGL here. Numbering over 40, these breaks urged listeners to "Back the attack; buy more than before."

Clevelanders Hear Royal

NEW YORK.—John F. Royal, NBC vice-president in charge of international relations and television, addressed the Cleveland Advertising Club June 27, on "Freedom to Listen." Part of Royal's address was devoted to the changing aspects of international radio.

M. M. McBride's 10 Years On Air Packs Huge Hall

NEW YORK.—Several months ago when WEAf and NBC officials discussed plans for Mary Margaret McBride's 10th anniversary, it was decided to hold it in the Madison Square Garden. Many disagreed with the plan, holding it would be almost impossible for her to fill the world's largest indoor sports arena. The dissenters pointed to the fact that many top-flight boxing matches had failed to fill this enormous auditorium and certainly Mary Margaret McBride could not.

Came Wednesday, May 31, and when Vincent Connolly announced, "It is one o'clock and here is Mary Margaret McBride," a terrific ovation came through the loudspeakers; the Garden was jammed to the very last seat. Even a larger auditorium would have been packed.

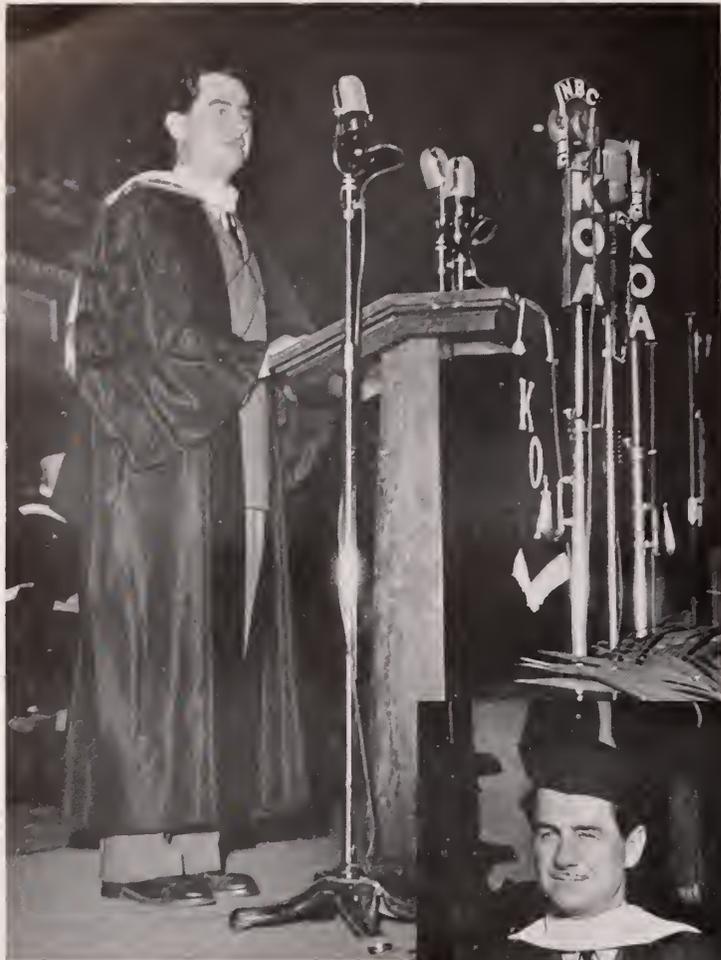
Beginning at 9 o'clock in the morning until shortly before air time, men and women representing every state along the Eastern seaboard headed for Madison Square Garden. By 12 noon the place was packed and standees were patiently waiting for admittance.

They came to pay tribute to this woman who started in radio so inconspicuously 10 years ago. Also there to help her celebrate this event were Mrs. Franklin D. Roosevelt, Eddie Dowling, John Golden, Robert St. John, Adela Rogers St. Johns, Margaret Culkin Banning, Elizabeth Fraser, Cesar Saerchinger, Inez Haynes Irwin, Wilbur Evans, Jane Pickens, Fannie Hurst, Billie Burke and many other famous names of the literary world, radio, stage and screen.

Fred Waring, who emceed Mary Margaret McBride's two previous birthday shows, took over those duties again on the tenth anniversary and did an entertaining job aided by his noted orchestra and glee club.

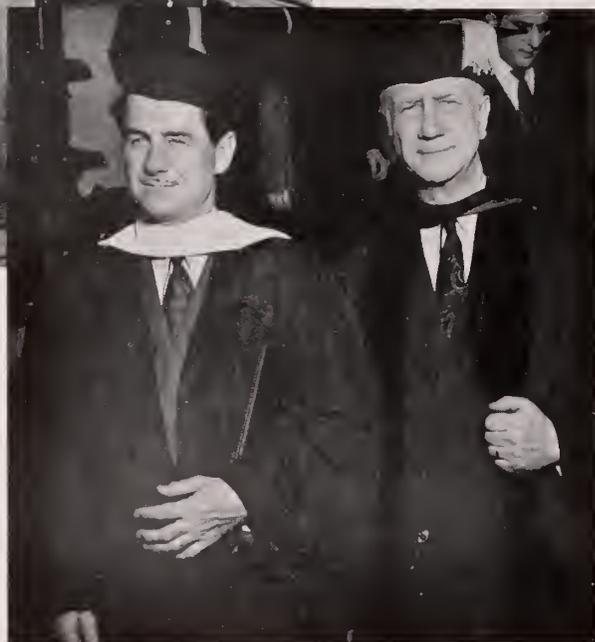
There were thousands of women representing the five services; Mary Margaret had insisted, when the anniversary was first mentioned, that a portion of it be turned over to recruiting for these organizations.

The show was heard on the network from 1 to 1:30, on WEAf from 1:30 to 2, and from 2 to 3, a show was staged for the benefit of the thousands who didn't leave until Mary Margaret gave her final word of thanks.



Above: Lowell Thomas, veteran NBC commentator, returned to the University of Denver to receive an honorary degree of Doctor of Literature before KOA microphones.

Right: At a special convocation at Union College, Dr. Dixon Ryan Fox, president, conferred the degree of Doctor of Humane Letters on Lowell Thomas. Thomas was one of two speakers on the WGY (Schenectady) broadcast.



Three executives of WCSH (Portland, Me.) sat down to lunch with "The Hitler Gang." The representatives of "The Hitler Gang" were Robert Watson, Martin Kosleck and Alexander Pope, who played Hitler, Goebbels and Goering, respectively, in Paramount's film.



Probably first tree of its kind to bear a bumper crop was this espaliered apple tree which was presented to manager John W. Elwood (center) by station employees during the first two years at the network's San Francisco office.



There was hilarity at the dinner given for Martin Magner, NBC Chicago production director, before he left for the NBC New York office. In the photo are Producers Don Gillis (back to camera), Homer Heck, Parker Gibbs, Myron Golden (assistant continuity editor), Magner, Jules Herbuveaux (program manager), Art Jacobson (production manager), and Don Marcotte (music supervisor).



Ceremonies attending the historic "holing-through" of the Alva B. Adams diversion tunnel of the Colorado-Big Thompson Rivers project, were broadcast by KOA (Denver) from the heart of the Rocky Mountains. After four years of digging, a dynamite blast ripped out the last eight feet of granite that separated the east and west bores of the tunnel deep beneath the Continental Divide.



When Sergeant Charles E. Kelly, the Pittsburgh soldier who won the Congressional Medal of Honor appeared on KDKA he was presented six acres of farmland by Carl S. Smith, KDKA elevator dispatcher.



E. R. Vadeboncoeur, W'SYR commentator shows the staff souvenirs he brought back from the South Pacific. Included are a Japanese soldier's cap bearing marks that indicate its former owner will have no further use for it, a pistol of the type carried only by officers, and a bayonet.



department heads PO General Man-recognition of his adquarters.



Mayor Edward J. Kelly, of Chicago, gets a "word's-eye" view of the transcription of his "message of the day," which is broadcast seven days a week over WMAQ.



As Bob Fitzmaurice empties another mail bag containing entries in the KOA Home Forum sewing contest, Lora Price (center) KOA Home Forum director, and her assistant, Betty Price (left) hold some completed garments.



Last-minute returns from San Francisco's city elections were reported and analyzed by KPO news announcers and San Francisco Examiner editors. L. to r.: Announcer Bob Williams, Chief Announcer and Assistant Program Director Floyd Farr, Examiner Managing Editor Bill Wren (speaking into mike), Studio-Field Engineer Tom Stevens, Producers Bill Shea and Noel Francis.



W'GY (Schenectady, N. Y.) was host to Northeastern New York Radio Council. Left to Right: W. H. Pillsbury, superintendent, Schenectady schools; Dr. Dixon Ryan Fox, president, Union College; Madame Olga Samoroff Stokowski, Juilliard Foundation, and Kolin Hager, manager of W'GY. The event drew wide attention to the General Electric Schenectady station.

NBC, KPO and Stanford U. Offer Summer Radio Study

HOLLYWOOD.—The second annual Summer Radio Institute at Stanford University—the cooperative undertaking of NBC-KPO, San Francisco, and the department of speech and drama at the university—began July 10 and will continue through September 2. The eight weeks of courses planned for students who intend to enter the professional field of radio reflect the gratifying success of last year's sessions. In general, the courses correspond to those given during the summer at UCLA and Northwestern University, as arranged with the National Broadcasting Company.

The training is to equip men and women for vacancies arising in the field of broadcasting and to help those already in the profession to improve their status.

The courses are given at the radio workshop at Stanford University and in the KPO studios, San Francisco.

Besides the regular courses, the institute will present a series of special lectures by outstanding persons—representative of various activities in radio.

The regular courses include:

Radio Writing, taught by Mitchell V. Charnley, visiting professor of journalism.

Radio Production, John B. Grover, NBC producer and staff announcer, and F. Cowles Strickland, director of dramatics, Stanford.

Announcing, Floyd Farr, chief announcer, KPO; and Harlan M. Adams and Virgil Anderson of the department of speech and drama, Stanford.

Broadcasting in the U. S., John W. Elwood, general manager, KPO; Inez G. Richardson, co-director of the institute, and others.

Control Room Operation, Don Hall, radio engineer, KPO; James J. Walters, technician, and Skipworth Athey, technical supervisor of the Stanford workshop.

Radio News Editing and Special Events, Dwight Newton, radio news editor, KPO.

Radio for Teachers, Holland Roberts, associate professor of education, Stanford, and Harlan Adams.

Radio Program Sales and Advertising, John Elwood and Inez Richardson.

In general, only individuals with definite professional abilities or potentialities were admitted and enrollment was strictly limited to 100 students.

A "Wow" of a Cake



This 236-pound May Day cake was cut into 3,146 pieces when it was served recently at the North Platte, Nebraska, Canteen on WOW-KODY Day. Once every two months the staffs of WOW, of Omaha, and its "little brother" station, KODY, of North Platte, serve all day long at the Union Pacific main line canteen in North Platte. Photo shows General Manager John Alexander of KODY (left) and Al Larson, office manager of WOW, just as they were about to start serving the huge cake. In addition to the cake, WOW and KODY gave each service man and woman an autographed movie star pin-up photo, and a "letter from KODY-land." The letters were written by 3,100 school girls in the KODY area and each was addressed to an unknown service man.

St. Louis Ball Fans Query Teams' Heads on KSD Program

ST. LOUIS.—Radio gives local baseball fans an opportunity to criticize and question the handling of the two local major league ball teams, through the appearance of the teams' managers on Station KSD's program, "The News in Sports."

Fans send in questions about strategy and plays, and the questions are answered by Managers Billy Southworth, of the Cardinals, and Luke Sewell, of the Browns. One of the two managers appears on the sports program each Thursday night, as guests of J. Roy Stockton, St. Louis Post-Dispatch baseball writer, and Harold Grams, KSD's sports commentator.

Another baseball expert who appears regularly on the program is J. G. Taylor Spink, editor of The Sporting News, who on Tuesday nights discusses the war-time appearance of the national pastime.

With St. Louis teams leading the pennant race in both major leagues, interest in the KSD broadcasts is intense.

WTIC Circus Fire Coverage Proves Outstanding Service

HARTFORD, CONN.—The burning of the Big Tent of the Ringling Brothers-Barnum and Bailey Circus here with its resultant death toll of more than 160 has been graphically told in the press and the pictorial magazines but the public service job performed by WTIC was one that will long live in the hearts of the people of Connecticut.

Shortly after 2:30 on the afternoon of July 6, members of the publicity department of the Travelers Insurance Company from their vantage point in the Travelers Tower saw smoke and flames coming from the direction of the circus grounds. Realizing possibilities of a holocaust, a member of the department phoned the newsroom of WTIC. A quick check with the fire and police departments confirmed the fact that the Big Top was in flames. Immediately a flash went out on the air and WTIC was asking for ambulances, doctors and nurses to report at the scene.

The station immediately put its facilities at the service of the Red Cross, the hospitals, Police Department and other relief agencies.

Governor Raymond E. Baldwin spoke twice over WTIC. On both occasions he asked the people to be calm and told how the Red Cross and other agencies were caring for the injured.

WTIC was not only the first to flash the news to the people of Connecticut but it furnished press associations with their first news of the fire and also supplied a specially requested story for The New York Daily News.



REASSURING THE PUBLIC—Governor Raymond E. Baldwin speaking to the people of Connecticut over WTIC the night of the big Hartford circus fire.

NEW RADIO TEXTBOOKS BY NBC PERSONNEL PUBLISHED FOR 1944 SUMMER INSTITUTES

CHICAGO.—The first two volumes of the Houghton Mifflin Radio Series, being authored by staff members of the National Broadcasting Company, have been published in time for use at the three NBC Summer Radio Institutes this year.

The books are "Radio—the Fifth Estate," a survey test by Miss Judith Waller, director of public service for the NBC Central division and one of the institute directors, and "Radio Production" by Albert R. Crews, an NBC Central division production director, and also an institute director.

Two other volumes by Crews, already slated for publication by the Houghton Mifflin Company, are "Radio Writing" which will be out this season, and "Radio Announcing" which will be published early in 1945.

The series of textbooks is an outgrowth of the highly successful NBC-Northwestern University Institute which will be in session for the third year during the nine-week period between June 26 and August 26. Other institutes this year again will be held at the University of California at Los Angeles and Stanford University.

When the NBC-Northwestern school was launched on an experimental basis in 1942, the faculty found itself seriously handicapped through lack of adequate textbook material covering the various phases of broadcasting. Consequently, after the first institute, Miss Waller and Crews compiled three handbooks on public service, radio writing and radio production which were made available in

planograph form for students at the 1943 institutes.

The handbooks were so successful that Houghton Mifflin immediately sought publication rights so that the texts might be made available to schools and colleges throughout the nation. The completed series will cover all aspects of the business of broadcasting.

"Radio—the Fifth Estate" is a survey text designed to acquaint beginners with the history, structure and organization of broadcasting. In addition to sections written by Miss Waller, the book contains chapters by such leaders in the industry as Clarence L. Menser, NBC vice-president in charge of programs; Margaret Cuthbert, of the NBC New York public service staff; Frank Chizzini, manager of the NBC Chicago radio recording division; Joseph A. McDonald, assistant general counsel of NBC; Harriet Hester, former educational director of Station WLS, Chicago; William Weddell, assistant sales manager of the NBC Central division; John F. Ryan, manager of the Central division press department; Oliver Morton, manager of the NBC Chicago local and spot sales department; Emmons Carlson, manager of the Chicago advertising and sales promotion department, and Howard C. Lutgens, chief engineer for the Central division.

"Radio Production" by Crews is devoted to such subjects as technical aspects of sound, basic equipment of broadcasting, sound effects, music, talent and general production procedures.

WTMJ "Sweet Story" Packs Big Merchandising Punch

MILWAUKEE, WIS.—"The Same Sweet Story in the Same Old Way," is the title of a new 16-page booklet issued by WTMJ, reporting in detail the results of a recent coincidental survey of Milwaukee listener habits.

The survey is based on a total of 18,423 completed telephone calls out of a total of 24,902 calls attempted, over a period of seven days. Two basic questions were asked: "Is your radio set turned on?" "To what station are you listening?" All calls were made in the name of the Radio Research Bureau, with no reference to WTMJ or The Milwaukee Journal.

Several pages of charts are included, with times broken into quarter-hour periods, and percentages of "at home," "sets on," and listening to WTMJ and other stations in the Milwaukee area.

The first chart shows a five-day average of daytime listening habits in the Greater Milwaukee area and shows more listeners for WTMJ local and network shows than any other station in this area.

Saturday listening habits are listed in the second chart in the booklet, and the third chart features the Sunday preferences of Milwaukee radio listeners. The overwhelming preference of Milwaukee listeners for WTMJ programs is also reflected in the fourth chart in the booklet, listing the nighttime listening habits.

A recall survey was conducted for programs broadcast after 10:30 p.m. (CWT), and it revealed 26 per cent of sets on, with WTMJ tuned-in on 65 per cent of the sets, and the second station, 15 per cent. A survey booklet is being sent to advertisers and agencies.



CELEBRATING WHAM'S JOINING NBC—Among those celebrating the event in Rochester, New York, were: (left to right) Frank E. Gannett, publisher; NBC President Niles Trammell; Stromberg-Carlson President Wesley M. Angle; William A. Fay, S-C v.p. in charge of broadcasting; T. Carl Nixon, attorney; Easton C. Woolley, NBC stations executive; NBC Sports Director Bill Stern; WHAM General Manager John H. Lee; Milton Loomis, commerce chamber secretary; R. N. Ball, president of Lincoln-Alliance Bank; William S. Hedges, NBC v.p. in charge of stations; Herbert Eisenhart, of Bausch & Lomb, and Adolph Stuber, of Eastman Kodak.

Sportsman's Courage Won Air Success for WDAY Man

FARGO, N. D.—One of the most colorful and courageous of radio personnel in the U. S. A. is Ted Campagna, sports director of Station WDAY here. His story carries a lesson in sportsmanship.

Campagna, once a professional athlete, was stricken with poliomyelitis in November of 1940 and was almost completely paralyzed. After a 10-month session at Warm Springs, Campagna was able to walk with crutches.

He began work at WDAY in the spring of 1942, putting 12 sportscasts on the air weekly. In September of the following year he was appointed athletic coach of Sacred Heart Academy. He has held the two jobs ever since and took on a third one, State director of radio publicity, for the 1944 fund-raising appeal.



Ted Campagna

Now 31, married and the father of three children, Campagna has a distinguished record as an athlete. He was North Dakota National Guard light heavyweight boxing champion in 1931, four-year letterman in football and track at Mayville State Teachers College, boxing instructor in college and later at the Fargo YMCA.

As a professional boxer, Campagna won 20 out of 23 fights, and fought a five-round exhibition match with Charlie Retzlaff who boxed Joe Louis for the title.

Campagna's last fight went by decision to Parson Eperson, who had been Joe Louis' sparring partner for six months.

Robb Named Menser Aide

NEW YORK.—Arch Robb, assistant to the NBC Eastern program manager for the past two years, has been made administrative assistant to C. L. Menser, vice-president in charge of programs.

Robb is a native of Treator, Illinois, and a graduate of the University of Illinois. After graduation from the School of Commerce, he joined the commercial sales department of WHBF, Rock Island, Illinois. From there he went to WHIO, Dayton, Ohio, as production manager and then to WIOD, Miami, as manager.



"TELLERS" OF THE SOIL—To give his listeners first-hand information on the wartime farm labor situation, KPO's agricultural director, Henry Schacht (right), plays host regularly on his "Farmer's Digest" to a man "who knows all the answers"—Warren R. Schoonover (left), supervisor of California's Emergency Farm Labor program and a member of the U. of California extension service. (Story at right).

Nothing as Rare as a Day In June for WBOW Manager

TERRE HAUTE, IND.—George Jackson, general manager of WBOW, can testify to the fact that in addition to his regular duties, the month of June has been most eventful for him.

A member of the Chamber of Commerce of Terre Haute, George was selected as the keeper of Rosemary for a short time. And then the fun began!

Rosemary is a real pig whom all persons belonging to the membership drive of the Chamber of Commerce have had to "take on" until they secured a brand new member.

Reposing resentfully in a crate outside WBOW's door, Rosemary got a wanderlust and forthwith broke loose—stopping traffic on the busy intersection at which WBOW is located.

Bill, the filling-station man across the street, together with the radio station staff, did a farmer's job of chasing Rosemary. When he finally caught the loudly grunting animal, Bill remarked: "I've been on this corner eight years, but I've never seen anything like this!"

After such an occurrence, most of us would feel like taking life calm and easy, but not George Jackson! An active member of Civilian Air Patrol, he passed his flying tests and soloed June 28.

Local Farm Show Draws Big Western Area Audience

SAN FRANCISCO.—Audience mail received by KPO on the "Farmer's Digest" indicates the overwhelming popularity of the early morning farm program which is broadcast five times weekly by Henry Schacht, KPO director of agriculture.

Mail has been received from Western Canada, the Pacific coast, the Rocky Mountain area, the Pacific Southwest, Kansas and the Texas Panhandle. Most distant point heard from has been Oakley, Kansas, which is approximately 1200 miles from San Francisco.

This local program was set up to serve a farm audience of California, primarily, but the response from a far larger area shows that the feature offers something special for farmers throughout the West. This is attributed to its full news coverage, wide variety of subject matter and innovations off the beaten path of such programs.

For instance, Schacht has a weekly war letter to farmers which includes unbiased coverage of events affecting the farmer in government legislation, accompanied by a concise explanation of Washington regulations in such cases. Schacht also tells what other farmers are doing, how men in all parts of the country are solving agricultural problems. He touches too on foreign agricultural developments, explaining farming trends in other countries and their possible effect in this country.

In this last field Schacht scooped the national press by six months in revealing the distressing food situation in India, its causes and its effect on the United Nations war effort.

It's a farm program teeming with public service and showmanship!

A Program With Style

BOISE, IDAHO.—Combining showmanship and promotion, KIDO and C. C. Anderson's Department Store here have launched a monthly radio fashion show.

KIDO took its equipment and the regular C. C. Anderson daily program to the mezzanine coffee shop of the Boise department store recently and treated visitors to a half-hour presentation of music, amusing chatter and a sports fashion show.

The event went over so successfully that the store planned on staging the next one in a hotel ballroom.

NBC TEN YEAR CLUB AUGMENTS ITS MEMBERSHIP COAST TO COAST

Right: Pictured at the Denver Club, are old and new members from the KOA staff. Left to right: Clarence C. Moore, Carl Schuknecht, Roy D. Carrier, Robert H. Owne, Joseph Rohrer, General Manager James MacPherson, Russell C. Thompson, C. A. Peregrine, F. A. Nelson and Walter Morrissey.



Below: Ten-year veterans of the NBC Central division headquarters in Chicago lined up for the photographer at their second annual meeting recently at the Chicago Tavern Club. New members inducted at the session are wearing the baby caps.



A dinner at New York's Plaza Hotel marked the initiation of new Ten Year Club members. Here, President Niles Trammell distributes the gold badges of membership to the new old-timers.

Mack to GR; Herrick Heads War, Public Service Units

NEW YORK.—Lathrop C. Mack, formerly assistant manager of special events in NBC's news and special events department, has been appointed manager of guest relations, succeeding Dwight B. Herrick.

Born in Nazareth, Pennsylvania, Mack was graduated from the University of Illinois in 1927, majoring in English and English Literature. For nine years after graduation he was with Associated Press bureaus in Chicago, Columbus, Cleveland and New York City.

Leaving journalism temporarily, he went with the Music Corporation of America, in charge of one-night tours; and in 1938 joined NBC.



Dwight B. Herrick, named to public service post.

Dwight B. Herrick, formerly acting manager of NBC guest relations, has been appointed war program manager and acting manager of the public service department.

A native of Flat River, Missouri, Herrick was graduated from Colgate University and came to NBC in March, 1934, as a page. Subsequently he has held the positions of ticket division manager, guest relations; tour promotion manager; assistant to the director of the public service programs, Eastern division; assistant director of public service programs, Eastern division, and assistant to the manager of the public service department.

In his new position, Herrick reports to Dr. James Rowland Angell, NBC public service counselor.

NEW YORK.—Joseph Meyers, news supervisor for the National Broadcasting Company has been appointed acting manager of special events by William F. Brooks, NBC director of news and special events. Meyers replaces Lathrop Mack, who has been named manager of guest relations.

Meyers formerly was with The Detroit News, and The St. Paul Daily News. From 1934 to 1942 he was head of special events, as well as news editor of KSTP, St. Paul. He joined NBC in 1942.



Clarence C. Moore, KOA (Denver) program director, dean of Denver announcers, and a member of NBC's Ten Year Club, has been appointed by the Denver University School of Speech to conduct a Summer session radio course. Sponsored by the D. U. School of Speech for senior students taking public speaking, announcing and related courses in radio, Moore will lecture on those subjects as well as modern radio technique.

NBC-COLUMBIA U. COURSES

(Continued from page 3)

to prepare for speaking, reading and acting in radio.

RADIO ANNOUNCING. Two points, Winter session. Given at NBC. Instructor is Patrick J. Kelly, head of the NBC announcing staff. Course deals with the fundamentals of commercial and sustaining copy for radio.

USES OF BROADCAST AND TELEVISION EQUIPMENT. Two points, Winter session. Given at NBC. Instructor is Ferdinand A. Wankel, NBC Eastern division engineer.

SOUND EFFECTS. Two points, Spring session. Given at NBC. Instructor is Dr. Frederick G. Knopfke, head of NBC sound effects division.

PRODUCTION OF RADIO DRAMA. Three points each session. Instructor is Frank Papp, NBC production director of "American Story," "Here's to Youth" and others.

ADVANCED PRODUCTION OF RADIO DRAMA. Three points each session. Given at NBC, instructor to be announced. A practical workshop for students who have had previous experience and training in radio acting and producing.

TELEVISION PRODUCTION PROBLEMS. Two points, Winter session. Given at NBC. John F. Royal, NBC vice-president in charge of international television and shortwave.

MUSIC FOR RADIO. Three points, Winter session. Given at NBC. Series of 15 lectures by members of the NBC music division and others.

KSD Covers Transportation Strike in Dramatic Style

ST. LOUIS.—A series of dramatic on-the-spot broadcasts by KSD, reporting in full the progress and settlement of a strike crippling St. Louis transportation, represents what may have been the first time radio has taken its audience behind the scenes in a major labor dispute.

A high point in the broadcasts came when KSD placed a microphone on a conference table in the Mayor's office on June 1, as the Mayor and union and company officials sat down in outspoken discussion about ways of ending the strike. KSD's microphone was the only one on the table when the discussion began, and the broadcast was exclusive until two other local stations arranged pick-up lines from City Hall.

The following day, KSD was first with the news of the end of the strike, as the station's announcers stood by while the War Labor Board's regional director, Paul Nachtman, and union officers counted the votes that ended the walkout.

Other special KSD broadcasts covered the Mayor's first statement after the strike began, an OPA official's promise of extra gasoline rations, a question-and-answer press conference with the Mayor, a special broadcast by the Mayor and OPA officer at the end of the strike, union leaders' instructions on how to return to work, and a multitude of special news broadcasts and bulletins.

Public interest was high because the sudden strike of 3,500 street car and bus operators surprised St. Louis and left without suitable transportation an estimated 600,000 persons who normally used street cars and busses. The strike reduced production in war plants and other firms. This was one more example of how an alert broadcaster acted speedily to fill a vital public service.

Merchant Marine Series

NEW YORK.—The inspiring valor of the American Merchant Marine in fighting through with materials of war for the battle fronts is the theme of a seven-week Sunday series of NBC dramatizations titled "Men at Sea." The series, which started July 16, is the official program of the Maritime Commission and the War Shipping Administration to recruit experienced seamen for the merchant fleet.

NBC MAKES HISTORY COVERING CONVENTIONS FOR EYE AND EAR



CONVENTION SCENE—Here is the convention floor as seen from the NBC control booth in Chicago. Directly in front is the speaker's platform. From this vantage point commentators and announcers gave the radio audience a picture of the proceedings as they developed, bringing delegates to the mike and doing daily roundups of convention doings. The task of covering the conventions was centered in the NBC booth in right photo. Seated, left to right are Morgan Beatty, NBC's Washington correspondent; Kenneth Banghart, announcer; William F. Brooks, NBC director of news and special events and George McElrath, NBC's operating engineer.

CHICAGO.—With several important "firsts" highlighting broadcasts from the Republican and Democratic conventions in Chicago during June and July, NBC's news and special events staff has been widely commended for its excellent overall coverage of the two meetings.

Plans to handle the conventions were begun early in the year. Installing the extensive electrical apparatus kept George McElrath, NBC operating engineer and his staff busy for several months. Yet despite the scarcity of some equipment due to the war, every unit was ready for use when the Republican convention was called to order on June 26.

As the time neared for the GOP meeting, William F. Brooks, director of news and special events, worked out an assignment sheet which placed the network's news analysts and commentators at posts where their respective talents could best be utilized. As new situations arose within the stadium, at the parties' headquarters in the Stevens Hotel or at remote points, Brooks was able to shift the personnel instantly through the special control board and inter-communicating system installed in the NBC booth, perched high above the speaker's rostrum.

Fast work and a keen news sense gave NBC full credit as the first network to put the Republican candidate on the air

after his election. Working from Radio City in New York, Adolph J. Schneider, assistant manager of news and special events, arranged with Station WTAM, Cleveland, to have a mobile unit moved to the Cleveland airport. This made it possible for NBC's Elmer Peterson, traveling on the plane, to interview Dewey.

Two hours later, when the plane landed in Chicago, NBC once again was the only network to describe the arrival.

So carefully worked out were the basic plans for the Republican convention that no important changes were made for the Democratic conclave in July.

For the first time in the history of radio, television took its place alongside standard broadcasting in covering a convention from the opening ceremonies to the closing address. Through arrangements made with RKO-Pathé, a crew of cameramen filmed every important action in the stadium, together with color and highlighted scenes. The exposed films were rushed daily by plane to New York and transmitted over NBC Television Station WNBT. In addition, Station WRGB in Schenectady and WPTZ in Philadelphia retelecast the film sequences by using intermediate relay stations situated where WNBT's signals could be picked up direct from the station's location on the Empire State Building tower.

THE BIG PARADE

NEW YORK.—NBC's annual promotion piece, The Parade of Stars, is in preparation for the third successive year in an expanded form planned for even greater flexibility than its successful and widely used predecessors.

In contrast to the first Parade with its 21 participating commercial programs and the following Parade with 47 programs, the 1944 edition will include material on all 91 NBC sponsored broadcasts.

NBC stations, which sent in outstanding reports on the use of material in previous Parade campaigns, have been greatly responsible for the pattern of this year's campaign. Having shown the difficulty of designing a single plan for so many stations, the current offering will allow each station to make its choice of various promotion schemes. In addition, each station will be able to build its own half-hour, quarter-hour, and even shorter programs according to its individual preferences. More on this in the next Transmitter!

TOPS

RADIO DAILY

Tuesday, July 18, 1944

PROGRAM REVIEWS

"YOUR RADIO REPORTER"
BEHIND-THE-MIKE-NEWS PREPARED

BY NBC.

About to enter its second year as a special service to affiliated stations and listeners as well, "Your Radio Reporter," as prepared by the NBC Press Dept. is a fairly comprehensive column of interesting items culled from the network's personalities and programs. It is heard Sundays at 1:15 p.m., EWT and usually Ed Herlihy does the honors, but last Sunday found Bob Denton on the job, as the former vacationed.

As a service to affiliated outlets, the idea is excellent and is sent out in complete script form, with space to fill in the individual station's call letters and name of the announcer. Also room for adding local-log highlights. In New York, WEAJ has been broadcasting the program for 50 weeks and scores of NBC stations out of town have been taking the advantage. Obviously it is to the advantage of a station to plug its own talent and people as provided by the web programs and this particular setup seems to be a happy medium for doing it.

The script is unusually well written and the items more than of usual interest. Material may include a human interest or news item of a top-notch star; just how a certain comedian thought up his funniest gag; what programs will visit the home town; what the stars the listener hears is really like, etc. It makes for good fan listening and as planned it reveals to some extent what goes on behind the mike. Program is probably the ideal institutional promotional idea for both network and affiliate as directed toward the dial-twister and at no time could too many outlets be using it. Oddly enough the script material is equally good for the local radio columnist.

Top-rated program among the score of stations in the New York area at 1:00 p. m. Sundays is

Your Radio Reporter

heard on WEAJ

Prepared by the Press Department, this 15-minute breezy script with news and chatty gossip of NBC stars and programs heard on your station (with room for your locally produced shows, too!) is available without charge—commercially or sustaining.

FOR INFORMATION AND SAMPLE SCRIPTS WRITE



John McKay
Manager, Press Department
National Broadcasting Company
Radio City, New York 20, N. Y.

NBC Transmitter

Devoted to the Interests of NBC and Its Affiliated Stations

**IN THIS
ISSUE:**

*New NBC Parade
of Stars*

*Operas on NBC
Television*



HARRY C. KOPF

NBC Vice-President and General Manager of the Central Division

VOL. 9 SEPTEMBER, 1944 No. 12

NBC Transmitter



Published Monthly by the
National Broadcasting Company
RCA Building, Radio City, N. Y.

PROGRAMS FOR TOMORROW

Radio programs with new scope and horizon in the future to keep pace with the world's thinking were predicted by Clarence L. Menser, NBC vice-president in charge of programs, in an address before the Executives War Conference of the National Association of Broadcasters in Chicago.

"The war has brought to the attention of all people customs and ways of life in the far reaches of the earth," Mr. Menser said. "Human interest items from those places have found their way into the lives of most of us. With the further perfection of shortwave broadcast facilities, radio must lift its horizon to bring to its audience the colorful events of London and Moscow and Paris and Sydney and Shanghai. We must challenge the effectiveness of old categories with ingenious presentations of the new."

Menser pointed out the great need for professional attitude in all aspects of programming. "I fear such an attitude does not exist at the present time," he declared. "The program people themselves are in part responsible, but management also is responsible."

Menser promised that "the post-war era will see the return from the wars of men and women capable of making great contributions to radio. Writers will have discovered that they really have something important to say . . . producers will come back with deeper understanding of people. Radio needs and must welcome these people, whose horizons have enlarged and whose output must represent the force of the tremendous experience they had had."

"The postwar audience may not be so easy to interest," he said in conclusion. "Its outlook on life will have been given both breadth and depth by the impact of war experience. It will have little interest in trivia and great interest in things that are more important."

NBC AFFILIATES SEND ENGINEERS TO 4-WEEK RADIO CITY VIDEO COURSE

NEW YORK.—Beginning October 2, NBC will sponsor a special four-week course in television for the engineering personnel of its affiliated stations, Philip I. Merryman, director of facilities, development and research, announced today. The course will be given under the direction of the RCA Institute with the faculty augmented by network engineers and executives.

The sessions, as announced by Merryman, will be held for 20 school days with field trips and classes alternating. Room 666 in the NBC Building, Radio City, will be the classroom.



O. B. Hanson

Student engineers are to convene daily. Monday through Friday, at 9 a.m. (EWT) and continue their studies until 4 p.m. Because of the compressed course, evenings will be spent in preparation for the lectures.

Attendance at the first course will be limited to 35 students.

Among those from NBC who will act as lecturers in the classroom and as guides on field trips are O. B. Hanson, vice-president and chief engineer; William S. Hedges, vice-president in charge of stations; Philip I. Merryman; Robert E. Shelby, development engineer; George M. Nixon, assistant development engineer; Raymond F. Guy, radio facilities engineer; Albert W. Protzman, technical director; Fred A. Wankel, Eastern division engineer; Thomas J. Buzalski, stations engineer; John L. Siebert, radio facilities group, and Harold See and A. L. Hammerschmidt, of the engineers development group.

Instructors from the RCAI staff will conduct many of the sessions in which the theory of component units including the design and operation of electronic tubes, control units and wide-band amplifiers, are discussed.

Visiting engineers are scheduled to inspect Station WNBT in the Empire State

Building and witness remote control operations by NBC's mobile unit crew.

A synopsis of the course follows:

Commercial Engineering and Economic Considerations—Hedges, Hanson and Merryman.

Major Elements of Television System—RCAI and NBC engineering staff.

Inspection of WNBT—Buzalski.

Inspection of Studio 3-H—Wankel.

Remote Television Pick-ups—See.

Cathode-Ray Tubes and Oscilloscopes—RCAI staff.

Kinescope Deflection Methods—Hammerschmitt.

Analysis of Television Receiver—RCAI Staff.

Studio Design and Arrangement—Nixon.

Iconoscope and Orthicon—RCAI Staff.

Analysis of Control Pulses—RCAI Staff.

Television in the Air—Guy.

Wide Band Line Amplifiers—RCAI Staff.

Special Equipment and Circuits—RCAI Staff.

Television Transmitters—Seibert.

Television Developments and Trends—Shelby.

Chicago Television Course Opened for NBC Engineers

CHICAGO.—In preparation for the post-war era of television, the NBC 50-week course in technical television—which was launched in New York for engineers in the Eastern division shortly after the first of the year—has been extended to engineers of the Central division in Chicago. Classes started on July 24.

In order that the course of instruction would be available to engineers working on all shifts, each weekly session is presented three times.

The course is being taught by Clarence Radius, former chief instructor of the Chicago school of RCA Institutes and now head of the audio-video engineering department of the New York school. A graduate of the University of Chicago with a major in physics, Radius has done graduate work at Polytechnic Institute in Brooklyn and Stevens Institute.

OPERAS ON NBC TELEVISION

Dr. Herbert Graf, Noted Stage Director, Joins Network and Supervises Musical Drama Presentations

NEW YORK.—Dr. Herbert Graf, stage director of the Metropolitan Opera Association since 1936, author of the volume, "The Opera and Its Future in America," has joined NBC's television staff as director of operatic productions. An impressive series of operatic telecasts is the first result of Graf's acquisition by the network.

Graf was born in Vienna in 1903, earned degrees of doctor of music and philosophy at the University of Vienna and got his first professional engagement as actor, singer and stage director in Muenster. He came to America in 1934 to stage 10 productions for the Philadelphia Orchestra Association and two years later returned to Europe with Arturo Toscanini for two seasons in Salzburg with the maestro and Bruno Walter.

Coming back to this country in 1936 he established his association with the Metropolitan Opera as stage director of such opera successes as "Elektra," "Othello," "Marriage of Figaro" and "The Magic Flute." He has also acted as head of the opera department of the Berkshire Music Center under Dr. Serge Koussevitzky, and is now in charge of the opera workshop at Columbia University.

While preparing material for his book, Dr. Graf recognized the influence of television on the development of opera. He wrote:

"Television offers the same advantages as the motion picture for conveying minute details of facial expression and gesture more intimately than can be done from the opera stage. The day soon will come when this new door will be opened wide to receive opera.

"Television will undoubtedly revolutionize the operatic field. Its characteristics, like those of broadcasting and the films, will force opera to adapt itself to a new technique of singing, pronunciation, acting and staging. In this new medium, the big voices, portly physiques and grandiose gestures that might be accepted on an immense stage would be magnified to the point of absurdity. Television will demand less quantity and more quality. Like the newer attitude toward opera itself, it will help to form a new generation of artists."

After several months of study and experimentation, NBC on Thursday, July 20, presented the first of a series of popularized operatic excerpts especially adapted and produced for television by Dr. Graf.

To open the ambitious series, he staged two well-known scenes featuring young and rising stars of the music world. Lois Eastman, soprano of the Berkshire Music Center and John Hamill, tenor, now of the City Music Center and formerly with the Philadelphia Opera Company, had the roles of Mimi and Rudolph in "La Boheme." Hugh Thompson, baritone, winner of the 1944 Metropolitan Auditions, sang the role of Figaro, from "The Barber of Seville." The supporting cast also consisted of young artists whose abilities already have been recognized in musical circles. As a further move to popularize well known operas, Graf has adapted the material for presentation in English.

To make full use of the television medium, special sets were built completely around the four walls of studio 3H in Radio City. Furthermore, Graf pointed out, the "La Boheme" and "Barber of Seville" excerpts were elaborated for television. This was possible because television technique allows almost instantaneous

SUMMER MUSIC SERIES

NEW YORK.—Two distinct groups of programs comprised the Summer series of "Music of the New World," a presentation of the NBC University of the Air.

The New World Choristers were featured in a five-week series of broadcasts conducted by Peter J. Willhousky beginning July 13. The Canadian Broadcasting Corporation inaugurated a series of eight musical programs, "Canadian Music in Wartime," on August 17. Featuring the CBC Symphony Orchestra and well-known Canadian soloists, the programs are produced by J. M. Beaudet, CBC supervisor of music.

shifting of action from one locale to another. The "Figaro" aria, he added, will be presented over television with an actual barber shop setting and not, as operatic stage limitations have always decreed, with a street scene.

NBC's telecast of these two operatic productions was to be followed shortly by others, presented in a similar manner.



MUSICAL TELECAST—Studio set-up of a scene from "La Boheme," broadcast by NBC over its television station W.N.B.T. Lois Eastman, soprano, and John Hamill, tenor, are the principals.

EDITORIALS OF WEEKLY NEWSPAPERS FORM THEME OF ATTENTION-GETTING KIDO SERIES

BOISE, IDAHO.—Station KIDO, NBC's first Idaho outlet, has found a solution to the problem of how a large radio station and the many smaller weekly newspapers in its listening area can meet on a common ground and still be of service to all concerned.

Immediately following a recent Boise convention of the Idaho State Editorial Association, the president of that association—George Whorton, editor of The Fayette Independent-Enterprise—approached the management of KIDO asking for some means of publicizing the work of his organization and its members.

The problem was turned over to KIDO's news editor, R. D. Herbert, who immediately went into consultation with the production department. Considerable correspondence with ISEA President Whorton followed and plans were eventually formulated that are proving satisfactory to the editors' association and also KIDO.

Taking advantage of the already established popularity of editorials and adopting the policy that even an argumentative individual is an attentive listener, a program was built around the editorials of the member papers of the Idaho State Editorial Association. The program was labeled "Idaho Editorializes."

All member papers of the association send their weekly editions to the ISEA president's office, who in turn selects what he considers the most interesting. In view of the fact that a large percentage of KIDO's primary area is in eastern Oregon, weekly papers from that territory have been invited to participate. This was deemed wise, as the problems and interests of the eastern Oregonian are much similar to those of the Idahoan.

When this material is received in the KIDO studios, it is referred to the news department. News Editor Herbert and Newscaster Art Roberts review the many items and prepare the broadcast.

In view of the fact that this type of program is closely associated with news, it was found that the public would more readily accept the voices of known news announcers. Therefore, Herbert and Roberts do the actual production. Selecting each item at random from the stack before

the microphone, they proceed to reveal to Idaho and eastern Oregon what the editors of the weekly newspapers think of everything from "cabbages to kings."

An effort is made to read each item in an impartial manner. No personal opinions of the announcers are injected and no interpolations are made. All due credit is given the actual author of each editorial used. The scope of such a program is readily discernible. It commands the attention of every class of listener, be he in accord with the ideas expressed or not.

Telephoned and written communications have already proven the potential popularity of such an undertaking.

Incidentally, at this writing, the commercial department of KIDO is withholding the sale of this program until such time as the prospective sponsor meets the approval of the Idaho State Editorial Association.

NBC A. A. Elects

NEW YORK.—Easton C. Woolley, of the NBC stations department, as president, heads the slate of recently-elected officers of the NBC Athletic Association. Others are Ernest de la Ossa, personnel, first vice-president; Helen Walker, accounting, second vice-president; Marjorie McDonnell, treasurer's department, treasurer, and Grace Sniffin, program supervision, secretary.

The A.A. outing will be held September 21 at Crescent Country Club.



SAMARITAN—NBC Newscaster Don Goddard saved this colt's life and aided Uncle Sam's bond drive. Details are in story at right.

Colt's Life Saved by WEAF Newsman's War Bond Plan

NEW YORK.—Standing in a corral in Linden, N. J., as this issue goes to press, is a long-legged, shaggy-haired, three-weeks old colt waiting to be given a home. He is there because a radio news commentator refused to let him die.

The story goes back to mid-July when Don Goddard, WEAF news commentator, was on his way to Princeton for a visit at his Alma Mater.

As his train passed through Linden he noticed a corral near an abattoir. Standing forlorn in the center under a broiling sun were a mare and a colt. Goddard settled back in his seat, the scene momentarily forgotten.

Then a sudden thought. What was a colt doing in an abattoir? Was he to be slaughtered by the packing company?

Then he remembered. Horse slaughter was made a necessity because of the war. But why should a young horse meet the same fate as older and broken down animals? Goddard couldn't wait until he got back to New York. He called the Linden police department and got the name of the packing company.

This is what he learned. The mare had been shipped from Canada with many other horses. The colt was born in transit. When the freight car was opened at the siding of the Eastern Packing Company, huddled in a corner was a large bundle of black fur while the mare stood guard to prevent her offspring from being trampled.

On a WEAF news broadcast Goddard told the radio audience how they could be instrumental in saving this colt's life and aiding Uncle Sam at the same time. And the packing company cooperated with him.

Goddard auctioned the colt off for War Bonds. As he pointed out: "I won't say it will be the highest bidder in bonds who will get this colt. Some likely kid who buys ten dollars' worth of war stamps on an \$18.75 bond may get it . . . provided he in turn gets the highest in pledges in a week."

The bids were received until August 11. The winner was to get the colt when it could be taken from the mare. As The Transmitter went to press bond bids were well past the \$100,000 mark. Details on the winner will be in the next issue.

DEFINING THE AMERICAN RADIO SYSTEM*

Free Speech and Free Enterprise Form Backbone of Method Giving the Listener Freedom of Selection

We have a system. What is there about it that makes it distinctively an *American* system?

The answer can be summed up in four words: free speech and free enterprise.

The far-sighted statesmen who drafted the Bill of Rights could not see as far ahead as radio, but the freedom of speech and of the press which is guaranteed in the First Amendment most certainly should comprehend freedom of expression over the air. Congress has always been strongly of this opinion, and the Federal Radio Act of 1927 and the Communications Act of 1934 both provided specifically that the Federal Communications Commission should have no power of censorship over radio programs.

The privilege of listening to free speech on the radio is one that the American public is accustomed to, and takes entirely for granted. We can tune in any program we want to hear, domestic or foreign, and we can turn off any we don't want to hear. The broadcaster can put anyone on the air he chooses, and the speaker can say anything he likes, subject only to a few reasonable restraints concerning slander or libel, bad language and information about lotteries, etc. The only program "must" imposed by law is that if a station grants time to a qualified candidate running for a political office, it must, if requested, grant equal time to the candidates running against him.

Most of us never stop to think that ours is the only country in the world in which radio programs are not under government control. Yet our lack of concern on this score is in itself a source of potential danger. It is apt to make us blind to encroachments on the freedom of radio which should serve as warning signals. For while we in the United States do not have direct censorship of programs, the very fact that station licenses are issued, and can be revoked, by a government bureau makes possible a form of censorship that is no less effective for being indirect.

The public should give broadcasters every encouragement to exercise complete freedom in their choice of program



By FRANK E. MULLEN
NBC Vice-President and General Manager

material, and should be quick to protest against any evidence of government pressure on radio program policies. We should be constantly mindful that freedom of radio is inseparable from all our other traditional freedoms—of speech, of worship, of press and peaceable assembly. In every city and country seized by the dictators of Europe, the capture and control of radio facilities has been practically the first act of aggression. Suppression of the other freedoms has immediately followed. Nowhere in the world where radio is enslaved will you find speech or a press that is free.

But the liberty which the American broadcaster exercises is much more than a matter of law. It has its roots in our free enterprise system. Radio broadcasting in this country stands on its own legs financially, and is not dependent on government subsidies for support, or on a tax on receiving sets which a government agency would first collect from listeners and then parcel out to deserving broadcasters.

Obviously, the danger of government domination and censorship would be multiplied a hundredfold if broadcasters had to depend on a government handout to support their stations and pay for their programs. And censorship or no censorship, the quality and variety of program service would suffer tremendously.

As you all know, the broadcasting bill in the United States is paid by American advertisers. Or, to put it another way, the public pays the bill through its purchases of products and services advertised on the radio.

In the year 1943, according to FCC figures, total radio time sales to advertisers amounted to approximately \$234,000,000. An additional estimated \$80,000,000 was expended for program talent—actors, entertainers, musicians and other artists. That was what it cost to give the United States the best radio program service in the world: nearly a million dollars a day.

It should be remembered that the sale of time to commercial sponsors is what pays all the expenses of the many non-commercial programs which all networks and stations put on the air. Of NBC's total network program hours in 1943, for example, 54% were non-commercial against 46% sold to national advertisers.

The non-commercial public service programs broadcast over the NBC Network cover an infinite variety of subjects: music, both light and classical, drama, variety shows, and many presentations of educational subjects. But of course, in these days, news programs and programs connected with the war effort take precedence over everything else. And in 1944, the year of a Presidential election, we furnish complete news coverage of the Republican and Democratic national conventions, and of other important political meetings and speeches.

I might add that it is our policy not to sell time to any political organization prior to the close of both conventions. Our convention broadcasts are entirely on the basis of an unbiased, unsponsored public service, and we have to cancel many hours of profitable commercial programs in order to put them on the air.

Owing to the war, it is understandable that the public's interest in news over the radio has reached an all-time high. The networks maintain large news staffs, with experienced reporters and commentators at strategic locations all over the globe, and substantial daily outlays for international radio hook-ups. A portion of the

(Continued on page 14)

* Extracted from a talk on "The American System of Broadcasting," given by Mr. Mullen at the New York University Summer Radio Workshop, July 13, 1944.

Air University Visual Aids Grow in Demand and Number

NEW YORK. — Handbooks for the three permanent series of the NBC Inter-American University of the Air are currently available for distribution. These handbooks, published by the Columbia University Press, are for the historical series, "Lands of the Free," the musical series, "Music of the New World," and the literature series "American Story."

Since the formation of the University, 10 of these valuable handbooks, which contain descriptions of each broadcast topic and a suggested bibliography for students, have been issued. They are designed as background information, and are obtainable for 25 cents each.

Many visual aids have been prepared for the various air university series since its inception. In addition to the 10 handbooks—five for "Lands of the Free," four for "Music of the New World" and one for "American Story"—announcement folders have been sent to schools and colleges throughout the nation. They have been designed for posting on bulletin boards.

"Latin-America," a book written by Preston E. James and published in 1942 by Lothrop, Lee and Shepard Co., has been adopted as an official reference book for the air university. A foreword by Dr. James R. Angell, public service counselor and Sterling Fisher, assistant counselor and director of the air university, explains that a special listeners' aid has been prepared by the publisher giving background information and reading lists and suggests various means by which college and high school classes and other listeners in organized groups and as individuals can make the most effective use of broadcasts and of the book in connection with them.

A one-dollar Hammond World Atlas published last year contains a foreword by Dr. Angell. More than 1,000,000 copies of this special air university atlas have been sold and are used in schools.

Gilbert Chase, music supervisor for "Music of the New World" is now writing a book which was commissioned by Smith and Durrell, publishers.

In addition to these, the university has designed many special posters for use in schools and libraries, and has published special pamphlets. The demand for such aids is constantly growing.

CANTOR BOOSTS WAR BOND SALES



Eddie Cantor aids the Fifth War Loan Drive in Denver by staging an hour long entertainment for thousands gathered in front of The Denver Post. In addition to this special Treasury Department program, broadcast by KOA, Cantor and the cast of his NBC show appeared at Fitzsimons General Hospital, to perform for wounded overseas veterans, and at Denver's Civic Center, where a week-long War Bond spectacle was in session. INSET: Eddie Cantor and cast greeted on arrival in Richmond, Virginia, by Wilbur M. Havens, owner-manager of WMBG. L. to r.: Nora Martin, Cantor, Havens and Bert Gordon ("The Mad Russian"). Members of local labor unions indicated their favorite radio star to be Cantor, and backed up their choice by packing the Mosque Auditorium. Although only 5,000 could get in the Mosque, fully 90 per cent of organized-labor purchased extra War Bonds as a token of appreciation to Cantor for his willingness to come to Richmond.

Boston Retailers Increase Radio Use, WBZ Reports

BOSTON.—New England retailers are recognizing the value of radio as a medium for advertising. This fact is evident from a brief study of the daily program schedules of WBZ and WBZA which show a definite trend toward broadcasting on the part of leading Boston department stores, and others.

Leading the list of local retailers buying air time on the New England Westinghouse stations are the Jordan Marsh Company, Smith Patterson Company, William Filene's Sons Company, Spencer Shoe Stores, Chandler and Company, Kennedy's Men's Stores, I. J. Fox Furriers, and the Bell Shops, Inc. Grocery and provisions companies using WBZ and WBZA to get their sales messages into homes of the region are the First National Stores, Inc., and the Stop and Shop chain of stores.

Buffalo Department Store Uses Air to Draw Good Will

BUFFALO, N. Y.—A program series of far reaching importance in the department store business has been inaugurated by the William Hengerer Company in Buffalo over NBC affiliate WBEN.

Designed to please the early morning listener, the show is called "Early Date with Hengerer's" and is heard Monday through Friday at 9:15 to 9:45 a.m. Response to the first program was unusual and it appears that another first has been added by WBEN for creating good-will promotion.

Each broadcast morning the Hengerer Company entertains 50 invited guests in the store's tea room. Everything is "on the house" and no direct attempt is made to sell anything but Hengerer good-will. This is done by the hostess, Esther Huff, plus the "most smash-bang entertainment available."

Wartime Phonetics



Mme. Jeanne Brochery of the U. of Chicago as she instructs one of her classes of NBC news commentators, announcers and news editors in the pronunciation of French. The series was arranged by William Ray, manager of the NBC Central division news and special events department. Seated are Elizabeth Hart, Gregg Donovan, George Stone and Ralph Benson, announcers. Standing, Don Elder, announcer, and Alex Dreier, commentator.

“NBC and You” Handbooks Given to All Employees

NEW YORK.—“NBC and You,” a 124-page manual of the company’s organizational setup, prepared to acquaint employees of NBC with the functions of its branches, departments and personnel services, has been distributed to the firm’s workers.

In an explanatory foreword, Niles Trammell, NBC president, says: “The company wants you to know your organization, the pioneer network in radio broadcasting. . . . We are proud of our history, of our achievements in the past and our ideals for the future. We realize the mighty responsibility which is ours, and are determined to meet it with integrity and high purpose, truly ‘in the public interest.’”

Opening with a brief history of NBC and the broadcasting industry, the manual relates in turn the story of each NBC department, the six owned and operated stations that comprise “Our Castles in the Air” and the present status and future prospects of television.

“The Policies and Practices” of the company, as they apply to employer-employee relations are given extensive treatment in a 32-page section. In these pages, the employee is reminded of the numerous social, educational and institutional facilities conducted for their benefit.

“SHEER” EXCITEMENT

SALT LAKE CITY.—Sears, Roebuck and Company recently announced on their 7:45 a.m. “Voice of a Nation” broadcast over KDYL a special shipment of two-thread sheer hose. When doors opened at 10 a.m., clerks from other departments were called to take care of customers. At 10:10 a.m. entire stock was sold out. No other advertising media was used. N.B. Sears’ clerks were not allowed to buy, either.

KSD’s “Primary Coverage”

ST. LOUIS.—In a busy week of political reporting, KSD presented local officials high in their respective parties to analyze returns of Missouri’s primary election, August 1.

The use of experienced political leaders to comment on an election here was a new angle. Democratic primary returns were discussed election night by Circuit Attorney Thomas C. Hennings, and Republican balloting was analyzed by City Counselor Joseph W. Hollands. The St. Louis Post-Dispatch station broadcast city returns direct from the election commissioners’ office.

Richard Harkness, chosen by NBC to cover the political campaign, made his nightly network broadcasts from KSD.

WDAY Manager to Marines

FARGO, N. D.—Barney Lavin, general manager of Station WDAY, has been granted a leave of absence from his duties, and left July 23 for Quantico, Virginia, as a second lieutenant in the Marines.



Barney Lavin

Lavin joined the WDAY staff in 1935 and in September, 1942, he was appointed general manager. Earl Reincke, president of WDAY, has announced that Lavin’s duties will be taken over by Jack Dunn, assistant manager. Tom Barnes will direct sales. For the past year, Lavin has been one of the directors-at-large of the National Association of Broadcasters representing medium-sized stations. He is a familiar figure to radio men throughout the U.S.A.

New KIDO Manager

BOISE, IDAHO.—Walter E. Wagstaff is the new general manager of KIDO, according to an announcement by the owner of the station, Mrs. C. G. Phillips.

Wagstaff was with KYDL, Salt Lake City, as commercial manager for 13 years. The new KIDO manager is district vice-president of the Pacific Advertising Association.

TURNING THE TABLES



Left: Alice Treese, one of the first feminine control operators to be hired in the Central New York area, is making the necessary adjustments to transcribe a WSYR (Syracuse) program. Miss Treese has been on the job for WSYR almost a year and one half. Right: It finally happened to the engineering department of NBC’s Central division! A woman studio and recording engineer has been employed. She’s Mary Ellen Trottnor, a graduate of the U. of Minnesota.



NBC Commentator Alex Dreier stands at the teletype as Anthony Wigan, Washington correspondent for the BBC (left) and Alistair Cooke, commentator for the BBC, utilize NBC facilities in Chicago's Merchandise Mart.

BELOW: The 9-month-old triplets of Sergeant and Mrs. Maurie Einhorn guested on their first radio program when their father appeared on WLW's "Ohio, These Are Your Sons." They are held by Daniel Riss, program narrator.



Roy Neill Acuff, son of Roy Acuff, star of WSM-NBC "Grand Ole Opry," cuts his first birthday cake while Dad looks on proudly. It's too soon to say whether Roy Neill will follow in Dad's footsteps, but he shows all the earmarks of an ace showman.



Taking part in a K... (from left) Governor Colorado; Kerr, Okla program director; Ker... tor Hatch, New Mexico



John T. Murphy, of NBC's station relations staff, was first passenger in the Roscoe Turner new charter airplane service as he was en route from WBOW to WGBF. Shown (from left) are Eleanor Walsh, secretary; Turner, Murphy, Mayor Vern R. McMillan, Bill Jones, manager of the airfield, and George Jackson, WBOW manager.



Nancy Owen is the Story-Telling Lady of WAVE's "Magic Carpet" program which is used to entertain young shut-ins during polio epidemic. Clifford Shaw provides background music for her story hour.



Announcer Louie Buck... writer, producer and "Woman," WSM public... Lieutenant Thomas...



...leum conference are:
...opel, Kansas; Vivian,
...Clarence Moore, KOA
...KVOO newsman; Sena-
...governor Hunt, Wyoming.

The Bishop of Mobile (seated) signs a check for WALA part of educational fund drive. Standing are Bill Orlean, announcer; Harry Crawford, war loan chairman; Mrs. William Daly and the Reverend William Carroll, officials in the drive.



G.I.'s at Baer Field, Fort Wayne, Indiana, voted Carolyn Kay their "picture of the week" girl, calling her WGL Musical Clock their "inspiration while doing early morning chores at the camp near WGL's studios.



Participating in WLW's "World Front" program were (from left seated) Jack Beall, WLW commentator; Ned Brooks, Washington correspondent; Arthur Reilly and Howard Chamberlain of WLW. Agency and sponsor officials (standing): William Presba, Ralph Cushing, Oleva Groulx, E. W. Cline and Mrs. Ferd Bunte.

BELOW: Marvin Burick, special events announcer of WIOD, gets the lowdown on Jap tactics from Pfc. Jack Dewees and Al Vukosic upon their arrival in Miami after 26 months of active duty in the South Pacific.



...as Sybil Harris,
... "The American
... show, interviews
... re, war hero.

Charlotte Goodwin, assistant state farm labor supervisor for Connecticut (right), makes a farm labor appeal over WTIC. The fair responding volunteers are Jossie Fox (left) and Harriette Reeves.



NBC, COOPERATING WITH ARMY SERVICE FORCES, SCHEDULES TALENT-PACKED V-DISC BROADCASTS



EASY LISTENING—These overseas GIs listen to their favorite swing music over an Army broadcasting outlet. NBC's "For the Record" now presents their choice of bands and vocalists on the air. GI Joe's tastes vary from classics to swing.

NEW YORK.—In cooperation with the Army Service Forces, NBC is now making its facilities available each Monday night to the best swing, semi-classical and symphony orchestras, as well as the top-flight vocalists, in the land.

Purpose of the new program is to record V-Discs for the fighting men overseas and to provide the listening public with a half-hour of solid entertainment. Each week "For the Record" is built around the GI requests for V-Discs, and the bands the soldiers and sailors overseas want to hear are the featured guests. Under agreement with the American Federation of Musicians and the American Federation of Radio Artists the artists donate their talent.

The musical portions of each broadcast are recorded, later dubbed on to V-Discs and eventually shipped out to all corners of the globe where our fighting men are stationed.

V-Discs were started a year ago by the Special Services Division of the War Department. By the middle of October, 1,300 waterproof boxes of the recordings were en route from the United States to such points as Guadalcanal, Australia, Africa, Sicily, Italy, Great Britain, Iceland, India, the Persian Gulf, China and Alaska as well as to camps, barracks and hos-

pitals in this country. The immediate popularity of the project was evidenced in soldiers' requests. Today, more than 250,000 individual records are shipped overseas each month.

Requests come by the hundreds, and the Army tries to fill them. They come from the lowliest of buck privates to General Eisenhower (who wants to hear "Benny Havens," an old West Point song). And they include everything from Arturo Toscanini and the NBC Symphony Orchestra to Al Dexter and his "Pistol Packin' Mama" boys.

The first "For the Record" program heard on NBC Monday, July 31, presented Benny Goodman with an all-star band, the Benny Goodman Quartet, Mildred Bailey, famous blues singer, Perry Como, Carmen Miranda, and Deems Taylor as master of ceremonies. In its review, Variety termed the show "in the groove," and declared that "as a domestic program, 'For the Record' provided a worthwhile pattern sponsors might well study when pondering air campaigns slanted toward ex-servicemen ears when wholesale discharges bring them back home."

"For the Record" is presented under the general supervision of Dwight B. Her- rick, NBC war program manager.

NBC U. OF AIR PRESENTS ARMED FORCES DRAMAS

NEW YORK.—The story of the contributions to America made by the various culture groups represented among our servicemen and women is a new public service presentation of the NBC University of the Air. Titled "They Call Me Joe," the series started July 22, for a run of 12 weeks. During the Summer months, it replaces the university's literature series, "American Story."

"They Call Me Joe" is presenting typical American sagas behind men and women now fighting a common enemy. They are stories of people who came to this country one, two or more generations ago, played their part in the development of our country and contributed their gifts to our heritage. They include the story, for instance, of an American grandson of a Chinese who helped lay the first trans-continental railway, started his own restaurant in San Francisco, and is now fighting the enemy in the Burma jungles.

Through the cooperation of the War Department, many programs of the NBC University of the Air will this year be heard by servicemen and women overseas, not only on battlefronts but also in remote outposts, on ships at sea and in hospitals. "They Call Me Joe" is the first series planned by NBC for such use. Many of the programs will be recorded and flown to approximately 400 outlets of the Armed Forces Radio Service, Army Information Branch, Army Service Forces, serving members of both Army and Navy.

Production of this new series is under the direction of Frank Papp, who also directed "American Story" and "Here's to Youth" for the network. Frank Wells, Morton Wishengrad and other well-known writers are authoring the scripts.

WSYR's D-Day Lead

SYRACUSE, N. Y.—Station WSYR went to town with its D-Day coverage. A survey by the Merchants' Bureau of the city revealed that 32 per cent of the persons interviewed got their first news of the invasion over WSYR although there are three other radio stations in Syracuse; 40 per cent of the interviewees listened to WSYR for news coverage of the event.

NEW NBC PARADE OF STARS

Now an All-Year 'Round Operation, Expanded Promotional Campaign Gets Under Way

NEW YORK.—Broadened in scope to include all commercial programs, geared to the stepped-up tempo of the industry and presented in a handy form that provides the maximum of permanent utility and adaptability, the NBC Parade of Stars, designed for the first time as an all-year-round promotion under the direction of Charles P. Hammond, NBC director of advertising and promotion, has been released for the use of all National Broadcasting Company stations, coast to coast.

By this time, the brightly colored bandboxes containing all recordings, scripts, editorial matter and numerous promotion aids for the 90-odd sponsored programs using the NBC network, are in the hands of the more than 140 affiliated stations—or will arrive shortly.

Once again, recordings by NBC stars form the backbone of the Parade of Stars with nearly every featured artist represented either by special recordings or suitable transcripts of regular broadcasts. And to make the material more valuable, a larger number of "spots," many of them shorter, have been recorded.

In addition to this collection of 12-inch records, the kit contains a separate folder for every NBC program, arranged in a file according to the day of the week. In these folders are suggested "live" announcements, exclusive press stories, photos and mats of the stars, spot advertisements and scripts for 15-minute programs. Both bandbox and folders are made attractive by art treatment in color.

Introduction of the Parade of Stars will be accompanied by an intensive promotion campaign in radio and advertising trade papers, supplemented with posters, stickers and mailing pieces. On August 22, the project was revealed to all stations in a closed circuit talk from Radio City. Niles Trammell, NBC president, vice presidents William S. Hedges and Roy C. Witmer and Hammond discussed the importance of program promotion and explained how the NBC promotion department planned and prepared for NBC and affiliated station cooperation in the campaign. Special network programs increased public interest in the Parade. Displays of the bandbox and associated material were held in key cities.



GALA PROMOTION—The expanded Parade of Stars is built around a "bandbox" containing all promotional items, including recordings. The case represents a permanent file for all-year 'round application. Julie Conway, NBC songstress on "Finders Keepers" is shown packing one of the first bandboxes to be shipped out of Radio City.

Following the nationwide introduction of the Parade of Stars, stations will receive additional material at regular intervals. This will take the form of special promotion pieces and audience building devices sent to stations each month, beginning in November.

This year, as in previous seasons, stations will be asked to compile complete records of their Parade exploitation and usage. Information received in this way by the NBC promotion department has been responsible for many of the improvements embodied in the 1944-45 Parade of Stars material.

KDYL Anti-Rabies Campaign

SALT LAKE CITY.—When Salt Lake City was headed for a minor rabies epidemic, Dr. William M. McKay went on the air over KDYL with detailed warnings and instructions how to control the spread of the menace. Charles Barrington, KDYL public service director, arranged a series of informative talks by the State Health Department advising citizens how to cope with the disease.

NBC Sponsors Scholarships

HOLLYWOOD.—Acceptance by the University of California of two \$250 scholarships offered by the National Broadcasting Company is believed to forecast an increased interest in radio on the part of universities. Announcement of the scholarships and the acceptance by Dr. Robert G. Sproul, president of the University, was made from this city by Sidney N. Strotz, NBC vice-president in charge of the Western division, and Jennings Pierce, divisional manager of public service and station relations.

An outgrowth of the NBC-UCLA Radio Institute held last summer, the scholarships will become available to boy and girl sophomores at UCLA with high scholastic records and desire for professional radio work.

CHICAGO.—Kathleen Joice and Frank Wills, two of the 125 graduates of the annual NBC-Northwestern University Summer Radio Institute, were awarded scholarships.

Disaster Story Finds KPO Equipped for Emergencies

SAN FRANCISCO.—As soon as word of the recent Port Chicago explosion was flashed to the world, KPO was on the job.

Chief Announcer Floyd Farr, Special Events Men Bob Williams and Clarence Leisure, and Engineer Don Hall entered the wrecked city at midnight with the first group of rescuers and newsmen.

Owing to the extent of the disaster, it was impossible to get lines into the city so the first broadcast was flashed on a shortwave set rigged up by Hall.

At dawn, KPO General Manager John W. Elwood, who had spent the night at the studio directing operations, arrived with Engineer Edward Parkhurst.

As lines were still impossible to obtain, recording equipment was used, and KPO listeners heard the first interviews with victims in the Martinez Community Hospital by means of a transcription. It contained first-hand accounts of the explosion from Nurses Gwen Carter and Margaret Russell, Seamen S. P. Scott and Montague Pollard, both of whom survived "by a miracle," and First Mate Nils Andersen. The latter, whose oil tanker was demolished in midstream, tried to describe his sensations, gave up and said simply: "I was in the Black Tom disaster in New Jersey in World War I—it was nothing compared to this!"

KPO began broadcasting warnings to residents of the disaster area not to tamper with shells and projectiles hurled by the explosion soon after communications were established.

H. V. Kaltenborn Scholarship

NEW YORK.—David Bruce Wilson, of Garden City, Long Island, is winner of the first H. V. Kaltenborn Scholarship for Harvard College, according to an announcement by the scholarship committee of the Harvard Club of Long Island. The Kaltenborn Award was established last year by the veteran NBC news analyst to aid a Long Island freshman interested in continuing his studies in news analysis.

Kaltenborn arranged for the annual award because of the help he received in a similar manner when he entered Harvard at the age of 27 to prepare himself for a press career. The veteran newsman earned fame in print and on the air.

NBC TOPS GI POLL

SYRACUSE, N. Y.—An ex-radio man, now with the armed forces somewhere in the Pacific, made a listener survey from three squadrons and group headquarters and found that NBC programs topped the list with GI's just as much as with civilians. He mailed the tabulations to Colonel Harry Wilder, manager of WSYR. In the top 10 NBC rated six: Bob Hope in first place, Bing Crosby in second, Fibber McGee and Molly fifth, Kay Kyser sixth, Charlie McCarthy seventh, and Jack Benny eighth.

Three Firsts, One Tie, for NBC in Musical America Poll

NEW YORK.—Three first places and one tie were awarded NBC programs in the first national radio poll recently completed by Musical America.

Arturo Toscanini won first position in the "symphony conductor" classification in ballots cast by music editors and critics of leading daily newspapers in the U.S.A. and Canada. John Charles Thomas, baritone star of "The Westinghouse Program" came out as top "male vocalist," and "The Telephone Hour" conducted by Donald Voorhees was chosen as the best "orchestra with featured soloists."

NBC's "Music of the New World" shared a tie with the CBS "School of the Air" in balloting on "program with educational flavor." The first place "female vocalist" award to Marian Anderson for her guest appearances on various programs is considered another NBC triumph because of the fact that her radio bookings have been chiefly identified with "The Telephone Hour."

Alvin to News Post

HOLLYWOOD.—Joseph J. Alvin, assistant manager of NBC's press department here, has been promoted to manager of news and special events for NBC's Western division.

Before entering the radio field, Alvin was with the Associated Press in Chicago and in Springfield, Ill., and The South Bend Tribune in his Indiana hometown. He joined NBC in 1937.

10-Year Ranks in Hollywood Increase



Ten-year employees who came to Hollywood from New York: Kneeling: Sidney N. Strotz, vice president in charge of Western division; standing: A. H. Saxton, Western division Engineer; Al Korb, Ralph Reid, Mrs. Max Bauman, Max Bauman.



Ten-year employees who came to Hollywood from Chicago: Jim Thornbury, Sidney N. Strotz, Craig Pickett, Alex Robb and Johnny Morris.



Ten-year employees who came to Hollywood from San Francisco: Front row: Mort Smith, Lew Frost, Helen Andrews, Ray Ferguson, Alice Ludes. Back row: A. H. Saxton, Kay Hardesty, Jane Burns, Ed Ludes, Alice Tyler, D. A. DeWolf, Isabel Menden, Paul Gale and Frank Dellett.

Campaign Curbing Forest Fires Launched by WSM

NASHVILLE, TENN.—A series of radio announcements slanted at careless outdoorsmen went on the air via WSM here in August as Tennessee foresters, farmers and townsmen battled desperately against brush and forest fires in the most serious drought the state experienced since 1930.

The radio campaign to stop hunters, fishermen, campers and vacationists from throwing cigarette butts and glowing matches into dry grass and brush piles was planned and started by C. Lester Barnard, WSM publicity director, and Tennessee Conservation Commissioner Paul S. Mathes. The latter paid high tribute to WSM for its public service job which won the wide cooperation of listeners.

"If this campaign succeeds in preventing one serious fire," said Mathes, "it may save the State of Tennessee literally millions of dollars." He pointed out that the state's forest fire loss in normal years was approximately \$1,000,000. He explained, however, that a fire during this year's serious drought might destroy 10 times that much valuable timber before being brought under control.

NBC-ites Aid "Y" Campaign

HOLLYWOOD.—Executives of NBC-Hollywood are becoming increasingly active in the solution to youth problems in this area. Harold J. Bock, manager of the Western division press-information department, was recently appointed publicity committee chairman of the YMCA-YWCA joint drive in the San Fernando Valley to raise funds for recreation buildings in the various valley communities.

General chairman of the drive is Bob Hope, and assisting Bock on his committee are Jennings Pierce, manager of public service and station relations, and Joe Alvin, news and special events manager of the division.

NBC-ites are always ready to aid a worthy cause. And Bob Hope, busy as he is, readily joined the campaign.

McDonagh Script Head

NEW YORK.—Richard P. McDonagh, acting head of NBC's script division since March 1, 1944, became manager of the division on July 10.

Newsman Commissioned



Official Photograph—Marine Corps Photographic Section

Second Lieutenant George F. Putnam (right) receives the congratulations of Colonel A. D. Cooley upon completion of his course at Aviation Ground Officers' School at graduation exercises held at Marine Barracks, Quantico, Virginia. Lieutenant Putnam is a former ABC announcer and newscaster.

Program Techniques Shown To Radio Council by KDYL

SALT LAKE CITY.—At the evening session of the annual Intermountain Radio Clinic Conference in Salt Lake City, July 19, KDYL provided a radio production clinic, under the direction of Alvin G. Pack, KDYL program director.

The 60 conference members witnessed a two hour demonstration of how a radio program is born. Starting from scratch, a script was built, actors rehearsed, musical bridges composed, and a show polished off for final airing before the eyes and ears of council members at the KDYL Radio Playhouse by a full cast of 40 artists, producers, and actors.

The demonstration was followed by a clinic—concluding an all-day round of meetings by the delegates.

Intermountain Radio Council is a group of educators, club members, and civic leaders. John T. Walquist, dean of the school of education at the University of Utah, is president. The council was formed in 1941 for the stated aim of improving relations between commercial broadcasters and civic groups and studying radio programming from the viewpoint of public interest.

News Schedule Promotion

NEW YORK.—The impressive weekly schedule of WEAJ news coverage is available now in a compact cardboard desk memo, 3½ x 6 inches.

Elmira Kiddies Cheered by Radio During Polio Scare

ELMIRA, N. Y.—With more than 150 cases of polio since June 20, one of the nation's most serious outbreaks of this dreaded disease is centered in Elmira. Children under 16 are banned by municipal authorities from parks, playgrounds, swimming pools and theaters. Under such voluntary home quarantine, Elmira's WENY has established a "Playground Of The Air."

Each weekday morning, 10:15 to 10:45, Bill Pope, sportscaster, and Sally Edwards, women's editor, entertain children by reading appropriate stories in serial form. Program appeal is divided into two age brackets, five to 10, and 10 to 16 years. The city's recreational director also presents various ideas for home amusement on the broadcast.

According to Dale Taylor, WENY manager, the program has clicked immediately with both restless children and harassed mothers, many of whom have phoned and written the station their grateful thanks for introducing this novel form of entertainment to keep their children occupied.

Spot announcements are being used daily by WENY admonishing parents to keep their children at home, away from other children during the epidemic. State and local health authorities are being interviewed on the air as a means of keeping the community informed on the condition of the disease and its preventive measures.

NBC Advisor for U. S. Project

NEW YORK.—Gilbert Chase, NBC specialist in Latin American music and literature, has been appointed consultant to the Music Division of the Library of Congress. Chase will be called on to advise the Library on a project being carried out for the Department of State. The project involves the distribution of American music to libraries established by this country in the capitals of Latin American republics.

Chase will continue to serve as consultant in the Music Division of the Pan American Union, a post he accepted at the invitation of Dr. Leo S. Rowe, Director General of the Union. His NBC duties will also continue concurrently.

Teaching Radio



Listeners' side of radio was explained at the *WBZ Workshop* by Mrs. Dorothy Lewis of New York, coordinator of listener activities for the National Association of Broadcasters, and *WBZ Sales Promotion Manager* Harry D. Goodwin. Their talks highlighted recent sessions of the *Workshop*, which has been conducted in cooperation with the Boston University Summer School, as a free public service. Over 100 teachers, educators, librarians and others, have been enrolled in the current workshop program.

'Better Listening, Better World' Forum Held by KPO

SAN FRANCISCO.—An important feature of the KPO-Stanford Summer Radio Institute here was the all-day gathering July 31 in KPO's studios of close to 300 club and professional women to participate in a conference on: "Better Listening, Better World." Sponsored by the American Association of University Women, the conference included sessions on important phases of the broadcasting industry.

Starting with a Youth Forum, moderated by Dr. Holland Roberts of Stanford University, the sessions continued until late in the afternoon when NBC commentator Dwight Newton discussed newscasting.

John W. Elwood, KPO general manager, headed one session devoted to "Public Service Aspects of the Program Schedule." Art Linkletter, popular NBC emcee ("People Are Funny"), moderated a forum devoted to "Airing Your Pet Peeves In Radio." Margaret Girdner, supervisor of the bureau of texts and libraries of the local public schools, discussed "Children's Radio Programs."

Of special interest was the opening Youth Forum in which eight San Francisco students gave their views on: "British Broadcasting" and "How I Would Like to Run a Radio Station."

DEFINING AMERICAN RADIO

(Continued from page 5)

expense of this public service is defrayed by commercial sponsors of news programs. But most of it is carried by the broadcasters which means that it is made possible by the same national advertisers who give you Fibber McGee and Molly, Bob Hope, Jack Benny, Bergen and McCarthy, Lux Theater of the Air, Blind Date, Fulton Lewis, the daily serial dramas and all the other sponsored programs.

On the day of the invasion, June 6, NBC cancelled all commercial programs for 24 hours in order to keep the greatest military operation in world history continuously on the air. The records show that all radio listening increased tremendously that day.

I have mentioned these few examples of program service, which could be multiplied many times over, to indicate that the American system of free enterprise has provided a most effective framework for the American system of broadcasting.

Enlightened self-interest and free competition have furnished an incentive to American broadcasters to give the public a program service which no government-controlled and government-supported radio in any other nation has ever remotely approached, by any standard—quality, quantity, variety, entertainment value, or the completely unbiased presentation of news and public issues.

The value and importance of broadcasting to the people of the United States springs from our traditional freedoms of speech and of enterprise. And the American system of broadcasting, in turn, has no greater responsibility than to preserve and safeguard the essential liberties upon which our government "of the people, by the people, for the people" is established.

Chicago Service Record

CHICAGO.—Of the 75 staff members of the NBC Central division headquarters in Chicago now in the armed forces, 32—or 42 per cent—are commissioned officers. Highest ranking officer is Lieutenant-Colonel Frederic C. Shidel, ex-engineer.

NEW YORK.—Twenty-four employees of the British Broadcasting Corporation have been enrolled in radio's Twenty Year Club, founded by H. V. Kaltenborn, NBC news commentator.

LACTIC JOURNALISM

FORT WAYNE, IND.—With the motto "Tell the World Your News," the Eskay Dairy Co., of this city, has launched an intensive campaign to see that its customers are able to do just that. A paper collar is fitted around the neck of every bottle of milk delivered, and on it there is space for customers to fill in news items such as parties, news of men in service, oddities, weddings, club and lodge news, etc. These are collected by milkmen on their routes and turned in to be sorted and prepared for broadcast on the Eskay news program, heard over WGL, Fort Wayne, Monday through Friday, each week.

WLW Radio Library

CINCINNATI, O.—New library for the exclusive use of staff members at WLW-WSAI has been opened at Crosley Square. Most of the books were chosen by personnel as of greatest interest and value to people in radio work. Books will be available either for reference or for borrowing by staff on a free basis. George C. Biggar, in charge of employee relations for the Crosley stations, is in charge of purchase and cataloguing of the library.

Charlie Goes A-Calling



Powers Model Frances Westerman; Pfc. Paul J. Hogan, Lowell, Mass., veteran of the Normandy invasion who was wounded the first day after D-Day; Charlie McCarthy; and Edgar Bergen. The picture was taken at Cushing General Hospital during visit there by the Hospital Circuit of USO Camp Shows. Appearance of this show was arranged by the Army's Special Services Division, which also planned for Bergen and Charlie to appear on the initial *WAC* variety program over *WBZ* and *WBZA*.

TRADE EDITORS NOSE OUT NBC PRESS STAFF IN YANKEE STADIUM EVENT



Undaunted by the ghosts of Babe Ruth and Lou Gehrig, Trade Editors and NBC press department nines stage their game in the Yankee Stadium, where in panorama, (see above) they looked every inch like the regular occupants of the ball park. Effective hitting in the pinches lost the game to the NBCites by the close score of 15-14. A return match is scheduled for 1945.



Putting one foot before the other in a final burst of speed, Radio Daily's Frank Burke beats out a sharp hit.



*Murray Rann of Variety wears the smile of a doer-*o*-j-deeds as he rounds first base after hitting a neat double.*



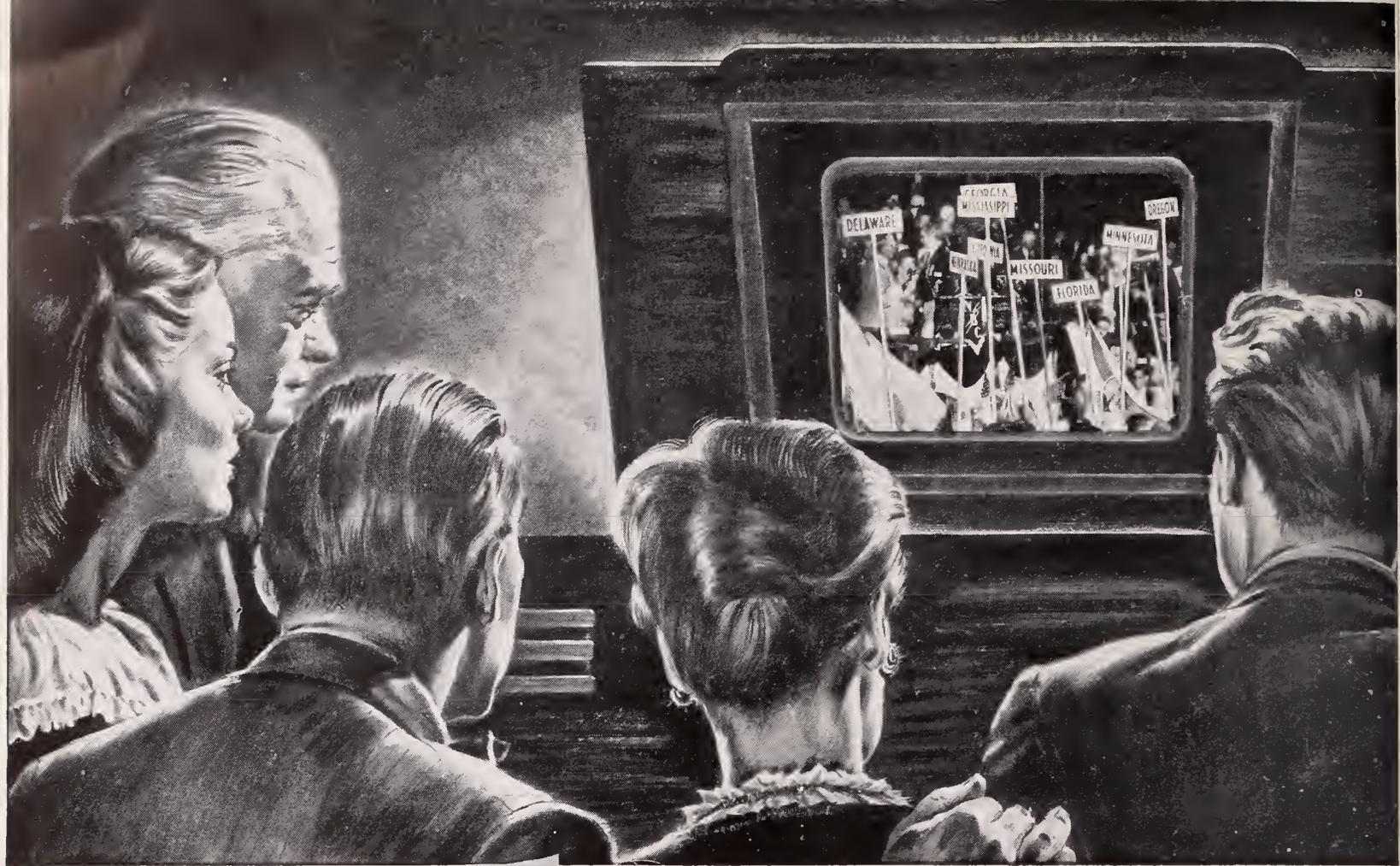
Herman Pincus, Radio Daily columnist, warms up on the mound in a style reminiscent of the great Gomez.



His honor the "umps" grins sheepishly when players discover that he wears the shield of a rival network, undoubtedly a spy in borrowed clothes.



As happens before any momentous game, an enthusiastic crowd storms the box office to be sure of good seats in the stands.



History **SPECIAL DELIVERY** by NBC TELEVISION

• The great National Republican and Democratic conventions, birthplaces of American political trends, this important wartime election year became exciting visual experiences in four television territories . . . thanks to extensive plans and arrangements made by NBC.

For, in addition to complete sound radio coverage by the National Broadcasting Company, the stirring, colorful events on the floors of the conventions were filmed and rushed to New York by fast plane immediately after each day's proceedings for broadcasting over WNBT, the pioneer NBC television transmitter atop the Empire State Building.

Thus thousands of people in or near

New York, Philadelphia, Schenectady and Albany who own television receivers were enabled to witness the unfolding of historic scenes only a few hours old.

NBC televised political conventions for the first time in 1940—the Republican Convention at Philadelphia direct and the Democratic Convention at Chicago through films.

★ ★ ★

News today, television broadcasts like these will be commonplace after victory. Millions will become accustomed to “eyewitnessing” daily events and entertainment in the comfort of their own living rooms . . . events and entertainment broadcast by the same organization which has won recognition as America’s Number 1 Network in sound radio.

A Service of Radio Corporation of America

National Broadcasting Company

America’s No. 1 Network

