

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.

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*NBC Transmitter*

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**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 Godspeed 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 "fring" 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.

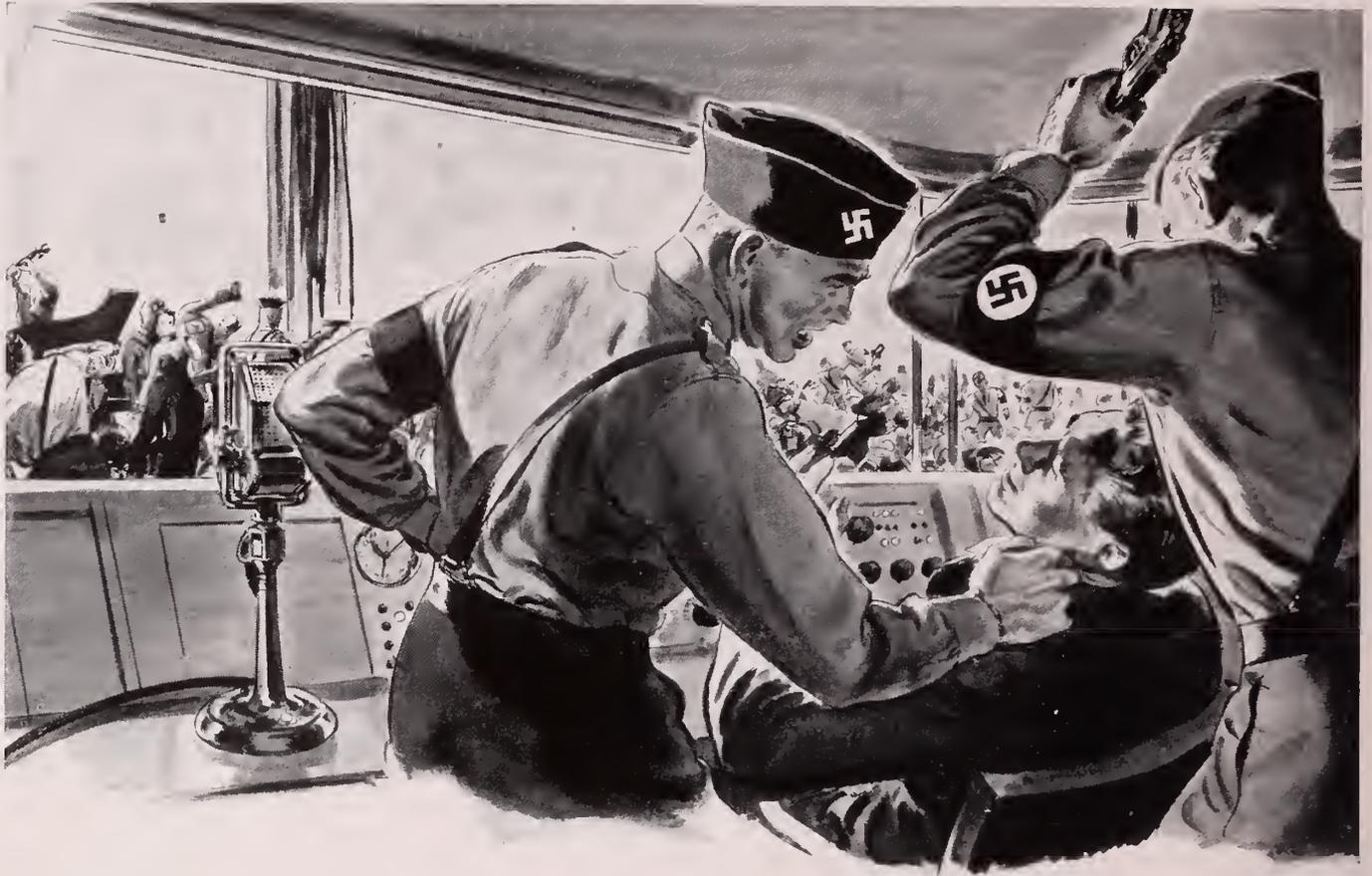
John Charles Thomas drew editors' praises as the best classical male vocalist, and Richard Crooks was in second place. Frank Munn was honored here again.

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  
ISSUE:**

*1944  
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*NBC  
Programs on FM*



FRANK E. MULLEN  
*NBC Vice-President and General Manager*

VOL. 9 FEBRUARY, 1944 No. 7

*NBC Transmitter*

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**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 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 plotting 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

**T**HE 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



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### 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.

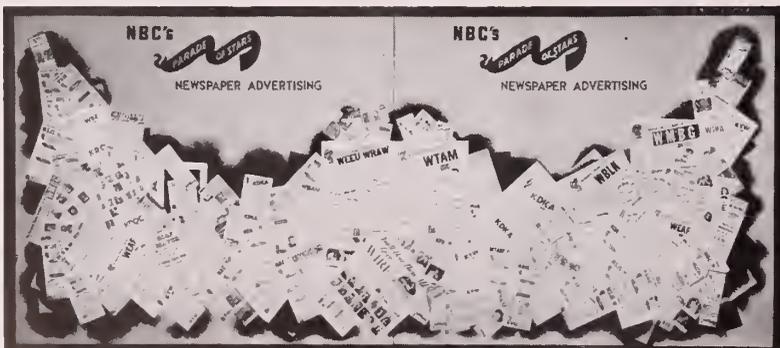
NBC's president, Niles Trammell, who headed the delegations of NBC executives at the New York and Chicago sessions, declared the 1943-44 Parade of Stars to be the most successful of any put on by the network in the past three years.



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.*

## IN THIS ISSUE

*NBC's Television Plans*

*Saying It With Music*

VOL. 9 APRIL, 1944 No. 9

## NBC Transmitter



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### 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.



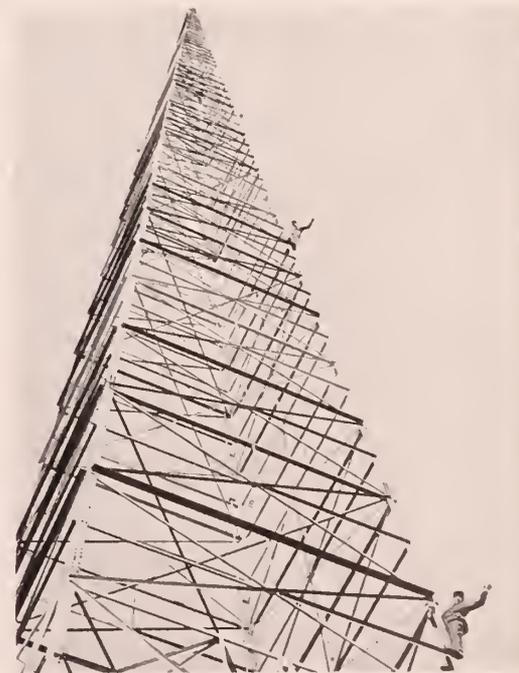
Kolin Hager, WGY (Schenectady, N. Y.) executive, receives a certificate of appreciation from Richard Davis, of the local Red Cross Blood Plasma Center.



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.

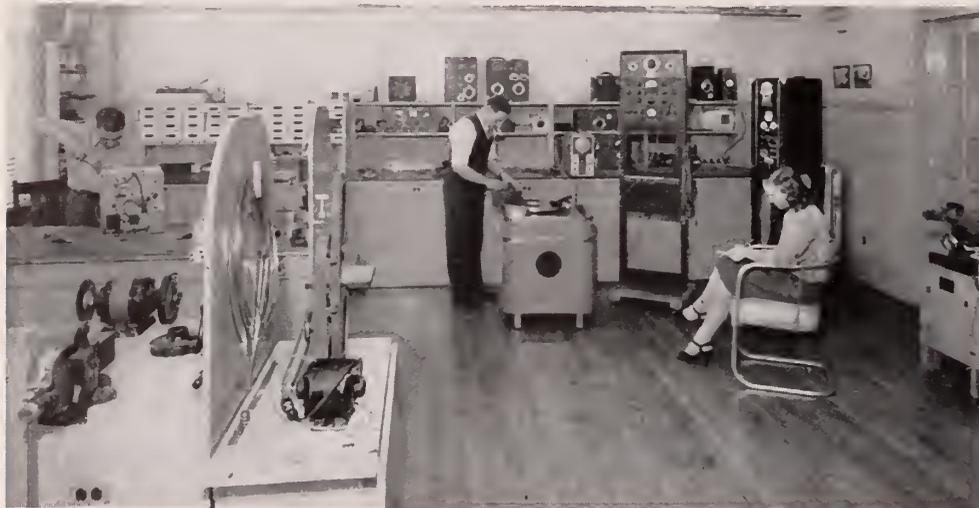


A. J. Schroeder, WMAQ engineer, receives golf tournament trophy from William Weddell (right), NBC Chicago assistant sales manager, while Assistant Office Manager Leonard Anderson expresses approval.



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 deSuzo 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

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VOL. 9 MAY, 1944 No. 10

*NBC Transmitter*

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**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 co-operative 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.

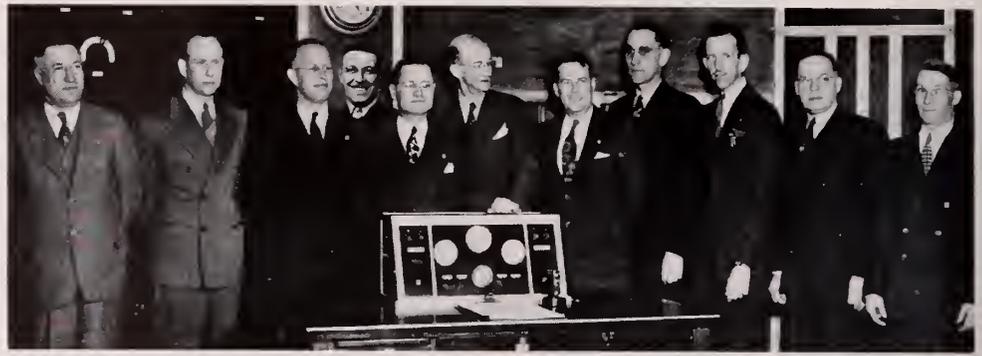
## Vandercook Heads A. R. N. A.

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.

## Casting 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 Revere'ski" 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



Spar Lieutenant Catherine Cockburn (left) and Yeoman Jean Sharpless, both of the Denver Spar Recruiting Office, are pictured above with Chief Petty Officer Victor [unreadable], 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 [unreadable] owner. A listener paid \$600 to the Red Cross [unreadable] 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 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



Allan Nevins

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.



Wynn Wright

For 15 years before coming to radio, Wright was allied closely with the theater. A native of Columbus, Ohio, Wright was educated 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.

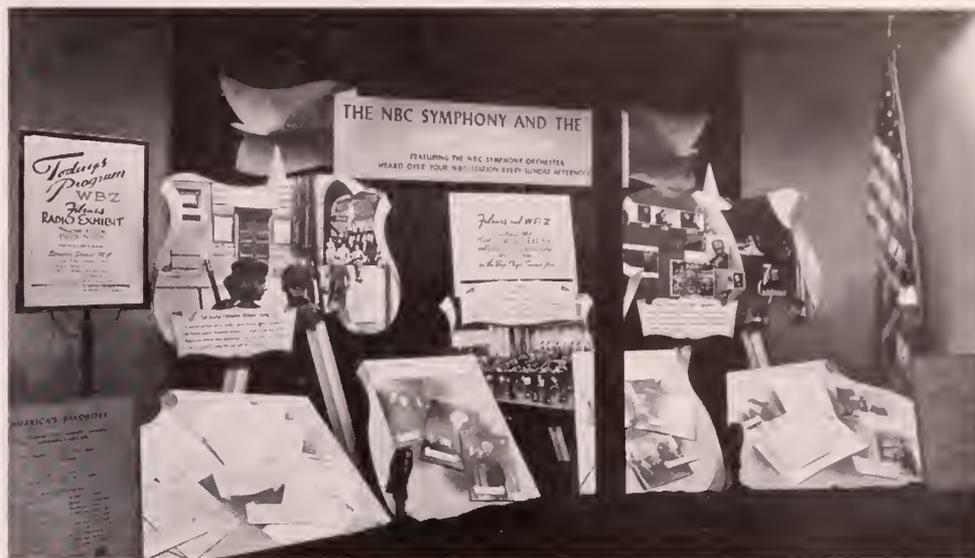
David Anderson, another member of the London staff, has been doing most of his broadcasting from Sweden. A graduate of the University of California, he went to Sweden in 1939 during the Finnish and Norwegian wars and translated the articles of Sweden's foremost war correspondents for an American news 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.*

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*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  
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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.1.  
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.



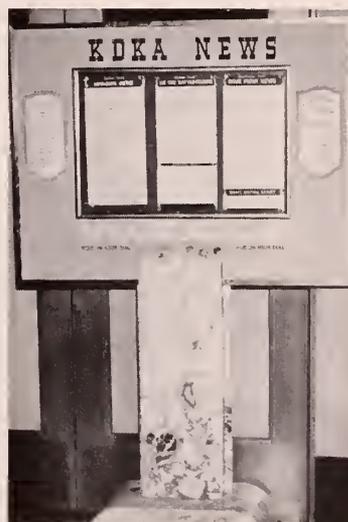
NBC Vice-Presidents John F. Royal and C. L. Menser are at top left of this busy NBC news room scene on the morning of D-Day. Robert St. John (with beard and loosened necktie) is at top center.



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.

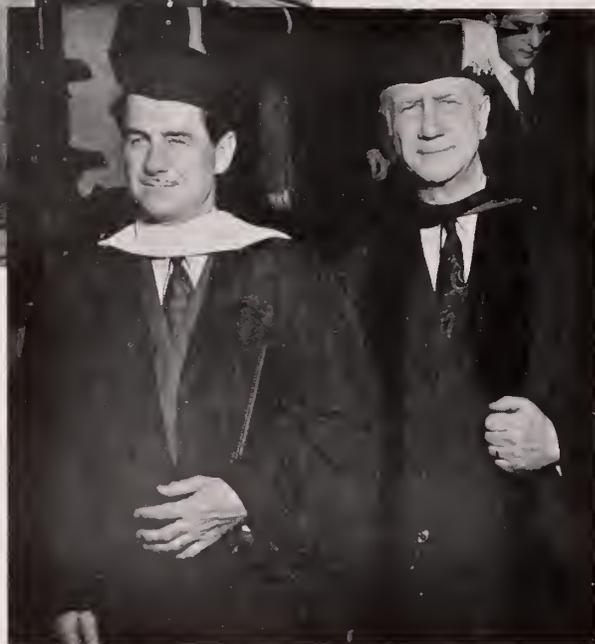
There were thousands of women representing the five services; Mary Margaret had insisted, when the anniversary was first mentioned, that a portion of it be turned over to recruiting for these organizations.

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 employee Elwood during his 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*

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*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



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### 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.



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.

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.



...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.*



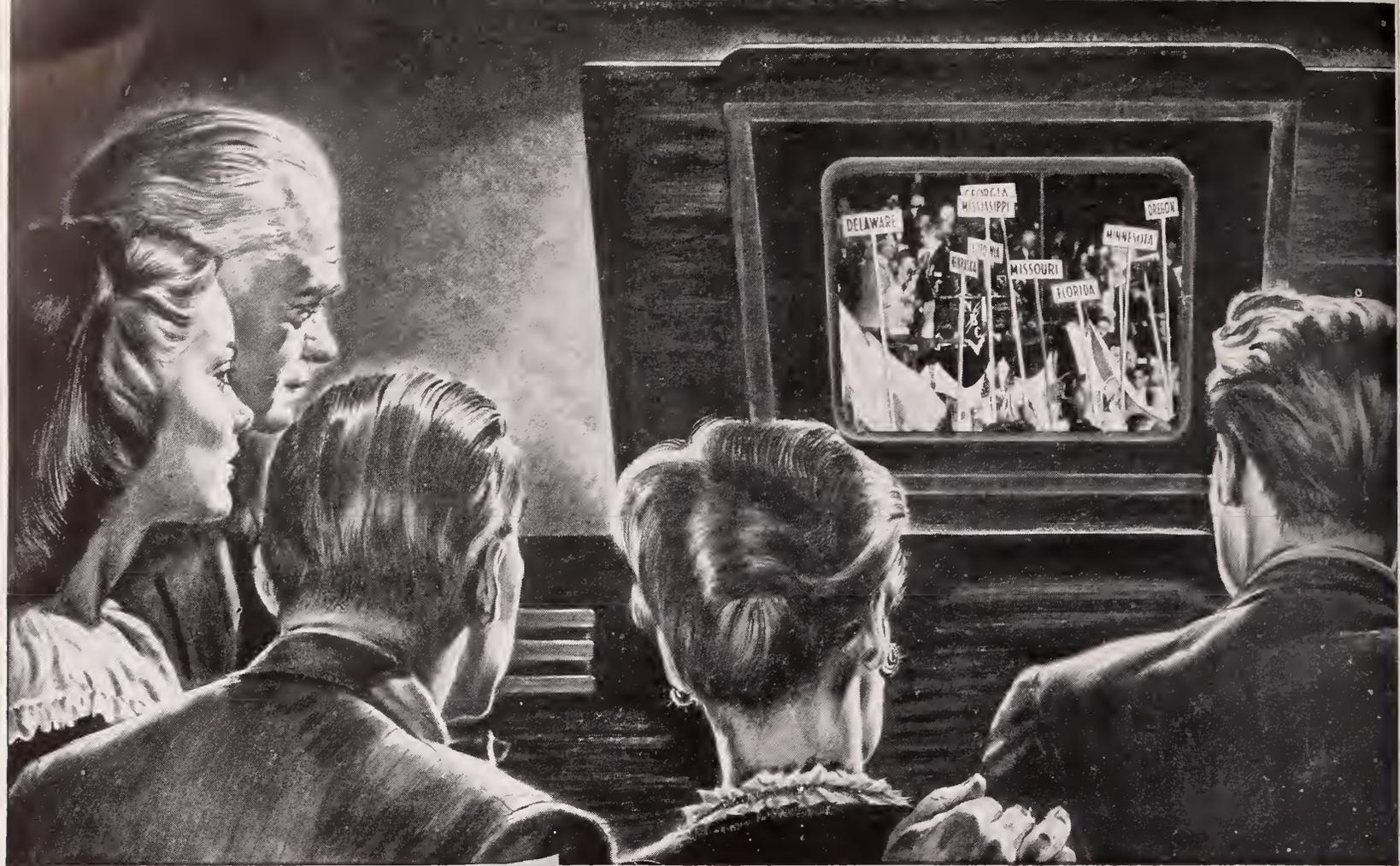
*Herman Pincus, Radio Daily columnist, warms up on the mound in a style reminiscent of the great Gomez.*



*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



# NBC Transmitter

Devoted to the Interests of NBC and Its Affiliated Stations

## NBC 1944-45

## PARADE OF STARS



65 000 RECORDED STAR SPOTS  
 27 000 PUBLICITY RELEASES AND PHOTOS  
 45 000 LIVE ANNOUNCEMENTS  
 15 000 NEWSPAPER ADS AND PICTURE MATS

THE 1944-45  
  
 NBC  
 Parade of Stars

NBC executives confer on gigantic all-year promotion at Chicago display. Left to right: James M. Gaines, assistant advertising-promotion director; Niles Trammell, president; Charles P. Hammond, director of advertising-promotion, and Frank E. Mullen, vice-president and general manager.

### IN THIS ISSUE

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*NBC Transmitter*

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**HAPPY RETURNS**

Not without some nostalgic fondness for bygone days—a sure sign of advancing age—this writer remembers Presidential elections before radio came into its own.

We remember standing opposite a newspaper office on Election Night in 1912 with scarcely room to breathe in the milling crowd. A revolving rag sign slowly and painfully brought the returns.

Enterprising newspapers devised schemes to give the final results. Green rockets meant the election of Woodrow Wilson, red rockets that William Howard Taft was reelected and white rockets that Theodore Roosevelt had smashed precedent and would serve a third term.

On Election Night, 1944, listeners from coast to coast will sit before their radios—in the comfort of their homes—to receive the most comprehensive Presidential returns ever attempted on the air.

As detailed in the story in this issue of *The Transmitter*, NBC, on November 7, will go “all-out” to give the nation speedy, accurate returns. The network will remain on the air until the Presidential race is definitely decided.

Radio City's huge Studio 8-H will be the nerve center of the complete coverage. Giant charts will be kept up to-the-minute by all leading wire services so that commentators can have the very latest figures before them.

NBC's ace news voices have been assigned special election coverage tasks to assure the expert flow and interpretation of returns as they come in. Sidelights to the actual ballot count will also be covered, special men being assigned to the major parties' candidates on Election Night.

The continuity of broadcasting the returns will not prevent the voices of usual Tuesday night favorites being heard. However, the entertainers will be woven directly into the broadcasts, their appearances being keyed to the Election Night coverage.

**MOVIES, RADIO AND NEWSPAPERS BACK UP STAR PARADE'S BANDBOX CAMPAIGN**

CHICAGO.—Motion picture trailers in nearly 1,000 houses plus a basic hard-hitting newspaper campaign in station cities are features of NBC's third annual Parade of Stars campaign for 1944-45.

Plans for the promotion were outlined to NBC station representatives at the NAB conference in Chicago by Niles Trammell, president; William S. Hedges, vice-president in charge of stations, and Charles P. Hammond, director of advertising and promotion.

Much more comprehensive in scope than anything the company has done before to promote its annual star parade, the campaign is based on successful formulas developed during the last two years, plus a mass of suggestions from station management, plus the ingenuity of Hammond and his associates.

Use of motion picture trailers on a mass scale is an entirely new venture in radio advertising promotion. The trailers are composed of scenes taken from motion picture productions in which top NBC name talent has appeared, and the campaign is keyed to run these promotional trailers in a minimum of 117 NBC affiliated station cities.

There will be one new trailer a week over a period of four weeks starting in mid-October, playing before a minimum

estimated audience of 30,000,000 persons. This portion of the campaign will be entirely underwritten by NBC, but it is expected that additional showings will be undertaken by affiliated stations in their coverage areas.

This year's NBC-financed newspaper advertising campaign will be extended over the last quarter of 1944 as compared with the two-week campaign undertaken last season. The company-financed portion of this campaign will be confined to daily newspapers in NBC managed and operated station cities and production points to reach a circulation of 20,000,000 persons. As in case of the motion picture trailers, extensive advertising also will be undertaken by the affiliated stations.

Also for the first time, NBC presented several network programs as a direct aid to the campaign this season. The broadcasts featured top NBC talent from daytime and nighttime schedules with pickups from all the principal production centers of the network.

The Parade of Stars Bandbox, a collection of promotion material covering every commercial program on the network, followed by material covering public service and sustaining features, has been sent to all NBC affiliates for local use. This was described in last month's *Transmitter*.

**Football Sponsored on FM**

MILWAUKEE, WIS.—So far as is known, WMFM, Milwaukee, will be the first FM station to broadcast a complete season of play-by-play football.

The Wadham's Oil Company, for 16 consecutive years the sponsor of play-by-play broadcasts of University of Wisconsin and Green Bay Packer games on WTMJ, recognizing the increased importance of FM, this year added WMFM to its schedule.

Russ Winnie, veteran WTMJ sportscaster, will start his 16th consecutive season broadcasting Wisconsin and Packer games for Wadham's on WTMJ, and launch his first season broadcasting the same games on WMFM.

**Jobs for Institute “Grads”**

CHICAGO.—More than 50 per cent of the student body available for employment on completion of the third annual NBC-Northwestern University Summer Radio Institute has been absorbed by the industry less than two weeks after the close of the session, according to Judith Waller, co-director of the institute and public service director for the NBC Central division. Offers of jobs were still coming in from radio stations all over the country as *The Transmitter* went to press.

Of the 110 enrolled in the 1944 institute, 40 signified their intention of accepting employment at the close of the six-week course. Twenty-three definite placements were announced.

# KILOCYCLE WEATHERMAN

## KFI Pioneers in Forecasts with Agricultural Interpretations; Charts Distributed

LOS ANGELES.—For probably the first time weather forecasts with agricultural interpretations are being made successfully. And Station KFI is playing an important part in this public service.

It's a three-way cooperative job. The United States Weather Bureau staff at Burbank makes the temperature and trend forecasts—and with surprising accuracy it may be said. The weather facts are interpreted in the light of agricultural use or crop-hazard by members of the Los Angeles County staff of the Agricultural Extension Service. Then this information is relayed to Station KFI for broadcast by the Noon Farm Reporter.

During the season when frost is a hazard a preliminary forecast is given at noon, and then a close-up of what may be expected is given at eight o'clock by Floyd D. Young. It's a service highly valued by citrus, avocado, truck crop and other agricultural industries of the southland.

With the development of agricultural interpretations along with weather forecasts it is necessary to simplify terms so that all may understand. It seemed desirable to make a chart of south California to show the areas that have generally similar climatic conditions. After much study and consultation with many persons a system of arbitrary zones was established. Since the only thing sure about the weather is that it is going to change, it is obvious that a line dividing two zones would change from day to day. However, zone lines were established on the basis of the most frequent location.

A weather and temperature chart, a deluxe job in four colors, was especially designed. The chart locates the fruit-frost districts of Southern California, provides record forms and tabulated information. The device enables growers to visualize the districts instantly as they are named on KFI's nightly frost reports. There's a form for keeping a permanent record of each night's forecast. Space is provided for listing two frost stations. Also there is space for recording the 12 o'clock noon "preliminary lowest temperature estimate" which is simple to fill in.

By study of the chart, and recording the up-to-the-hour data received through KFI the grower receives a visual picture of the



*DOING SOMETHING ABOUT THE WEATHER*—William B. Ryan, general manager of KFI, and Nelson McIninch, the station's "Noon Farm Reporter," recently played host to agricultural leaders for the purpose of discussing the KFI weather and temperature chart which enables growers to better interpret summer agricultural weather forecasts and maintain a record of winter frost estimates. Pictured are: (left to right, seated) Marshall G. Richardson, prominent Southern California poultryman and a member of the State Poultry Improvement Commission; Floyd D. Young, regional director, United States Weather Bureau; Paul S. Armstrong, general manager of the California Fruit Growers Exchange, and William B. Ryan. (Standing): Carlyle Thorpe, general manager of the California Walnut Growers Association; Clarence V. Castle, Los Angeles County Farm Advisor, and KFI's Nelson McIninch.

weather conditions predicted for his own and nearby areas and the general weather prediction for the entire section. The climate zones enable growers to standardize terms and areas mentioned in the noon weather forecasts and organize their work accordingly.

Value of the temperature forecast information is evident to practically all farm crop producers. Growers of citrus, avocados, walnuts and other tree crops—if the temperature is to be increasingly hot and dry—may need to change their irrigation plans. On the other hand, if severe frosts are indicated, growers of frost-tender crops will have warning to get their heaters and crews in readiness.

Should indications point to hot weather, poultry, turkey and rabbit growers will take precautions to provide shade and an ample water supply. Truck crop growers

on the prediction of a hot-dry period will make sure that their crops have plenty of water. If freezing temperatures or rain are forecast management plans will be changed accordingly.

Sometimes an unexpected period of very hot weather will come along and accelerate the rate of ripening of fruit and vegetable crops and then it is necessary to get picking and packing operations under way several days earlier than planned. On the other hand cool weather will delay operations.

Armed with the facts—knowing how the weather is expected to behave—the farmer—fruit grower—poultryman—dairyman—vegetable gardener—commercial flower grower can do something about the weather. KFI believes that supplying all farmers with weather facts day-by-day is a very much worth-while public service.

## RETAILERS RALLY 'ROUND RADIO



Crowd gathers in front of Root Store to hear the "News Reporter" featuring Ferrall Rippetoe.

TERRE HAUTE, IND.—Following the trend of other advertisers in using radio, the three department stores of Terre Haute have signed with WBOW for 15-minute programs. All are of an entirely different nature.

The first store to contract for a program was Herz. They have not only taken a full year's contract for "Calling All Girls", but have also opened a special department for teen-agers as a direct tie-in.

Quite unusual in nature for this city is the program carried by the Root Store. Called "News Reporter", it features Ferrall Rippetoe, who broadcasts the news six days a week at four in the afternoon. The unusual feature is that the broadcasts are made from a display window of the

Root Store. In the window there is the AP news machine and from time to time throughout the day, news spots are posted to attract passersby. Rippetoe also is news announcer for Champagne Velvet and is assistant manager and local sales manager of WBOW. The third program, which started in September, is sponsored by the Meis Store. A direct tie-in with "Parents Magazine on the Air" appeals to young mothers.

A specialty shop in Terre Haute has also gone over to radio in a big way. Joseph's, The Man's Store, has opened a department for boys. To further sales in this department it is now sponsoring the program, "This is Magic." And it's winning just the right sort of audiences.

### Echo Chamber 16 Stories High Utilized by WTAM

CLEVELAND. — NBC Station WTAM boasts what is believed to be the largest "musical echo chamber" in the world. It's six feet square and 16-stories high.

Engineer-in-Charge S. E. Leonard, discovered an unused ventilating shaft in the NBC building which could be sealed off completely. With the assistance of Music Director Lee Gordon, Leonard converted the shaft into an unusual echo chamber that emphasizes musical quality and makes an ordinary pipe organ sound like a cathedral instrument.

A high quality program speaker was placed at the top of the 200-foot shaft and a drop microphone at the bottom to catch different modes of reflection. The chamber sets up automatically from any studio.

### Denver, Cleveland and N. Y. Pool Clergy Transcriptions

NEW YORK. — Morning and evening prayers that open and close the broadcast day of Station WEAJ will be expanded in scope, it was announced by Dr. Max Jordan, NBC director of religious broadcasts. Starting on October 18, WEAJ will broadcast prayers offered by clergymen in the Denver area, and later by clergymen in and near Cleveland.

When daily prayers were instituted on WEAJ July 4, Stations KOA in Denver and WTAM in Cleveland also started the same practice. Recordings of local prayers are to be exchanged by the stations.

The first offering on WEAJ will be the Right Reverend Fred Ingle, Episcopal Bishop of Colorado. Various denominations will participate in the programs.

## Dr. Frigon Named General Manager of Canadian Network

MONTREAL, CANADA. — Dr. Augustin Frigon has been appointed to the position of general manager of the Canadian Broadcasting Corporation. He has been active in Canadian radio circles since the earliest days of the CBC and it is felt that his new position is recognition of his knowledge and understanding of the unique problems of Canada's nationally-owned radio.

Other appointments in the CBC announced by War Services Minister LaFleche were those of Donald Manson, chief executive assistant, to the post of

assistant general manager and of Ernest Bushnell, general supervisor of programs, as director general of production.



Dr. Augustin Frigon

Dr. Frigon's promotion hardly comes as a surprise to his associates. Since the position of general manager for the CBC was vacated last November — when Dr. James Thomson resigned to return to his position as president of the University of Saskatchewan—Dr. Frigon has served as acting general manager.

Augustin Frigon was born in Montreal and received his education there and at the Massachusetts Institute of Technology in Boston, at l'Ecole Superieure d'Electricite in Paris and at the Sorbonne. His degrees include Civil Engineer, Electrical Engineer and Doctor of Science.

He was appointed general director of technical studies for the Province of Quebec in 1924 and, the same year, was made president of the Electrical Services Commission of Montreal. In 1928 he was made a member of the Royal Commission on Radio Broadcasting. With the CBC since its earliest days, Dr. Frigon was appointed assistant general manager of that body in 1936.

He is a member of the American Institute of Electrical Engineers, the Societe Francaise des Electriciens and the Royal Society of Arts and Manufactures of London. He has two children, Raymond and Marguerite, and lives in Montreal.

## Show Folk Now in Uniform Take Part in WAC Series

BOSTON.—Several GIs, who prior to entering service were well known in radio and stage circles, are now actively identified with the WAC's half-hour "Everything for the Girls" series over WBZ and WBZA on Saturday afternoons.

Leading the various service dance bands which have been featured in the series have been: Staff Sergeant Ralph Wingert, former arranger for Horace Heidt and Sammy Kaye; Staff Sergeant Kelly Camarotta, brother of Bandleader Carmen Camarotta; and Sergeant Lyn Lucas, brother of Bandleader Clyde Lucas.

Others who have faced the WBZ-WBZA microphone in the WAC programs include: Lieutenant Jackie Searle, former Hollywood screen star; Corporal Bob Neller, once ventriloquist at the Rainbow Room; Sergeant Bob Kaplan, who worked with Lyn Murray, and Frankie Fontaine, erstwhile of the night club circuits.

"Everything for the Girls" has been fortunate in obtaining personal appearances by many celebrities, among them being: Edgar Bergen and Charlie McCarthy, Walter O'Keefe and Victor Borge.

### TONGUE-TWISTER

NASHVILLE, TENN. — Louie Buck, veteran WSM newscaster, came out of the studio the other day with his tongue hanging out.

Reason: News Editor Howard Eskridge slipped the following item off the Associated Press wire into his copy and Buck stumbled into it before he realized what a hot potato he had:

"WASHINGTON. — Edward Keliiahonui, son of Kapiolani Kawanakoa and grandson of Princess Abigail and the late Prince David Kawanakoa, was today appointed to West Point by Delegate Farrington of Hawaii.

"Kawanakoa is the great grandnephew of King Kalakaua and Queen Kapiolani of Hawaii and the grandnephew of Prince Kalaniana'ole, delegate to Congress from Hawaii for 20 years. He is now in the Army Air Forces."

Try this out on your new announcers!

## NBC Book, "The Fourth Chime," Honors Newsmen Behind Network's News Scoops

NEW YORK.—Radio's impressive role in collecting and distributing news reports from world capitals and war theatres as the stream of bulletins passed through NBC's news room from 1931 to the invasion of the Normandy coast on June 6, 1944, is the theme of "The Fourth Chime," a bound volume of 176 pages published in a limited edition by the NBC promotion department under the supervision of Charles P. Hammond, director of advertising and promotion.



Charles P. Hammond

The book takes its title from the confidential "alert," a fourth note added to the familiar three-chime NBC signature, which NBC sounds on the air to summon to their posts all news, operating and executive personnel responsible for broadcasting news. Sounded only in time of great emergency, or when news is of such import as to demand extra-intensive coverage, the fourth chime was first heard in 1937, the afternoon the giant dirigible Hindenburg came to disaster at Lakehurst. Most recently it sounded during the early morning hours of D-Day. In all probability it will be heard next when it heralds the report of German capitulation.

Although told in terms of the service of this one radio news room, "The Fourth Chime" is as well the story of all free American radio operating in the public interest. Pitched against the background of the breathtaking events of the past 14 years, it recounts in dramatic pictures and terse explanatory text, radio's outstanding role in the collection and distribution of global news during the past 13 years.

"The Fourth Chime" opens with an explanation of the operations of the NBC news room, the room in Radio City whose "door is never locked, not even closed." From that point on to the final chapter, the pages present a fast moving pictorial record of the kaleidoscopic events that

brought this country into the war and drew its trained men into the legions that swarmed ashore on the coast of France in early June, 1944.

The chapter on "Prelude to War, 1931-1937," covers the political maneuvering that led up to the showdown in 1938 when Hitler sent his troops blitzing into Austria as Allied statesmen mumbled their "peace at any price" pleas.

It was at Munich in 1938, as "The Fourth Chime" emphasizes, that radio realized its great objective in getting the news whenever and wherever it happens. During the last three weeks of September of that year, for example, NBC broadcast 468 programs from foreign capitals, thereby setting a record in intensive broadcast coverage.

Beginning with scenes taken when the Nazis overran Czechoslovakia in 1938, the combined text and illustrations relate the quickening tempo of political and military moves which led first to Pearl Harbor, then to America's overnight transition from a nation at peace to one determined to give all-out aid toward restoring world amity and finally to the training of millions of men backed up by an industry converted with amazing speed to wartime production.

A section on "Prelude to Victory, January 1-May 31, 1944," covers the turn of the tide, the invasion of Italy by the Allies, the first Yankee landings on the Marshall Islands and the push on to Rome. The long awaited news flash which heralded "D-Day" and kept the entire nation at radio loud speakers until the success of the invasion was assured, provides the fitting climax to the historical record.

"The Fourth Chime" concludes with deserved tributes to each of the NBC news room staff in New York and the two score of reporters who had been carefully trained and spotted throughout both hemispheres to observe developments and report them for network listeners.

In collecting material for "The Fourth Chime," NBC's promotion staff culled the photographic files of domestic and foreign news photo services, the Army, Signal Corps, Navy, and OWI.

# COVERING THE ELECTION

## Comprehensive Presidential Returns on Elaborate Schedule

NEW YORK.—When the 1944 Presidential race reaches its climax at the polls on November 7, NBC will present the most comprehensive program of returns, news and commentary ever offered the public by radio on an Election Day.

The entire operation will be under the supervision of William F. Brooks, director of news and special events, with NBC affiliated stations blending local plans into the overall network picture. Final details are not yet formulated, but the master plan has been set.



William F. Brooks

With the exception of early flash news, coverage is to begin during the 6 to 8 p.m. (EWT) period. Two regularly scheduled news programs (Lowell Thomas and H. V. Kaltenborn) will be offered to stations not already carrying them. In addition, other programs will stand ready to accept news cut-ins.

At 8 p.m. (EWT) NBC will go "all out" for election return coverage, and will remain on the air throughout the night until the Presidential race has been decided.

Five minutes each hour and half-hour after 8 p.m. have been allocated to the NBC affiliated stations to present local news and election results to their listeners.

The whole evening will be programmed as a unit. Emphasis will be on returns and news, but stars regularly heard on Tuesday nights will be heard in connection with election coverage.

In addition to election results from the three news services (AP, UP, INS), NBC will receive returns from its owned and operated stations by direct wire and telephone.

During the evening there will be a half-hour roundup from eight to ten key election centers around the country, with trained political observers describing local poll contests. NBC crews have been assigned to cover Presidential and Vice-Presidential candidates of the two major parties throughout the tabulation. Na-

tional Democratic and Republican headquarters also will be covered.

On Election Night, NBC's New York and Washington staffs will work together to cover the various contests. H. V. Kaltenborn and Richard Harkness are assigned to the Presidential race; Morgan Beatty to Congressional and Gubernatorial contests of national interest; and John W. Vandercook, Don Hollenbeck and Don Goddard to other of the night's highlights.

In addition, many of NBC's listeners will be able to follow the election trends more closely by means of score sheets which will be distributed by local stations. Returns will be broadcast in a form adapted to the charts.

Studio 8H, the largest broadcasting studio in the world, will be the nerve center of operations for NBC's Election Night operation. All news will be funneled into this room and entered on giant charts, making it easy for the commentators broadcasting from there to analyze the local and national pictures at a glance.

These are the advance plans for NBC's coverage of the elections. Additions to this program will be announced as scheduled.

## Experts Speak



"Perhaps he should have thrown a curve ball." That's what Billy Southworth (with ball) is telling Grantland Rice, (left) dean of American sports writers, and J. Roy Stockton, St. Louis Post-Dispatch baseball expert and KSD sports commentator. The three experts—plus a fourth, Luke Sewell—were scheduled to broadcast a resume and highlights after each 1944 world series game, all broadcasts sponsored by KSD and The Post-Dispatch. (Story at right).

## "BEHIND SCENES" BALL SERIES A KSD SCOOP

ST. LOUIS.—Behind-the-scenes pictures of the World Series, featuring Billy Southworth, manager of the St. Louis Cardinals; Luke Sewell, manager of the St. Louis Browns, and Sports Authorities J. Roy Stockton, of The St. Louis Post-Dispatch and Radio Station KSD, and Grantland Rice, dean of sports scribes, were an early October NBC feature.

The series of broadcasts, each 15 minutes in length, was to be heard as long as the Cards and the Browns, pennant winners, battled for the world championship.

Rice was assigned to give a summary and analysis of each game. Manager Southworth, whose Cardinals are the first National League club to win three straight pennants in the past 20 years, was to discuss playing strategy, and, whenever feasible, his moundman for the next game. Sewell followed the same format.

Stockton, veteran sports writer of The St. Louis Post-Dispatch, sponsor of the broadcasts from its Station KSD, was teamed with Southworth and Sewell in a discussion of the games' highpoints.

These broadcasts, in which two pennant-winning managers were to be brought to a mike after each contest to tell their story of the day's game on a nationwide network and by shortwave to men overseas, were an innovation in radio.

Rice is considered one of the foremost sports authorities and writers in the nation. Stockton, a widely known baseball expert, is past president of the Baseball Writers Association.

NEW YORK.—Bill Stern, NBC Director of Sports, is following a policy of booking football games for broadcast which paid dividends in former years.

He never makes his choice until he has studied the scores over the weekend, thereby enabling him to bring to the mike as many undefeated and untied teams as possible.

However, there are two games he always books long in advance, regardless of season records. He knows the sports world wants to hear them despite seasonal upsets. They are the Notre Dame-Army game at the Yankee Stadium and the Rose Bowl game at Pasadena on January 1.

# STATION MEN AND NBC EXECUTIVES MEET AT NAB CHICAGO CONVENTION



Attending the cocktail party given by NBC the first day of the NAB War Conference were Niles Trammell, NBC president; Frank M. Russell, vice-president in charge at Washington, D. C.; John J. Gillin, Jr., president and general manager of W OW, Omaha, Nebraska, and W. J. Damm, vice-president and general manager of WTMJ, Milwaukee, Wisconsin.



C. L. Menser, NBC's vice-president in charge of programs, gives the highlight of a story to George M. Burbach, general manager of KSD, St. Louis, during the cocktail party at the close of the first day's session of the NAB convention.



Judith Waller, public service director of NBC's Central division, entertains station men of East and Midwest. At left is Paul W. Morency, manager of W TIC, Hartford, Connecticut. Gerald H. Wing, manager of KROC, Rochester, Minnesota, is at right.



Nathan Lord, station manager of WAVE, Louisville, Kentucky, and Harry C. Kopf, vice-president in charge of NBC's Central division, spot a mutual friend following first NAB session.



Stanley E. Hubbard, president and general manager of KSTP, St. Paul, and A. L. Ashby, vice-president and general counsel of NBC, caught by the camera during the NBC cocktail party.



Elmer Peterson, NBC correspondent, meets newspaper editors at a luncheon given by Louise Landis, KPO (San Francisco) press manager, as he arrives to become KPO commentator. From left: Dwight Newton, Larry Smith, Eddie Murphy, Leilia Gillis, Harold Turnblad, Peterson, Fred Walker, Chuck Cooney, Miss Landis and Larry Davis.



W'SAM, Saginaw, Michigan, which originated the first and exclusive broadcast from Owosso, Michigan, home town of Candidate Dewey, immediately following his nomination for President, subsequently covered his return visit (right). Participants in first broadcast—all who knew the New York Governor well—are shown above.



Staff Sergeant George Dvorak, former staff announcer at KFI, Los Angeles, is program supervisor of this GI station in Guadalcanal, one of six in the "Mosquito Network."



Edgar Bergen and his new girl friend, Effie Klinker, admire the photograph of NBC V.P. Sidney N. Strotz on the cover of NBC Transmitter.



Ed Mason (left), director of W'LV farm (center), and a farm worker, standing.



Beverly Ward of KOA music rights department turns over some station orchestrations to Corporal Larry Levin of Buckley Field, Colo. KOA has done likewise for many other Army bases.



Mrs. Cathrina Hausman, acting general parachute foreman of Miami Air Depot, is interviewed by Announcer Al Collins during a special Labor Day broadcast over WIOD—one of several holiday highlights.



Four-year-old Arlene WTMJ while under the direction of Bob Heiss of "Grenadier."



Governor and Mrs. Olin D. Johnston of South Carolina, and former South Carolina State Senator J. H. Hammond (right) are greeted by Niles Trammell (center), president of NBC, on a recent visit to Radio City. The visitors were televised and were luncheon guests of Ethel B. Smoak of the executive division, a former neighbor.



farm programs at WLW; Earl Neal, manager and C. A. Bond, Department of Agriculture -front sounds with a wire-recorder.



Bob Rowley, news editor of WSYR, dumps discarded news copy into a paper bin at one of the studios as the station goes all-out in the Syracuse waste paper collection campaign. Studio also sent out a collection truck and a mobile unit to broadcast special interviews.



s Walsh sings over the air during polio epidemic's "Children's Day" and holds mike.



Governor Leverett Saltonstall of Massachusetts (left) and Dr. Julius E. Warren, State Commissioner of Education, urge war-working youngsters back to school in a WBZ and WBZA broadcast appeal.



Flight Officer Jackie Coogan, former movie star, describes his war experiences as an Army glider pilot in Burma over a KOA mike outside the Denver Post Building.

## KSTP Star Will Visit GI Fans on Overseas USO Tour

MINNEAPOLIS, MINN. — GI Joes from the Aleutians to the South Pacific, from Alaska to Australia—in fact, virtually all over the world where the unique signal of Station KSTP's directional antenna carries his voice nightly—know and love Randy Merriman, glib-tongued, zany master of ceremonies of the station's "Overseas Special" program.

Now, after hearing him for nearly three years on the show aired nightly, some of them are going to get a chance to meet him in person.

Randy reported in New York September 11 in preparation for a six-month overseas tour with a USO entertainment unit. He is the first personality from an independent radio station to be selected by talent scouts for the same kind of entertainment tours made by Bob Hope, Jack Benny and other network radio stars.

Into which theater of operations he'll go, Randy had no way of knowing in advance. He'd like to visit them all, but, failing in that, has expressed a preference for the European front because he hopes "to do a show for the American service men in the Sportspalast in Berlin after they've marched into Germany."

Randy would be the first to object to his being called "master of ceremonies" of the "Overseas Special" program. Because "there's nothing ceremonious about our show," he says.

Because of KSTP's unusual directional antenna set-up which converts the station's 50,000-watt beam into the equivalent of a 135,500-watt signal at night, "Overseas Special" girdles the globe. Randy's mail comes from men on nearly every continent and from ships on virtually all seas.

His program defies description (you have to hear it to appreciate it!) and although he has other talent with him to help entertain the GIs, it is Merriman's personality which has made "Overseas Special" a favorite with service men.

Randy — christened Anson Randolph some 32 years ago in Minneapolis, although nobody has been that formal with him since—started his career as a showman early. He ran away from home three times while he was still going to high school, to go on the road with circuses and carnivals, among them the great Ringling Brothers and Barnum and Bailey



*GI FAVORITE* — KSTP's Randy Merriman who will visit men in service overseas who have followed his program "Overseas Special" for nearly three years. His fan mail comes from servicemen in most war zones.

show. With them he worked mostly as a barker, or, as he prefers to call it, an "outside lecturer."

Randy's wife, Evelyn, and their two children, Susan, 8, and Michael, 2, will remain in Minneapolis until he returns from his overseas tour to resume guidance of the "Overseas Special" program.

He promised to keep in touch with the KSTP show, which will continue in his absence, sending regular reports of his travels to the program. Whenever possible, if recording equipment is available, he'll transcribe interviews with Minnesota and Northwest service men he meets and send them back for broadcast on the show.

## Hedges Tells NAB Session Of NBC's Video Service

CHICAGO.—NBC is prepared to establish a television service as soon as men and materials are available, it was stated August 31 by William S. Hedges, NBC vice-president in charge of stations, in an address before the closing session of the Executives War Conference of the National Association of Broadcasters here.

"We believe that experimentation should continue with the end in view of supplying the public with constantly improved television service," Hedges asserted. "We do not believe in the principle of withholding a practical four-cylinder automobile from the public because a theoretical eight-cylinder engine is about to be developed.

"Television is not just an improvement over something else. It is a new and unique and original medium of communication. It will be a tremendous addition to the social and economic life of the nation."

Hedges envisioned video as a means of opening a new avenue to education and recreation, supplying new employment for millions, and as a vital new arm of distribution. "Television is going to help American industry prime its own pump and keep it pumping," he said.

The NBC v.p. predicted a speedy growth for FM after the war.

## WTTM CELEBRATES NBC AFFILIATION



*A banquet in Trenton, New Jersey, on August 4, marked WTTM's joining NBC. Left to right, facing camera: Frank Wellman, WTTM sales manager; William S. Hedges, NBC vice-president in charge of stations; Morgan Beatty, NBC commentator; Congressman Elmer Wene, WTTM president; Paul Alger, WTTM manager; Jack Barry, of WTTM staff, and Sheldon B. Hickox, Jr., NBC station relations department manager. Two figures at left, not facing camera, are Easton C. Woolley, assistant to Mr. Hedges, and Elmore B. Lyford, of NBC's stations staff.*

## WHAM Video Exhibit Proves Big Success at County Fair

ROCHESTER, N. Y.—WHAM took its television equipment to the Genesee County Fair for a week's showing recently. Demonstrations were given in the Grange Hall and the residents of the surrounding country had their first look at "what's to come." The equipment used was the property of the Stromberg-Carlson Company, owners of WHAM.

A booth approximately 70 feet long and 20 feet deep was employed; the camera and lights were at one end and controls in the center of the display. At the other end, a set, simulating a living room with the receiver in the center, completed the layout. A pictorial display of the history of WHAM surrounded the exhibit.

Approximately 10,000 persons viewed the demonstrations, which were scheduled at regular intervals. People were televised and a general talk on "what to expect" was given by Truman Brizee, promotion director of WHAM.

A questionnaire proved that 95 per cent of the people were viewing television for the first time. Sixty per cent said they'd gladly pay \$200 to \$300 for a set, and the people split their preference of programs between variety shows, public events and orchestra programs. With very few exceptions, everyone said they would have a set when available.

WHAM took the demonstration to the fair at Palmyra, New York, late in September. Requests from other communities continued to come in.

The Rochester station has applied for a television station. In the meanwhile, WHAM is doing its bit promotionally to keep listeners informed on video topics.



*LOOKING-IN*—Ken Gardner, chief technical supervisor of WHAM, at the controls of the television equipment at the Genesee County Fair. (Story above).

## VETS GET HARMONICAS THROUGH WTIC PLEA

HARTFORD, CONN.—Bob Steele, announcer at WTIC, believes that one of the best ways to renew your faith in human nature is to become a radio announcer, get yourself a radio program and "a family of friendly listeners" and then make an appeal for some unfortunate member of that family, or for a service man, or anyone at all who is deserving of assistance.

"I have seen 'the family' stampede to answer my own call so many times that I'm convinced there is absolutely nothing they wouldn't do if it just had to be done," Bob explained. "Although my most recent appeal wasn't what you'd call 'urgent'. I was very anxious to see our listeners make good."

"Our listeners" are the people who tune in "The Morning Watch," a solid hour of music, news, time announcements, and ad lib chatter, every morning but Sunday.

Recently Bob bemoaned the fact that a harmonica was harder to find than a bargain sale on nylons, and he told of a request by an officer at the Avon Convalescent Home for Veterans at Avon, Connecticut. The request was for 35 harmonicas, for 35 veterans of World War II who wanted to learn to play the instruments and form a band, to pass some hours that were threatening to become just a little dreary. These veterans were blind.

In spite of the harmonica shortage and the tendency of those who owned the precious things to cling to them, Steele received 31 harmonicas less than 24 hours



*WTIC's go-getting Bob Steele.*

after the initial plug. The second plug (the very next day) was the last one. WTIC received 92 mouth organs, at least 35 of them expensive chromatics. Not one of the 92 was out of condition. Two were brand new.

The instruments came from bank presidents, a major league ball player, doctors, lawyers, butchers, bakers and the rest. Three harmonicas came from parents of boys missing in action. The parents said they wouldn't think of parting with their sons' harmonicas for any ordinary reasons, but that this one was certainly out of the ordinary. They came from Vermont, Maine, Massachusetts, Connecticut, New York and Pennsylvania.

The extra instruments, incidentally, will be put to use at the Avon institution, since other veterans will be coming along, and they, too, will want harmonicas to help while away the hours that drag.

## NBC N. Y. F-M STATION ON 7-DAY BASIS

NEW YORK.—Using newly assigned call letters WEA-FM, NBC's frequency modulation station in New York began operations Sunday, September 24, on a seven-day-a-week basis.

According to C. L. Menser, NBC vice-president in charge of programs, WEA-FM will transmit network programs only.

The station, located in the Empire State Building, has been operating since 1939 on an experimental basis.

Sponsored programs falling within the period of WEA-FM's operating time will be carried complete with commercials without an added service charge. This dual service plan was proposed earlier

this year in a statement issued by Niles Trammell, NBC president. He said:

"Recognizing that cooperation with advertisers is necessary to ensure a sound economic foundation for frequency modulation, NBC proposes that no additional charge be made to advertisers for the use of companion FM stations during their developmental period. The rate of the standard band stations and the FM stations will be established on the premise that it is a single service, for one charge, until such time as the combined total audience of both standard band and FM stations increases to a point where rate adjustments become desirable."

## 12th Annual H. P. Davis Award Quest Under Way

LOS ANGELES.—Continuing her generous support of the never-ending drive for improved performance in the field of radio announcing, Mrs. H. P. Davis has opened the 12th annual competition for the H. P. Davis National Memorial Announcers' Awards. The contest closes October 15 and all transcriptions must reach Marjory Stewart, Director, Microphone Playhouse, 715 Park View South, Los Angeles 5, not later than that date.

The contest is open to regular staff announcers of all independent stations affiliated with the NBC Network and of NBC owned and operated stations. Stations may submit up to three entrants, using their own system of selection. Entries should consist of one 10-15 minute transcription recorded off the air without the contestant's knowledge and consisting of at least three types of air work.

Each entry must be identified with the contestant's name, station call letters and location, on the label, and accompanied by a recent photograph and brief biography of the contestant, including age, experience and highlight performances.

Well-known radio producers, serving as judges, will base their decisions on personality, diction, voice, versatility and maintenance of a consistently high standard in presentation. There will be a national winner and a group winner from each of these station groups: stations operating on a local frequency channel; those on a regional frequency channel; those on a clear frequency channel and stations owned and/or operated by NBC.

Two contestants in each of the station groups and the national classification will receive honorable mention. The national winner gets the H. P. Davis Announcer's Gold Medal and a cash award of \$300. Still other awards are signet rings and honorable mention certificates.

## NBC Televises Fights

NEW YORK.—Arrangements have been completed by Promoter Mike Jacobs and J. P. Spang, Jr., president of the Gillette Safety Razor Company, with NBC under which all major boxing bouts at Madison Square Garden and the St. Nicholas Arena will be witnessed by wounded servicemen in Army and Navy hospitals, through the medium of television.

## "Y. R. R." GOES TO SOUTH SEAS

NEW YORK.—From the far off New Hebrides came a request for NBC's script, "Your Radio Reporter." As a result, our fighting lads in the South Pacific area serviced by the "Mosquito Network," may soon be hearing the same chatty program that is prepared by the NBC press department for a long list of network stations.

The letter from William F. Reilly, Storekeeper Second Class, U. S. N., addressed to John McKay, press department manager—read, in part:

"From thousands of miles across the all too expansive Pacific, comes a request from the writer, former assistant to NBC's night manager in Chicago, for a subscription to 'Your Radio Reporter.' Having read the offer in the August Transmitter, I feel as though such information would be of great use here both as a means of 'plugging' the network as well as keeping the men and women stationed on this island well informed about their favorite radio stars back home.

"At present my plans are to try and work this script into bi-weekly broadcasts over our Mosquito Network outlet here. If this should fail, I will at least be able to incorporate some of the material into my nightly news broadcast from the island's largest theater."

EDITOR'S NOTE—"Your Radio Reporter," in script form, is available free of charge to all NBC stations for either sustaining or commercial local broadcasting. Sample copies are available by addressing John McKay, Manager, NBC Press Department, RCA Building, New York 20, N. Y.

## 3 NEW NBC U. SERIES LAUNCHED

NEW YORK.—The NBC University of the Air is launching three new public service programs during October. "We Came This Way," "Music in American Cities" and a dramatic series, still untitled. The additions were announced by Sterling Fisher, director of NBC's U. of the Air.

"We Came This Way" started Friday, October 5: it portrays the historical struggles for democracy. The men and women who championed the rights of the common man will be the subjects of the dramas. Starting with the Magna Carta, the series will trace the subsequent victories over oppressors down to the present day.



*Sterling Fisher*

The broadcast will be augmented by a handbook, written by Helen Hiatt. Morton Wishengrad and Frank Wells will write the scripts.

"Music in American Cities" starts on Thursday, October 12. This is the third year in the series "Music of the New World" presented by the University. It too will be accompanied by a handbook, au-

thored by Gilbert Chase. Chase and Ernest LaPrade jointly prepare the series.

As the series unfolds, it will trace the contributions to American music which had their origins in the population centers of North and South America.

Some of these cities have held their places for centuries as fountainheads of musical activity, others have sprung into prominence in comparatively recent years.

The third of the programs bows in on Saturday, October 14 and will run for 40 weeks. The program will dramatize the great novels of the world.

The series will present 27 novels in the 40-week period, starting with Cervantes' "Don Quixote" and continuing down the years to John Dos Passos' "U.S.A." Wherever necessary, a novel will take more than one broadcast for presentation. Scripts for the programs are being prepared by Morton Wishengrad, Frank Wells and Herbert Gorman.

These new programs of the Fall and Winter follow the conclusion of several outstanding Summer programs of the University of the Air. "The New World Choristers," "Canadian Music in Wartime," "Pursuit of Learning" and "They Call Me Joe" achieved a fine record for music, drama and world affairs forums.

## WKY Brings Mike to Farms As Agriculture Series Starts

OKLAHOMA CITY, OKLA.—WKY has inaugurated a new farm service department. A large banquet that over 700 farmers, teachers, and livestock men attended launched the series.

Inaugural speeches were made by Secretary of Agriculture Claude R. Wickard, Assistant Secretary of Agriculture Grover B. Hill, Governor Kerr, of Oklahoma, and Dr. Henry Bennett, president of Oklahoma A. & M. College.

Edd Lemons the "Farm Reporter" has a different type of farm program. He does no "experting." He knows farmers and cattlemen and understands their problems. So by reporting specific examples he shows farmers how others licked similar tough problems. He broadcasts Monday through Friday.

On Saturdays there is an entirely different format. The mobile unit, production staff and farm department travel to an outstanding agricultural community and hold an on-the-spot broadcast. The "Farm Reporter" pays tribute to some achievement of that county. The first on-the-spot broadcast was from Chandler in Lincoln County. Soil conservation has become a state-wide project in Oklahoma and everyone is vitally interested. But Chandler is the community that has had remarkable success and Lemons interviewed some of the farmers who had begun the county conservation program.

Every county of Oklahoma will be visited—not once—but several times. It is the aim of the WKY "Farm Reporter" to render such service. He believes: "a good farm service department should be a distinct help to the community. It should contribute to the security of life on the farm; to the advancement of the science of farming; to the conservation of the soil resources of the state of Oklahoma; and to proper utilization of its fertility."

The farm service department is a sustaining public service feature of WKY. It is not offered for sale.

In the one month since the inauguration of WKY's "Farm Reporter" program (at the time this issue went to press), this radio feature has set such a fast pace that it has become necessary to augment the station's farm staff. The new addition is Clarence Burch, former County Agent of Cleveland County.



*FARM BROADCAST—Edd Lemons, WKY mikeman, interviews Adrian Legato and Claude Smith on ways their county improved their land. The public service series has won wide attention in Oklahoma farm areas. (Story at left).*

## KTSM, El Paso, Rolls Up 15 Years of Broadcasting

EL PASO, TEX.—Station KTSM celebrated its 15th anniversary on August 26. The celebration began with a dinner-party the previous evening, honoring some 150 local advertisers.

Special programs were presented the following day, beginning with a studio musical feature to which a capacity-audience was invited. At noon the program "Behind the Scenes at KTSM" introduced the various members of the KTSM staff and explained the activity of each station department.

Climax of the day's activities was an anniversary program most of which was originated by NBC in Hollywood. Jennings Pierce, Western division station relations manager, served as m.c. and called upon various NBC department heads to extend their greetings to corresponding department heads of KTSM. The NBC portion of the program was highlighted by a talk by Vice-President Sidney N. Strotz.

KTSM had its birth as a little 100-watt in the basement of a music store. Today the 1,000-watt station occupies three floors of Hotel Paso del Norte and a new modern transmitter-building east of the city.

Of the four members of the staff who put the station on the air, Karl Wyler, manager, and E. L. Gemoets, chief engineer, are still with KTSM. Wyler began as an announcer and also did a singing act called "Karl the Kowhand." Later he became program director, then commercial manager, and in 1933 general manager.

Station KTSM joined the network in January 1938.

## Oldest Continuous Medical Series in 14th WHAM Year

ROCHESTER, N. Y.—The 1944-1945 radio program of the Medical Society of the County of Monroe started Saturday, September 9, over Station WHAM. This is the society's 14th season of broadcasting, and the opening broadcast represented the 552nd in the series.

The society proudly proclaims its programs to be the oldest continuously produced medical broadcast series in the world, and no rival for this honor has challenged its claim. This series goes on the air as "Rochester's Medical Broadcast." Rochester has ranked as one of the leading medical centers of America, and the School of Medicine and Dentistry of the University of Rochester has always been well represented by speakers on the program.

The 1943-1944 broadcasting program of the society was accorded high rank in the microphone world, and the leading medical men of Rochester participated in its program as speakers.

One of its notable features was its special infantile paralysis broadcast, a transcription of which was given President Roosevelt as a birthday gift. This unusual souvenir had enlisted in its production and transmission the efforts of Dr. Walter C. Allen, chairman of the health education committee of the society who wrote the script, and many other noted physicians.

The crowning event of the 1943-1944 season was the new Summer program on child health, a trail-blazing feature so successful that it is expected to become a regular part of the society's broadcasting program. This was a series of 10 broadcasts arranged by the child welfare committee. The series has the endorsement of the child specialists of Rochester, and leading pediatricians participated in the program. Speakers on these Summer broadcasts have been invited to contribute articles on subjects discussed in national health publications.

Round-table discussions will highlight the 1944-1945 series, past experience proving the popularity of the forums.

In an effort to insure the authenticity of information given the public in these broadcasts, the society has a special committee on review, selected from the health education committee.

## Colt Newscaster Saved Is Awarded to Young Listener

NEW YORK.—“Cinderella Colt”, story of the young horse which Don Goddard, WEAF news commentator, saved from a Linden, New Jersey, slaughter-house, was dramatized on WEAF in a special broadcast September 15.

Following the dramatization, Goddard presented the colt and its mare to 13-year-old Barbara Beck of New Canaan, Conn. The presentation was also broadcast.

The colt was born in a freight car en route from Canada and Goddard spotted the two animals in the corral of the slaughterhouse while he was passing on a train. He made inquiries and learned that both were to be destroyed and used for war materials.

Goddard asked the packing company owner to give the colt and mare to him, to which the owner readily consented. The news commentator then told the story on the air and offered the colt to the one selling the most War Bonds. That person was Barbara Beck, who sold \$107,000 in bonds and stamps.

## FREE SYMPHONY PAPER

NEW YORK.—Advance schedules and detailed program notes of “General Motors Symphony of the Air” broadcasts (NBC, Sunday, 5:00 to 6:00 p.m., EWT) are now available to listeners in Symphony Notes, a publication distributed without charge by the sponsor. The first issue dated October 1 has been mailed to a nationwide list of music educators and leaders of community music club activities. In addition to advance program listings and detailed program information, the four pages of Symphony Notes contain news and feature material on Conductors Arturo Toscanini, Frank Black, Eugene Ormandy and Malcolm Sargent who share directorship of the NBC Symphony Orchestra. Requests for the free publication should be addressed to Symphony Notes, 32nd floor, International Building, Rockefeller Center, New York 20, N. Y.

## WIOD-Miami News Phone Fund For Wounded Vets Launched

MIAMI, FLA.—GI Joe’s morale is getting a real boost in South Florida through the efforts of WIOD and The Miami Daily News. The radio station and the newspaper, affiliated, established a “Heroes Phone Fund” to enable injured soldiers at the Biltmore AAF Regional Station Hospital No. 1 to talk to their mothers, wives or sweethearts.

Listeners and readers are supporting the fund through contributions, which to date have gone well over \$2,000. It is especially set up to help those servicemen who are unable to leave their beds and are deprived the use of public telephones set up in the hall of the hospital. Special booths have been set up for those confined to wheelchairs.

The first of the men to call his mother was a sergeant paralyzed from the hips down after a crash in the Burma-India theater of war. His call to Ashland, Pennsylvania, was paid for by the fund. Before he was connected with his mother all he could say was, “Boy, I’m sure sweating this one out. I’m nervous as the dickens. Hello, Mom!”

Listeners of WIOD were privileged to hear the conversation over the phone from the Miami end. After the broadcast contributions to the fund took a sudden jump. And it’s been growing ever since.

One Army nurse, as she wheeled the injured man back to his ward, said: “This is one of the finest things I ever heard of. The boys have been talking about this ever since they heard about the phone fund. I think it’s the best thing that any ‘homefront soldier’ has ever done.”

South Florida organizations and plants have endorsed the WIOD-Miami Daily News fund by setting up contribution centers. Individuals, from little tots to centenarians, are sending their contributions by mail. Even the servicemen and women stationed in the area are helping to boost the total by regularly contributing to the telephone fund campaign.

WIOD and its staff are justly proud in bringing joy to the men who have given so much for the safety of the country and the world at large. Men on the staff of the station have started their own individual drives to swell the amount on hand so that newcomers may have an opportunity to say “Hello, Mom!”

## WLW WAR NEWS DISPLAY



CINCINNATI.— Local residents are being given reports of the war in the striking window display above which is kept up-to-date through the cooperation of Station WLW, the Cincinnati Gas & Electric Company and The Cincinnati Enquirer.

The display is set up in the prominent downtown windows of the electric company and features two giant maps, each eight by ten feet — one of the European theater of war and the other of the Pacific area. Battle lines are changed twice daily on the maps under the supervision of Major-General J. E. Edmonds, WLW’s military analyst.

Also changed daily are two panels at either side of the maps. One features the first page of each day’s final edition of The Enquirer, surrounded by the latest AP wirephotos from all world fronts. The other is devoted to the latest news bulletins as these are received over a news teletype in the window.

Between the two maps is a montage featuring photographs of Arthur Reilly, General Edmonds, Robert Parker and Jack Beall, WLW’s news analysts, all of whom are regular members of the NBC-WLW “World Front” news discussion program series.

# NBC PRESS IS HOST AT ANNUAL OUTING FOR EDITORS



Jack Alicoate (Radio Daily); George Rosen (Variety) and Frank E. Mullen (NBC) are "boffed" by an after-dinner remark.



Tom O'Neill (PA) and Bill Brooks (NBC) gaze elsewhere but Francis McCall (NBC), center, looks for the birdie.



Barry Faris (INS) watches his opponent tee-off.



Herman Pincus (Radio Daily) corrects the grip of Nick Kenny (N. Y. Mirror).



Tom Kennedy (N. Y. Times) gleefully exhibits the traveling case, his proof of golfing skill.



It's mighty serious business and no holes barred when Bill Hedges (NBC), Tony Pugliese (INS), Sheldon Coons (NBC consultant) and Charles Groomes (Advertising Age) total their scores between 18th and 19th holes.



His off-the-tee form almost won a prize for Clarence L. Menser (NBC).



Bob Stephan (Cleveland Plain Dealer) and Al Brimmer (Tune-In) listen intently as Golfer Joe Wiegers (MacFadden Publications) explains a fine point.



**NBC** believes peacetime will bring television to the American people on a vast scale at an unprecedented rate of development. To assist its affiliated stations in pioneering this greatest of all mediums of mass communication in their own coverage areas, NBC has offered its affiliates' engineers an intensive television course of practical instruction.

Based on 16 years of both experimental and commercial television broadcasting as well as operation of the nation's pioneer station WNBT, New York, the course, scheduled from October 2nd to 27th, 1944, is designed to give

participating engineers the advantages of actual television broadcasting instruction under the best qualified engineering experts in the field.

Thus, when the future expansion of television develops into regional and nation-wide service, trained engineers on the staffs of NBC's affiliated stations will possess the "know how" to make possible the highest standard of service to all the people.

\* \* \*

*This pioneer school represents still another "first" for NBC, "America's Number One Network."*

A Service of Radio Corporation of America

# National Broadcasting Company

America's No. 1 Network



# NBC Transmitter

*Devoted to the Interests of NBC and Its Affiliated Stations*



*NBC men participate in NBC-Columbia U. courses. L. to R., standing: Samuel Chotzinoff, director, music division; Ernest La Prade, director, music research, and Dr. F. G. Knopfke, manager, sound effects. Seated: F. A. Wankel, Eastern division engineer, and P. J. Kelly, announcing head.*

## IN THIS ISSUE

*NBC Courses Started*



*Rochester's Radio City*

VOL. 10 NOVEMBER, 1944 No. 2

*NBC Transmitter*

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**POSTWAR TELEVISION**

America needs and expects television as a postwar service and industry. Niles Trammell, NBC president, told the FCC October 26, at its reallocation hearing.

"If television is to be encouraged to expand and develop as an industry without delay after the war, no fear complex should be planted in the public mind with regard to the use of television service," Mr. Trammell said, in part. "Both the industry and the people should be freed from the groundless expectation that television equipment will be made suddenly obsolete by a complete change to new frequencies and standards.

"Such a fear, if aroused, would seriously hamper the establishment of a nationwide television service and a television industry. There is nothing more unrealistic than the idea that broadcasters will expand their services and facilities by the investment of many millions to create a television service, while at the same time people are warned that the receiving equipment they purchase may be made obsolete by the stroke of a pen.

"We do not fear the obsolescence which progress may bring. We foresee no technical revolution by which the industry could be placed in sudden chaos overnight. We know that the American people, with respect to any useful product or service, are willing to pay for the best they can get now and change for the better when something better comes along.

"With a practical television system at hand, with network syndication of program service in prospect, with business support and public interest already demonstrated, the National Broadcasting Company believes that, with the approval of the Commission of the recommendations of the RTPB and your authorization of the necessary frequencies, television can be launched as an immediate postwar nationwide service."

**HEDGES GIVES BAKERS POINTERS ON BUYING ADVANTAGEOUS RADIO TIME**

NEW YORK.—Steps that a prospective sponsor should take in selecting program and station that would reach urban audiences most effectively were outlined by William S. Hedges, NBC vice-president in charge of stations, in an address before the Quality Bakers of America in conference at the Waldorf-Astoria Hotel during September.

After analyzing the listening habits of radio set owners and explaining the choice of program formats preferred by different age and sex groups, Hedges summarized the data for the bakery representatives assembled from all sections of the United States.



William S. Hedges.

"When it comes to getting more out of your radio dollar," Hedges said, "pick the station that covers your market—in other words, your area of distribution. You may get perfect satisfaction from a 250-watt station. On the other hand, if you have many branches and a wide area of distribution, you may need the best regional or the best clear channel station serving your community.

"As for time, find out what is available on the various stations. Pick a time, if possible, near a popular network or local program carried by that station. The average number of sets in use varies only slightly from 8 o'clock in the morning until 1 o'clock in the afternoon so the actual time itself is not so important to you as the program you are opposite on another station or next to on the station of your choice. You are perhaps more interested in reaching women and children than you are men. Daytime therefore is the logical spot for you. Not only is it logical because of the predominance of women in your audience—and actually you have practically as many women during the daytime as you have at night—but also your time costs about half.

"If your budgets can possibly stand it, get on a daily schedule at a fixed time.

Remember 43.5 per cent of housewives interviewed believed that a program every day would be more useful to them, and practically the same number expressed their preference for time between 9 a.m. and 12 noon. If that is not available, the next best choice was before 9 a.m. The advice to have a program daily is not only backed up by the preferences of housewives but by successful retail users. It is even more satisfactory to supplement your one program daily with announcements scattered throughout the station schedule.

"Although your proportionate cost for a program of 5, 10 or 15 minutes is much greater than a half-hour or one hour costs you have ample opportunity in shorter program periods to give your commercial message.

"About commercials—make them pleasant to listen to. Make them natural and they will be that much more convincing.

"Don't expect overnight miracles in buying radio time. It is the long pull that counts and it pays off well. We already know that listeners buy more than non-listeners, in some cases almost 4 to 1, and the more they listen the more they buy.

"My advice to you is that even in the case where a powerful station outside of your community may be listened to more on the average than your own local station, that unless your marketing area extends beyond the influence of your local station, you should buy locally because the influence of your own local station, you will find, particularly in the early morning hours, is far greater than the influence of any outside station."

**NBC-ites Aid Blood Bank**

NEW YORK—Employees of NBC in New York have donated nearly 14½ pints of blood for each of the 407 NBC men in the armed services, Ernest de la Ossa, director of personnel, announced. This total, de la Ossa said, is being increased each week by the contributions of 10 additional donors. As of September 19, a total of 587 pints of blood had been credited to New York network personnel.

## NBC COURSES STARTED

### Added Classes Formed to Accommodate Unanticipated Huge Registrations at NBC - Columbia U. Project

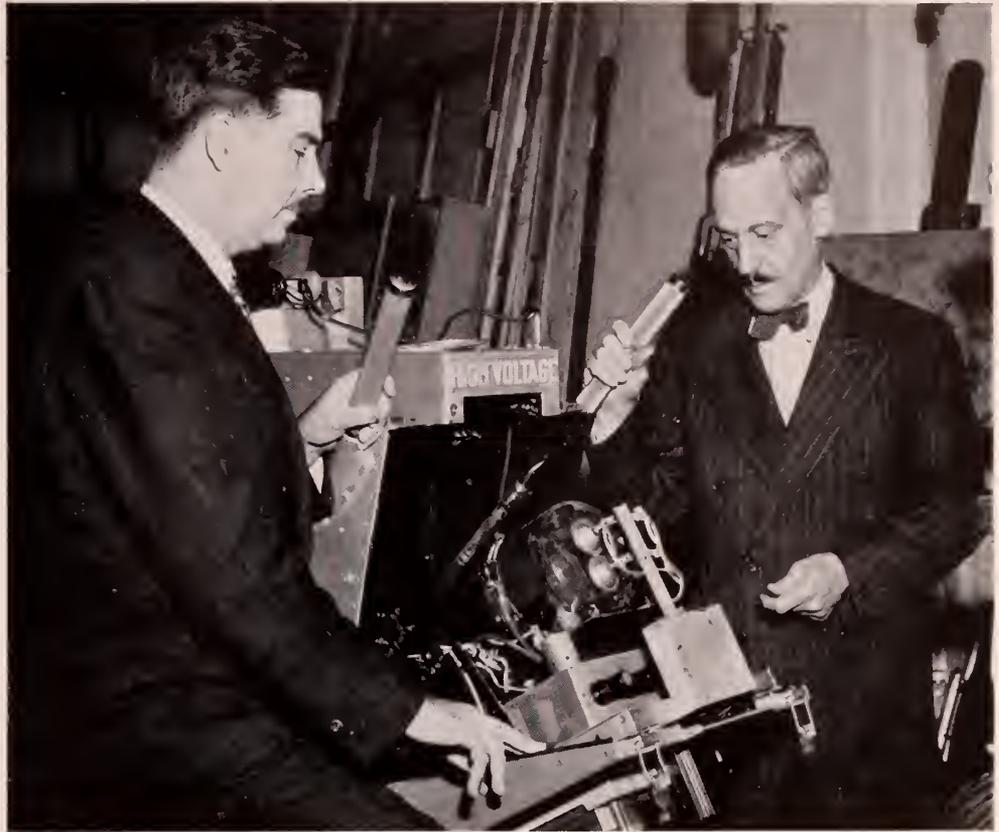
NEW YORK.— Unprecedented is the word Sterling Fisher, director of the NBC University of the Air, uses to describe the interest in and registration for the recently inaugurated courses in radio and television offered by the NBC University of the Air in conjunction with the University Extension of Columbia University.

According to Fisher, the figures recently released by Columbia University on the total inquiries for the courses represent more than triple the amount anticipated. Close to 1,500 requests poured in to the university and NBC offices, from all corners of the United States and from such faraway points as Alaska, New Guinea, Australia, France and Britain. Of the total inquiries and requests for information, nearly 900 actually developed into applications for the individual courses and approximately 330 persons are now enrolled in the nine courses offered during the first semester.

Every one of the 900 prospective students who applied for admission to the courses was personally interviewed by Fisher, or by Dr. Russell Potter, Columbia University representative for the courses, and their respective staffs. Nearly half of the applicants indicated the course in "Television Production Problems" as their first choice, with the other courses about evenly divided.

Fisher estimated that nearly one-fourth of all applications came from servicemen and servicewomen, some of them stationed nearby, many in other sections of the country and a large number overseas. They fell generally into three categories: (1) those who were in the vicinity of New York and sought to enroll; (2) those who asked whether there was anything they could do now to assure their registration in the courses after the war; and (3) those who were interested in correspondence courses now on the various subjects presented in the project.

Among the many requests for applications from servicemen were those who wanted to know if the courses were included in the government's post-war training for veterans. One came from a hard-bitten veteran from the Aleutians, who said that he was interested in the courses because "the war cut short my education."



*RADIO PEDAGOGUES—Sterling Fisher, director of the NBC University of the Air, and Dr. Russell Potter of Columbia University, look into details of an NBC television camera in connection with the new series of courses.*

Said a sailor on board one of America's fighting ships, in a letter requesting application for admission: "My time is rather occupied at present and a personal appearance for application quite impossible." And, indicative of the tone of all servicemen's letters was this from a soldier in the European Theatre: "... I am interested in getting a thorough foundation and understanding of this complex field."

Servicemen are presently enrolled in the courses on a ratio of slightly less than one for every four civilians. A majority of the students, Fisher declared, are women.

The total registration by classes at the time of this writing is: introduction to radio writing, 51; advanced radio writing, 14; speech for the radio, 28; radio announcing, 27; uses of broadcast and television equipment, 29; production of radio drama, 47; advanced production of radio drama, 28; television production problems, 41; and music for radio, 60.

So large has been the registration and attendance at the new courses that two

new instructors have been added to the teaching staff. Hatcher Hughes, assistant professor of English at Columbia University, is now teaching the second section of the course on introductory radio writing, first section of which is instructed by NBC's Morton Wishengrad. Hughes, a well-known playwright, is author of the 1923 Pulitzer Prize play, "Hell Bent for Heaven."

Second new instructor is NBC's Walter McGraw, production director, who teaches the second section of the course on production of radio drama. Frank Papp instructs the first section. McGraw, who joined NBC in January, also is coordinator of the NBC employee group training program.

Students presently registered for the courses represent a wide field of professional and non-professional activity.

There are many teachers enrolled, as well as newspapermen, actors and actresses, engineers and free-lance writers.

*(Continued on page 12)*

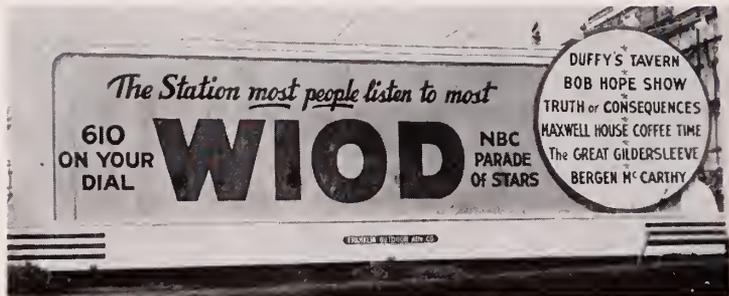
# AFFILIATES THROUGHOUT THE U. S. A. TIE-IN WITH PARADE OF STARS



W'SAM, Saginaw, Michigan, used the Parade of Stars as a colorful center of interest in the station's County Fair booth.



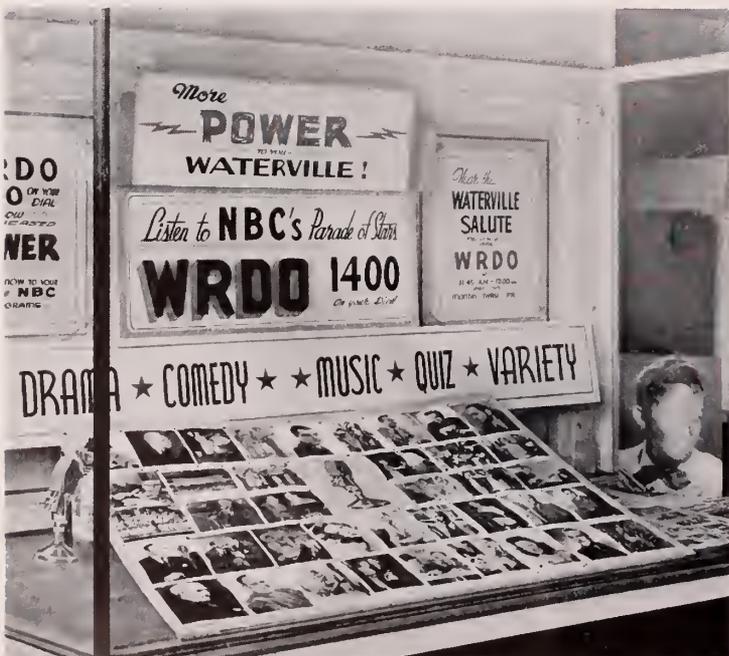
News, newsmen and a news ticker form an action display arranged by WMBG, Richmond, Virginia.



There's little chance that myopic pedestrians will miss the billboard erected by WIOD, Miami, Florida.



NBC's global coverage of the war arena provided WSM, Nashville, a striking Parade of Stars display.



A "Parade" window exhibit salutes WRDO's listeners in the city of Waterville, Maine.



Passersby are stopped by WMBG's simple picture layout of the "greatest stars in radio."

# STATIONS USE MERCHANDISING INGENUITY TO PROMOTE BROADCASTS

NEW YORK.—Reports already on file at Radio City give conclusive proof that NBC's affiliated stations began to make wide and productive use of the 1944-45 Parade of Stars material as soon as the colorful Bandboxes reached their destinations early in September.

Daily since then, additional evidence of usage in the form of special on-the-air programs, photographs of displays, samples of newspaper ads and copies of house organs, has been arriving in mounting volume on the desk of Carl Watson, of the NBC stations department.

During the month of September alone, the only period available for analysis at the time *The Transmitter* went to press, reports from stations reached an impressive volume. In that time, many stations had been heard from. They submitted:

Proofs of hundreds of advertisements which had appeared in a big list of different newspapers.

An impressive total of publicity articles from many papers.

Reports of station breaks promoting and 1-minute announcements mentioning all programs.

Photographs of elaborate window and lobby displays.

Valuable promotion pieces in the form of front-page displays on program folders.

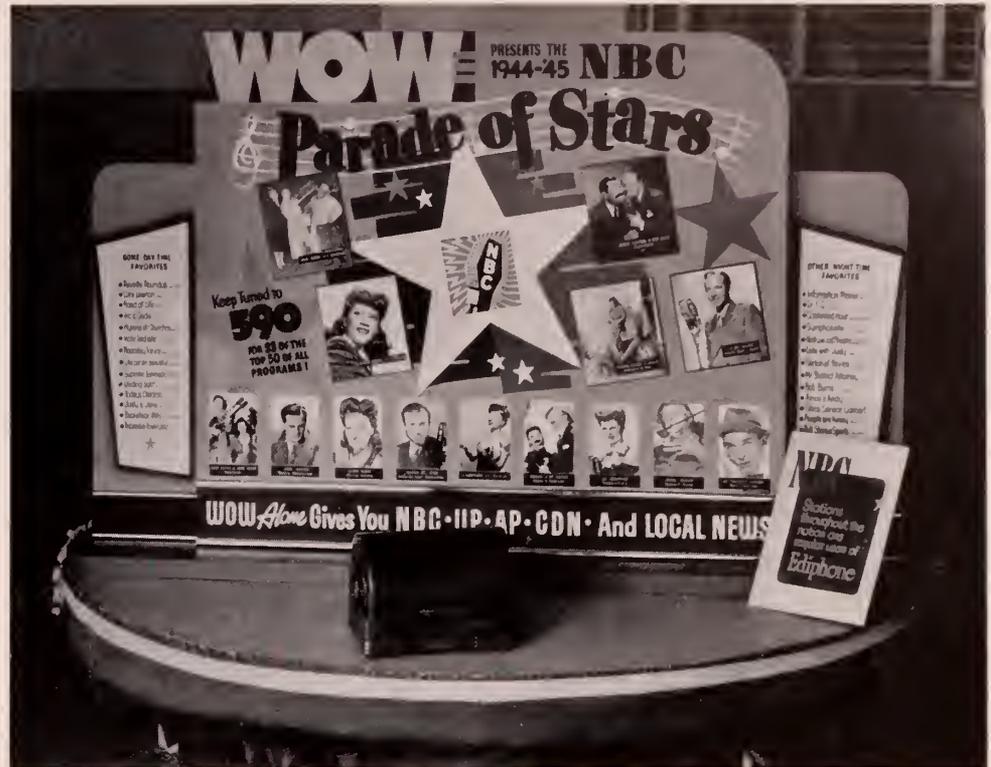
Station house organs devoted entirely or in large part to the Parade of Stars.

Many stations have reported special broadcasts, live and transcribed, of 5 to 30 minutes duration using material assembled from the transcriptions and scripts in the Parade of Stars Bandbox.

The following affiliates have filed copies of their house organs in which substantial space and prominence were given to the Parade: WGBF ("Listen"), WHO ("What Goes on at WHO"), WLW (special drug and grocery editions of "Buy Way"), WMAQ ("The Q from WMAQ"), WBAL ("Business in Baltimore"), WMBG ("Transmitter"), KVOA ("News"), WOW ("News Tower"), and KOB ("On the Air").

Some affiliates lost no time in taking full advantage of the promotion. WSAM, Saginaw, Michigan, adopted the Parade of Stars campaign as the main point of interest in the station's display at the Saginaw County Fair.

(Continued on page 12)



*NBC artists in informal poses are pin-up subjects in Omaha as WOW joins actively in promoting the 1944-45 Parade of Stars. This eye-catching display was seen by a great number of Nebraskans.*



*Terre Haute learns about its radio favorites through easels erected by WBOW.*



*KOA, Denver, utilizes space in its elevator to display NBC News Features.*

## 2 Books by NBC Newsmen Published in November

NEW YORK.—The month of November is notable for the publication of books by crack news commentators on the NBC staff—W. W. Chaplin and Robert St. John.

"The Fifty-Two Days" is the title of Chaplin's book published by Bobbs Merrill Company. St. John's literary effort is called "It's Always Tomorrow," published by Doubleday Doran.

Chaplin's book is the result of his experience in London and France from D-Day "until D plus fifty-one." It traces the day-by-day existence of a war correspondent and includes many anecdotes illustrating the lighter side



W. W. Chaplin

of covering a war. Chaplin dedicates his book to Jig Easy Sugar Queen—or JESQ—the portable transmitter from which he broadcast his 100-odd stories from France. This marks probably the first time in literary history that a book has been dedicated to a two-and-one-half-ton truck.

Robert St. John drew upon his great fund of war reporting experiences to fill his novel with authentic thrills. The story concerns a young war reporter who feels the impact of the thing he is writing about.

Neither St. John nor Chaplin are new to the book-writing field, the former authoring the popular "From the Land of Silent People" in 1942. Chaplin has written three books—"Blood and Ink," "When War Comes" and "Seventy Thousand Miles of War." All were "best sellers."



Robert St. John

### Haas Promoted at KARK

LITTLE ROCK, ARK.—Julian F. Haas is the new commercial manager of Station KARK, succeeding C. K. Beaver who left to assume the assistant general manager-ship of WOAI, San Antonio. Haas, with KARK several years, was most recently head of publicity and promotion.

## St. John London Broadcast Aids Hartford War Fund

HARTFORD, CONN.—A personal appeal from those who "are asked to give so much" to those who are "asked to give so little" was directed October 2 from NBC-London exclusively to residents of the Hartford area in support of the Greater Hartford War Chest Campaign for a total of \$1,300,000.

By short wave from London to New York and then by wire to Stations WTIC and WHTT came a message from Robert St. John, NBC war correspondent and commentator, former Hartford Courant reporter and Trinity College graduate, who had promised to come to Hartford in this cause but was prevented by a sudden assignment to the British capital by NBC. The plea was recorded by WTIC and later broadcast by two other Hartford stations, WDRC and WNBC.

At St. John's side at the microphone table in London were two Hartford boys, both in the Air Force—Sergeant David Devine, gunner on a Liberator, and Domenic Patecky—who told their friends in Hartford how the USO shows in England have brightened up many lonesome hours.

And, as St. John described what the USO and United Seamen's Service were doing for homesick boys in the armed



Two mothers and a wife are shown at WTIC listening to a transcription of a radio plea from the NBC studios in London by Robert St. John in behalf of the Greater Hartford War Chest Campaign in which Hartford men in overseas service participated. Each was given a record. Left to right: Mrs. Domenic Patecky, Mrs. Ernest Lavey, Mrs. Helen Devine and Tom Eaton, news editor of WTIC who presented the discs to the service men's relatives.

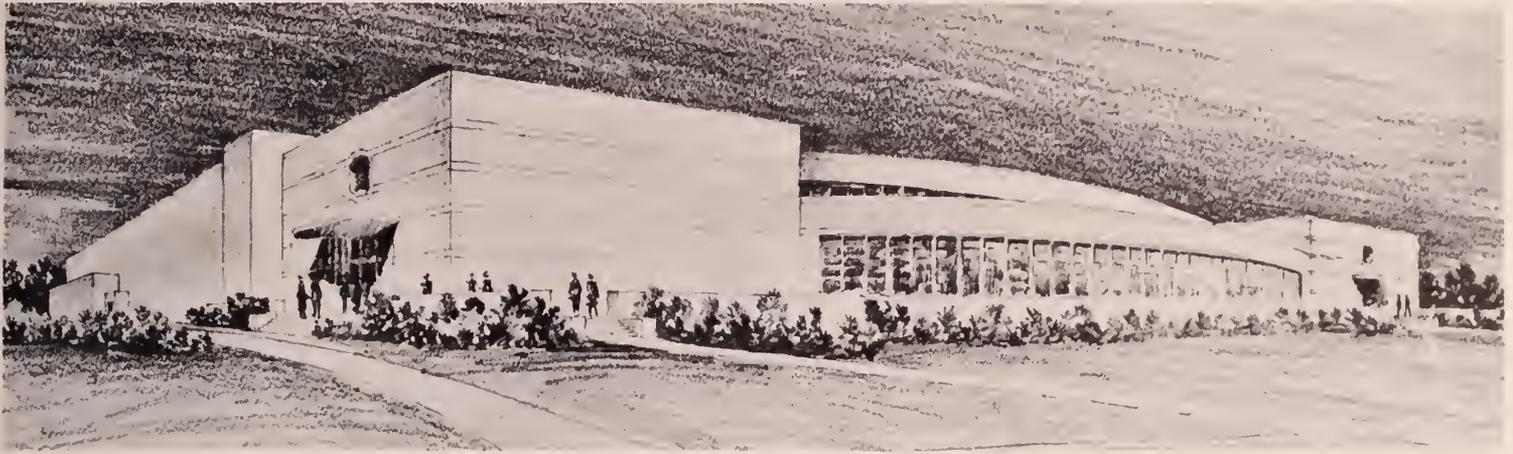
forces, the experiences of Jack McCormick and Raymond Lavey, East Hartford boys in the Merchant Marine, were recounted. Mayor Mortensen, at Station WTIC, introduced St. John and stressed the importance of raising \$470,000 for 22 national war relief organizations and funds for 32 local agencies. The USO, United Seamen's Service and other war relief agencies, St. John said, were essential to the fighting men of America.

## KDKA CELEBRATES ITS 24th ANNIVERSARY



KDKA, Pittsburgh, is the only station to have broadcast the last seven elections. On November 2, KDKA celebrated the 24th anniversary of the birth of broadcasting. Pictured above is the actual photograph of the first regularly scheduled program—the Harding-Cox election returns of 1920. A Pittsburgh newspaper furnished the returns by telephone and Westinghouse operators in East Pittsburgh relayed them through a microphone.

# STATION WHAM TO BUILD HUGE POSTWAR "RADIO CITY" IN ROCHESTER



*Architects' perspective of the "Radio City" planned for Rochester, New York, by NBC affiliate WHAM. The structure will house a combination of AM, FM and television facilities.*

ROCHESTER, N. Y.—Plans by Stromberg-Carlson Company for the new WHAM, WHFM and television studios have been released by William A. Fay, vice-president in charge of broadcasting. It is planned to begin erection of the building early in the postwar period.

Announcement was made several months ago of the application for a television license by the Stromberg-Carlson Company, and of the plans for a local "Radio City," but no definite plans have been available until now.

The building, a one-story structure, except for the auditorium, will house all three types of broadcasting services—amplitude modulation, frequency modulation and television, including studios for broadcasting these services. There will be five regular studios, a television studio, and an auditorium. The latter, a two-story chamber, will accommodate an audience of 350 and have a stage and other theatrical props. All studios will be suspended with floating floors thus eliminating outside noises. Offices and equipment storage areas fill the balance of space.

The land on which the building and television transmitter will be erected is part of the large tract owned by Stromberg-Carlson bordering on Humboldt Street and Carlson Road, west of the main Stromberg-Carlson plant. There is ample room to expand the planned structure if and when it is necessary. Landscaping for the site will start immediately. Parking space for 164 cars is planned.

Stromberg-Carlson ownership of WHAM dates back to 1927, when studios

were set up in the Sagamore Hotel and 12 people were on the staff. In 1928, WHAM was assigned a clear channel. A big forward step was taken when in 1929 the Rochester Civic Orchestra started its broadcasts to the nation from WHAM. Additional space was needed, so studios in the Eastman School were used for large musical organizations.

In 1933, realizing the need for more reliable radio service to the surrounding area, WHAM applied to the FCC for an increase in power. A 50-kilowatt transmitter was constructed and WHAM's power was increased from 5-kw. to 25-kw. in March of that year and in November the full 50,000 watts were put in use.

Ever mindful of the desire of the radio audiences for better and clearer reception, WHAM erected a new single radiator type of antenna, 450 feet high, in Victor in 1938. Since that time the staff of WHAM has increased many times and additional space in the hotel, now known as the Sheraton, has been taken over to fulfill the expanding demands for modern studios and technical equipment.

Plans for further similar expansion, coupled with the requirements when television gets under way locally will necessitate still larger facilities. The new building is designed to take care of all these presently apparent needs of the station and likewise provide for further future expansion. The very latest in equipment necessary for broadcasting all three services has been ordered and WHAM audiences can be assured of the finest possible programs and reception.

Pointing to the interrelation between good broadcasting and a good receiving set for regular radio reception, FM and television, Lee McCanne, assistant general manager and secretary of Stromberg-Carlson, said that this new radio broadcasting center, with its television studios and FM transmitting equipment right on the company's property, will provide some of the best testing facilities that any radio factory could possibly acquire. McCanne is responsible for maintaining quality standards at the factory.

With closer coordination between factory engineers and station engineers, McCanne also felt that the time required for the development and field-testing of new models and improvement can be substantially reduced.

Stromberg-Carlson V.-P. Fay commented: "The new facilities provided by Rochester's Radio City will serve to assure better programs and higher quality reception for the listeners of standard broadcasting, frequency modulation and television. This new building will be an institution bearing favorable comparison with those of other great broadcasting companies throughout the country."

## NBC Gets Mail Ad Award

NEW YORK.—NBC is one of America's "Fifty-Five Mail Leaders" named by the Direct Mail Advertising Association, Inc., as a result of the association's annual contest, limited this year to mailing pieces which promote the nation's war effort. NBC also took top award in the broadcasting industry.

# MILITARY AND NAVAL THEMES HIGHLIGHTED IN NBC STATION



Officers of the Mexican Air Force are interviewed over W'OAI. From left: Martha MacNeel, Lieutenant-Colonel William Lane, Colonel Alberto Vieytes, Doris Daniels, Lieutenant-Colonel Alberto Mercado, Major Luis Medrano, Fraye Gilbert and Major Javier Gomez.



Technical Sergeant William Anderson of the 1st Air Signal Battalion, 1st Air Signal Command's new show, "None But the Best," is shown with the men at Bushnell General Hospital and the 1st Air Signal Battalion.



Private Ludwig Bielec, of Fort Logan AAF Convalescent Hospital, shows catch to NBC Announcer Ivan Schooley, of KOA, who broadcasts a streamside report.



Columbus Day was lucky for Lieutenant (j.g.) J. E. Sunderman of Dallas, who was clocked in as 5,000,000th visitor on NBC's guided tours. He's shown with Mrs. Sunderman and John T. Williams, NBC manager of television.



Purple Heart heroes guesting on WKY with Julie Benell: (from left) Lieutenant Charles Sorgi, Private Arnold Murdock, Private Lester Szabados, Corporal Leland Grohman and Private Willey Carson.



Robert Owen, chief engineer of KOA (left) is aided by Mike to a high point in the Colorado Rockies for a special spot on "The Army Hour." Camp Carson contribution described.

# IN ACTIVITIES IN VARIOUS PARTS OF THE UNITED STATES



on the initial program of the Ogden Air Service Heart," over Station KDYL. Show honors fighting in direction of Lieutenant Paul Langford (left).



This 30-voice chorus of WAVES, officers and enlisted men is heard weekly over WSB as a volunteer, leisure-time contribution of its personnel. Ensign Thomas Hilbish directs.



Retailers' cooperation in the Eddie Cantor "gifts for servicemen" campaign is shown in this display in Harvey's, Nashville, including props from WSM.



Sergeant Preston Abbott of Peabody, Mass., now at the Army Air Forces convalescent center in Nashville was the 2,000,000th serviceman to visit the Y.M.C.A.-U.S.O. lounge where he "leads" WSM orchestra with Cissy O'Brien, songster.



avor Lee Farmer in taking the parabolic antenna spot in a recent broadcast of NBC's moving wounded patients in this area.



These pretty WAVES appeared on a local sustaining six-day-a-week program over WRAK (Williamsport, Pa.) in conjunction with WAVE recruitment.

## POWERFUL NEW WLW SHORT WAVE AFFILIATES GO ON AIR IN OHIO

CINCINNATI.—In the pleasant rolling countryside of Southwestern Ohio, about 20 miles from here, there are now nearing completion the world's most powerful short wave radio stations.

These stations are important links in the world-wide short wave system which is being used by the Office of War Information and the Office of Coordinator of Inter-American Affairs in their work. They are vital weapons of psychological warfare, as well as for the dissemination of information and entertainment.

Known as the Bethany Transmitters, there lies behind the closely-guarded, high barbed-wire fence surrounding the square mile of farm land, a great achievement in this nation's efforts to present the facts of the American way of life and the truth about the Allied war activities to those millions of listeners in the many countries now emerging from the darkness of German tyranny.

Aptly designated by the OWI as "The Voice of America," the Bethany Transmitters already are beaming factual news and top American radio entertainment to several European, African and South American countries, and soon will be



POWERFUL "VOICES"—The attractive new transmitter building near Cincinnati, housing Short Wave Stations WLWR, WLWS and WLWL, believed to be world's most powerful.

ready to expand this important service to many other areas on these and other continents, over Short Wave Stations WLWL, WLWR and WLWS.

Working in close cooperation with officials of the Office of War Information and other interested government agencies, executives and engineers of Station WLW in Cincinnati developed the plans and directed the construction of the Bethany Transmitters. Innumerable engineering problems were met and solved before the first broadcast went on the air on July 1.

Just one of these problems was that of

amplifier tubes. Top commercial radio stations in this country are rated at 50 kilowatts, but, to do an adequate job of projecting "The Voice of America" across thousands of miles, it was necessary to devise and build amplifiers capable of handling 200 or more kilowatts.

That this and the many other problems were solved is evidenced by the fact that on August 4 one of the six transmitters at Bethany began broadcasting with 100,000 watts of power, stepped up recently to 200,000 watts, and the other five are expected to be in operation on the high-power basis by the end of this year.

Everything at the Bethany Transmitters is on a "super" scale. Housed in an attractive, modernistic building near the center of the mile square tract is the highly complicated transmitter equipment, the master control board, machine shop, where much of the equipment has been built to exacting specifications, and comfortable living quarters for the engineers.

At the rear of the main building is the most complex antenna switch gear yet constructed anywhere. Here, mounted on a forest of 20-foot poles, are 216 switches, which can be manually operated from the ground, to connect any of the six transmitters with any of the antennas atop more than 300 poles, each 165 feet high.

These antennas, hooked up to the transmitters with heavy copper wires, are located in a circle around the transmitter, each beamed to a fixed area overseas.

The world's three most powerful short-wave radio stations—WLWL, WLWR and WLWS—carrying "The Voice of America" to many distant lands, were impressively dedicated September 23.



DEDICATION—Speakers on the NBC coast-to-coast broadcast dedicating the Bethany Transmitters on September 23, pose with James D. Shouse, vice-president of The Crosley Corporation in charge of broadcasting, who served as host for the Washington ceremonies at the Willard Hotel. Seated, left to right: Clifford J. Durr, member of the FCC, and Robert Sherwood, former director of the Overseas Branch of the OWI. Standing: Shouse; Elmer Davis, director of the Office of War Information, and Nelson Rockefeller, Coordinator of Inter-American Affairs. The Bethany Transmitters, located 20 miles from Cincinnati, were built by the Crosley Corporation and are operated for the OWI and the CIAA.

## Employees and Families Get NBC Medical Advice

NEW YORK.—Dr. Bernard J. Handler, medical director of NBC, looks forward to the day when all prospective employees will receive a thorough medical examination before joining the staff and subsequently will have check-ups at six-month intervals. At present, pre-employment examination applies only to men.

This will be a long stride forward in the important field of preventive medicine, Dr. Handler feels. During his two and a half years at NBC, the number of company patients seeking advice or treatment has been more than tripled. Dr. Handler attributes this to a combination of circumstances: an increased staff, loss of family physicians to the Armed Forces, physical and emotional disturbances arising from war-born problems, and the increased confidence of NBC employees in the medical service provided by NBC.

Dr. Handler works closely with the personnel department. When he finds a patient on the verge of a mental or physical crisis from worries or ill health, he talks it over with the personnel department, who may then arrange for a vacation or leave of absence for the patient.

Most important project afoot for Dr. Handler at the moment is advising placement of medically discharged war veterans whose whole future depends on their adjustment to their first civilian jobs.

Another aspect of Dr. Handler's work which keeps him busy both during NBC office hours and on his daily rounds is maintenance of a vast list of contacts with other medical men in order to advise medical care for employees. Often they come to him with cases requiring special treatment and he is able to recommend reliable physicians within their means. This service is particularly helpful to employees who are new to New York.

Dr. Handler is available, too, to employees who consult him about other members of their families, for he considers harmonious family relationships essential to efficiency on the job.

Dr. Handler was graduated from Columbia University's College of Physicians and Surgeons and is a specialist in internal medicine. He interned at Bellevue Hospital where he now is director of the First Cardiac Clinic.



*NBC PHYSICIAN — Dr. Bernard Handler, head of network's New York medical service, examines an employee. (Story at left).*

## TRIAL BY JURY

CHICAGO. — Thundering proof that radio listeners take their heroines seriously was provided during the murder trial of Bertha Schultz in recent episodes of NBC's "Today's Children" serial drama.

Nearly 200,000 persons from Mackenzie Bay almost down to the Panama Canal took pen and pencil in hand to vote Bertha's acquittal. It was the largest jury ever assembled for any murder trial anywhere.

A geographical survey of the ballots showed that each of the 48 states was represented, as was every Canadian province and Mexico. Neither prizes nor giveaways were offered. Letters were symbols of pure admiration by the audience for a microphone favorite. It was estimated 97½ per cent of the vote was in favor of Bertha, who had been charged with the murder of her script fiance.

The mail rush "caught short" the agency and sponsor of the program, who had placed an original order for only 50,000 souvenir "newspapers," which were sent to all those who registered votes as jury members.

The trial itself was unprecedented in radio production technique. It was opened in the NBC Chicago studios with a full-fledged judge, Robert A. Meier, acting circuit judge of Cook County, presiding. Listeners were invited to act as the jury and attend daily sessions of the "court." A typical courtroom scene was set up in Studio A, largest of the NBC Chicago studios.

## Special Retail Unit Set Up by Baltimore Station

BALTIMORE, MD.—Reorganization of its local sales staff with a separate department devoted exclusively to retail sales, service and promotion was announced recently by Leslie H. Peard, sales manager, and Harold C. Burke, manager of WBAL.

Harry H. Wright is WBAL's assistant sales manager in charge of retail activities. Kenneth Carter is account executive and Lewis Cahn, advertising counsel.

"WBAL's thought," said Wright, "is that retail advertising is now so important to a station like ours that we feel we should have a much greater knowledge of the retail business and perform much greater services for retail accounts than has been the practice in the past.

"Then again," continued Wright, "retailers in Baltimore are intensely interested in television which will probably be in operation along the East Coast a short time after the war. One of the services of our retail department will be to keep Baltimore retailers informed on the latest developments in television. We recently had a demonstration of television in our studios which offered the first opportunity for Baltimore retailers to experiment with this new medium. Through our station, the Advertising Club of Baltimore brought Phil Merryman, director of facilities development and research for NBC, here to address their luncheon-meeting on October 18 on the subject of television.

"Before establishing our retail department, we surveyed the situation in many of the larger cities. That survey showed clearly that we could perform a greater service to Baltimore retailers if we had a sales service and promotion department concentrating on this class of business."

## V-Disc Anniversary

NEW YORK.—Major General Joseph W. Byron, director of the Special Services division of the Army Service Forces; Lieutenant-Colonel Frederick M. Warburg, chief of the entertainment and recreation branch of the Special Services division, and other officers and enlisted men of the Army Service Forces were guests of the NBC radio-recording division September 26 at a dinner held at the Waldorf-Astoria Hotel to mark the first anniversary of V-disk production.

## POSTWAR PLANNING SERIES SETS MODEL FOR RADIO-NEWSPAPER JOINT SERVICE

WASHINGTON, D. C.—With the conclusion of the program series, "Tomorrow's Washington," a public service feature aired weekly during the Summer by Station WRC in cooperation with The Washington Daily News, residents of the District of Columbia have been brought into closest possible contact with the men directly responsible for the area's postwar planning. It is felt that other cities have a radio-newspaper model for stimulating civic preparedness for peace.

Probably the first venture of its type to appear on the airways, the programs consisted of roundtable discussions by qualified experts of major problems facing a city expecting great expansion in the after-war years. Keynote, voiced by a parade of government and business leaders, was that each individual should begin today to plan for tomorrow.

Proof that the series has provoked postwar planning thought in other communities has come in requests for the broadcast and newspaper format from several cities. Evidence that the feature did a job in Washington came in wholehearted endorsement of the plan by the Board of Trade, Committee for Economic Develop-

ment and prominent government officials.

On the initial program Charles Stevenson, city editor of The News, explained that his paper felt the series would weld press, radio and planning agencies more closely, so that the greatest number of ideas could be tested and the greatest number of people reached. Carleton D. Smith, general manager of WRC, stressed the fact that only "through the cooperation of all concerned shall we meet the challenge of tomorrow."

The simple roundtable was the format for the radio program with qualified men being carefully selected to discuss 10 basic subjects during the Thursday series. The programs were completely ad lib and as a result moved quickly and held attention. Without exception, a major local news story developed from each broadcast.

The ten subjects discussed were: "Transportation," "Public Health," "Sports," "Building and Housing," "Aviation," "Suffrage for the District of Columbia," "Entertainment," "Planning of Police, Fire and Other City Departments," "Education," and "The Outlook for the Government Employee."

National figures who were heard during the series included Senator Harold H. Burton of Ohio and Representative Jennings Randolph of West Virginia.

## BOY MET GIRL



A boy and girl who were originally introduced during his over-the-air birthday party one year ago helped Bill Herson, WRC (Washington) "Timekeeper," celebrate another natal day last week as newlyweds. Here is Bill giving Dee and Lester Zirkle a bit of a ballad after they thanked him on the air for bringing them together.



*IN THE FAMILY—Louis P. Lochner (right) is interviewed by his son Robert Lochner in a short wave broadcast from NBC International sent overseas in German. Young Lochner, who is head of NBC's German section, questions the veteran commentator and former head of the AP bureau in Berlin on when he expects to return to the German capital. The elder Lochner will head the AP bureau in Berlin as soon as possible.*

## NBC COURSES

(Continued from page 3)

A former announcer at station XQHB, Shanghai; an advertising salesman from station CKTB, St. Catherine, Ontario, Canada; a traffic manager at XEW, Mexico City, and conductor of a program at Anchorage, Alaska, are among the students. The oldest student is 63, the youngest 19. There are a gauge and tool inspector, a Salvation Army worker, a factory superintendent, a lithographer, a precision designer, and an encyclopedia salesman among the students. In addition, the courses find such pupils as radio mechanics, chemists, a transcriber and teacher of Braille, a reservation clerk from the Baltimore & Ohio Railroad, and several models.

Most of the students, Fisher said, are college graduates with bachelor's degrees, many have master's degrees and a surprisingly large number are Ph.D.'s.

The director of the NBC University of the Air also pointed out that the television course is the first video course in history to be recognized for credit toward a university degree. This history-making class was opened in early October with an address by John F. Royal, NBC vice-president in charge of television, who announced that 20 guest experts in various branches of television would address the class during the 15 weekly sessions. The class of 41 was handpicked from among some 400 applicants.

Thus has been started the most ambitious educational project yet undertaken by NBC in conjunction with one of the nation's most distinguished universities.

## PROMOTE BROADCASTS

(Continued from page 5)

WIOD, Miami Beach, used a roadside billboard to call the attention of passersby to NBC programs and stars.

WOW, Omaha, Nebraska, arranged with a local dealer for a direct tie-up with the Edgar Bergen show and a display of Chase & Sanborn coffee.

WMBG, Richmond, Virginia, set up a Parade of Stars window display from which a news commentator broadcast.

Much of the increased effectiveness and greater utility of the 1944-45 Parade is credited to the reports and comments filed by stations after the previous campaign. For this reason, NBC is continuing to urge all affiliates participating in the current Parade of Stars promotion to report their activities to the NBC stations department.

## Returning GI's Accorded Special NBC Auditions

NEW YORK.—Members and former members of the armed forces who have what they believe may be talent useful in some department of radio broadcasting are being given a chance to demonstrate their abilities through a comprehensive plan of free auditions announced by C. L. Menser NBC vice-president in charge of programs.

The project, known as "Welcome Home Auditions," is revealed as the first important step by NBC looking toward a solution of the problem of rehabilitation of the nation's fighting men and women. Auditions began October 14 and are being continued each Saturday morning.

"The purpose of 'Welcome Home Auditions,'" Menser explained, "is to examine prospects for postwar opportunities, not for the immediate present. Our theory is that an appreciable number of the armed forces have perfected their talents while in uniform, through appearances in camp entertainments or over camp radio systems, thus developing to a useful degree their latent possibilities. This applies to aspirants who seek to be musicians, vocalists, announcers, commentators and script writers. The auditions will be only the opening step toward establishing themselves in the careers that many servicemen seek.

"Those who go through the try-outs will be rated by a staff of experts. There will be no promise of employment now or in the future, but to many, the auditions will provide the initial impetus that will set them on the path to the life work they wish to follow."

After each audition, the applicant will receive a certificate attesting to his audition, and in addition NBC will forward a file card of the results to the affiliated station or stations nearest the applicant's place of residence. There it will be held awaiting demobilization of the serviceman and a call for the particular talent he has exhibited. Recordings made during "Welcome Home Auditions" will be distributed to station program managers upon their request.

In this way, NBC will further strengthen the bond between its New York headquarters and its affiliates, a goal that has been sought since 1942 when NBC announced

## WOW STAGES PARTY FOR 4-H CLUB MEMBERS



General scene showing a few of the 1,100 4-H Club boys, girls and leaders at the WOW party at the Nebraska State Fair. (Story below).

OMAHA, NEB.—Station WOW staged a gala party for 1,100 4-H Club members and their leaders during the recent annual Nebraska State Fair in Lincoln.

The party, consisting of a banquet and entertainment, was designed by WOW's president, John J. Gillin, Jr., as a salute for the splendid work the Nebraska farm boys and girls are doing on the war food front. Festivities got under way in the

huge 4-H Club Building on the fair grounds. Through the cooperation of Lieutenant-Colonel D. K. Scruby, commanding officer at Fort Omaha, a staff of army cooks under the direction of Master Sergeant Pat Kelly prepared the dinner, featuring roast Nebraska ham.

Master of ceremonies was Lyle DeMoss, program director for WOW and producer of the NBC program, "Your America."

its intentions to establish a farming system for talent. It was stated then that the operation of such a system would lead to the interchange of available talent between individual outlets and network headquarters in New York, Chicago and Hollywood.

The basic idea of "Welcome Home Auditions," Menser said, has been under serious consideration for many months, and was outlined to the NBC stations planning and advisory committee which enthusiastically approved the project.

"It should be understood," Menser added, "that NBC is not initiating the movement as an agent in any form. There will be no charge for the auditions nor for the follow-up procedure which the company hopes will place many deserving artists and writers in posts where they will be best fitted. In an industry which has a continual need of so much talent, the creation of a pool of artists would react to the benefit of all stations which had access to it."

Applications for auditions under the "Welcome Home Auditions" plan may be mailed in or filed in person.

## Magazine Pays Tribute to NBC Religious Broadcasts

NEW YORK.—Signal honors were accorded Dr. Max Jordan, NBC's director of religious broadcasts, and the NBC religious programs in an article by Jay Nelson Tuck in the October issue of Read.

"Many of NBC's best have been arranged by Max Jordan . . . who started broadcasting religious special events in 1933 when he went to Bethlehem and broadcast the ringing of the bells of the Church of the Nativity there for a special Christmas program," the article stated. Tuck then lists Jordan's many "firsts" in the field of religious broadcasting.

In his article, "Religion on the Radio," Tuck declared that NBC's "National Radio Pulpit" was the first inter-denominational program on the air and the forerunner of the scheduled religious programs of today. He also pointed to the drawing power of NBC's "The Catholic Hour," saying that Monsignor Fulton J. Sheen, one of its speakers, is perhaps the most widely-heard radio speaker except President Roosevelt.

## Introduce Topical Variety On WIS Weekly Youth Series

COLUMBIA, S. C.—In the field of serious youth programs there are those who argue for the forum, or for the drama, or perhaps the quiz. Then there are those who believe the variety program can best interpret youth.

Station WIS believes each has its particular place and that a well-balanced youth offering will make use of all four forms. Accordingly, in its "Youth Time," now being run weekly, WIS is presenting a cycle of youth programs.

The first program in the cycle, heard the first week of each month is a youth variety show. A "youth of the month" is chosen and interviewed and the outstanding talent of the schools of the state is aired each month.

The second in the cycle, promoted for the second week of the month, is the youth forum. Program Director Ray A. Furr picks the "hottest" topic of youth interest at the moment, invites two or three high school students in, and the topic is aired in the give-and-take style of informal discussion.

Then comes the third week of the month with the third program in the "Youth Time" cycle; this time a quiz show. Questions out of current affairs, civics, science, history, music, social etiquette, and sports are picked with a given quiz concentrating on just one of the subjects. Four students from four different high schools participate in this feature.

The last program in the cycle, and heard always on the fourth week of each month, is the youth dramatic program. The drama, built to entertain and to interpret the spirit and outlook of youth, is light and swiftly paced. Parts are played by high school casts, and listeners are enthusiastic about their efforts.

In those months with five Saturdays, the day of the "Youth Time" offering, the fifth program is of a variety nature. And the cycle is repeated with the beginning of the next month.

Program Director Furr is watching the response and success of each of the types of youth programs. Perhaps later WIS will concentrate on only one of the types now being used. But at the moment each is having its chance under the vigorous direction of a WIS staff member responsible only for that type.



*HEAD YOUTH SERIES—Four WIS staffers get together on "Youth Time" weekly sustainer which the four are producing. L. to r.: Jean Brabham, of continuity, writes and produces the dramatic program; Mrs. Mary Sparks Rose, research division, the quiz program; Program Director Ray A. Furr, the youth forum, and Louis Lang, continuity chief, the variety program. (Story at left).*

## Youth Problems Discussed As a WGY Public Service

SCHENECTADY, N. Y.—A timely public service program that has for its purpose a discussion of children's and young people's problems in terms of significance for their future has been initiated by WGY under the title "The Future Begins Now."

The program planner and director is Professor Ernest M. Ligon, chairman of the field of psychology of Union College.

Dr. Ligon, whose books on psychology are accepted as authoritative in educational circles, has been and is still engaged in a project known as the Westminster-Union Character Research which has as its aim the discovery of laws which govern the nature and growth of character.

In each broadcast Dr. Ligon is assisted by church, school and college groups. Through a series of questions put both by parents and by children he develops his ideas on character building, and answers questions which perplex both parents and children. Listeners are invited to submit questions and suggestions.

NEW YORK. — A new television program titled "The World in Your Home," sponsored by the RCA Victor Division of the Radio Corporation of America, starts this month over NBC's television station WNBC, Charles B. Brown, advertising director of RCA Victor Division, and John F. Royal, NBC vice-president in charge of television, announced October 30 in a joint statement. The new series brings to television set owners in the metropolitan area a well-rounded program of science, education, entertainment, sports and special events.

## Pittsburgh Enthusiasts Form Junior Radio Firm

PITTSBURGH, PA.—Radio Youth, Inc., is a newly organized company, formed by Pittsburgh youngsters interested in radio as a future vocation. It is sponsored by Station KDKA.

This company, comprised of hand-picked youngsters chosen because of their inclination, aptitude and talent for radio work, recently held its first auditions at KDKA's studios.

Incorporated under Pennsylvania state laws, this organization is capitalized at \$50, consisting of 200 shares of stock, having a par value of 25 cents. Every member must be a stockholder. At the moment, each youngster holds four shares.

This group of "junior geniuses" holds a regular business meeting each Friday night, and a directors' meeting the first Wednesday of each month. One of their most significant operations is that of auditioning talent for the purpose of adding to their membership.

The phases of broadcasting which these youngsters have set up as parts of their organization are: announcing, acting, writing, music, engineering, and production (which includes sound effects). Department heads at KDKA are on hand at all times to give close supervision.

Radio Youth eventually will write, produce, provide music, publicize, establish office force, and completely handle all operations for its own programs. Its entire set-up is patterned after that of a large radio station. While these youngsters have been under the active sponsorship of KDKA, they might take their shows to another station for broadcast.



*Radio Youth, Inc., owned and operated by youngsters interested in radio, holds first auditions at KDKA (Story above).*

# NETWORK PERSONNEL TEACH AND STUDY BROADCASTING TOPICS



*Preparing for the postwar era of television are these engineers of NBC's Central division and other interested technicians, under the instruction of Clarence Radius, former chief instructor of RCA Institute's Chicago school and now head of the audio-video engineering department of the school's New York branch.*



*Members of the NBC-Northwestern U. course are (from left) Rev. H. Patterson, Rev. R. Steele, Rev. C. Crowe, Judith Waller, Everett Parker, Wynn Wright and Franklin Elliott.*



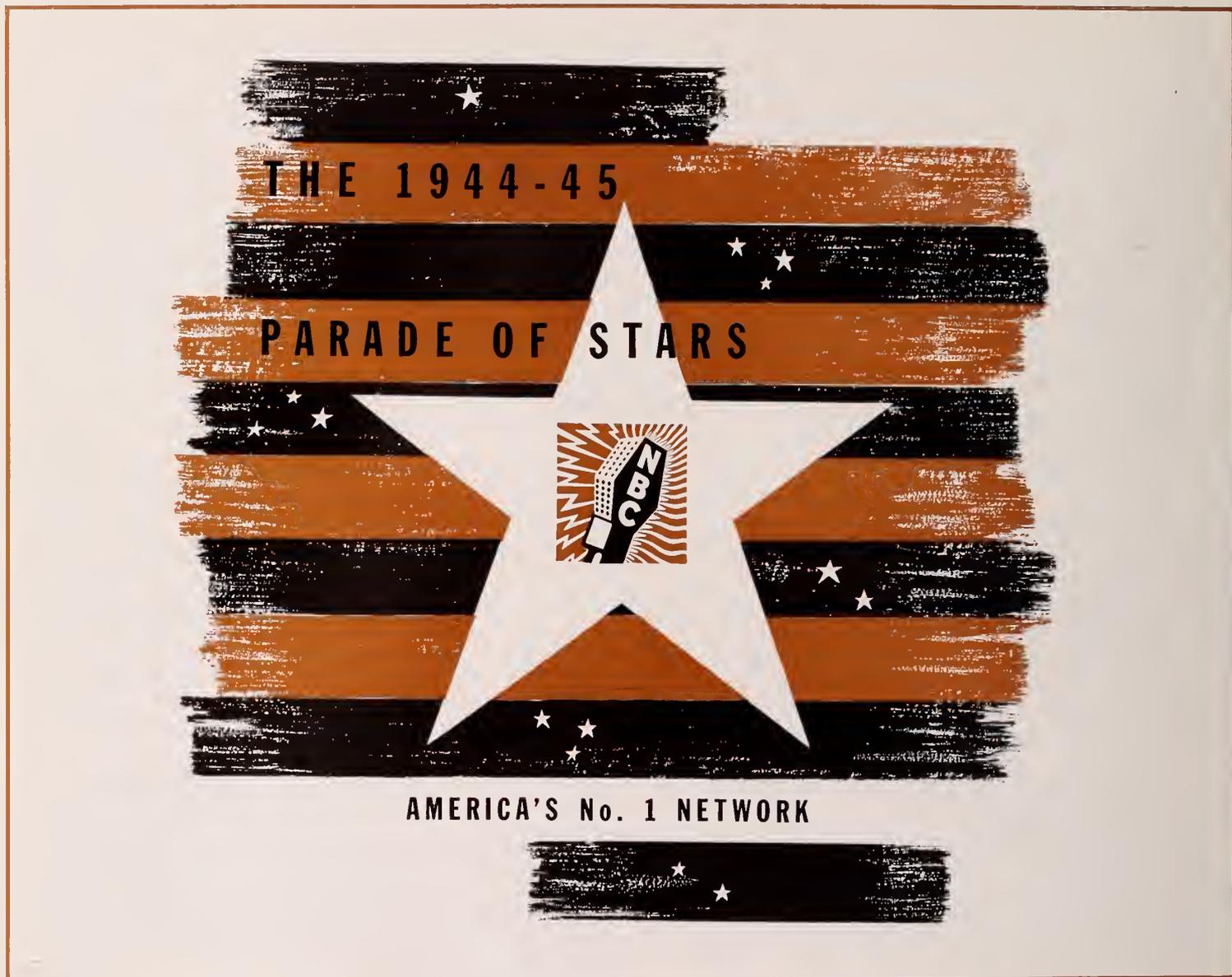
*When Eddie Cantor was in San Francisco recently he took over the guest professor spot at John Grover's (right, wall) class in radio production.*



*KPO General Manager John Ehwood gets a laugh from students in his broadcasting class as he makes witty comment on some of the lighter aspects of the radio business.*



*Baskett Mosse, (center) an editor of NBC's Central division news and special events department, shows Students Daniel Rice (left) and Bruce Rainey the news broadcasting setup.*



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star, program and station promotion;  
assurance that more and more  
listeners will keep their dials tuned to*

**NBC — "the network most people listen to most"**

DECEMBER • 1944

# NBC Transmitter

*Devoted to the Interests of NBC and Its Affiliated Stations*

*(B&C)*

## IN THIS ISSUE:

*Boosting  
6th War Loan*

*1944 Davis  
Award Winners*



JOHN F. ROYAL  
*NBC Vice-President in Charge of Television.*

VOL. 10 DECEMBER, 1944 No. 3

## NBC Transmitter



Published Monthly by the  
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RCA Building, Radio City, N. Y.

### RELIGION ON AIR

During 1944, NBC followed a careful policy of overall coverage of religious events. The network developed its religious schedule to a point where the spiritual life of the nation is reflected comprehensively in all its phases, particularly in relation to the war.

In addition to regularly scheduled studio series, there have been many successful special events on religious subjects during the year, the network swiftly following up the course of world news with appropriate on-the-scene presentations of significant events in Protestant, Catholic and Jewish secular circles.

Two broadcasts symbolized restoration of religious freedom in parts of the world where worship had been restrained due to tyrannical dictatorships. One of these events was the religious service from a synagogue in Rome after Allied liberation of the Italian capital; the other was a Jewish religious service held on German soil for American soldiers.

The special series, "The Church in Action," heard during the year, was the first religious round-table program arranged under the auspices of a church body. During the 13 weeks of the program's run, outstanding Protestant leaders were heard.

The mutual exchange of recorded daily prayers between NBC stations in New York, Cleveland and Denver proved so popular that two more NBC cities — San Francisco and Chicago — will soon be in on the plan whereby clergymen featured locally can be heard via recordings in each participating city.

## General Sarnoff Awarded Legion of Merit

NEW YORK.—Brigadier-General David Sarnoff, on military leave as president of Radio Corporation of America and chairman of the board of the National Broadcasting Company, has been promoted from the rank of colonel on the recommendation of the War Department. His nomination for the higher rank, by President Roosevelt, received Senate confirmation on December 6.

He recently returned after nine months overseas where he was awarded the Legion of Merit for "exceptionally meritorious conduct in the performance of outstanding service." The award was made by Brigadier-General Royal B. Lord, Chief of Staff, Communications Zone, European Theater of Operations.

General Sarnoff, at the time of the award, was attached to Supreme Headquarters, Allied Expeditionary Force, as special consultant to General Eisenhower on communications for U. S.; Group CC. Prior to D-Day he was active in the organization of communications which made possible world-wide distribution of invasion news and radio pictures to publications and broadcasters.



General Sarnoff

After the liberation of Paris, he was instrumental in establishing wireless communications between Paris and the United Kingdom and between Paris and the United States.

The citation, dated October 11, 1944, reads:

"Colonel David Sarnoff, Signal Corps, U.S. Army, for exceptionally meritorious conduct in the performance of outstanding service while serving as Assistant to the Deputy Chief Signal Officer, SHAEF, from August 23 to September 16, 1944. Colonel Sarnoff was largely responsible for reopening communications in Paris, thus enabling

press communications to resume both to the United Kingdom and the United States.

"His ingenuity and resourcefulness made it possible to restore cables which had been severed by the enemy, and allowed French radio experts who had not worked for many years during the occupation to return to their duties.

"Colonel Sarnoff's outstanding devotion to duty, courage and great diplomacy in handling French citizens have aided materially in overcoming the great difficulties in attaining this objective."

### Royal Heads Television

NEW YORK.—In an executive order issued November 22 by Frank E. Mullen, NBC vice-president and general manager, John F. Royal is designated vice-president in charge of a newly established department of television. The move was made because of plans now being formulated to develop and expand the company's television activities.

After limiting its video programs to films for a period of 18 months, NBC expanded its schedule beginning in October, 1943, to include sports events, operas and variety shows. Recently, WNBT has telecast football games from the Yankee Stadium and Polo Grounds, and boxing bouts from Madison Square Garden and St. Nicholas Arena.

Under the new order, the entire television staff reports to Royal.

### VIDEO FORECAST

CHICAGO.—With an eye to the postwar world, Frank E. Mullen, NBC vice-president and general manager, predicted that television will provide the most effective means for mass communication ever created. His remarks were addressed to the Chicago Agricultural Club on November 13. He stated a belief that television would rank at the top of new industries that will create jobs for men and women and capital. Mullen pointed out that television is not just a better form of an old product or a better way of doing a thing that has been done before. "Television," he declared, "is something totally new. It will grow on soil where nothing grew before."

## BOOSTING 6th WAR LOAN

### Top-Rank Stars and Top-Notch Promotional Ideas Combined in NBC Air Campaign for War Bond Sales

NEW YORK.— Climaxed by a 90-minute variety show, featuring most of the network's top-rank talent, NBC and its program sponsors devoted a 19-hour salute to America's war bond salesmen on Thanksgiving Day, in support of the Sixth War Loan Drive.

NBC's bond campaign opened officially on the eve of the drive, Sunday, November 19, with a special half-hour dramatization written by Robert E. Sherwood, distinguished playwright, and starring Ralph Bellamy, Will Geer, Les Tremayne and Sidney Blackmer. The program, titled "Mission Uncompleted," followed the general theme of "Now Let's Talk Turkey to Japan," adopted as NBC's slogan for the drive.

A host of special events, public service and religious broadcasts throughout the month of the Sixth War Loan Drive was devoted to the campaign. All of NBC's public service and religious programs participated. As a special feature, nine of the network's outstanding programs aided the bond drive with appearances at Chicago's Navy Pier. They were Bob Hope, "Fibber McGee and Molly," "Carnation Contented," Kay Kyser's "College of Musical Knowledge," Boh Burns, "National Barn Dance," Eddie Cantor, "Truth or Consequences" and "The Great Gildersleeve."

On Thanksgiving Day, designated as NBC's Bond Day, the network once again saluted the nation's War Bond salesmen with tributes and bond messages by stars of stage, screen and radio, messages from service men and women here and abroad, interviews with bond salespeople, hourly broadcasts from shrines and liberated countries and special events pickups. A

#### WIDE BOND ACTIVITY

NBC affiliates throughout the nation were applying masterful showmanship towards boosting Uncle Sam's Sixth War Loan Drive as this issue of *The Transmitter* went to press. These bond-selling activities will be reported on in detail in the January issue.



TYPICAL STATION TIE-INS—Left photo shows how WTAM utilized signs on lamp posts to draw crowds to its War Bond show. Right: Three technical experts of WKY, Oklahoma City, check to see that all equipment is in order before beginning the WKY Sixth War Loan television tour visiting 19 Oklahoma cities. L. to r.: H. J. Lovell, chief engineer; Lester Tucker, engineer, and Dixie McKee, technical advisor.

part of every program on the air during the day honored the NBC theme of "Now Let's Talk Turkey to Japan." Messages from military leaders, read to their troops in battle, were heard by America's listeners. Admiral Halsey, General Eisenhower, General Vandegrift were among those who spoke.

Once every hour during NBC's Bond Day, the sound of a doorbell on the air signified that a bond sales person was broadcasting a message. And as the noon hour fell in the four time zones, Protestant, Catholic and Jewish chaplains delivered the traditional noon-day Thanksgiving grace. These messages were read to the fighting men as they sat down to Thanksgiving mess.

Keyed to Thanksgiving, the day was also highlighted with the reading of President Roosevelt's proclamation and excerpts from the first Presidential proclamation of Thanksgiving Day by Abraham Lincoln. War plant pickups from Buffalo, Detroit, Hartford, and San Francisco, stressed the theme that workers bought bonds and continued their war work even on the holiday.

The SMO sign—meaning service men only—was out at the special 90-minute variety show which concluded NBC's day-long contribution. GI's only were admitted to the Hollywood studio for the star-studded hour-and-a-half program which featured such stars as Bing Crosby,

Bob Hope, Jack Benny, Joan Davis, Jack Haley, Ginny Simms, Rochester, Dinah Shore, Ed (Archie) Gardner, Kay Kyser, Dick Powell, John Charles Thomas, Eddie Cantor, Frank Morgan, Robert Young, Harold (Gildersleeve) Peary, Cass Daley, Major Meredith Willson and the NBC Orchestra and the Ken Darby Chorus. Hope and Kyser were cut into the program from Chicago, where they were making War Bond appearances. Of especial interest was the news, which broke during this star-studded program, of the bombing of Tokyo by the gigantic B-29's.

Many NBC programs during the month-long Sixth War Loan Drive contributed all or part of their air time to the campaign. Besides those that originated at Chicago's Navy Pier, the cast of "Finders Keepers," novelty variety show, led by Clarence L. Menser, vice-president in charge of programs, flew to Kansas City November 27 to appear at a gigantic bond rally in the Missouri metropolis. In the flying cast were Bob Sherry, Julie Conway, Milton Katims, Ross Filion, and Marjorie Fisher, the writer. Special guests were Nan Merriman, Bob Merrill, and the comedy team of Block and Sully. Menser was principal speaker at a luncheon meeting of the Kansas City Chamber of Commerce and local War Loan Drive officials greeted the New Yorkers at a party at Station WDAF, with Dean Fitzer, managing director, as host.

## H. P. DAVIS AWARD WINNERS FOR 1944 ANNOUNCED



Above: Ben Grauer, of NBC's New York staff, winner of the national award. Left: Ned Serrell, of KDYL. Right: Bob Hanes, of WGY. Upper left: KODY's Jack Wells. Upper right: WRC's Kenneth Banghart.



NEW YORK.—Ben Grauer, announcer for the "General Motors Symphony of the Air," "Information Please," "Mr. and Mrs. North" and other top-ranking shows, is the national winner of the 1944 H. P. Davis Memorial Announcers Award. Grauer's selection and the names of four sectional winners together with those given honorable mention were announced November 2 in a special coast-to-coast NBC broadcast.

Kenneth Banghart of Station WRC, Washington, won top honors among entrants from NBC "owned and operated" stations; Bob Hanes of WGY, Schenectady, was the winner from the "cleared frequency" outlets; Ned Serrell, KDYL, Salt Lake City, from "regional frequency" broadcasters, and Jack Wells, KODY, North Platte, Nebraska, in the "local frequency" group.

Chosen for honorable mention were: "national"—Gil Verba, KOA, Denver, and Ted Meyers, KFI, Los Angeles; "owned and operated"—Ed Herlihy, WEA, New York, and Charles Lyon, WMAQ, Chicago; "clear frequency"—Paul Shannon, KDKA, Pittsburgh, and Carl Caruso, WBZ, Boston; "regional frequency"—Tom Carnegie, WGL, Fort Wayne.

In addition to the winners who spoke

from their respective studios, the program included talks by Mrs. S. B. Rockwell, representing Mrs. H. P. Davis, donor of the awards, and Frank E. Mullen, NBC vice-president and general manager. Patrick J. Kelly, NBC supervisor of announcers, acted as master-of-ceremonies.

Judges of the competition were Walter Bunker, Don Clark, Vic Hunter, Bob Seal and John Guedel, producers of popular NBC programs.

Grauer was born in Staten Island, New York, and began his professional career as a child actor at the age of 8. He appeared with Theda Bara, Pauline Frederick, and other stars in silent films. While studying the stage and public speaking at City College of New York, he was drama critic for his college newspaper and editor-in-chief of the campus literary magazine. He won the Sandham Prize for Extemporaneous Speaking against 200 contestants.

Since joining NBC in 1930 as staff announcer, Grauer has acted as announcer of many outstanding commercial and sustaining programs. Because of his knowledge of languages he has been assigned occasionally to international broadcasts. He was selected to supply the "color" dur-

(Continued on page 14)

## KMJ Helps Mobilize Group Rescuing Huge Raisin Crop

FRESNO, CALIF.—Over 1,300 soldiers from the Air Service Command Training Center and Camp Pinedale were mobilized October 21, after the United States Weather Bureau had issued a rain warning over Station KMJ.

The emergency broadcast was made to secure help in saving the valley crop of drying raisins which were waiting for stacking and rolling in vineyards of Fresno and Madera counties.

The government meteorologist predicted that showers would begin in the Northern part of the San Joaquin Valley, which would endanger or perhaps ruin a great portion of the year's most valuable crop. When the rain warning was broadcast the working parties of soldiers were dispersed to the pre-arranged stations where they were met by grape growers and assigned to vineyards.

The Army personnel were paid at the rate of 75 cents an hour by the growers.

The rapid mobilization was so complete and efficiently carried out that the Farm Advisory Committee reported: "The remainder of the drying is so near done that the vineyardists themselves will have no trouble in protecting what raisins are still on the ground."

## BOOST WAR FUND



"Thanks a million," says General Chairman Henry A. Loughlin (right), of the Greater Boston United War Fund, to George W. Slade, WBZ and WBZA publicity manager, as the annual charity drive neared its close. Slade was loaned by the Westinghouse stations to serve as radio consultant to the 1945 campaign and supervised broadcasting plans for publicizing the United War Fund in the Boston area.

# ORIGINALITY IS KEYNOTE IN STATIONS' PARADE OF STARS DISPLAY



WOW gained attention by combining a layout of NBC stars with the station's honor roll of employees.



Marchers down the main street of Rochester, Minnesota, spread the good tidings of KROC's Parade of Stars.



Six NBC commentators led the Parade of Stars display erected by KOA in a Denver theatre lobby.

## Clever Merchandising Ideas Draw Eyes—and Ears—to NBC Programs



WSAM stretches a band around a busy corner building in Saginaw, Michigan, to carry the timely message of NBC's Parade of Stars.



WBRE kept the Parade of Stars moving by means of a revolving display in Landau's, Wilkes-Barre's largest department store. The window drew the attention of a great number of passersby.

## WHAM Commissions Three Noted Composers To Write Music Especially for Air Use

ROCHESTER, N. Y. — Realizing that more new music should be made available for radio programs and radio's obligation to support and encourage American composers, WHAM, the Stromberg-Carlson Company's station here, has commissioned three outstanding American composers to write for radio.



Dr. Howard Hanson

These three composers are residents of Rochester and members of the faculty of the renowned Eastman School of Music of the University of Rochester.

Dr. Howard Hanson, Dr. Paul White and Bernard Rogers are the men commissioned.

WHAM, in commissioning the three noted musicians, has specified the compositions be written for radio with that medium's particular musical needs in mind. The works should be acceptable to any station orchestra of average size, of five to eight minutes' duration, and of sufficient technical ease to be played with limited rehearsal time.

It is expected the numbers will be ready for airing in the Spring of 1945 and will be played for public acceptance at that time. The three composers will experience new thrills in their efforts as none have written for radio alone before.

Dr. Hanson is director of the Eastman School of Music of the University of Rochester at the present time and in the front rank of American composers, conductors and educators. He was born 48 years ago in Wahoo, Nebraska. His first teaching position was at the College of the Pacific, San Jose, California, where he became dean of the Conservatory of Fine Arts.

In 1921, he won the Prix de Rome, and while still in residence in Rome, was appointed director of the Eastman School of Music. A prolific composer, he has written four symphonies—the fourth winning the Pulitzer Prize—other orchestral

works, choral, stage, chamber, piano and organ works, and the opera "Merry Mount," produced by the Metropolitan Opera Company, in 1934.

Well known for his championship of the American composer, especially through the Eastman series of American composers' concerts which he inaugurated 20 years ago, Dr. Hanson has done much to advance the interests of the American composer generally. He has held major offices in the National Association of Schools of Music and the Music Teachers National Association, and is a member of the examining jury of the American Academy in Rome.

Dr. Paul White, American conductor and composer, was born in Bangor, Maine, where he began studying the violin at the age of 10. He was graduated in 1918 from the New England Conservatory of Music, then he was engaged by Eugene Ysaye for the Cincinnati Orchestra, where he was first violinist, continuing study with Ysaye. He was on the faculty of the New England Conservatory of Music from 1921 to 1923, coming to the Eastman School in 1928.

He is associate conductor of the Civic Orchestra and the Eastman School Symphony and a member of the WHAM staff orchestra. Dr. White has composed a variety of works for orchestra, chorus and chamber music combinations, including a symphony, five violin and piano pieces and "Sea Chanty" for harp and orchestra.

Bernard Rogers, member of the Eastman School faculty since 1929, was born in New York City, studied with Ernest Bloch, at the Institute of Musical Art, and with Frank Bridge and Nadia Boulanger, and spent several years in study in Europe. He taught in 1926 at the Hartt School of Music, Hartford, Connecticut. He won the Pulitzer Traveling Fellowship, the Guggenheim Fellowship, and the Seligman Prize at the Institute of Musical Art.

Also, he has written magazine articles and music reviews. Major orchestras have played several of his works, which include "The Invasion," a composition commissioned by the League of Composers.



*BOOSTERS OF YOUNG ARTISTS—Claude Sweeten (left), KFI musical director, and Alfred Wallenstein, conductor of the Los Angeles Philharmonic, discuss new talent competition. (Story below).*

## KFI and Los Angeles News Join in Young Artist Quest

LOS ANGELES. — The assignment of working with young artists who have entered the Los Angeles Philharmonic Young Artists Competition — rehearsing and coaching them — has been given to Claude Sweeten, KFI musical director.

The Los Angeles Philharmonic Young Artists Competition, is a yearly event jointly sponsored by the Southern California Symphony Association, Radio Station KFI and The Los Angeles Daily News. The contest is designed to display the talents of young artists under proper conditions and to afford them an opportunity to win a \$500 War Bond and a solo appearance with the Los Angeles Philharmonic Orchestra.

Each week during the Winter season, two artists appear on a broadcast which is presented through the facilities of KFI on Wednesdays. These contestants are thoroughly rehearsed with the KFI orchestra by Maestro Sweeten. It is a tribute to Sweeten that each of the more than 30 programs already passed at the time of this writing has displayed the talents of the participating young artists to the very best results.

In commenting on the competition, Alfred Wallenstein, permanent conductor of the Los Angeles Philharmonic, said:

"There are scores of young instrumentalists who were heard in truly credible performances, and I am sure that we are all happy that they were afforded this opportunity to display their talents.

"Last year this competition was an experiment in the promotion of good music, and the results were indeed gratifying."

## 5 Major U. S. Orchestras Take Part in NBC Series

NEW YORK.—Five major symphony orchestras of the United States, headed by noted conductors, are featured on a 24-week series titled "Orchestras of the Nation," which began December 16.

The series, representing a resumption of the programs of the same title launched last Spring when Desire Defauw conducted the Chicago Symphony Orchestra in five NBC broadcasts, will present the Indianapolis, Baltimore, Kansas City Philharmonic and Eastman School (Rochester) Symphonies—in addition to the Chicago ensemble—during the 1944-1945 musical season.

Defauw again will be on the Chicago podium and conductors of the other organizations are Fabien Sevitzky, Indianapolis; Reginald Stewart, Baltimore; Efrem Kurtz, Kansas City, and Howard Hanson, Eastman. The broadcasts will originate in the home cities of each featured orchestra.

The Kansas City Philharmonic was the first orchestra featured, appearing December 16 and 23.

## DISTINGUISHED CONDUCTORS VISIT NBC PODIUM



Malcolm Sargent (left), conductor of the London Philharmonic and other noted British musical organizations, and Eugene Ormandy, musical director of the Philadelphia Orchestra, are guest conductors on the current Winter Series of the NBC Symphony Orchestra. Ormandy conducts four "General Motors Symphony of the Air" concerts on consecutive Sundays beginning December 24, while Sargent takes over the baton for four Sundays beginning February 18. The two guests share the Winter schedule with Maestro Arturo Toscanini.

## Good Sports



When WTMJ, Milwaukee, Sportscaster Russ Winnie asks "George" for more information or the name of a certain player during a play-by-play broadcast of a University of Wisconsin football game, he is talking to none other than his wife. "George" is Mrs. Russ Winnie, and so far as it is known, the only successful woman football spotter in the business. For 16 consecutive years, Winnie has broadcast University of Wisconsin and Green Bay Packer football games, and for the past 14 years, Mrs. Winnie has worked beside him as his one and only spotter. Football experts and fans acclaim her as one of the best spotters in the business, and Russ is mighty proud.

## El Paso Station Sets Up Library Promotion Tie-In

EL PASO, TEX.—A special display of books on radio and television and two-remote broadcasts by KTSM, were features of "Radio Night at the El Paso Public Library," recently.

The event was sponsored by the Friends of the Library. KTSM Production Manager Conrey Bryson, a director of the group, was in charge of the broadcasts and displays. The two broadcasts were "We'll Find Out" and Bryson's regular news commentary.

"We'll Find Out" presents listeners' questions which are answered by the KTSM continuity department through research at the public library and other necessary sources.

The library prepared displays of the books, magazines and documents used to answer the various questions. The news broadcast was illustrated by displays from the library's collection of news maps. The library hook-up will be retained by KTSM for future special events broadcasts.

## KMJ Entertains 4-H Club

FRESNO, CALIF.—Station KMJ and The Fresno Bee recently honored the leaders and members of the 4-H Clubs of Fresno County and the other counties of the San Joaquin Valley at an appreciation dinner in the Hotel Californian, Fresno, at which a plaque was awarded to the county's outstanding club.

Cooperating with Station KMJ and The Fresno Bee were the University of California Extension Service and the Fresno County Farm Advisor's Office. Guests of honor were the presidents and leaders of the various 4-H Clubs throughout the area and also farm advisors, assistants, and home demonstration agents of Kern, Kings, Tulare, Madera, Merced and Fresno Counties.

## New KOA Farm Director

DENVER, COLO.—Harley C. Renollet, formerly farm director of WOWO, Fort Wayne, Iowa, has been named farm director of Station KOA in Denver.

Renollet has an extensive background in farm and ranch development and improvement, having been actively engaged in 4-H Club work while serving as county agricultural agent.



First woman staff announcer in Reading, Pennsylvania, is Peggy Rich, shown at the turntables of WRAW.



New York advertising agency time buyers lunch at the Restaurant Continentale in Cincinnati after visiting WLW's typical farm. They are (from left): Fred Apt, Jayne Shannon, Eldon Park, Harry Albrecht, George Clark, Jean Lawler and Harry Mason Smith.



Inez Hansen (center) of WTIC's news and special events department, distributes literature on NBC's educational programs and radio's application to classroom work at the Connecticut State Teachers' Convention in the Hartford Public High School.



Jean Ferriss, WBOW Washington correspondent, chats with Noble J. Johnson (center) and George Jackson, general manager. Miss Ferriss also covers the capital for F.



Speakers at the third annual KDKA farm radio conference were (from left): Paul Lewis, Raymond Reiter, William Zipf, W. T. Price, KDKA Manager Joseph Baudino, Homer Martz, E. S. Bayard, Charles Bond, William Drips and Albert Highberger.



Five planes, a truck and a trailer were sent to Cleveland for fire victims within six hours for emergency help and the planes were then...



Navy Day was celebrated by KDKA with a broadcast by Captain W. R. Nichols, Naval District Supervisor, and Bill Sutherland, announcer, from the wheelhouse of the LST 831.



Ken Miller, news editor of KVOO, Tulsa, presides as moderator of the weekly "Southwest Forum" program which he originated and which features panel discussions of vital topics.



With Congressman manager of WBOW. BF.

Jim Platt (left) tells victory gardeners in the WTIC area how to raise bumper crops, but it took Forrest Howell, WTIC engineer, to produce a carrot tipping the scales at almost four pounds.

Jack Shelley, manager of WHO news department, has been accredited as a war correspondent.



ded to capacity with clothing of WSAM's radio appeal for t to make Cleveland's airport.

Staff Announcer Louie Buck of WSM, Nashville (at mike), and officials of the Louisville and Nashville Railroad describe operation of locomotive smoke control jet in an anti-smoke demonstration in connection with Nashville's smoke-elimination campaign.

## GETTING THE LISTENERS

### NBC's Election Night Coverage Proved It's the "Network Most People Listen to Most"

NEW YORK.—The listening audience, more than half again as large as that of a typical Tuesday night, showed a decided preference for the election returns program broadcast November 7 by NBC, according to a survey made by C. E. Hooper, Inc. NBC held the lead consistently through the survey period covered.

With radio sets in use varying from 40 to 57 per cent of the total sets in the United States, NBC's treatment of the election earned average audience ratings from 13.2 to 23.3 per cent. The smaller audience was checked between 7 and 8 p.m. (EWT), the larger between 9 and 10. Between 7 and 10:30 p.m., the survey period, NBC's audience rating averaged 49 per cent over the next highest network and 41 per cent above the combined total of the third and fourth networks.

To accomplish this complete coverage, NBC concentrated activities in studio 8H, the world's largest radio studio. Network commentators from Washington and New York occupied a central dais giving them a view of the 50-foot election chart erected against the rear wall of the studio. Tabulators seated at tables on the stage compiled the material as it was received from AP, UP and INS on a battery of teletype machines, and relayed the information to the chart markers.

Direct lines to headquarters of both major parties and to Kansas City, Missouri, and Columbus, Ohio, home cities of the vice-presidential candidates, gave NBC additional sources of election news and trends, as reported by NBC analysts stationed there.

NBC's audience-building plan of election night operations, originated and supervised by William F. Brooks, NBC director of news and special events, placed emphasis on maintaining a constant flow of returns uninterrupted by irrelevant comments and entertainment.

Beginning at 8 p.m., when all commercials were cancelled and continuing without interruption until 3:46 a.m., reporters assigned to all major candidates and to their party headquarters fed constant streams of on-the-spot news into the Radio City nerve center, supplemented by a battery of teletypes supplying bulletins and



TALLYING THE BALLOTS—Scene in Radio City's Studio 8-H showing the "score board," commentator's rostrum, and newswriters' and tabulators' desks.

the latest returns as gathered and compiled by AP, UP and INS.

All commercial programs were cancelled for the night at 8 p.m., giving complete sway to election news. The ball started rolling, however, at 7:30 p.m. when Brooks gave a preview of the network's method of coverage scheduled for the night ahead. Then he introduced the network's commentators.

Newcasters who covered the event in New York were: H. V. Kaltenborn, Lowell Thomas, John W. Vandercook, Richard Harkness, Morgan Beatty, W. W. Chaplin, Cesar Saerchinger, Don Goddard, Don Hollenbeck, James Stevenson and Ben Grauer. W. M. Kiplinger was heard from WRC, Washington.

In addition, other NBC newsmen were stationed in vantage points around the country. Carleton Smith and Don Fisher of WRC were with President Roosevelt at Hyde Park. Kenneth Banghart of WRC and Ann Gillis, assistant to Brooks, covered Governor Dewey and Republican National Headquarters. Bob Stanton and Len Schleider were at Democratic National Headquarters. Robert St. John was stationed with Senator Truman at Kansas City, and Tom Manning, of WTAM, Cleveland, reported Governor Bricker's doings at Columbus.

NBC's international division interrupted its regular schedule of programs in Spanish and Portuguese beamed to Latin America for late election news. It also

presented eight special programs, four each in Spanish and Portuguese.

Approximately 4,000 homes in New York City and suburbs and 200 in Philadelphia knew the results of the Presidential race seconds and sometimes minutes ahead of their neighbors equipped only with standard radio receivers. Television signals transmitted by NBC from its Station WNBT on the Empire State Building and relayed by WPTZ, Philadelphia, made possible the speedy service.

Nerve center of the television network was a small studio in Radio City, equipped with AP teletypes and an assortment of charts and other visual aids which provided viewers with an instantaneous record of the vote as it varied from minute to minute.

In the studio, banks of hundreds of lights made brilliant a scene of orderly confusion. Cameras shuttled back and forth on their rolling platforms trailing snaky coils of wire with them. Producers and directors, wearing telephone headsets that brought orders from the control booth high against the ceiling, signaled with waving hands and cabalistic signs.

Moving in turn from a blackboard carrying last minute compilation of returns arranged by states to dual thermometers labelled "Roosevelt" and "Dewey" on which indicators were shifted constantly to show the relative standing of the candidates, cameras made it possible for viewers to see results at a glance.

## A WINNER SPEAKS



*An exclusive broadcast by Governor-Elect Phil Donnelly was presented by KSD, St. Louis, from Donnelly's home in Lebanon, Missouri—170 miles away—when election returns indicated a Democratic victory in Missouri. NBC affiliates throughout the U.S.A. were "on their toes" in bringing victors to the mike almost the moment ballot results were known.*

## Maine's NBC Outlets Show Ingenuity in Election Set-up

PORTLAND, ME.—Covering elections is an old story to NBC affiliate WCSH. Without benefit of newspaper alliance, WCSH, even before news wire services were installed, managed to do a rather creditable job of supplying state election returns to its listeners. The same basic method of obtaining returns still is employed but the results have improved with experience and increased efficiency.

The old barometric saw, "as goes Maine, so goes the nation," while no longer to be trusted, grew out of the Maine custom of holding state primaries in June and elections for state and Congressional candidates in September, months ahead of other states.

Twice in each election year, then, WCSH sets up its election return coverage and tabulation system, now operated in conjunction with similar set-ups at NBC Stations WRDO, Augusta, and WLBZ, Bangor. A week or so before Election Day, WCSH sends a letter to each city and town clerk in the six counties to be covered by this station, asking them to telephone the results of the balloting in their respective precincts as soon as the votes have been counted. A special telephone number is assigned for these collect calls. WRDO and WLBZ cover the other 10

*(Continued on page 14)*

## WTIC WINS PRAISE FROM PARTIES AND STATE FOR GETTING OUT THE VOTERS

HARTFORD, CONN.—"It is the duty and high privilege of every American to vote." With the eyes of the nation centered on the recent Presidential election, WTIC adopted this as the basic theme for an extensive public service program to get out the vote in Connecticut.

In order to vote in Connecticut one's name must be on the list of the registrar of voters. Realizing that there are 169 towns in the state, that registration dates were not entirely uniform, and that new residents had poured into Connecticut since the outbreak of the war, the station decided that a complete list of registration dates should be made available to all listeners.

A close check by WTIC revealed that in the whole state a complete list of registration dates was not available at any one source, so the first job of the campaign was to compile such a list.

The station's news department was called in to work on the project of collecting the information, and business reply postcards were sent to the clerks in the 169 towns and cities in the state.

The cards read: "WTIC is planning to broadcast the 1944 dates on which Connecticut citizens can register so that they may vote this fall. Will you please fill out the attached card, giving the dates for registration in your town. Your cooperation is greatly appreciated."

The cards started to flow back almost immediately, along with the information desired. In cases where the replies failed to give the complete data, another contact was made and full information obtained.

From the Secretary of State, WTIC secured official information on absentee ballots, registration of soldiers, and voting laws of the state.

All this information was compiled by WTIC's news staff into a workable file for ready reference. This included an alphabetical card index of the town and city registration dates, places and hours of registration, absentee requirements, etc.

With the necessary information in its possession, WTIC then prepared a series of spot announcements for broadcast—all designed to remind the listeners that it was their duty to vote, but that they first

must be registered. WTIC offered to supply registration information. These announcements were scattered generously through the day and night schedule.

That the project was successful and offered a real public service is shown by the comments from the registrars who cooperated in compiling the information, and from the many phone calls as the result of the broadcast announcements.

WTIC received high praise from state officials, and from heads of Republican and Democratic parties in the state. Listeners, too, expressed their appreciation.

Secretary of State Frances Burke Redick said: "We congratulate Station WTIC on the job it has done. It goes without saying that all persons, independent of party affiliation, backed up this splendid service which was offered strictly on a non-partisan basis, and aimed only at enabling every qualified individual to 'speak his mind' with a ballot in the election.

"To WTIC, we say, may your course bring to pass in our nation a richer, fuller meaning of citizenship, and its inherent rights and duties."

## VETS LISTEN IN



*Patients in McGuire General Hospital, Richmond, Virginia, listen to Presidential returns in the American Red Cross recreation room. The radio program, broadcast over WMBG, absorbed the interest of sick and wounded patients returned from overseas. Scenes like this were duplicated at other hospitals and servicemen's centers.*

# SCENES AT KNOE, NEW LOUISIANA NBC AFFILIATE



Station KNOE, of Monroe, Louisiana, new NBC affiliate, has the newest equipment in this ever-changing field. Photo shows part of control room.



This closeup of the transmitter, purchased in 1941, gives some idea of KNOE's ability to bring NBC's programs to Northeastern Louisiana.



Station receptionist is Mrs. Gordon McLendon, wife of a Navy lieutenant now on duty overseas. She is the daughter of James A. Noe, owner of KNOE.



This sound truck is a veteran of many of the state's most hectic political battles and was used in the 1940 Presidential campaign in the Midwestern states. It has its own power plant and all of its equipment is duplicated.



James A. Noe (left), owner of KNOE (whose call letters include his name), and James E. Gordon, vice-president and general manager, broadcast on opening day.

## GETS NAB POST



During the Kentucky-Ohio district meeting of NAB, host Nathan Lord (left), general manager of WAVE and outgoing director, introduced the newly-elected director, James W. Shouse, Jr. (center), of WLW, to Mayor Wilson W. Wyatt of Louisville.

## On NAB Code Committee

RALEIGH, N. C.—Richard H. Mason, station manager of WPFF, 50,000 watt NBC outlet here, has accepted appointment to the NAB code committee. The appointment was made by J. Harold Ryan, NAB president.



Richard H. Mason

Also serving on the committee are William S. Hedges, NBC vice-president in charge of stations, and Lee B. Wailes, general manager of Westinghouse Radio Stations, who is committee chairman.

## Radio Pioneers' Stories

NEW YORK.—Orrin E. Dunlap, Jr., RCA director of advertising and publicity, is the author of "Radio's 100 Men of Science," a volume containing biographical narratives of pioneers in broadcasting, television and electronics. The book has just been published by Harper & Brothers, New York.

The series of brief biographies represents a handy reference source as well as a volume for entertaining reading.

Dunlap was formerly radio editor of The New York Times and is one of the industry's most prolific authors. "Radio's 100 Men of Science" is his ninth book on radio and kindred subjects.

# EDDIE CANTOR'S CAMPAIGN FOR GI GIFTS RECEIVES ENTHUSIASTIC PUBLIC RESPONSE

HOLLYWOOD.—Sloganed by "Give a Gift to the GI Who Gave," Eddie Cantor's latest and biggest NBC campaign in behalf of servicemen showed every sign of growing into the most elaborate good will movement of the holiday season.

Cantor's idea is to see that every hospitalized man in the armed forces has at least one gift to make his hospital Christmas brighter. With his usual practicality, the warm-hearted little comedian enlisted the strong support of retail stores and American Legion posts throughout the country to aid in the collection of donations which had sailed well past the 100,000 mark a month before the holiday.

By the time Christmas rolls round the figures well may be astronomical as they were when Cantor put over his "GI Joe" campaign last spring. That contest, which culminated in a postwar endowment fund of \$5,000 for the winning GI from Cantor himself, produced more than 250,000 letters which afterward enriched the scrap paper drive by 16,000 pounds.

Independent, affiliated stations of the National Broadcasting Company were provided with photographs of the comedian himself and pictures of typical window displays to be distributed to department stores. Stations also declared themselves ready to assist with microphones and any

other equipment which might be needed.

Station KVOO in Tulsa, Oklahoma, has reported that every retail store in the city is all-out in the project.

Cantor's interest in GI's began long ago when he started to take his NBC program to service camps and hospitals and began spending his summer "vacations" entertaining convalescent servicemen. It was Cantor who fathered the "Purple Heart circuit" and enlisted the active support of other top-notch entertainers.

Cantor, who has five daughters but no sons, became an ardent foster father of every man in service, especially the wounded ones.

His present campaign, logical outgrowth of his never-flagging interest in GI welfare, winds up with a final push spearheaded from NBC's West Coast headquarters. Cantor has had a Christmas hut erected on a plot at Hollywood's "Times Square"—the intersection of Hollywood and Vine streets. That serves as a collection point for Hollywood and Los Angeles contributors and is presided over by stars of radio and screen.

Cantor has thrown into this effort all his enthusiasm, all the astute showmanship which, directed in other channels, have made his every venture a sustained success. This seems likely to top them all.

## Time on His Hands

CHICAGO.—The minute timing of the quartz crystal clock, scheduled for early use at the famed Greenwich Observatory, is not necessary for radio network operations, according to H. C. Luttgens, chief engineer of the NBC Central division.

The quartz clock, which is accurate to 1/1000th of a second daily, will replace the traditional pendulum clock, accurate to 1/100th of a second daily.

Luttgens pointed out that NBC's clock control system recently installed in Chicago varies but one-third of a second daily from the signals of the United States Naval Observatory, a degree considered satisfactory for correct radio operation.

The NBC system is based on a tuning fork in a vacuum chamber which is incited by current to vibrate at 60 cycles per second.



A PATRIOTIC BIT—Station KARK, Little Rock, arranged this window at Pfeiffer's Department Store to help boost Cantor's campaign for gifts for GI's.

## Book by NBC's Religious Program Head Gets Honors

MILWAUKEE, WIS.—The Bruce Publishing Company here, one of the largest educational publishers in the country, has announced that Max Jordan's new book "Beyond All Fronts" has been chosen as the December selection of the Catholic Literary Foundation.



Max Jordan  
NBC director of  
religious broadcasts.

Covering a period of 30 years, from 1914 to 1944, Jordan, formerly European manager for NBC, now its director of religious programs and associate director of the NBC University of the Air, describes many of his fascinating radio experiences in this 400-page volume, tying them in with a vivid narrative of the period between the two world wars which he has witnessed at so close a range, from both the European and the American side.

Many revealing episodes are recounted by Jordan for the first time, particularly about anti-Nazi underground movements,

## ELECTION TALLY



Sailors, soldiers and civilians watch mounting figures in election tally in front of the Teleneus Theatre on Market Street in downtown San Francisco, while listening to the KPO election broadcast, presented from the city room of The San Francisco Examiner by a special staff of KPO announcers and news commentators.



**NATIONAL WINNER**—Winner and principals at special coast-to-coast broadcast Thursday, November 2, during which the annual awards of the H. P. Davis Announcers competition were announced. Left to right: Patrick J. Kelly, NBC supervisor of announcers; Mrs. H. P. Davis, donor of the awards; Ben Grauer, 1944 national winner; Mrs. S. B. Rockwell, representing the donor on the program, and Frank E. Mullen, NBC vice-president and general manager, who made the presentation. Mrs. Davis established the awards in memory of her late husband who is called "the father of broadcasting," because of his great interest in radio in the industry's earliest years. Mr. Davis was associated with the founding of KDKA.

## MAINE ELECTION

(Continued from page 11)

counties of the state in similar fashion, either through city and town clerks, or special news correspondents.

Official county tabulation forms are obtained from the Secretary of State for each primary or election and entries made thereon as fast as returns are telephoned in from the various cities and towns. Cumulative totals are taken from these forms every few minutes at regular intervals throughout the evening, and similar cumulative totals are obtained from the other two broadcasting stations by telephone at frequent intervals. The totals for the state are then entered on special forms for broadcasting, giving the total number of precincts reporting, and the results for the principal candidates of each political party. Each station conducts its own broadcasts, using chain breaks in the earlier evening hours, and a special program after the network commercials have concluded.

With both AP and UP services available, constant check is made with both against the returns obtained by telephone from city and town officials. Usually the latter keep WCSH out in front, inasmuch as the returns supplied by the news services must of necessity be relayed through their Boston bureaus and transmitted over regional circuits to their Maine subscribers.

## H. P. DAVIS WINNERS

(Continued from page 4)

ing the political conventions in Chicago this past Summer.

As a War Bond salesman, Grauer has established records in both World Wars. When only nine years old, he made the circuit of theaters in New York and sold more than \$1,000,000 in bonds of World War I. In the five bond drives of World War II, he accumulated a sales total of \$8,000,000. During the Sixth War Loan, he drew crowds to The New York Sun's open-air bond show near Radio City.

The Davis awards, established in 1933 by Mrs. Davis, widow of H. P. Davis, who is called the "father of broadcasting" because of his interest and confidence in radio during its early years, are open annually to regular staff announcers of all independent stations affiliated with the NBC network and of NBC owned-and-operated stations. Samples of the contestant's work which demonstrate his ability in news reporting, ad libbing and straight announcing are taken "off the air" without the announcer's knowledge.

Under terms of the contest, the national winner receives a gold medal and \$300 in cash. Each winner in the four station groups receives a suitably inscribed ruby ring and "honorable mention" winners receive certificates. Another certificate goes to each station whose entry is named in the competition.

## Williams Gets KPO Post

SAN FRANCISCO.—Wendell Williams, manager of NBC-Hollywood's continuity acceptance department since 1938, has been appointed program manager for NBC and KPO in San Francisco, effective November 13, it was announced by Sidney N. Strotz, vice-president of the Western division of NBC, and John W. Elwood, manager of NBC-KPO. Williams has been with NBC for more than 10 years, joining the company in New York immediately following his graduation from Dartmouth College.



Wendell Williams

## Home Economics Series

NEW YORK.—Newest course of the NBC University of the Air is "Home Is What You Make It," Saturday morning series on home economics, presented under the supervision of Jane Tiffany Wagner, newly-appointed NBC director of home economics. Designed to touch on all phases of home life, program has Don Goddard, WEA and NBC news commentator, as narrator.

## News Period for School Use Clicks in Spokane

SPOKANE, WASH.—"Hottest thing I've hit in 20 years of teaching!" That's the way Joseph N. Tewinkel, director of audio-visual education for the Spokane Public Schools, describes the latest public service feature to be spotted on the KHQ schedule.

The program, titled "World News for the School Room," consists of 10 minutes of straight world news, adapted from the Press Association radio wire, by David Grew, associate news editor of KHQ.

It is not the usual run of PA wire news—despite the recognized readability of that material. Grew's job is to run the hot news of the day through the sifter of his experience as a teacher, editor, and radio newsman, to derive a product which is more appropriate for the student mind, in the intermediate and high school grades.

This requires special selection of news items, and almost complete rewriting—not to write down to the student, but rather to eliminate such phraseology and reference to details which makes the regular news less clear and understandable to the young mind.

The selection of news items is made, as far as possible, with concern for their educational, ethical and citizenship value, as



*YOUNG NEWS CASTER—Ten minutes of world news, processed from the Press Association radio wire for school students in Spokane and the "Inland Empire," opens the school day for more than 100,000 students in the KHQ listening area. The daily report is prepared by David Grew, associate news editor of KHQ, and is aired each morning by the editor's son, Raymond Grew, 14-year-old high school student.*

well as their all-around juvenile appeal. That's Grew's job, and the schools devote 10 minutes of every class day to the school newscaster.

The 10 minutes of world news is followed by five minutes devoted to school news, administrative messages, reports on student activities, and special messages on the work of the Spokane Rangers, the group of 20,000 school students which has made such an inspiring record in all lines of salvage work. War Bond purchases, and special activities connected with the civilian war effort.

# NBC-ITES RETURN TO JOBS AFTER SERVING IN UNCLE SAM'S ARMED FORCES



*Left photo: George Rogers (right), NBC air-conditioning engineer and the first NBC Chicago serviceman to be honorably discharged and return to his old job, gets an official welcome—and his overalls—from Harry C. Kopf, NBC Central division vice-president. Rogers was given military leave on November 4, 1943, and at the time of his discharge was serving with the Seabees at Camp Peary, Williamsburg, West Virginia. Right photo: WTAM's first man to enter the armed forces three and a half years ago, is also the first staff member to return to civilian life and his old job. Here is WTAM Manager Vernon H. Pribble returning his old locker key to Engineer Cecil Bidlack, who served as a captain in the Army Signal Corps and who spent the past year in India.*

# \* *trail blazings*

The National Broadcasting Company was formed in 1926. It was the *nation's first radio network*. Today it is America's number one network in programming, in facilities and in its service to the American people.

Indicative of the reasons "why", are the following excerpts from the NBC log. Common-place today, these broadcasts were startling innovations in the radio broadcasting picture when they appeared *first on NBC* —

*\*The broadcast on January 1, 1927 of the historic Annual Tournament of Roses Football Game at Pasadena . . .*

**FIRST** broadcast to the Eastern Seaboard of an event originating on the Pacific Coast.

*\*The broadcast of one act of "Faust" from the stage of the Chicago Civic Auditorium on January 21, 1927 . . .*

**FIRST** Opera transmission on any network.

*\*The symphony concert short-waved to America from Queen's Hall in England, February 1, 1929 . . .*

**FIRST** scheduled international program.

*\*The Christmas broadcast from America to Holland and England, December 25, 1929 . . .*

**FIRST** short-wave program beamed abroad.

*\*The December 25, 1931 broadcast of "Hansel and Gretel" direct from New York's Metropolitan Opera House . . .*

**FIRST** of a regular series of Grand Operas broadcast in their entirety.

*\*The establishment of the NBC Symphony Orchestra November 13, 1937 with Arturo Toscanini as conductor . . .*

**FIRST** full Symphony Orchestra to be devoted exclusively to broadcasting.

*\*The telecast by NBC television station WNBT of the opening day ceremonies direct from the World's Fair Grounds, April 30, 1939 . . .*

**FIRST** public television broadcast in the United States which inaugurated the first regular high-definition television service in America.

These milestones are significant of NBC's consistent pace-setting record in the broadcasting industry. They are examples of a pioneering spirit worthy of NBC's pioneering parent company—Radio Corporation of America—leader for a quarter century in every phase of radio and electronic research and development.

## National Broadcasting Company

America's No. 1 Network



A Service of Radio Corporation of America