

NBC Transmitter

Devoted to the Interests of NBC and Its Affiliated Stations

**IN THIS
ISSUE:**

*New Radio
Horizons*

*Television in
National Spotlight*



Frank E. Mullen (left), NBC vice-president and general manager, congratulates G. Richard Shahto, general manager of WIS, upon his election as chairman of the NBC stations planning and advisory committee.

VOL. 10 JANUARY, 1945 No. 4

NBC Transmitter



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

ON THE MARCH

As this issue of The Transmitter goes to press, plans are being completed for a two-day Parade of Stars display on the Starlight Roof of the Waldorf-Astoria Hotel. This New York exhibit, scheduled for February 8 and 9, was based on reports from 150 stations.

The record-breaking number of Parade of Stars promotions throughout the United States followed a variety of powerful merchandising patterns. Radio itself played no small part in boosting the Parade. Newspaper, billboard, car card and window display ideas galore were used with great success throughout the nation, as the photographic evidence on pages 4 to 6 of this issue will bear out.

Most impressive part of the excellent results tabulated and displayed at the New York exhibit is the fact that the returns thus far represent but four months' activity of an all-year campaign.

The display is to be shown in Chicago on February 21, and in Los Angeles on April 9.

Even while the exhibit of four-month achievements is being shown, NBC stations from coast to coast will go on creating and presenting additional forceful exploitation ideas relating to the top-bracket stars on the network most people listen to most.

BOND SALESMANSHIP

Space limitations do not permit inclusion of detailed items on NBC affiliates' War Bond sales efforts. Hence, on page 15 of this issue, a representative selection of photographs of stations' bond-selling activities is presented. It is important to note that the pictures were selected because they were typical of sales ingenuity and top-notch programming arranged by all NBC outlets.

Stations, performers and sponsors donated time, talent and ideas for the brilliant broadcast campaigns that helped substantially in raising—and surpassing—War Loan quotas.

WTMJ's Music Club Tie-In Offers Young Artist Series

MILWAUKEE, WIS.—Talented young Wisconsin musicians again have an opportunity to appear in public recitals and on radio broadcasts through the joint efforts of the Wisconsin Federation of Music Clubs and The Milwaukee Journal's radio stations, WTMJ and WMFM.

The first program of a 26-week series, "Starring Young Wisconsin Artists," was broadcast on WTMJ and WMFM, January 7, from the Radio City auditorium studio. A 30-minute public recital preceded the broadcast.

Fifty-six young Wisconsin musicians, selected by competitive audition, from every part of the state, will take part in the Sunday afternoon series with two artists featured on every program. Purpose of the series is to encourage and develop musical talent.

This is the second consecutive year the Federation of Music Clubs and The Milwaukee Journal stations have presented the project. WTMJ and WMFM pay a professional fee to each young artist participating in the series, as well as all traveling expenses to and from Milwaukee.

Following the presentation of the first program, the Federation of Music Clubs and WTMJ-WMFM entertained more than 200 guests at a tea, in honor of the participating artists and the start of the new series.

FESTIVE SETTING



Radio City, Christmas, 1944

WIS Airs Public's Views On Vital Civic Problem

COLUMBIA, S. C.—When a majority of the Columbia City Council signed a contract to purchase for \$39,500,000 the electric utility properties of the South Carolina Electric and Gas Company, which served six adjacent counties, Station WIS opened its microphones to a full and fair presentation of all the facts and important opinions in the case. The contract was contingent on majority approval of Columbia voters.

WIS scheduled 18 five-minute talks, daily for three weeks, at choice early evening time, for nine pro and nine con speakers, alternating in their presentation.

The WIS "Public Forum" on Sundays gave two 30-minute question and answer sessions to the issue. Listeners were invited to send questions and the WIS moderator presented them to leading debaters while listeners heard both sides' answers to all questions.

Then as a climax, late in the controversy, WIS installed four microphones in the meeting room of the City Council on two separate occasions when the body had before it important decisions in the case. Listeners heard councilmen and others who appeared to testify. Nearly three hours of direct broadcasts from the two council meetings were presented for the station's listeners.

Local newspaper advertising each day for three weeks kept listeners informed of what specific phases WIS would cover that day on the power topic. Plenty of radio announcements provided daily resumes of scheduled programs on the topic.

WIS used its facilities, fully and promptly, for giving the citizens of the area the essential information they needed to make up their minds on the question. The people of six counties in the WIS area were directly concerned in the purchase. And listeners' comment proved the whole state had an indirect interest.

The final curtain was dropped on the controversy when the whole business was cancelled, election called off, and a citizens' committee appointed to study the proposition with a view of proposing any or no later action on the matter. Radio was praised for its public service effort, and its alertness in covering the issue.

NEW RADIO HORIZONS

NBC Executives Review Eventful Year and Look Towards Postwar Period of Great Industry Expansion

By NILES TRAMMELL
NBC President

In 1944, for the first time, American armed forces crossed the Atlantic and landed on the European continent when it was held and defended by a powerful enemy. To realize the historical greatness of this achievement it must be remembered that neither Napoleon nor Hitler at their strongest, dared cross the English Channel. And, in the midst of global war, the people of the United States conducted a free national election—after conventions and campaigns in which free speech suffered no restraints—and re-elected their wartime President.



Niles Trammell

The invasion and the election gave American broadcasting the greatest opportunity and responsibility in its 24-year history. American broadcasters met the test. They were prepared. Their reporters shared danger and hardship with fighting men, on land and sea and in the air. In the political campaigns, their facilities presented the candidates and the issues to the total national audience. Fairness to all parties was scrupulously observed.

While invasion and election news transcended all else in drama and significance, the broadcasters' calendar was full to overflowing with other program material in 1944. News of the war, both in Europe and the Pacific, dominated the air waves. Scarcely less important were programs and services in support of the war effort on the home front.

Religion, music, drama, sports events and entertainment reached large and responsive radio audiences, comprising both civilians and men and women in uniform, at home and abroad.

It should be kept in mind that all services of broadcasting are made possible by American advertisers. They gave generously in 1944 to war effort announcements and projects during their own commercial program time. And, under the Ameri-

NBC's Nighttime Lead

NEW YORK. — In 1077 cities throughout the United States, NBC network stations lead their closest competitor in nighttime "most" listening by 123 per cent according to the first report from the 1944 Nationwide Survey of Listening Habits released January 10.

The report was made public at a luncheon meeting held at the Ritz-Carlton Hotel, at which Niles Trammell, NBC president; Roy C. Witmer, vice-president in charge of sales; Charles Hammond, director of advertising and promotion, and James H. Nelson, network sales promotion manager, were speakers. Attending the session were leading executives of advertising agencies, program sponsors, representatives of the press and the NBC stations planning and advisory committee.

An overall analysis of the survey shows that in the 1077 cities having more than 10,000 population 57 per cent of the radio families listen most to NBC, after 6 p.m., local time. These 1077 cities account for 16,000,000 radio families, equivalent to 56 per cent of the nation's total.

can system of broadcasting, the revenue derived from sponsored programs enabled the stations and networks to present thousands of non-commercial programs of their own, devoted to public service.

Tribute also should be paid to the many radio artists who traveled in person all over the globe, and carried messages of cheer to the fighting fronts.

We face the sunrise of another year with the sober realization that a hard road still lies ahead. That it is a road to victory we have no doubt. That the year 1945 may bring the goal of world peace into plain sight is our deepest desire. May we at home prove equal to every task and sacrifice, and worthy of the heroes who have laid down their lives that we might live to help build a better world.

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

As we enter the new year, and the fourth year of global war, we are aware of graver responsibilities, greater opportunities for service, and more poignant hopes for victory and peace than we have ever known before.



Frank E. Mullen

We who are engaged in radio broadcasting have no keener New Year's wish than that we shall this year—the earlier the better—broadcast to the wide world the news of Germany's unconditional surrender. Only that

news can be expected to equal in dramatic intensity the events of D-Day.

Although the crucial dates of history supply broadcasting with opportunities for spectacular service, America's stations and networks are mobilized 24 hours a day, 365 days in the year.

As our hopes of peace grow brighter, until the hour comes when they culminate in the blaze of victory, we cannot afford to let the welcome light blind us to the continuing tasks and problems ahead. It is in the days of peace to come that the preservation of our traditional social and economic freedom will call for unity of purpose and cooperation of effort as never before. Labor, industry and agriculture must pull together in one direction, for each of these three great sources of economic strength can prosper jointly with the other two but never at their expense.

American broadcasters will value the privilege of helping make postwar America a new land of opportunity in a war-torn world. The new services of FM and television will provide new lifetime careers for many thousands.

We who are engaged in the art, science and industry of radio look forward to the day when by means of television we shall see as well as hear our neighbors all over the earth, of every race, language and creed, united in peace and good will.

DISPLAYS GALORE CREATED BY STATIONS FOR PARADE OF STARS



Left: WF BG celebrated its 20th birthday by arranging this photographic window on a busy Altoona, Pennsylvania, thoroughfare.



Below: This modernistic WEA F Parade of Stars display was mounted in the Radio City lobby where it was observed by thousands of Rockefeller Center sightseers.



Putting the Parade in lights was the clever merchandising idea of Station KANS, in Wichita, Kansas. Day and night, the promotional message was emphasized to passersby.



NBC stars are much in evidence—visually as well as audibly—deep in the heart of Texas, as this attractive WFAA (Dallas-Forth Worth) display clearly shows.



Here's an eye-catching exhibit arranged by KODY, North Platte, Nebraska. It made a great number of citizens stop, look—and hurry home to listen.

AFFILIATES COAST TO COAST JOIN IN BIG PROMOTION CAMPAIGN



"Name your NBC favorites and see if they're here," is what this eye-catching Portland, Maine, window arranged by Station WCSH, suggests.

This "pillar of good listening" greeted visitors to the lobby of the Jackson, Mississippi, building housing WJDX's studios. The station combined the picture display with a direction sign. Reading left to right, right to left, or up and down, the photographic display spelled "good listening."



Commuters in Kingsport, Tennessee, knew about the Parade of Stars through these signs mounted on omnibus sides, easily read as the vehicles pulled up to the curb.



Department store tie-ins throughout the nation are important parts of the NBC Parade of Stars as this WOOD (Grand Rapids, Michigan) window readily proves.



"You can profit by NBC listening" is what the cash-register type prop seems to indicate at this KOB (Albuquerque, New Mexico) window display.

ENTIRE NBC NETWORK PARTICIPATES IN EXTENSIVE EXPLOITATION PLAN



Above: Against a background of translucent glass, WGY (Schenectady, New York) erected this attractive star photo layout.



Upper right: A modernistic decorative touch was applied to this KRIS window in Corpus Christi, Texas.



Center right: KSTP's window display drew the interest of great throngs of Twin Cities' radio listeners.



Lower right: KOA, Denver, used this star-spangled layout to prove why "today and everyday, you'll find the best shows on NBC-KOA."



Below: Wilmington, Delaware, fans stopped and chuckled at the humorous cartoon touch applied to the WDEL exhibit.



2-Day SPAC Meeting Held; Shafto Elected Chairman

NEW YORK.—A two-day meeting of the NBC stations planning and advisory committee was held here, January 9 and 10, with William S. Hedges, NBC vice-president in charge of stations, acting as host. Niles Trammell, NBC president, opened proceedings.

After the first order of the day, in which G. Richard Shafto, of WIS, Columbia, S. C., was elected chairman of the SPAC, the committee turned to the agenda. During the two-day session, subjects covered were "Advertising and Sales Promotion Plans for 1945," presented by Charles P. Hammond, NBC director of advertising and promotion; "Program Developments," C. L. Menser, vice-president in charge of programs; "Labor on the Air," Frank E. Mullen, vice-president and general manager; "1944 All-County Survey," James H. Nelson, manager of network sales promotion; "Welcome Home Auditions," S. B. Hickox, Jr., manager of station relations and "NBC's Postwar Plans Abroad," W. F. Brooks, director of news and special events.

Members of the 1945 stations planning and advisory committee attending the meeting included: District 1, Clair McCollough, WGAL, Lancaster, Pennsylvania; District 2, G. Richard Shafto, WIS, Columbia, South Carolina; District 3, Nate Lord, WAVE, Louisville, Kentucky; District 4, Harold Wheelahan, WSMB, New Orleans; District 5, Stanley E. Hub-

NBC 1945 WAR CLINICS CANCELLED

NEW YORK.—The 1945 War Clinics which had been scheduled to be held in New York, Atlanta, Dallas, Chicago, and Los Angeles during the month of February will be indefinitely postponed, it was announced January 10 by Niles Trammell, NBC president.

"It is with extreme regret and no little reluctance that I have arrived at a decision, following a consultation with the stations planning and advisory committee, to definitely postpone the 1945 War Clinics," said Mr. Trammell. "I feel that each of the three preceding War Clinic sessions has added vastly to the contribution which radio in general, and NBC in particular, has rendered in the war effort. As a result of these previous Clinics, the finest kind of cooperation has been extended to every war agency. Recognition has been accorded NBC and its affiliated stations by governmental authorities for the aid which has been extended in the sale of bonds, in the conduct of the various salvage campaigns, and in the numerous drives made by the government for the conservation of gasoline, fuel

bard, KSTP, St. Paul; District 6, Gayle Grubb, substituting for Edgar Bell, WKY, Oklahoma City; District 7, Richard Lewis, KTAR, Phoenix, Ariz.; and District 8, Arden X. Pangborn, KGW, Portland, Oregon. McCollough, Lord and Wheelahan are new members, elected by affiliates in their respective districts.

oil, rubber, and other critical materials.

"The attendance at each of our Clinic meetings, in accordance with the advance registrations which we have already received, would far exceed 50 persons and, for that reason, might be construed to be in the nature of conventions and, therefore, numerically at least, would fall under the proposed ban on conventions.

"Despite our inability to hold the Clinics during the early part of the year, frequent contact with our affiliated stations is absolutely vital to a continued coordination in order that the network and its affiliated stations may best serve the war interest. We propose to achieve that contact to a large extent through the district meetings of the National Association of Broadcasters.

"These meetings, being 15 in number, will bring together broadcasters of every network affiliation as well as independents. NBC will be represented at each one of these meetings by a member of the staff of the station relations department. By this means it will be possible not only to discuss ways and means of establishing the best possible coordination with our own affiliates but likewise to establish a basis for working with the entire industry so that it may function as the most effective instrumentality for aiding in the winning of the war.

"We will reserve decision in respect to a possible later meeting or meetings depending upon the course of the war."



COAST CONFERENCE—Radio station managers of the NBC Western division met at the Biltmore Hotel, Los Angeles, recently to discuss problems related to the intensification of the war effort in the Pacific. Left photo: O. W. Fisher, president of Fisher Blend, operators of KOMO, Seattle; S. S. Fox, KDYL, Salt Lake City; Mrs. O. P. Soule and Florence Gardner, KTFI, Twin Falls; Frank Berend, NBC Western division sales manager. Right photo, l. to r.: William S. Hedges, NBC vice-president in charge of stations; Richard Lewis, KTAR, Phoenix; Harold Ritter, KYCA, Prescott; R. B. Williams, KVOA, Tucson; Jennings Pierce, NBC division manager of station relations, and Ray Smucker, KYUM, Yuma.



Part of the collection of 300 bears owned by Walt Bruzek, promotion department of KROC in Rochester, Minnesota, are displayed as part of the station promotion for the transcribed children's program, "The Cinnamon Bear." Children of the city received cinnamon cookie bears and some won toy bears in a name contest.



A. I. Parker presents dramatic Nixon, head



WIS Announcer Bill Simmons tries out a mechanical cotton picker as part of an on-the-spot broadcast in the South Carolina cotton fields of pickers at work.



B. J. Palmer, WHO (Des Moines, Iowa) executive, bought this splendid Barnum in 1896. It weighs 10 tons. Restored to its original condition, it's proof Davenport building for the amusement of circus-lovers.



Taking part in KPO Pearl Harbor Day program: (from left) Pharmacist's Mate V. Cunningham, Announcer F. Jorgenson, S. A. Dolk, whose son was captured; Mrs. A. Lang, mother of two victims; Lt. A. E. Allegrini, and Dr. G. Sherman.



Breaking ground for video and FM units atop Mt. Wilson, KFI had Dr. Lee de Forest (right) as guest.



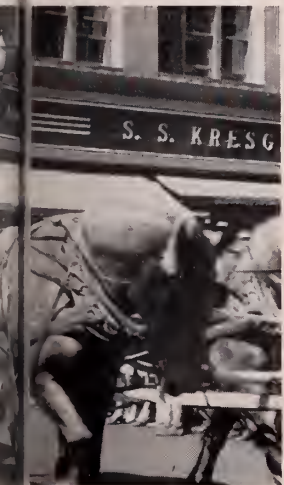
NBC's Director Rere



... sponsor of "These Are Our Men,"
... a of President's life to Dr. Edgar
... Roosevelt library in Hyde Park.



Ventriloquist Edgar Bergen explains how he does one of his characterizations to (from left) Jules Herbuveaux, NBC Central division program manager; Paul McCluer, Central division sales manager, and R. J. LeCroix, regional sales manager of Standard Brands, Bergen's sponsor.



... and chariot built by
... displayed in a fire-
... sters.



Irving "Bump" Hadley, former New York Yankees pitcher and now WBZ (Boston) sportscaster (right), interviews Walter Breanna of Marlboro High School, captain of Bump's second annual All-Scholastic Football Team.



Bill Wiseman (WOW) poses with awards from Southwestern industrial editors.



... agricultural department was visited recently by Agricultural
... (m left) Everett Mitchell, NBC Central division; Harley
... KOA; William Drips, NBC, and Ed Faulkner, WTAM.



Speaking over KOA during the National Farmer's Union Convention in Denver recently were: (from left) Editor James White of Western Farm Life and Farm Experts Jonathan Daniels, Hal Renollet and Paul Sifton.

TELEVISION NETWORKS A NECESSITY TO ASSURE HIGH STANDARD SERVICE, ENGINEER CONTENTS

NEW YORK.—Syndication of television programs via networks will be a necessity in order that the high cost of quality programming may be divided among many stations, Raymond F. Guy, NBC radio facilities engineer told 500 members of the Institute of Radio Engineers at a meeting held in Philadelphia December 7.

Other speakers at the meeting, held in the auditorium of the Franklin Institute, were Allen B. DuMont, president of the Allen B. DuMont Laboratories, Inc., and David B. Smith, director of research of the Philco Corporation.

Supporting his contention, Guy pointed out that the American public is conditioned to good entertainment from motion pictures and that television will be expected to furnish program material of comparable stature. He recited instances where NBC pre-war dramatic productions through WNBT had required 40 hours of rehearsal for one hour of broadcasting. Fifteen hours of these rehearsals were conducted before the television cameras with substantially a full program and technical staff in attendance.

Guy prophesied that the studio staff required to produce a studio dramatic production might consist of a producer, an assistant producer, a scene designer, two stage hands, a sound technician on the microphone boom and one on the control console, one person for make-up, three camera technicians, one technical director, one camera dolly operator, an electrician and a supervisor.

In some NBC productions, he added, especially-made motion pictures (on location) were sandwiched in the production, requiring camera men and projectionists. It was his opinion that affiliated network stations would find it very desirable to have a nucleus of first-rate network studio productions around which they could build their local programs, broadcast their news programs, local sporting events, etc.

Coaxial cables or radio relays connecting radio stations, Guy suggested, might best be owned and operated by common carriers inasmuch as the facilities could

be utilized during non-television time for other services, thereby keeping the facilities busy during the entire day with the attendant advantage of lower costs to individual users.

Guy cited plans of the American Telephone and Telegraph Company to build an extensive coaxial cable network which is expected to be nationwide by 1948 to 1950. Using slides he showed the projected route of these circuits and illustrated how the present nucleus of nationwide networks is forming.

The first transcontinental route will extend from Boston via New York, Washington, Charlotte, New Orleans and Los Angeles to San Francisco with a number of branches. Circuits also will become available in the mid-West linking Washington, Cleveland, Pittsburgh, Chicago, St. Louis, Kansas City, Des Moines, etc.

Guy discussed the possibility of radio relays now under development ultimately carrying the burden of television traffic, and reviewed present plans of the American Telephone and Telegraph Company to build an experimental network from New York to Boston utilizing frequencies from 1,900 to 12,000 m.c., and other similar projects under way.

Expressing the opinion that there is no limit to what engineers can do, given sufficient time and money, he looked forward to the development of tubes and other devices which would make possible simple and economical long-distance radio relays.

Assuming the development of such tubes and devices, Guy then illustrated his conception of such a relay utilizing frequency modulation and straight-through amplifiers at each relay point. The hypothetical relay utilized parabolic reflector antennas, a wavelength of 5 centimeters and a 4,500-mile circuit with relays separated by approximately 30 miles. The cost of a two-way circuit over this distance he estimated at \$13,000,000.

The speaker expressed his confidence in the further development of electronic devices that would make possible very satisfactory radio relays, meeting all the special requirements of the expanding television industry.

AD MAN CONDUCTS



Arthur Pryor, Jr., vice-president and radio director of the Batten, Barton, Durstine and Osborne advertising agency, recently took over the baton of Arthur Fiedler to conduct a rehearsal of the "Sunday at 4:30" orchestra over WBZ. Pryor, son of the famous bandmaster, was in Boston for the regular broadcast of the 45-piece concert orchestra, and stepped into the role of maestro so that Fiedler might listen to a selection from a remote section of the Boston Opera House.

Hospital Survey Reveals Video Programs Aid Vets

NEW YORK. — Television broadcasts are of great interest and value in the psychiatric treatment and reconditioning of mentally ill patients, according to a staff report submitted to the commanding officer of one of the eight service hospitals near New York City, which have been equipped with television receivers.

Wounded and ill servicemen, the report continued, enjoy all types of programs. In sports, they favor boxing over wrestling but dramatic productions also have wide GI appeal.

According to figures supplied to NBC, the average audience per hospital television set is 35.

At the present time, 55 sets, supplied through the cooperation of the General Electric Company, Radio Corporation of America, NBC, and public-spirited citizens have been installed in the hospitals.

A typical week's schedule of WNBT, all available to the hospitals, includes news, weather reports and variety features. While sports leads in servicemen's favor, all television program topics capture GI Joe's interest.

Salt Lake City Prepares For Television Service

SALT LAKE CITY.—After four years of laboratory work with standard RCA television equipment, KDYL has applied for television broadcasting licenses.

S. S. Fox, president and general manager of the Intermountain Broadcasting corporation which operates KDYL, said his company already has all the materials at hand to undertake broadcasts on an experimental basis, and that his staff could prepare for commercial broadcasts in a very short time.

Fox explained that his television equipment includes a score of RCA television receiving sets which he is prepared to place at strategic points about the city so the public may view actual reception.

He acquired the RCA unit when 441-line pictures were being broadcast. The station's engineers under the direction of John M. Baldwin, vice-president in charge of engineering, converted the unit to send 525-line images.

The station applied for an experimental license last September and recently filed for a commercial television broadcasting permit. Demonstrations at several department stores and at the state fair have proved extremely popular, and Fox has been invited on several occasions to use his equipment for further demonstrations throughout the West and in Mexico City.

KFI BREAKS GROUND ON MOUNTAIN-TOP SITE FOR TELEVISION AND FM UNITS

LOS ANGELES.—William B. Ryan, general manager of KFI and the radio division of Earle C. Anthony, Inc., recently was host to civic and educational leaders and outstanding personalities in the radio and picture fields at groundbreaking ceremonies for KFI's new frequency modulation and television transmitters on the top of Mount Wilson.

In a special broadcast from the mountain top, Ryan stated: "In the postwar years ahead, two new developments will serve us all—frequency modulation and television. Standard or AM broadcasting as we know it today is by no means perfect. FM broadcasting will mean virtual perfection in broadcasting — reception without noises, static and interference from other stations.

"Television, of course, will open new avenues of enjoyment and education, will prove a humanizing force that will bring us all closer together."

Mayor Fletcher M. Bowron of Los Angeles, who participated, said: "The groundbreaking ceremonies for KFI's new FM-television station here symbolize many things to me.

"There's the evidence of American in-

ventive genius which frequency modulation and television represent. There's the exciting glimpse into the vital age of the future and its many new developments in varied fields. But most of all it signifies to me another tribute and triumph for the American Way, for the freedom of enterprise which take such things out of an inventor's head and off a designer's drawing-board and put them into the homes of all Americans."

Also taking part in the ceremonies was the noted inventor Dr. Lee de Forest.

Others taking part in the broadcast and groundbreaking program were: Charles B. Smith, West Coast representative of the R-K-O Television Corporation; A. C. Childs, president of the Mount Wilson Hotel Company; and Fred Wolcott, assistant to the president in charge of engineering for Gilfillan Brothers. Assisting in the arrangements for the groundbreaking ceremonies and broadcast were H. L. Blatterman and Curtis Mason, KFI engineers; Don McNamara, program manager; J. G. Paltridge, public service director, and Bob Purcell, special events director. A photograph of the ceremony is on page 8 of this issue.



VIDEO TESTING — KDYL's television laboratory in Salt Lake City. Engineers Keith Hopkins (left) and Charles Stockdale are checking equipment.

Top-Rating for WNBT

NEW YORK.—The election night service presented by station WNBT drew top ratings from the television audience, according to an anonymous NBC survey.

A total of 4,523 questionnaires was mailed on November 22 from a blind address. Of the 835 questionnaires returned by mid-December, 595 or 71.3 per cent said they had viewed the returns on their television screens, and 338 reported that they had viewed WNBT only.

More than 70 per cent of the set owners who tuned in the three local stations named WNBT as providing the best sight-and-sound service.

An average of 7.7 persons viewed the returns in each group and the actual viewing time was 4.1 hours per set. Approximately 70 per cent of the returns stated that the television set was in constant use throughout the evening.

"MOVIECASTING" CHEERS DENVER ARMY PATIENTS



Official Fitzsimmons Hospital Photo

Sergeant Bill Walker is in charge of radio production. Here he is shown describing a feature. His narration is blended with actual sound track pickups.

DENVER.—GI Joe does not have to miss the latest movies if he is a bed patient in the Fitzsimmons General Hospital. It's easy. All he has to do is turn the knob on his radio headset to the designated channel when movies are being shown in the Post Theater, and the movies—sound track and description—come to him.

NBC demonstrated the system recently on an "Army Hour" broadcast through the facilities of KOA.

Connecting the sound track from the projection machine into the broadcasting system was a real engineering feat. Let Sergeant Tony Lacobucci, the radio engineer at Fitzsimmons explain it: "A signal is taken from the output of the RCA high-fidelity photophone amplifier with the Post Theatre movie system and used to

operate an amplifier connected to 2,500 headsets. A commentator microphone is connected to the circuit allowing description to be interposed between the sound taken from the sound track."

A movie over the air has many spots that are minus voice parts or sound that is not easily recognizable, but with a narrator to properly introduce the show, set the scene, describe the characters, identify the sounds, and fill in all other data, the story becomes real. Sergeant Bill Walker is the man who does the narration.

"Moviecasting" is the title given the project. The idea is but another example of what the Army Medical Department is doing in its attempt to make the hospital patients' time in bed more pleasant and comfortable.

Heads Portland Ad Group

PORTLAND, ORE.—Arden X. Pangborn, managing director of KGW, NBC affiliate here, has been elected president of the Portland Advertising Federation for the coming year. Pangborn has been a member of the NBC stations planning and advisory committee since its inception, representing the Pacific Coast stations of District No. 8. He served as a member of the board of governors and as vice-president of the Portland advertising group last year; and is concluding a term as vice-president of the board of the Oregon State Broadcasters' Association.

College Profs on KSD

ST. LOUIS.—Through a program produced entirely by college professors for KSD, the Florsheim Shoe Company is testing radio salesmanship with its first regular broadcasts in St. Louis. Florsheim has bought only occasional radio shows anywhere in the past.

Entitled "Faces and Places in the News," the program is written and broadcast by Dr. Edwin S. Leonard, chairman of the English department at Principia College. Research for the program is by Dr. Floyd McNeil, chairman of the history department.

WHFM Builds Show For Men At Sampson Naval Station

ROCHESTER, N. Y.—The men in the hospital at Sampson are assured of good radio entertainment with WHFM, Stromberg-Carlson's FM station in Rochester, beaming a series of programs their way.

The WHAM Staff Orchestra, under the direction of Gene Zacher, provides the musical background and vocalists are featured. The program takes a special angle as the drama part of the show involves the men themselves. Each week the story of one of these men is told on the air and to that man goes a gift of cigarettes.

The opening program was highlighted by the presentation of 3,500 blank records and a recorder to the hospitalized men by Al Sigl, local news commentator and head of the Al Sigl Blood Donors Unit. It is Sigl's hope that every man will have the opportunity of saying "Hello" to his loved ones on Christmas.

Commander Milton Greenberg of the All-Navy Post of the American Legion and George Shafer, post commander, have appeared on the air. The post is responsible for the awards each week.

This is one of many tie-ins the Stromberg-Carlson stations have made with the big Sampson training station. The Navy unit's close proximity to Rochester has prompted several WHAM special features.



CHEER-UP MAN—Al Sigl, newscaster, chats with Lieutenant E. D. Brinly, of the Sampson Naval Training Station, on the occasion of presenting the station with a recorder and 3,500 discs for sailors' use. WHFM, sister FM station of Rochester's Station WHAM, has a special program series dedicated to the Navy station.



AT SON'S PARTY—Mrs. Louisa Pribble, 76-year-old mother of Vernon H. Pribble, WTAM's divisional manager, and Mrs. Tom Manning, wife of WTAM's sports announcer, at the Cleveland celebration.

Pribble, 10 Years With NBC, Honored at Cleveland Party

CLEVELAND. — Mrs. Louisa Pribble, 76-year-old mother of Vernon H. Pribble, divisional manager of WTAM, refused to allow the wartime difficulties of securing sleeping space on the train from her home in Ridge Farm, Illinois, prevent her from attending the 10th anniversary party which WTAM staff members and civic notables staged for Pribble in the ballroom of the Lake Shore hotel here, December 20.

Many tributes were paid Pribble but the fact that his mother stayed up all night on the Cleveland-bound train so that she might pay him a surprise visit and bring her congratulations in person was, for the WTAM manager, the greatest tribute of all.

Among the 250 people who honored WTAM's divisional manager on the occasion were Clay Morgan, assistant to Niles Trammell, NBC president, who presented Pribble with a 10-year Club membership button and certificate; Willan C. Roux, of NBC spot sales department; Charles P. Hammond, NBC director of advertising and promotion; Governor Frank Lausche and Mayor-Elect Thomas Burke.

Menser Cleveland Guest

CLEVELAND. — Clarence L. Menser, NBC vice-president in charge of programs, was guest of honor at the Cleveland Athletic Club luncheon January 19. Later in the day he addressed the Cleveland Federation of Women's Clubs. He also attended a meeting of the Radio Council of Greater Cleveland.

22-Year Friendship, Started On Air, Resumed by WKY-ers

OKLAHOMA CITY, OKLA.—Twenty-two years ago, although thousands of miles apart, two men became friends. Recently, for the first time, they met face to face.

The remarkable reunion took place in the studios of WKY here when a television rehearsal was taking place. The men are Sydney R. Montague, 10 years a Royal Canadian Northwest Mounted Policeman, now an internationally known lecturer and master-of-ceremonies of WKY's special War Loan television show, and E. D. Harvey, of the station's production staff.

Twenty-two years ago, when radio broadcasting was in its early stages, Montague and a few other white men were stationed in the far reaches of Northern Canada. Indelibly imprinted in Montague's mind was the voice of a radio announcer who was his principal contact with civilization. The outpost far in the Arctic Circle received mail but once a year when the supply ship came through. So radio brought him news of relatives and friends.

At WKY, while Montague was being televised, rehearsing the part he will play, Harvey was directing the scene and asked Montague to step closer to the lights. Harvey's voice has a husky Scottish quality that was even more pronounced 22 years ago.

Montague stared. It was the voice he knew. They compared notes and Harvey proved to be the announcer Montague and his companions listened to so much in the frozen north.

Hence, there is much reminiscing at WKY these days.



Sydney R. Montague (left) and E. D. Harvey, both with WKY, Oklahoma City, resume a friendship that began via radio 22 years ago. The two men never before met face to face, but Montague remembered Harvey's voice right through the years.



"EXTRA!"—After broadcasting sports, society, markets, editorial and feature sections, the last of six announcers—Mike Dunn—is about to fold up the KSD "radio newspaper" with a reading of the comic strips.

KSD "Delivers" Newspapers During 2-Day Press Strike

ST. LOUIS.—Established 21 years ago as an experiment by The St. Louis Post-Dispatch, Station KSD turned the tables on its publishing parent by becoming a radio newspaper while The Post-Dispatch and other local papers were shut down by a strike December 8 and 9. KSD broadcast full contents of the unpublished paper, excepting advertisements.

The station began broadcasting from proofs of pages of the unpublished paper an hour after a pressroom walkout stopped the first edition from going to press. The reading of one edition, edited somewhat for radio, occupied six announcers for about three hours, and everything from death notices to comics was put on the air.

KSD presented news headlines and stories, page by page and column by column, with sports, markets, society news and other departments, and a verbal description of cartoons. In the evening, the station broadcast special programs based on the newspaper features and comics, fully explaining the antics of such characters as Li'l Abner.

From noon until 6 p.m. on the first day of the strike, KSD cancelled regular NBC and local programs to present The Post-Dispatch, and that night gave news summaries every half-hour. The following day, the station again broadcast contents of the unpublished first edition and followed with regular summaries until the strike ended in late afternoon and final editions appeared on the streets.

The event was hailed both for its public service and showmanship angles.

RECORDING OF WTIC FIGHT PROGRAM SETTLES HARTFORD SPORTS DISPUTE

HARTFORD, CONN. — Bob Steele, WTIC sportscaster who does a blow-by-blow description of the professional fights at the Hartford Auditorium, assumed the role of an amateur sleuth recently and revealed radio as his chief tool in solving a tough case.

Here is how it happened. Willie Pep, featherweight champion of the world, was fighting Charles "Cabey" Lewis, a ranking contender, at the Connecticut City's jam-packed boxing arena. Pep was winning handily but suddenly, toward the end of the fourth round of their 10-round battle, Lewis floored the champion with a terrific right hand smash to the jaw.

Pep hit the canvas and bounced like a golf ball. He was obviously shaken, but he scrambled to one knee and bent an ear to the referee who was tolling off the seconds. But at the count of "six" the bell rang, ending the round. Pep got to his feet, walked to his corner and, after the minute of rest, came out for the next round to carry the fight to his opponent and win the decision by a clear margin.

However, next day, back in New York, Lewis' manager shouted a claim that the round had lasted only two minutes, instead of the regulation three. He implied that the timekeeper had shortened the round to save Pep, a Hartford boy, from a kayo. Sportswriters picked up his charge and it flew over the teletypes to all corners of the sports world. It was a terrific story. And who could deny the charge or prove



MATTER OF RECORD—WTIC's Sportscaster, Bob Steele, used transcription of his fight report to settle a serious Connecticut boxing dispute.

it untrue? Sports experts everywhere were bewildered.

The answer was WTIC's Bob Steele, who had a recording of his broadcast of the fight. But nobody had thought of that, least of all the manager of Lewis. Reading the wire stories, Steele immediately put the stop watch on Round 4, timing the record four times to be positive. He found the time to be 3 minutes 1½ seconds! The State boxing commissioner was called at once and in half an hour the commission had slapped a \$50 fine on the boxing manager and issued a sharp rebuke.

KOA Expands Farm Service; Adds Agricultural Director

DENVER. — Recognizing the importance of agriculture to the growth and prosperity of Colorado and adjoining states, KOA has appointed Harley C. Renollet, director of agriculture.

KOA's new agriculture program, the "Mile-Hi Farmer," broadcast daily, offers the most complete and comprehensive agricultural service in the mountain and plain states region covered by the station.

During a special broadcast which inaugurated the "Mile-Hi Farmer," listeners

heard talks by Secretary of Agriculture Claude R. Wickard, of the Department of Agriculture; Frank E. Mullen, NBC vice-president and general manager, and Roy E. Green, president of Colorado A. & M. Arts College.



H. C. Renollet

Each program thereafter has featured a guest speaker covering all phases of agriculture. Musical entertainment is a regular feature of every program.

The "Mile-Hi Farmer" program is the backbone of all KOA agriculture service. It is supported by other farm programs heard regularly over KOA. These include "Market Reports," broadcast every weekday direct from the Denver Union Stockyards; "Farm Question Box," now in its 19th-year, under the supervision of James White, editor of Western Farm Life, and the "Saturday Stock Show," presented by KOA in cooperation with the Rocky Mountain Radio Council.

Renollet, or Hal as his friends call him, was born in a log house on a quarter section of rich farm land in Paulding County, Ohio. He graduated from Brown Township High School, Oakwood, Ohio, in 1922. He's an alumnus of Ohio State.

Renollet's first job was that of vocational agriculture instructor at Brookville High School in Montgomery County, Ohio. This was followed, after nine years by a job as County 4-H Club leader, in the same county, remaining in that capacity until January, 1944, at which time he replaced the county agricultural agent of Butler County, Ohio.

KYW LAUNCHES SECOND YEAR OF RADIO WORKSHOP COURSES

PHILADELPHIA.—Acquiescing to requests of enthusiastic school teachers and principals of the Philadelphia School System who attended the Summer sessions in the KYW studios, the Radio Workshop has inaugurated its second Fall-Winter Series.

Under the Westinghouse plan, inaugurated at the Philadelphia station in 1943, carefully developed courses in broadcasting again are presented in order that teachers and principals may be professionally trained in the presentation of educational programs.

Gordon Hawkins, program and educational director of Westinghouse Radio Stations Inc., supervises the courses under the joint auspices of the Philadelphia Board of Education and the Westinghouse transmitters. "Program Production," the first of the courses to get under way, is under the direction of William C. Galleher, educational director of the station, on the second Tuesday of each month. Guest speakers are utilized from time to time.

Hawkins conducts the script course on the fourth Tuesday of each month.

INGENIOUS BOND-SELLING IDEAS USED BY STATIONS IN WAR LOAN DRIVE



For WTMJ's campaign, "Uncle Sam" arrived in Milwaukee. He was met by a reception committee and a crowd of 500 citizens.



"Finders Keepers," morning NBC show, made four personal appearances in New York City to promote the drive. The grand total for all four appearances was \$313,511.



As a part of its drive, KTSM brought NBC Commentator Larry Smith to El Paso where he originated his broadcasts.



Scene on WIOD bond stage, Miami, when members of the Frolic Club donated blood for auction to highest War Bond bidders.



W'OOD listeners pledged \$250,000 in war bonds by patronizing Glenn and Lenore's "radio swap shop." Listeners phoned directly to the stars during the broadcast, pledging War Bonds in exchange for the many rare articles offered.



Jose Iturbi, pianist, made an attention-getting W'ROL bond broadcast. The noted keyboardist is in the center.



W'SAM (Saginaw, Mich.) featured a "scarcity sale" at which items hard to get in the stores were sold over the counter and by telephone for War Bond purchases. From left: Al Fairchild, announcer; Sheriff Muchlenbeck, auctioneer; Robert Phillips, W'SAM manager; Mayor Wieneke, auctioneer; R. Koberuat, announcer.

NBC leads the field in Fame-Motion Picture Daily poll

BOB HOPE • Pepsodent

Champion of Champions
Favorite Comedian
Favorite Comedy Show

JOHN CHARLES THOMAS • Westinghouse

Favorite Male Singer (Classical)

BING CROSBY • Kraft

Favorite Master of Ceremonies
Favorite Male Singer (Popular)

INFORMATION PLEASE • Heinz

Favorite Quiz Show

JOAN DAVIS • Sealtest

Favorite Comedienne

DINAH SHORE • General Foods

Favorite Feminine Singer (Popular)

BILL STERN • Colgate

Favorite Sports Announcer

FIBBER MCGEE & MOLLY • Johnson's Wax

Favorite Comedy Team

THE ARMY HOUR • NBC

Favorite War Program

ARTURO TOSCANINI • General Motors

Favorite Symphony Conductor



For the past nine years—
or ever since the
Fame-Motion Picture Daily
Poll began — their
highest honor,
“Champion of Champions”
has gone to an NBC star.
This year it's Bob Hope
again, for the fourth time
in succession.

Other NBC programs and
personalities are champions,
too, taking a grand total of
13 first places, or more
than all other networks
put together—and once
again NBC's Press Service
was voted the best in the
business.

3 OUT OF 5 "CHAMPION OF CHAMPIONS"

Bob Hope (*Pepsodent*)
Bing Crosby (*Kraft Cheese*)
Jack Benny (*Lucky Strike*)

3 OUT OF 3 COMEDY SHOWS

Bob Hope (*Pepsodent*)
Jack Benny (*Lucky Strike*)
Duffy's Tavern (*Bristol-Myers*)

TOP 2 OUT OF 3 COMEDIANS

Bob Hope (*Pepsodent*)
Jack Benny (*Lucky Strike*)

TOP 2 OUT OF 3 FEMININE SINGERS (Popular)

Dinah Shore (*General Foods*)
Ginny Simms (*Philip Morris*)

TOP 2 OUT OF 3 MASTERS OF CEREMONY

Bing Crosby (*Kraft Cheese*)
Clifton Fadiman (*Heinz*)

TOP 2 OUT OF 3 MALE SINGERS (Classical)

John Charles Thomas (*Westinghouse*)
Richard Crooks (*Firestone*)

TOP 2 OUT OF 3 WAR PROGRAMS

The Army Hour
Words at War

2 OUT OF 3 COMEDY TEAMS

Fibber McGee & Molly (*Johnson's Wax*)
Abbott & Costello (*R. J. Reynolds*)

2 OUT OF 3 MALE SINGERS (Popular)

Bing Crosby (*Kraft Cheese*)
Dick Haymes (*Electric Auto-Lite*)

2 OUT OF 3 QUIZ PROGRAMS

Information Please (*Heinz*)
Dr. I.Q. (*Mars*)

2 OUT OF 3 NEWS COMMENTATORS

Lowell Thomas (*Sun Oil*)
H. V. Kaltenborn (*Pure Oil*)

2 OUT OF 3 STUDIO ANNOUNCERS

Don Wilson (*Lucky Strike*)
Harry Von Zell* (*General Foods*)

* Also heard on another network.

NBC Transmitter

Devoted to the Interests of NBC and Its Affiliated Stations



Prominent agency executives attended the New York Parade of Stars Exhibit. Left to right: A. K. Spencer, of J. Walter Thompson; Roy C. Witmer, NBC v.-p. in charge of sales; Tom Luckenbill, of William Esty, and C. P. Hammond, NBC advertising-promotion head.

IN THIS ISSUE:

"America United"

"Our Foreign Policy"

VOL. 10 FEBRUARY, 1945 No. 5

NBC Transmitter



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

"IN THE PUBLIC INTEREST"

Niles Trammell, president of the National Broadcasting Company, announced on February 21 a revision of several of the network's policies on commercial programming further to improve its service in the public interest.

"Broadcasting is fast-moving and constantly changing," Mr. Trammell pointed out. "To stand still in broadcasting is to go backward. Programs that were spectacular only a few years ago may become commonplace or out of date. Such rapid changes are usually the result, not of deterioration of the program, but of changing public tastes and more exacting standards of entertainment. The public's reaction to obsolescence and its insistence upon continually higher quality in radio programs are just as compelling as its demands for improvements in automobiles, refrigerators, radio receivers or motion pictures.

"Programs must be kept fresh and up to date. No radio program can afford to coast on its past reputation. Neither can it successfully maintain a mediocre framework and depend on the prestige of the network and neighboring programs to deliver a large, unearned audience. Every radio program should stand on its own feet. It should be the last word in its own type of show, and of such quality that in its own right it will acquire and hold the highest possible percentage of radio listeners. By fulfilling the public demand for creative entertainment of the highest quality, each program will do its share to maintain and increase the over-all listening to the network, and enhance the network's value to all listeners and consequently to all advertisers.

"As broadcasters operating in the public interest, it is our responsibility to try to make every program sent out over our network meet the standards we have mentioned."



WILLIAM F. BROOKS
NBC Manager of News and Special Events

W. F. Brooks, NBC News Head, Returns from War Tour

NEW YORK.—William F. Brooks, director of the NBC news and special events division, made a round trip to Europe in February and early March as part of his extensive tours of battlefronts and war capitals to lay groundwork for the network's post-war news coverage in Europe. While abroad, Brooks conferred with NBC correspondents.

Originally, Brooks had planned this trip late last year. Instead, accelerated events in the Pacific sent him to the West Coast and on to Honolulu for conferences with Navy officials for news coverage plans in that theater.

New Technical Post

NEW YORK.—Whitney M. Baston, formerly NBC transmission engineer, has been appointed to the newly created position of technical training director, O. B. Hanson, NBC vice-president and chief engineer, announced on January 22.

In his new assignment Baston will guide technical training in all offices of the network's engineering department, reporting directly to F. A. Wankel, Eastern division engineer.

Music Clubs to Offer NBC Spot to Audition Winners

NEW YORK.—The three 1945 winners in the young artists auditions of the National Federation of Music Clubs will have the privilege of appearing as soloists with the NBC Symphony Orchestra in its summer series of broadcasts, under the baton of Dr. Frank Black, Miss Ruth M. Ferry of New Haven, national chairman of these events, recently announced.

This additional award, which supplements the \$1,000 traditional cash award for winners in violin, piano and voice—long identified with the federation's biennial competitions—was offered to the organization by Samuel Chotzinoff, manager of the NBC music division, and is contingent, as awards of this character invariably are, upon the discovery of talent that justifies a solo appearance with one of the country's major symphony orchestras.

Ernest La Prade, NBC director of music research, will represent NBC at the finals, which will be held on May 24, at an auditorium yet to be selected. Semi-finals on the two preceding days will take place at the auditorium of the Manhattan School of Music, in this city.

In making known the NBC offer, Miss Ferry expressed great gratification on the part of America's music clubs. "The prestige of appearing with an orchestra as outstanding as the NBC Symphony will mean almost as much to our young artist winners as the cash award, which enables them to take advanced study or finance a debut recital," she said.

"For some years, at least one of our instrumental winners has been guaranteed an appearance with a major symphony orchestra as an additional award from the Schubert Memorial, but we have never before been able to offer such an award as an incentive to all our winners, and we deeply appreciate the National Broadcasting Company's giving our young people this splendid opportunity."

Miss Ferry added that, from present indications, the enrollment for the competitions will be very large.

Most recent competition sponsored jointly by the network and the National Federation of Music Clubs was a patriotic song contest.

INDUSTRY AND AGRICULTURE JOIN HANDS

Labor, Farm and Business Combine Forces for "America United" Roundtable Series

NEW YORK.—Details of NBC's significant new public service program, "America United," which for the first time has made available the facilities of a national network at a regular period each week to major labor, agricultural, and business groups for the discussion of cooperative efforts and mutual objectives, were announced January 16 by Niles Trammell, NBC president.

The American Federation of Labor, the Congress of Industrial Organizations, the National Grange, the American Farm Bureau Federation and the Chamber of Commerce of the United States will participate in the series with each organization building its own program for the discussion of national issues and problems.

"NBC, in another move to promote discussion of national problems in the fields of labor, agriculture and business, and feeling that each of the segments of our economy is interested in the other and that cooperation is the solution to these national problems, has invited these representative groups to use our facilities for the purpose," Trammell declared.

"I am happy to announce also," he added, "that the heads of these organizations have accepted an invitation to constitute an advisory committee of the National Broadcasting Company in their scope of broadcasting so that our public service will reflect the views and needs of those important segments."

The A. F. of L. opened the program schedule on January 7 and is continuing to select participants at the roundtable for a period of 13 weeks. For 10 weeks thereafter the A.F.B.F. and the National Grange will alternate in preparing the programs and naming the speakers. The Chamber of Commerce will then take over for three weeks, followed by the C.I.O. for 13. The two farm groups will alternate for another 10 and the Chamber of Commerce will conclude the series with three additional programs.

Each organization is inviting representatives of the other groups to participate on its programs.

The entire series is under the auspices of NBC's public service department and the company's public service counselor, Dr. James Rowland Angell.



STARTING THE SERIES—Seated (l. to r.): Edward A. O'Neal, American Farm Bureau Federation president; William Green, AFL president; Philip Murray, CIO president; Albert S. Goss, master of National Grange. Standing: Frank E. Mullen, NBC vice-president and general manager; Eric Johnston, U. S. Chamber of Commerce president; Niles Trammell, NBC president, and Dr. James Rowland Angell, NBC public service counselor.

On January 16, at the first meeting of the advisory committee with NBC officials, heads of the groups which will take part in the series voiced their enthusiastic approval of "America United." Here are their comments:

Philip Murray, president of the C.I.O.: "We appreciate this great opportunity to give to the people of the United States of America the point of view of the C.I.O. on issues and affairs affecting the people, especially the problems of labor."

William Green, president of the A. F. of L.: "No one can adequately appraise the value of the public service rendered by NBC through its presentation of 'America United.'"

Eric Johnston, president of the U. S. Chamber of Commerce: "The people of America want management, labor and agriculture to get along. This program will do much to bring peace at home by bringing these groups together. By sitting down at the table, on the air, we can solve many of our problems and difficulties."

Edward A. O'Neal, president of the American Farm Bureau Federation: "It is only by getting together and talking things out across a conference table that any one group can reach an intelligent understanding of the problems, hopes, and objectives of the other groups. I feel that

better understanding among groups will surely lead to coordination of all group activities in the public interest."

Albert S. Goss, master of the National Grange: "Discussion of questions of public interest over the air by these groups representing such widely diversified interests is sure to have a most wholesome effect. The public will get a broader viewpoint on many questions than could be possible otherwise."

Heath Heads NBC Information

NEW YORK.—Horton H. Heath was appointed director of information for NBC on February 20. He succeeds Albert E. Dale who resigned. The announcement was made by Frank E. Mullen, NBC vice-president and general manager.

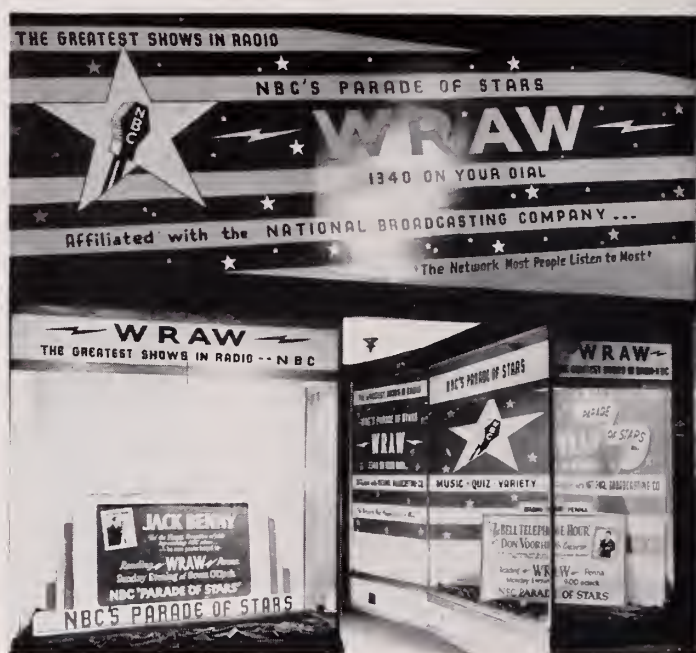
Heath came to NBC in January of last year as assistant to Mullen. He had been associated with the Radio Corporation of America since 1936. He joined RCA as assistant manager of the department of information, becoming manager in 1939 and director of advertising and publicity in 1940.

Mrs. Irene C. Kuhn, assistant director of information and Anita L. Barnard, manager of the correspondence division, will report to Mr. Heath.

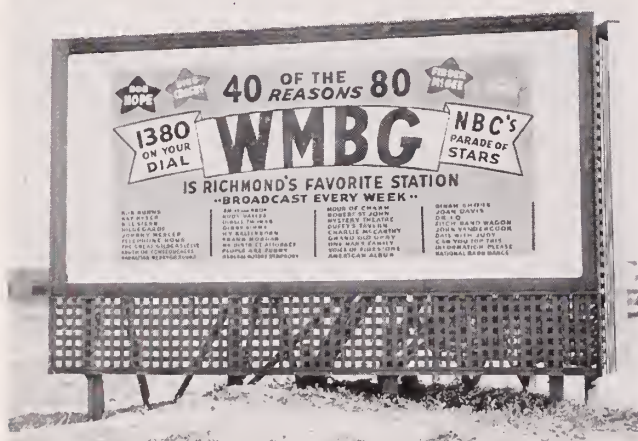
NBC PARADE OF STARS INSPIRES AUDIENCE-BUILDING STATION DISPLAYS



This illuminated WEAF display caught the eyes of thousands of persons at New York's busy Grand Central Terminal.



Window shoppers in Reading, Pennsylvania, got a preview of best styles in programs at this WRAW exhibit.



WMBG, Richmond, Virginia, used this eye-catching billboard for its Parade of Stars message.



Using a huge star as a focal point, WOOD (Grand Rapids, Michigan) sponsored this NBC photographic layout.



"A Star Spangled Cavalcade of Entertainment" was the appropriate caption for this WGAI (Lancaster, Pennsylvania) wall panel.



Bright lights of WSFA's schedule have representation on the station's marquee.

HAMMOND REVEALS RECORD NUMBER OF TIE-INS FOR 1944-1945 PARADE OF STARS PROMOTION

NEW YORK. — Greatest on - the - air, newspaper, display, screen and direct mail promotion campaign yet undertaken by NBC and its affiliated stations in support of the "Parade of Stars" was revealed at an exhibit at the Grand Ballroom of the Waldorf-Astoria here February 8 by Charles P. Hammond, NBC director of advertising and promotion.

Roy C. Witmer, NBC vice-president in charge of sales, spoke at the luncheon and exhibit, which was attended by leading advertising executives, program sponsors, representatives of the press and network executives.

In the slide film and motion picture presentation showing first results of the 1944-1945 "Parade of Stars," which covered the last three months of 1944, Hammond disclosed that on-the-air promotion by the network and its stations amounted to \$432,245, based on lowest rates.

"The 1944 'Parade of Stars' has been designed with an eye toward flexibility," Hammond said. "The material sent to stations by the network covered every commercial program—111 in all—and can be used for any given set of promotional circumstances. We leave it up to the individual station to determine its most effective use on a year-round basis."

According to this first report, NBC and its affiliated stations placed close to 1,500,000 lines of advertising in papers having a total circulation of more than 38,000,000. The stations used 517 newspapers in 343 cities for their advertising.

Hammond disclosed that more than a billion impressions were made by displays of local network stations during this three-month period. The report showed that 18,465 car cards, 408 window and other displays, as well as 459 billboards, were utilized.

For the first time in the annual "Parade of Stars" promotion, NBC supported its affiliates' local activities with an eight-week movie trailer campaign. Featuring network nighttime stars, the trailers were seen in 726 theaters by more than 28,000,000 people in 111 station cities having a population of 22,000,000.

In widely diversified direct-mail cam-



HE CAN'T TOP THIS—Harry Hirshfield, "Can You Top This?" expert, registers the same approval at "Parade of Stars" display that he revealed on cover of his Bandbox album shown at upper right.

aigns, NBC stations distributed 407 direct mail pieces with a total circulation of 6,831,365 during the last quarter of 1944.

In this continuing cooperative plan to place year-round promotional support behind every commercial program on the network, the 1944 "Parade of Stars" saw stations applying much ingenuity to their promotion. These included a "Parade of Stars" month officially proclaimed by the city's Mayor; an actual street parade complete with a band, high school students carrying blow-ups of NBC stars and on-the-spot broadcasts; electric moving signs on important street corners, as well as exhibits at state and county fairs and personal appearances of stars.

Third in an annual series of program promotion projects, the NBC "Parade of Stars" was conceived to build larger audiences for sponsored broadcasts, and thus strengthen the position of affiliated stations in the communities they serve throughout the U.S.A.

The exhibit was also shown at the Palmer House in Chicago, February 21, and is due at the Beverly Hills Hotel in Beverly Hills, California, April 9. Supplementary reports showing actual evidence will be made to clients and agencies throughout the year.

NBC's San Francisco News Setup Undergoes Expansion

SAN FRANCISCO.—To handle the increasing number of shortwave broadcasts from the entire Pacific theater, the NBC newsroom here is currently undergoing an expansion program, in personnel and in office space, according to an announcement by John W. Elwood, KPO-NBC general manager.

Supervising the expansion is Francis C. McCall, manager of operations for the network's news and special events department; George Greaves, KPO-NBC engineer in charge, and William Charleston, building manager.

A new room will adjoin the present newsroom and will be used as an office, library and monitoring room by McCall, News Commentators Elmer W. Peterson and Larry Smith, and KPO News Chief Charles Cooney. The actual shortwave pickups will still be handled in a neighboring studio, as will the transmission of shortwaved news to the wire services via contract wire.

The general realignment of space moves the sound effects department into new and more efficiently arranged quarters, sends the musicians into an enlarged lounge and locker room and takes the announcers into more compact and convenient quarters next to their third-floor studio.

First addition to the news staff is writer Burt Leiper, who moved over from The San Francisco Call-Bulletin the middle of January. He worked with the McClatchy interests 12 years, writing for The Fresno Bee and newscasting for KMJ.

CAUSE FOR GLEE



Albert Walker (left), NBC assistant guest relations manager, presents a baton donated by Maestro Arturo Toscanini to the Glee Club of the New York Athletic Club. Lee S. Buckingham, N.Y.A.C. president, and Joseph O. Lennon, glee club head, receive the musical wand.

WTIC WINS COMMUNITY PRAISE FOR RESULTS OF HARTFORD ALCOHOLICS ANONYMOUS PROGRAMS

HARTFORD, CONN.—In cooperation with the Hartford Alcoholics Anonymous organization, Station WTIC has started a series of programs aimed at helping persons conquer excessive alcoholic tendencies. It is believed that WTIC is the first station to broadcast such a series of programs publicizing the aims of the group.

At first, station officials agreed to broadcast a trial of four weekly fifteen-minute programs. The interest evidenced by the general public was so overwhelming that the series was continued.

Letters from both men and women requesting assistance for relatives, friends or themselves flooded the A.A. office. In addition, the organization received innumerable telephone calls. In cases where the inquiries came from people outside of the Hartford A.A. area, the inquiries were referred to the group nearest the address on the letter. All A.A. groups in WTIC's service area have noted an increased interest due to the programs.

The programs consist of informal discussions by different members of Alcoholics Anonymous. These people were once hopeless alcoholics who have recovered from their malady, and they aim to square their debt of gratitude in being cured by helping other alcoholics to recovery. In telling their own experiences they attempt to prove that "there is hope for the alcoholics." Fictitious names are used on the program.

"The first time I ever got drunk, I did it deliberately, to see how it would make me feel. Before long I was drinking a quart of liquor every day of my life." This quotation is taken from a story told by "Marion," a member of the A.A. who gave the message on one of the programs that A.A. works just as well for both sexes. In her story, she told how she had been committed to the State Hospital for mental disorders for life because of alcoholism. She was released after a year to be permitted to try the A.A. program. There she found her answer.

Such are the dramatic stories told on the programs. The startling recoveries made by the broadcasters give the public a better understanding of just how the

Alcoholics Anonymous program works and the public service it renders.

Non-members have appeared on the programs to give an objective appraisal of the organization. For example, in one broadcast Dr. John C. Leonard, assistant medical director of the Hartford Hospital, told how medical authorities support the organization, and pointed out that Alcoholics Anonymous often can succeed where medical assistance has failed. Members of the three major religious faiths participated on another program and gave their whole-hearted support to the group. Dr. Selden D. Bacon, assistant professor of sociology at Yale University, talked on another of the broadcasts.

A letter written to WTIC by the Hartford A.A. says in part: "The entire Hartford Group is deeply appreciative of the opportunity furnished by WTIC to stimulate public interest in Alcoholics Anonymous and to greatly extend the scope of their usefulness in helping others who need help with this baffling problem. Thank you for your contribution to one of the country's most serious public health problems today."

NEWSCASTER



Pulchritude mixes with popularity in the South. Annie Lee Stagg, women's commentator for WSB (Atlanta) was voted one of America's most popular women commentators in the Radio Daily poll.

NBC Men, Captured by Japs, Reported Safe in Manila

NEW YORK.—Bert Silen, NBC correspondent in Manila at the start of the Pacific war, and Don Bell, his colleague, whose broadcasts of the Jap attack on the Philippines made radio history, have been reported safe by George Folster, NBC reporter with General MacArthur.

Both presumably were freed when the First Cavalry Division entered Manila February 3 and captured the civil internment camp at Santo Tomas. Silen, who remained behind voluntarily when American newspapermen were evacuated from Manila when it fell to the Japanese, had previously been reported a prisoner of the enemy. Bell, however, had been officially reported tortured and killed.

No further word aside from the fact that the two men were seen and are safe had been received up to February 5 by NBC, but Silen was again heard on February 7.

Silen and Bell made radio history in their coverage of the Japanese attack on the Philippines. Broadcasting daily from KZRH in Manila, until December 30, 1941, the two men were the first to give Americans an eyewitness idea of the meaning of war. One of their most graphic broadcasts was the Jap bombing of Manila on December 9, 1941. The broadcasts continued until stations in the islands were dismantled on December 31.

Three years before his rescue, Silen was broadcasting an account of the Jap attack on the Philippine capital, when he was knocked off the air.

He was heard for the first time since his release from Santo Tomas on a special NBC broadcast February 7.

His first sentence was: "Hello, NBC. As I was saying when I was so rudely interrupted over three years and a month ago, every Filipino and every American living on these islands knew that MacArthur would return and avenge this terrible invasion of a harmless and peaceful country to bring about peace and final victory."

NEW YORK.—Wright Bryan, NBC war reporter and managing editor of The Atlanta Journal, who was captured by the Germans on the Western Front September 12, was reported "free, safe and well," according to the Associated Press.

STATE DEPARTMENT ON AIR

Listeners Hear U. S. Officials Present Views on World Peace

NEW YORK.—For the first time in radio, the three major governmental bodies charged with the formulation and execution of America's international policy are joining in discussion of the plans for building the peace. The exclusive series, part of the NBC University of the Air, is titled "Our Foreign Policy," and started Saturday, February 24.

The first five or six broadcasts of the new series were to be under the official sponsorship of the Department of State. Secretary Edward R. Stettinius, Jr., was scheduled to appear on the opening program to launch the State Department portion of the series subtitled "Building the Peace." Assistant Secretary Archibald MacLeish was assigned the role of chairman for all the department broadcasts.

After the State Department series, 12 or more additional programs will be devoted to American international policy by the legislative branch, with many members of the Senate Foreign Relations Committee and the House Foreign Affairs Committee participating. Among those signifying that they will appear are Chairman Tom Connally, and ranking minority member Hiram W. Johnson, of the Senate Committee; and Chairman Sol Bloom and ranking minority member Charles A. Eaton of the House group.

In later broadcasts, Senators and Representatives who are not members of the two committees will be heard. These, too, will represent various shades of opinion.

"The prime concern of every American citizen today must inevitably be America's foreign relations," said Niles Trammell, president of NBC, in announcing the series.

"Winning of the war comes first. But as vital as winning it, is the necessity for finding means of keeping it won."

"The search for these means is, in a

democracy, the responsibility of the citizens, who must provide enlightened support for their leaders."

"It is for the purpose of contributing to the enlightenment of all our people in this vital field that the National Broadcasting Company launches this series, 'Our Foreign Policy.'"

On the State Department broadcasts, Under Secretary Joseph C. Grew and all the Assistant Secretaries of State will appear before the NBC microphones with MacLeish to explain their functions under the recent reorganization and to explore the major peace proposals. They are: William L. Clayton, Nelson A. Rockefeller, James C. Dunn, Brigadier-General Julius C. Holmes and Dean Acheson.

"Our Foreign Policy" will undertake first to study the Dumbarton Oaks agreements. Subsequently, the series will turn to the other United Nations organizations and agencies now in existence: United Nations Relief and Rehabilitation Administration; the International Labor Organization; the Bretton Woods monetary agreements; the Hot Springs, Virginia, agriculture conference; the Chicago aviation parley, the International Education Assembly and the World Court.

Ranking officials of the departments of government concerned will discuss with the heads of the organizations how these United Nations agencies fit into the structure of the peace. From time to time, distinguished foreign diplomats and statesmen will be invited to participate in the broadcasts.

Entirely non-partisan in character and aiming to present diverse views of the policies under discussion, "Our Foreign Policy" is part of NBC's long-term objective of keeping the American public informed on the vital issues confronting the postwar world.

OWI Relays KYW Program

PHILADELPHIA.—Recordings of four recent programs of "Junior Town Meeting of the Air," a weekly educational feature broadcast by KYW, have been turned over to the OWI for shortwaving to the Armed Forces overseas.



HOST TO EDITORS—Harry Stone, general manager of WSM, speaks to editors and publishers of Tennessee dailies and weeklies, urging cooperation between the Fourth Estate and radio. (Story below).

WSM Entertains State's Fourth Estate in Nashville

NASHVILLE, TENN.—The editors and publishers of the state's daily and weekly newspapers, holding their annual mid-Winter meeting in Nashville recently, were guests of General Manager Harry Stone of WSM at a breakfast here.

Speakers who addressed the newspapermen during the two-day session included James D. Hoskins of the University of Tennessee; President Guy Easterly of the Tennessee Press Association; Jack Lockhart, director of the press division of the Office of Censorship and Kenneth Olson, dean of Medill School of Journalism at Northwestern University, Chicago.

Nashville's 50,000-watt NBC affiliate has spent several thousand dollars for newspaper space exploiting the Parade of Stars, promoting election listener interest and advertising WSM-NBC's far-flung World War II news coverage.

"Big 3" Scenes on WNBT

NEW YORK.—Dramatic first newsreel pictures of the historic Big Three conference recently concluded were flashed over NBC's television station WNBT in a special telecast on February 20.

These first motion pictures, flown to this land from overseas, portrayed President Roosevelt's meetings with Prime Minister Churchill on the Mediterranean island of Malta. Viewers of this special WNBT telecast also saw scenes at the Black Sea, where President Roosevelt and his staff conferred with heads of state Josef Stalin and Churchill at Yalta.

Campbell to NAB Post

DALLAS, TEX.—Martin B. Campbell, managing director of WFAA, Dallas, was elected a director for the 13th District at the NAB meeting held here January 17 and 18. Hugh Half, of WOAI, San Antonio, is retiring district director.



Milt Livingston, radio editor of Motion Picture Daily, presents Gladys Swarthout of "The Voice of Firestone" with poll award.



Participating in a WSM program are (from left) Judge R. B. C. Howell, Governor Jim McCord, Former Governor Hill McAlister, WSM Legislative Reporter Jack Smith, Retiring Governor Prentice Cooper and Former Governor A. H. Roberts.



Mayor Roger D. Lapham's annual message to San Francisco Board of Supervisors is recorded by KPO. Taking part are (from left) Announcer Jorgenson, Mayor Lapham, Producer Noel Francis and Engineer Thomas Watson.



WBZ staff girls help convert radio studio into meeting place for Coast Guard reservists.



Colonel Hoover a visit to...



Inaugural ceremonies for Governor Ben Laney (above) of Arkansas were broadcast by KARK and 12 other Arkansas stations.



Winners in the final "Crusader Kids" program over WIOD are (from left) Jan and Witold Turkiewicz, first; Merrill Glenn, fourth; Carolyn Mansfield, third, and Anita and Jan Williams, second.



Helia Rhett of WTMA interviews Captain Dorothy Stratton, national director of the SPARS, and SPAR Margie B. Victors, as Captain Stratton awards SPAR Victors the first Congressional Life Saving Medal received by any woman in the armed forces.



Paul McCluer, of NBC Central division, explains American methods to Napoleon Bala y Garcia, Mexican radio man.



Lt. commanding officer of Fort Oglethorpe, pays overseas serviceman during WROL's Bond Day funds bought by veterans of either war.



Helping assemble W-L-O-K's playing card collection campaign are (from left) John Daniels, chief announcer; Guy Zwahlen, commercial representative; Dick Gartner, chief engineer; R. Elvin, managing director, and R. Shelley, assistant program director.



Participating in 20th anniversary celebration of KOA are (from left) 20-Year Men Robert Owen, engineer and assistant manager; Francis Nelson, transmitter engineer and C. A. Peregrine, control supervisor. Clarence Moore (right) emceed.



Handling of Navy mail is described by Lt.-Cmdr. Ford Hayes, Lt. (jg) Cecil Fields and KPO Announcer Fred Jorgenson

A Transmitter Bio:

"FROM KEYBOARDIST TO STATION HEAD"—STORY OF WSMB'S CHIEF



H. M. Wheelahan

NEW ORLEANS.—Harold M. Wheelahan's introduction to broadcasting came in 1925 as a piano player. Today he is a member of the NBC stations planning and advisory committee, and a top executive of WSMB, NBC outlet in New Orleans, ample testimony to his ability, foresight and personality.

A firm subscriber to the old adage "There's no place like home," Wheelahan's activities have been confined to the city of New Orleans where he was born 49 years ago, one of a family of seven children. Piano lessons at the age of six, arranged for by musically-inclined parents, gave Wheelahan the knowledge that later was to serve him as stepping stone to a successful radio career.

Wheelahan was 15 when his father died. Forced to seek employment, he studied stenography at night, eventually secured a position as a stenographer and then studied bookkeeping. This brought him a job with the Saenger theatres in 1917. Two years later he married a pretty blonde, Ruth Bostick.

Following his marriage Wheelahan entered Tulane University, graduating in three years with a B.B.A. degree. "The babies that arrived, one each year."

Red Cross Award to KYW

PHILADELPHIA.—The presentation of special awards to the Philadelphia Post Office, Bendix Aviation Corporation and Radio Station KYW for their outstanding contributions to the blood donor service was broadcast over the Westinghouse station January 26.

Dr. George P. Rea, chairman of the Southeastern Pennsylvania Chapter of the Red Cross, made the presentations. General Manager Leslie W. Joy accepted for the radio station, which was cited for "its contribution of blood and for its assistance in the field of public relations."

Wheelahan confesses, "kept me at home with my wife and helped me persevere in my studies."

Wheelahan's advancement with the theatre chain was steady. He moved rapidly from bookkeeper to accountant to statistician to film buyer to assistant treasurer, and finally assistant to the general manager. In 1925, Saenger theatres, together with the Maison Blanche Company, erected radio station WSMB in the attic of the Maison Blanche store. Having kept up his music through the years Wheelahan was selected to open the station with a piano selection. He continued to play over WSMB until the station joined the NBC network two years later. "This move," he says, "showed up my amateur talent, and I was sent to the radio showers."

In 1930 Wheelahan left the theatre chain for a full-time job with WSMB. Under his guidance the station, during ensuing years, developed from a one studio, part-time, non-commercial affair, to the modern, well-equipped, NBC affiliate it is today.

Wheelahan is actively associated with the New Orleans Athletic Club, Rotary Club, and carnival organizations.

Benny Boosts Blood Bank

ST. JOSEPH, MO.—They not only love Jack Benny in St. Joe, but some 8,000 fans in this Missouri city like him so well they gave their blood to watch him and his troupe in action.

En route back to Hollywood after heading up the March of Dimes campaign in the East, Benny and his troupe broadcast before an audience of 4,000 donors of blood to the Red Cross, February 18 in the Civic Auditorium here. A repeat non-broadcast performance was held later in the evening for a second audience of 4,000 blood donors.

Father and Daughter Handle Controls and Mike at CBC

TORONTO, CANADA.—At CBS's Toronto Studios can be found a modern twist to the conventional "father and son" combination, with daughter Joan Annand and father James, working side by side as radio operator and producer.

Their combined efforts are responsible for the smooth presentation of the popular musical program "Intermezzo," heard Wednesdays over CBC's Trans-Canada network. They are shown below with Harold Sumberg, conductor and violinist, as he rehearses a selection for a coming broadcast.

Always interested in dramatics, James Annand gained considerable experience in this field while acting with Sir George Alexander's Shakespearian Company in London. However, not content to confine his radio activities entirely to acting, he has also tried his hand at the executive end of radio as station manager, program producer and advertising head at Stations CFRC Kingston, and CKTB, St. Catharines. He joined the CBC in January, 1944, to take charge of the CBC Dramatic Workshop and to do general radio production work.

Born in England, and coming to Canada as a young girl, Joan has followed in her father's footsteps to the extent of dramatic and vocal recitals over Stations CFRC and CKTB, with five years' voice culture at the Toronto Conservatory of Music. Her experience in the technical part of radio was also acquired at these stations where she was employed as telephone operator, booth operator and announcer.



FAMILY SPIRIT—James Annand, CBC producer, is seen in control room window with his daughter, Control Operator Joan Annand. Harold Sumberg, CBC violinist and conductor, is at the mike.

KTSM Goes "All Out" In Extensive Safety Plan

EL PASO, TEX.—With nine deaths reported in the city and county already this year, KTSM has inaugurated an intensive safety campaign designed to educate the many new drivers that have invaded El Paso as a result of the war, and to re-educate the older citizens of the community in traffic rules.

KTSM is organizing the children of the community in a safety club called the Safety Rangers. This is being done by devoting three programs a week appealing to youngsters to practice safety.

Parties for all members will be given periodically through the year and the schools in the city and county having a perfect safety record for the school year will be awarded a KTSM safety prize.

The taxicab companies have been notified that the company with a "clean bill of health" in the way of no accidents or violations for a 30-day period will be publicly commended by the traffic department in a special program. Any company keeping this record for a period of 90 days will receive a certificate for each cab displaying cooperation.

This plan has been heartily endorsed by the cab companies. If this record is achieved KTSM will provide several programs publicizing the company and its record. The campaign has the wholehearted support of city and county officials as well as the schools.

MUSIC VIA RADIOPHOTO



L. to r.: Earl Wild, pianist; Benar Heifetz, cellist, and Mischa Mischakoff, violinist, watch the first part of Shostakovich's "Trio" received direct from Moscow via RCA Radiophoto. The NBC musicians were assigned to the American premiere of the work.

WRC'S MILLINERY CONTEST GETS WIDE ATTENTION



TOPPERS THAT WERE STOPPERS—Nancy Osgood (right), WRC commentator, scans some of the competing chapeaus in WRC's unique millinery contest.

WASHINGTON, D. C.—Inspired by a man-catching chapeau worn by Irene Dunne in the movie, "Together Again," playing at the Earle Theatre in Washington, Nancy Osgood, whose five-times-a-week women's program is heard over WRC, staged a hat contest January 23 for the women wearing the "most attractively unusual" hats.

First place winner received a \$50 War Bond and second and third place entrants a \$25 War Bond. Those who think that American women are the only ones who are style conscious will be interested in knowing that the contest was won by a Russian.

Judges were fashion editors of two

Washington papers—Martha Elyu of The Post and Virgila Stephens of The Times-Herald—and Gail, New York fashion and beauty consultant.

Hats of all shapes and sizes adorned the heads of the Washington women. One entrant was a woman deputy sheriff. Another wore a hat recently sent to her by her soldier husband in Paris.

Over 100 women attended the contest and a 10-minute recording including interviews with the winners and judges was played back on Nancy's program the following day.

The women were all guests of Miss Osgood for a movie and stage show following the contest.

WOW Television Dinner

OMAHA, NEB.—Station WOW made public its postwar television plans at a dinner for 200 business men and 150 advertising men on January 23. Navy Captain C. W. ("Bill") Eddy, and three other speakers participated in a panel discussion of television that featured "WOW Night" at the Omaha Advertising Club's regular meeting.

In addition to Captain Eddy, speakers included Richard H. Hooper, RCA sales executive, Stephen W. Pozgay, transmitter sales representative of the General Electric Company, and Cyril Wagner, television writer for Billboard Magazine. Managers of five Omaha radio stations and important military and naval officers were at the speakers' table.

Shortwaves Keep KDYL On

SALT LAKE CITY.—When a skidding automobile tore down the telephone lines feeding KDYL's programs to its transmitter, the station kept on the air by utilizing its short wave equipment as a connecting link between the studios and the transmitter.

A portable mobile transmitter was set up immediately in front of the KDYL studios in The Tribune-Telegram Building, and the programs were shortwaved to the transmitter for rebroadcasting.

The broadcast was interrupted when the automobile skidded on the icy pavement, sheared off a telephone pole and broke the cable carrying the KDYL lines. The accident occurred on the highway directly in front of the transmitter.

THE PLAY-BY-PLAY MUST GO ON So WAVE's Don Hill Works Miracles in Translating Wire Reports

LOUISVILLE, KY.—WAVE's Don Hill is the only radio announcer in the nation covering basketball games in play-by-play style from wire reports.

On his "Cheer-Up Club" broadcasts every weekday night Don gives play-by-play accounts of the University of Kentucky, University of Louisville and Western Kentucky Teachers College games, the out-of-Louisville ones being wired into WAVE.

"When the sending operator watching the game from courtside is on his toes and free from error, broadcasting basketball by wire is a cinch," said Don. "All it takes is a little imagination to fill in the color, mistakes being almost impossible unless first made by the sender." But if the sender gets behind, loses a point or gets the score mixed up, Hill starts pulling out what's left of his hair trying to figure out what really happened. Most of the time with the aid of his receiving operators on this end the mix-ups can be straightened out.

Coming in on the wire are all of the essential facts: every shot, successful or not; every held ball; every out of bounds, and every substitution. From his knowledge of the teams' style of play Don makes up the passing and describes the functioning of the plays. The following is a sample of "the essential facts," as Don calls them:

"KY. PARK AND STOUGH IN, PARK OH 25, NG. REB GROZA. TIP. NG. REB. GRATE OS, DUGGER SPIN 10, NG. REB SCHU GRATE JUMP. TIP TINGLE DRIB OH CORNER GOOD, KY 2. OS 0. OS IN DUGGER TRAV, KY OB, SCHU GROZA PIVOT, NG, GROZA OWN, REB TIP. GOOD, KY 4, OS 0."

All of which means: "Kentucky's ball. Parkinson and Stough bring the ball down the floor. Parkinson takes a 25-foot one-hander (OH), but misses (NG). Groza rebounds for Kentucky and attempts to tip in the rebound but misses. Grate rebounds for Ohio State and passes to Dugger, who takes a 10-foot spin shot that's no good. The rebound is tied into a jump ball by Schu of Kentucky and Grate of Ohio State. Schu tips it to Tingle, who dribbles down and sinks a one-hander from the corner. Kentucky leads 2 to 0. Ohio State's ball. Dugger brings it down the floor, but is called for travel-



Sportscaster Don Hill

ing. Kentucky's ball out of bounds. Schu passes in on the side to Groza, who takes a pivoting spin shot, goes in, gets his own rebound and tips in a lay-up shot for the second Kentucky field goal. Score: Kentucky 4, Ohio State 0."

Ordinarily the cost of a special leased wire runs according to the distance. In the case of wire basketball the charge depends largely on the difficulties and inconvenience of furnishing this unusual service. If one of the teams has a game in a town off the beaten track, Supervisor E. F. Schaeffer and Sales Manager William J. Iredale of the Louisville office transport an operator and basketball rule book to the scene of the hardwood contest.

From Madison Square Garden, where wires are already installed and an operator on duty, the cost is approximately \$18.75. Yet, to wire a game to Louisville from Greencastle, Indiana, is \$90, because it necessitates detailing a man all the way from Chicago and installing a special line at the DePauw University gym.

Dreier Pamphlet Distributed

CHICAGO.—Alex Dreier, NBC Chicago commentator, is the author of a pamphlet, titled "Has Nazism Failed?" presenting a comprehensive study of the Hitler party's hold on the German people and its success in welding them into a political and military power before and during World War II. The pamphlet is being distributed by the Skelly Oil Company.

NBC Joins Hands With A.M.A. For 10th Year of Series

CHICAGO.—The advance of medical science at home and abroad during the war—and in postwar days—is spotlighted on "Doctors Look Ahead," a weekly dramatic series which made its debut on January 6.

For the 10th consecutive year, NBC is joining hands with the American Medical Association to present these dramatic episodes about the nation's distinguished medical men.

The initial episode, titled "Doctors at War," serves to introduce the series, and to outline subjects to be stressed in succeeding programs. Distinguished physicians and health officials and ranking medical officers of the armed forces will make guest appearances on the broadcasts. They will be interviewed by Dr. W. W. Bauer, director of health education of the AMA, who also will act as narrator.

This program—titled "Doctors at War" for the past two years—has presented many of the nation's best-known medical personalities. These included Thomas J. Parran, Jr., Surgeon-General of the U. S. Public Health Service; Major-General Norman T. Kirk, Surgeon-General of the U. S. 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 U. S. Army.

"Doctors Look Ahead" is written by William Murphy, continuity editor of the NBC Central division, and features well-known network dramatic stars. Norman Felton directs.

Robb to Night Program Post

NEW YORK.—Arch Robb, formerly assistant to the NBC vice-president in charge of programs, has been promoted to night program manager in charge of company operations in New York, it was announced January 29 by Frank E. Mullen, NBC vice-president and general manager.

In his new capacity Robb continues to report to C. L. Menger, NBC vice-president in charge of programs, and is responsible for nighttime operations from 5 p.m. to closing time.

Robb joined NBC in 1943, as assistant to the Eastern program manager.



OLDTIMER—Said to be the oldest continuous broadcaster in the United States, Gustav Flexner broadcasts daily from his office on all four Louisville stations. He has been on the air for 20 years. (Story at right).

San Antonio "Home Town" Show Recorded for GI's

SAN ANTONIO, TEX.—Written for and about South Texas men in the service overseas, "Let's Go to Town," a half-hour radio program cooperatively arranged by San Antonio's radio stations, was presented at WOAI, San Antonio, Texas, on January 14. The program was presented for overseas broadcast by WOAI, KTSA, KABC and KONO.

Format of the show, emceed by WOAI's Bill Shomette, gave these Texas boys a figurative trip through colorful San Antonio, telling them how the old home town looks since they left, how it has changed and in what respects it has remained the same. Two returned veterans compared notes on their reaction to homecoming.

Familiar musical groups—the Texas Tumbleweeds, Red River Dave, popular cowboy balladeer with his songs of the range; Los Charros, in native costume, singing the songs that made them famous in San Antonio's Haymarket Plaza; and Rosita, WOAI's petit dish of Mexican chili—all these joined to give Texas boys a taste of the old Southwest.

Ken McClure and Corwin Riddell, two of the best-known figures in radio news broadcasting in this part of the country, reported news of the home-front. Bud Thorpe, sports and special events reporter for WOAI, interviewed local sports-writers.

A special message in Spanish was on the bill of fare for Mexican soldiers.

The program was witnessed by families and friends of servicemen.

TWENTY YEARS A SPONSOR

Louisville Financier's Double Decade on WAVE Has Unusual Story

LOUISVILLE, KY.—For 20 years the NBC affiliated station in Louisville has sold time, and plenty of it, to Gustav Flexner, secretary and treasurer of the Greater Louisville First Federal Savings and Loan Association.

"We have built our institution (a \$12,000,000 home-financing organization) through radio," said Flexner on the eve of his 20th anniversary on the air.

Greater Louisville presented its first radio program on December 31, 1925 from the dining room of the Kentucky Hotel. Heard over WHAS air waves, at that time the only station in Kentucky, the two-hour musical show featured an orchestra and mixed quartet. Flexner presided at the microphone as he does each Saturday on "The Greater Louisville Hour."

Sold on the priceless value of radio's direct approach or personal contact with the public, Flexner prefers to do his own talking about his business, it being an especially confidential and responsible kind. Equivalent to twelve-and-one-half days a year when added together, all Greater Louisville programs are written and produced by Flexner, who realized many years ago that radio was the one way of getting in homes to discuss business "without bothering people." If they don't want to listen, they don't have to, he held, and people will listen to an explanation of financing plans when they

won't read it. For these reasons Mr. Flexner believes in and practices "dignified radio advertising used consistently with complete coverage."

In 1927, Greater Louisville forged ahead into what was considered at that time liberal radio advertising. First, the firm bought daily time on the air, marking the beginning of Flexner's five-minute savings talks, which today are heard on all four Louisville stations. Secondly, National Broadcasting Company engineers from New York constructed a modern radio studio in the Greater Louisville office. Equipped with an organ and piano, this studio continues to give satisfactory service after 17 years of constant use.

During the darkest days of the depression, Flexner continued his daily savings talks offering suggestions for the best and safest plans of home financing. Carried by remote control from his home in the Highlands, his daily messages weren't stopped even by the Ohio River Valley Flood of 1937. Realizing the importance of fresh and up-to-date news, he prepares his scripts for the daily chats an hour or two before he goes on the air.

Direct lines to all four Louisville stations, outlets of the four major networks, line one wall of his office. It is Flexner's personal opinion that there isn't another office in the country, except the White House, so equipped with direct lines to all four networks.

NEWSPAPER AND RADIO FIELDS JOIN FORCES IN MANPOWER CAMPAIGN



WTAM, Cleveland, cooperating with the War Manpower Commission in its drive for increased production in war plants, presented radio and war correspondents in a panel discussion on war needs. Taking part in the January 28 broadcast were (left to right): Roelij Loveland, Cleveland Plain Dealer; Ray Turk, Cleveland News; Edward Wallace, WTAM's newsroom chief; William Miller, Cleveland Press; and Dave Baylor, of WGAR.

Television's Opportunities Discussed by NBC President

CINCINNATI.—With a prediction that television may offer more employment in the postwar period than sound broadcasting did after the last war, Niles Trammell, president of NBC, declared on January 26 that it is the most effective means of mass communication ever created. The NBC executive spoke on "New Horizons of Radio Broadcasting" before the Queens City Club of Cincinnati.

Trammell asserted that the new medium is the most significant of the new industries that will be ready to be launched after the war.

"Once it is introduced in the United States on a national scale, television will provide employment for many thousands of men and women and for many millions of dollars of capital," he said. "Both as a service to the public and as an avenue of employment, the significance of television is enhanced by the fact that it does not displace or replace older services or jobs. It is unique and different from anything else in existence."

Turning to the present news policy of NBC, Trammell declared that every effort is made to present the news factually and objectively.

"In the case of issues or situations involving controversy, both sides of the story must be told impartially," he pointed out. "As far as NBC is concerned, we believe in stating the facts as accurately and completely as possible, and letting the facts speak for themselves. Then the listener can write his own editorial if he wants to."

In his talk, Trammell pointed to the public service performed by NBC in giving listeners complete coverage of D-Day, the Pacific warfare and the national party conventions, all of which were handled on a non-commercial basis, with the network standing all costs.

"The victory of the Allied nations and the return of peace will not find radio broadcasters settling back into the comfortable position of picking up their old pre-war routine and carrying on right where they left off when the war began," the NBC president said. "There are on the horizon for broadcasters in the postwar period new and revolutionary tasks and opportunities, created by the continuous forward progress of radio science."

REAL LIFE DRAMA ON AIR FROM AAF HOSPITAL



Official Photo U. S. AAF—by AAF Training Command
Hospital doctors, technicians and convalescents all contributed a share to making "Yank Sick Call No. 17" a radio success. The program originated from Ward No. 15 at the Lowry Field station hospital and was transcribed in the studios of Station KOA. The broadcast was presented as part of the KOA Music Center for Enlisted Men's services to GI's in the Denver area.

WTAM SCORES WITH "FIRSTS" IN LOCAL UTILITY STRIKE

CLEVELAND.—Swift action on the part of WTAM's program director, Chet Zohn, and Engineer-in-Charge S. E. Leonard, gave NBC's Cleveland station a head start—with two "firsts"—on all competitors covering a wildcat strike of 400 maintenance workers at the Cleveland Electric Illuminating Company which broke late in the evening of January 12.

News that the strike was imminent, a strike which threatened to halt all war production in five northeastern Ohio counties, was followed by a series of rumors and counter-rumors. But amid the confusion and uncertainty Leonard and Zohn coolly laid their plans for complete coverage of the strike.

Leonard ordered his engineers to prepare for emergency broadcasting, to check auxiliary equipment and take all precautions against accidents. Equipping the high antenna with emergency oil lamps was just one of many tasks.

Meanwhile, Zohn was busy contacting civic, union and company officials. Later when a decision had to be made, he accepted the responsibility for interrupting

the "Amos 'n' Andy" show on the network so that he might put Mayor Thomas A. Burke, Jr., on the air.

Government seizure of the power plant was accomplished in record breaking time. Just 16 hours after the CIO utility worker union members walked off their jobs, President Roosevelt, acting through Acting Secretary of War John J. McCloy, ordered all facilities of the Cleveland company seized.

Throughout the entire night, WTAM's news department, headed by Edward Wallace, continued to report strike news. Bulletins, newscasts and announcements were later followed by a second "first" for the station when Mayor Burke, sleepless after an all night session with union, management, WLB and other government officials, went before WTAM's microphone at 5 a.m. to urge all C. E. I. workers to return to their jobs as the Army was now in control of the plant. In quick succession listeners heard Leonard Palmer, local CIO official, speaking for Harold Straub, a national CIO man, urging return to work.



KOA aided the Army's call for nurses and medical technicians by presenting a special broadcast by Colorado's Governor John C. Vivian and Brigadier-General P. K. English.



Harvey Smith, WDEL (Wilmington, Delaware) program director, tells listeners how his March of Dimes contest went over the top bringing in \$600 in contributions.



At an NBC press luncheon welcoming England's Dr. Malcolm Sargent (right) to the NBC Symphony were (l. to r.): Samuel Chotzinoff, manager, NBC music division; Dr. Walter Danrosch, NBC music counselor, and Frank E. Mullen, NBC v.-p. and general manager.



While on a visit to Boston, where his programs originated at WBZ, NBC Newscaster Robert St. John autographed copies of his new book, "It's Always Tomorrow," as prizes in a WBZ contest.



Edd Lemons (extreme left), launched WKY's cattle grubbing project in Oklahoma. Edd, the station's farm reporter, is giving instructions on the correct procedure of cattle dusting.



Lt. Col. Robert L. Coe, who served as deputy chief of staff of the Army's Troop Carrier Command, retired from active duty to return to an executive engineering post at KSD, St. Louis.



15 out of 26 Poll Winners on NBC

In RADIO DAILY's eighth annual poll, 1051 experts — the nation's radio editors and columnists—not only honored NBC advertisers and their agencies by giving NBC more first places than all other networks combined, but voted the program which stumps the experts, "Information Please", their favorite commercial program.

HERE ARE THE 15

- 1 Favorite Commercial Program**
Information Please (Heinz)
- 2 Favorite Entertainer**
Bob Hope (Pepsodent)
- 3 Favorite Symphony Conductor**
Arturo Toscanini (General Motors)
- 4 Favorite News Commentator**
Lowell Thomas (Sun Oil)
- 5 Favorite Sports Commentator**
Bill Stern (Colgate)
- 6 Favorite Comedian**
Bob Hope (Pepsodent)
- 7 Favorite Comedy Team**
Fibber McGee & Molly (Johnson's Wax)
- 8 Star of Tomorrow (Feminine)**
Jo Stafford (Chesterfield)
- 9 Favorite Male Singer (Popular)**
Bing Crosby (Kraft Cheese)
- 10 Favorite Feminine Singer (Popular)**
Dinah Shore (General Foods)
- 11 Favorite Announcer**
Don Wilson (Lucky Strike)
- 12 Favorite Quiz Program**
Information Please (Heinz)
- 13 Favorite Comedienne**
Joan Davis (Sealtest)
- 14 Favorite Male Singer (Classical)**
John Charles Thomas (Westinghouse)
- 15 Favorite Dramatic Serial**
One Man's Family (Standard Brands)

NBC takes all five places under "Favorite Commercial Programs" with

- Information Please (Heinz)
- Fibber McGee & Molly (Johnson's Wax)
- Bob Hope (Pepsodent)
- Kraft Music Hall (Kraft Cheese Company)
- Chase & Sanborn Program (Standard Brands)

And top 4 out of 5 places in the all-important "Favorite Entertainer" group

- Bob Hope (Pepsodent)
- Bing Crosby (Kraft Cheese)
- Jack Benny (Lucky Strike)
- Edgar Bergen (Standard Brands)

Winners in other classifications include

- Comedians 4 out of 5 on NBC
- Feminine Singers (Popular) 4 out of 5 on NBC
- Dramatic Programs . . . 3 out of 5 on NBC
- Educational Programs . . 3 out of 5 on NBC
- Comedy Teams 3 out of 5 on NBC
- Announcers 3 out of 5 on NBC
- Dramatic Serials 3 out of 5 on NBC
- Quiz Programs 3 out of 5 on NBC

V. 10 No. 6

NBC Transmitter

Devoted to the Interests of NBC and Its Affiliated Stations



Ballerina Katherine Lee is snapped in a graceful pirouette as she is televised by NBC cameras in a special ballet produced for the network's New York television outlet, WNBT, by Dr. Herbert Graf, NBC director of operatic productions.

IN THIS ISSUE:

Army's Jungle Network

Blitzing the Blizzards

VOL. 10 MARCH, 1945 No. 6

NBC Transmitter



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

NEWS PREPAREDNESS

"There will be no dearth of news from Europe or the Pacific for 10 years after the end of World War II."

With this statement, William F. Brooks, director of the NBC news and special events division, explained the network's action in expanding its overseas coverage now. Brooks returned recently from a five-week trip to Europe where he set up an NBC office in Paris and conferred with his news staff. He also visited the front lines during which he discussed news coverage of the war with many army leaders.

Since Brooks visited Navy officials in the Pacific shortly before embarking on his European journey, he now is familiar at first hand with news conditions on both sides of the globe.

Brooks returned from his latest journey well pleased with the coverage that radio is able to give the war now. However, he believes that it will increase in importance and volume at the end of hostilities rather than taper off.

The NBC news head left an enlarged staff behind him in Europe. The network's London office remains under Stanley Richardson with Chester Morrison reporting the news from there. The new Paris headquarters is headed by Paul Archinard who was replaced in Berne by Tom Hawkins, an experienced correspondent. Roy Porter, who covered Chungking for NBC, is now in France added to the Paris staff.

David Anderson, W. W. Chaplin, John MacVaugh and Ed Haaker are with the First, Third and Ninth Armies and Sixth Army Group respectively, with Sven Norberg taking over in Stockholm so that Bjorn Bjornson can move up to the front.

With this step-up in foreign facilities, NBC is prepared to offer listeners first-hand accounts of history-in-the-making in wartime and postwar Europe.

NBC "Words at War" Wins Record War Board Awards

NEW YORK.—"Words at War" is the only dramatic program picked for citation more than once in the Writers War Board "Best Script of the Month" selections. In the War Board's roll of honor, NBC programs in general make up more than 33 per cent of the selections.

The War Board undertook this project in July of 1942 and of the 45 programs selected since then, 15 were heard on NBC, five of which were aired on the "Words at War" series. They are Richard McDonagh's adaptation of Selden Menefee's book, "Assignment U.S.A." and of George Creel's "War Criminals and Punishment"; Ben Kagan's "Scapegoats in History" and "The Veteran Comes Back." and Max Ehrlich's script based on Konrad Heiden's "Der Fuehrer."

Other NBC programs which were chosen by the Board are: "The Girl in the Red, White and Blue," "Torpedo Lane," "Ellen Comes Through," "Fighters in Dungarees," "Voice in the Wind," "Battle of the Warsaw Ghetto," "Good Neighbor," "Latch-Key Children" and "Golden Calif."

NBC AUTHOR



Albert R. Crews, NBC Central division production director, and Miss Judith Waller, director of public service of the same division, look over a copy of Crews' new book, "Radio Production Directing," the first in a series of volumes compiled on the basis of studies at the NBC-Northwestern University Summer Radio Institute. Books on radio writing and announcing by Crews and a general radio survey, "Radio, the Fifth Estate" by Miss Waller, are scheduled for publication during the coming year.

Trammell Announces End of Middle News Commercials

NEW YORK.—Elimination of middle commercial announcements from all news broadcasts originated by the National Broadcasting Company and its owned and operated stations in order to render a greater public service by more rapid presentation of vital news, was announced March 15 by Niles Trammell, president of the network.

The company has asked all its sponsors to cooperate, as they have in the past, to make this revision effective immediately as a part of NBC's policy of constantly improving its news presentation.

All sponsors of news programs have been requested to include their commercial announcements within the first two minutes and the last three minutes of all 15-minute news periods.

In making the announcement, Mr. Trammell pointed out that the move is in line with a policy already in force, under which NBC sponsors cooperate with the company in eliminating middle commercials, or, upon occasion, commercials of any kind, from news broadcasts during events of supreme interest.

"The new policy," he said, "which will continue until further notice, will eliminate middle commercials at all times on all news programs originated by the National Broadcasting Company, network as well as local.

"During the past three years, great care has been exercised in both the wording and placing of commercial announcements which occur during news broadcasts so that there might be no interference with the main portion of news, with proper emphasis always given to the principal news events.

"NBC sponsors, whose advertising support has made a greater and greater volume of worldwide news coverage possible, invariably have cooperated in the paramount interest of the listening public," Mr. Trammell continued. "This further step now being taken to eliminate middle commercials in all news broadcasts during the vital days to come, I am certain will receive the same wholehearted cooperation. The National Broadcasting Company is taking this action because news today is our Number One public service obligation and commands the eager interest of all ages and all classes."

TELEVISION GETS READY

NBC's Increased Video Activity Prepares for Top-Flight Postwar Commercial Operations

NEW YORK. — With NBC television operations in New York now stepped up to five consecutive evenings on the air, or an average of about 10 hours a week, John F. Royal, NBC vice-president in charge of television, has gone on record with a statement that the new broadcast medium is good enough commercially to go ahead right now.

In a recent magazine article, Royal declared that television today is as good as, if not better than, radio was in the early 1920's, when commercial radio first started.

Present-day operations of NBC's New York television outlet, WNBT, give proof that the network is girding itself for wide-scale television when the war is over. According to Royal, the new medium should be operating as a going medium of information and entertainment within one year after V-E Day.

Indicative of the widening scope of NBC television is the recent strengthening of its staff. Reynold R. Kraft, for many years an account executive with the NBC sales department, has been named eastern sales manager for television; and John H. Dodge, formerly associated with NBC Washington, has been moved to New York to become a sales account executive. On the program side, the new year has seen the addition of Don Darcy, who has had a long career in the theatre, to the production staff of NBC television.

When 1945 began, Station WNBT was on the air about eight hours a week. Since then, however, a regular Sunday night feature of live programs has been inaugurated, bringing present operations up to 10 hours a week. The station now presents five consecutive evenings of entertainment, Fridays through Tuesdays.

Continuing wide appeal has been indicated in the presentation of boxing matches, particularly among servicemen's hospitals. Friday and Monday nights are devoted to the fights, and Tuesday nights bring viewers live wrestling from St. Nicholas Arena. The Friday night bouts during the winter are broadcast from Madison Square Garden, Monday nights from St. Nicholas Arena—both schedules under the sponsorship of the Gillette Safety Razor Company.



TELEVISION DRAMA—A scene from the last of four episodes of Cornell Woolrich's novel "The Black Angel," adapted for and presented over NBC's television station WNBT.

In the early part of the new year, NBC signed its first contract with a commercial airline concern. Pan American Airways, to present a weekly feature designed to promote cultural relationships among the Americas. At the start, the feature will be films, with live talent presented from time to time. Other regular sponsors, besides Gillette and Pan American, include Botany Worsted Mills, Bulova Watch Company, Firestone Tire and Rubber Company and RCA Victor Division of RCA. Concerns that have used the NBC television medium include Gimbel Brothers of Philadelphia, the Aetna Life Affiliated Companies and the Liberty Mutual Life Insurance Company.

The first television network saw some expansion toward the end of last year. Monday evening programs of WNBT have been rebroadcast regularly by the General Electric Company station WRGB for several years; from April 10, 1944, through December 4, 1944, station WPTZ of the Philco Radio and Television Corporation also rebroadcast the Monday evening WNBT programs, thus constituting the third station in this first television network.

With the inauguration of regular Sunday evening "live" talent broadcasts from

NBC studio 3-H in Radio City, WNBT has gone in heavily for the production of mystery dramas. One of the most successful series of live talent productions yet presented was the four-part adaptation of Cornell Woolrich's novel, "The Black Angel." Adapted and produced for WNBT by NBC television producer Ernest Colling, the novel is a psychological drama and therefore well adapted to the television medium. Briefly, the story involved a woman's search for a murderer; each of the four episodes portrayed her attempts to track down each of the four possible suspects. Leading roles were portrayed by such well-known stage and radio stars as Karl Swenson, Judith Evelyn, Mary Patton and Richard Keith.

So well were these four dramas received that the following two weeks of Sunday night live features were devoted to a television adaptation of A. A. Milne's mystery play, "The Perfect Alibi." This production was under the supervision of Edward Sobol, NBC television producer, who also was responsible for the adaptation. Such name stars as A. P. Kaye, Hall Shelton, Marjorie Lord and a host of others were included in these two presentations. On both "The Perfect Alibi"

(Continued on page 14)

ADVERTISING EXECUTIVES AT CHICAGO SHOWING OF NBC ALL-COUNTY SURVEY



Left photo: Roy C. Witmer, NBC vice-president charge of sales, and Stanley D. Roberts, advertising manager, Carnation Company. M. R. Tennerstedt, NBC account executive, is in background. Center photo: Frank Brodsky and George R. Stege, Jr., Pepsodent Company executives, and Clyde M. Joice, president of the Goodkind, Joice and Morgan agency. Right photo: Harry Kopf, NBC vice-president in charge of Central division; Richard Dexter, Kellogg Company radio director, and J. D. Galbraith, NBC account executive.

ARMY JOINS IN SECOND ANNIVERSARY OF KOA MUSIC CENTER FOR ENLISTED MEN

DENVER, COLO.—KOA celebrated the Second Anniversary of its Music Center for Enlisted Men on February 23.

Featured on the anniversary broadcast were the Fort Logan Band, Brigadier-General Omar H. Quade, Commanding Officer, Fitzsimons General Hospital; Colonel Robert M. Graham, Commanding Officer, Fort Logan Convalescent Hospital; Colonel William H. Lawton, Commanding Officer, Fort Logan; and Mrs. James R. MacPherson, wife of KOA's assistant manager and a member of the KOA Music Center executive board.

Every Friday night for the past two years the KOA Music Center has presented a program by and for service personnel stationed at the various army posts located in the Denver area. Thousands of men and women of our armed forces have had a part in the KOA Music Center since its inauguration in February of 1942, just two months after Pearl Harbor.

Through the untiring efforts of KOA, an advisory board—made up of the wives of the commanding officers of the various Denver area army posts—service personnel were made to feel more at home in a strange city.

The KOA Music Center executive board is made up of Mrs. MacPherson, Mrs. John C. Vivian, wife of Colorado's governor, and Mrs. John Sullivan. They plan the weekly programs and other activities. In addition to the weekly pro-

gram, activities of the KOA Music Center for Enlisted Men include: use of KOA's clients' reception facilities where service personnel could read or write letters, or listen to recordings of music they enjoy; use of KOA's studios where they may practice pre-war pursuits in music and the theatre, or in radio program acting, writing and producing.

Many special events have taken place on the KOA Music Center's Friday night programs. From time to time, noted musicians have appeared with one of the various Denver area Army post bands. Most recently, the Royal Air Force Symphonic Band, visiting the U. S. at the invitation of General H. H. Arnold, made one of its few radio broadcasts in this country on the KOA Music Center program. Roy Harris, noted American composer, and his wife, Johanna, who is a gifted pianist in her own right, presented the premiere of one of Harris' compositions. Even a kennel of dogs from the K-9 Corps, at one time stationed at Camp George West near Denver, put in an appearance and "growled" out a part.

Members of the KOA Music Center executive board now pay weekly visits to patients stationed at Fitzsimons General Hospital, and at present they are campaigning relentlessly for Denverites and Coloradans to give up old and unused musical instruments for use by wounded personnel stationed there.

Miami High Schools Get Own Program Spot on WIOD

MIAMI, FLA.—As a direct result of a meeting called by James M. Le Gate, general manager of WIOD, with the representatives of five high schools of Greater Miami, a half-hour broadcast period has been allotted the high schools each Saturday morning to promote activities of the respective schools.

Andrew Jackson High inaugurated the 15-week series of "Our High Schools" on February 17, with a preview performance of the "Andrew Jackson Minstrels of 1945." Robert Fidler, program director of WIOD, produces the shows which present on succeeding Saturdays the high schools of Miami Beach, Miami Edison, Ponce de Leon of Coral Gables, and Miami Senior High.

James Wilson, supervisor of Dade County Schools, has approved the plan for high schools to air their special activities.

WGBF House Organ Grows

EVANSVILLE, IND.—The Evansville-On-The-Air, Inc., publication, Listen, doubled in size March 9 to eight pages to allow more space for detailed information about local radio programs and local radio staff personalities, to incorporate FM and network schedules with the complete, day-by-day schedules of WGBF programs, and to make room for television tips. Listen, published each Friday, is distributed free of charge through local grocery stores. Mail subscribers pay one dollar per year.

Handsome Figure

NEW YORK.—Almost 500,000 persons took the guided tour through NBC's Radio City during 1944. Of these—the exact figure was 460,366—a total of 100,106 were in the services. Of the 1,843,871 guests at NBC broadcasts in New York, 218,000 were servicemen or service-women who received their tickets directly from NBC. Several hundred thousand additional members of the armed forces also received tickets for these broadcasts from network sponsors.

Phone Response Tremendous, So 2 Programs Leave KNOE

MONROE, LA.—Chalk up a couple more war casualties in the radio industry. KNOE is the victim. Not the station itself, but two of its programs. It happened this way:

KNOE, which is one of the nation's newest stations, recently inaugurated two programs, "Dance Matinee" and "Who's Who In Motion Pictures." In "Dance Matinee," an afternoon program of dance music by transcription, several clues to the identity of some famous band leader or singer were given by the announcer and originator of both programs, Judith Lawton. Listeners telephoning correct answers earned records.

In "Who's Who In Motion Pictures," which featured songs and music from motion pictures, clues to the identity of some cinema celebrity were given by Miss Lawton, and theater tickets were awarded for telephoned correct answers.

Within a few days after the programs were initiated, the calls literally swamped the facilities of KNOE—and the local telephone exchange which, of course, yelled for help. Calls came in by the hundreds—even scores of long distance telephone calls. The pulling power of a KNOE broadcast was well demonstrated.

So, that was that. The telephone company's plea had to be heeded.

Miss Lawton, in charge of KNOE's programs, has sung with several of the top name bands of the nation, and was chief announcer and production manager of WDSU, New Orleans.

BLITZING THE BLIZZARDS

WHAM Carries on Its Public Services in Face of Severe Storms



SNOW BOUND—Looking up the road to WHAM's transmitter. Drifts were as high as 10 feet. Station was kept on air to fill emergency public service role.

ROCHESTER, N. Y.—WHAM here experienced the handling of a great problem when New York's severe Winter snowstorms threatened the station's operation.

There had been several storms which completely paralyzed traffic and kept people in their houses for days at a time. School children were caught in school and housed overnight—buses with full loads were stranded on roads.

Radio has been in many cases the only means of emergency communication.

Closing and openings of schools and word to people waiting at home for transients had to be flashed by radio, the only medium that could get through the storm. Road conditions and warnings were broadcast.

WHAM serves an area of 31 surrounding counties. Radio listeners depend on WHAM for good reception and information. When the first big storm broke, two men were on duty at the transmitter located in Victor, New York, 18 miles southeast of Rochester. They are scheduled for 48 hours duty and take the ample amount of supplies, food and water.

They were scheduled to come off the hill one Tuesday but the storm broke

Monday night and kept getting worse. Despite the high winds and snow the lines from the station stayed up and not a moment was lost on the air. On Thursday the supplies and water ran out and still no help for the two men stranded. One was elected to try to make the farmhouse down at the foot of the hill and after a three-hour battle returned with a few cans of beans and some milk and water. Help arrived on snowshoes Friday.

At the station, located right downtown in the Sheraton Hotel, hundreds of telephone calls poured in from schools throughout the huge area and reports on stranded buses and students had to be put on the air. Members of the staff were unable to get in and those few who did were kept working for many hours without relief or sleep. There was still not a minute "off the air."

Transportation and communication facilities were partially restored by the end of the week and normal broadcasting resumed only to have a repeat performance a week later. An "emergency" which closed all stores and public places occurred and radio again took over the communications job.

JUNGLE BROADCASTING

Former WSOC Announcer Reports on Role of Pacific Network in Bringing U. S. Programs to Troops

NEW YORK.—GI Joe fighting the war in the Southwest Pacific is getting plenty of honest-to-goodness Yankee entertainment—thanks to the Jungle Network!

In a recent letter to William S. Hedges, NBC vice-president in charge of stations, Army Captain William E. Rowens, Jr. tells the story of war-time radio in that theater.

Rowens, former member of the announcing staff at WSOC, Charlotte, North Carolina, joined the Army back in '42 and shipped out to New Guinea last year. He was lucky enough to get in at the start of the radio picture for the Southwest Pacific, and helped in the installation of practically all the stations out there. What's more, Rowens had the "honor," as he calls it, of selecting the name by which the group is known. It's the Jungle Network, and very appropriately so.

Writes Rowens: "How fitting it is! Every place we have set up a station is in the jungle—not a city, a town, or even a native village!" Today, Rowens is running one of the stations himself. He's officer in charge of the Armed Forces Radio Station WVTE.

Rowens writes at some length about their style of operation and programming in New Guinea . . . says it's exactly like it is in the States. They get all the top-ranking shows, and broadcast 11 hours a day. If there's a news break, they stay on the air straight through—from 6:00 a.m. until 11:30 p.m. Their news coverage is the best. They have an elaborate system of monitoring news from the States and also the news direct from over there. To prove that the Jungle Network is right on its toes, Rowens mentions the Leyte and Luzon invasions. The New Guinea stations carried the home network news at the same time it was being given to us—and from the same sources.

The jungle stations receive transcriptions of all the shows from home minus the commercials, but they add their own. They build their commercial spots for the particular area being served. They also plan numerous campaigns on Accident Prevention, War Bonds and the like. Rowens says these campaigns could cover many a chapter. And he writes very enthusiastically about the Thesaurus Li-

Capt. W E Rowens, Jr.,
Officer in Charge.

WVTE

FEBRUARY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 9				1 HERE'S TO ROMANCE 1830	2 BLONDIE 1830	3 VILLAGE STORE 1830
4 CHARLIE McCARTHY 1830	5 BURNS & ALLEN 1900	6 JUBILEE 1900	7 MAIL CALL 1900	8 ALDRICH FAMILY 1900	9 DUFFY'S TAVERN 1900	10 SAT. NITE SERENADE 1900
11 JACK BENNY 1900	12 MUSIC WE 1930	13 FIBBER Mc CEE 1930	14 KAY KYSER 1930	15 DINAH SHORE 1930	16 MUSIC FROM AMERICA 1930	17 JACK CARSON 1930
18 COMMAND PERFORMANCE 1930	19 RADIO THEATER 2000	20 THIS IS THE STORY 2000	21 INFORMATION PLEASE 2000	22 GREAT GILDERSLEEVE 2000	23 HIT PARADE 2000	24 MELODY HOUR 2000
25 NBC SYMPHONY 2000	26 RUDY VALLEE 2030	27 BOB HOPE 2030	28 N.Y. PHILH. SYMPHONY			

JUNGLE
NETWORK
DIAL 1400

LISTENING CALENDAR—Captain Rowens, officer in charge of a Jungle Network station, distributes program highlights on such mimeographed calendar sheets as the above. Many prominent shows of American networks are represented.

braries issued by NBC's radio recording division. Rowens says some of the stations were fortunate to get them—but not enough to go around. He describes these musical libraries in one word—"Swell!"

Captain Rowens has designed an attractive mimeographed calendar containing radio highlights for each month. A typical month's listening chart is reproduced on this page.

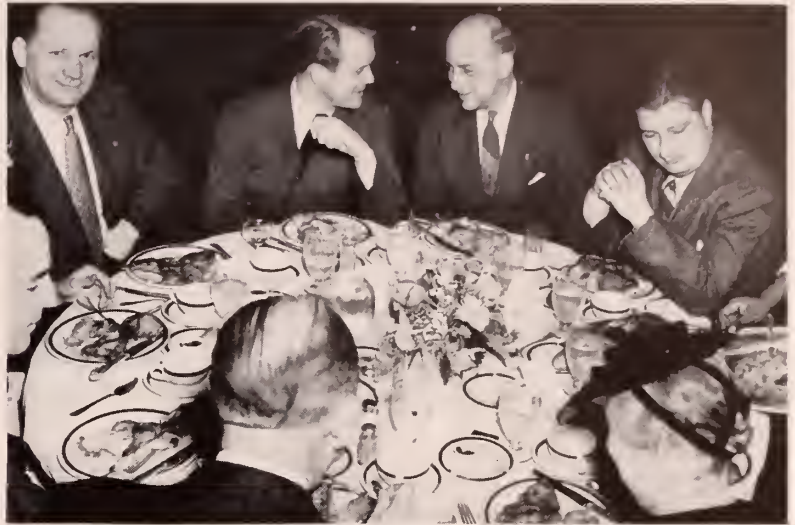
GI Voices Reach Home

WILKES-BARRE, PA.—Station WBRE recently brought listeners a punch human interest program with recordings of the voices of 10 Wyoming Valley servicemen overseas. The participants had special messages to their families back home recorded in the theaters of war where they were serving. The program drew wide attention throughout the valley.

PARADE OF STARS ACHIEVEMENTS REVIEWED BY TRADE AT CHICAGO EXHIBIT



Paul McCluer, NBC Central division sales manager, gave the welcoming address to the large assemblage of sponsors, agency executives and trade press editors invited to see and hear a summary of the huge Parade of Stars promotional campaign.



Facing camera: A. W. Kaney, NBC Chicago station relations manager; Carl Watson, NBC N. Y. staff; Bill Wiseman, WOV; James Gaines, NBC assistant advertising-promotion manager.



Myrtle Green, popular W MAQ m.c., is the lone woman at this table. From her left, clockwise: L. J. Nelson, Wade Advertising Agency; NBC Sales Manager McCluer; W. J. Kutsch, Swift & Co.; NBC V.-P. J. F. Royal; Lt. George Diefenderfer (former NBC-ite); M. S. Hattwick, Needham, Louis & Brorby.



Charles P. Hammond, NBC advertising and promotion manager, was in Chicago to address the luncheon audience at the Palmer House exhibit.



L. to r.: John Gillen, WOV manager; Judith Waller, NBC Central division public service director; E. C. Carlson, NBC Chicago sales promotion manager, and Advertising Manager Hammond.



NBC Newsmen Roberts McCormick chats with several NBC friends at a party in his honor at the St. Francis Hotel in San Francisco. From left: Larry Smith, Peterson, McCormick himself, Francis C. McCall, Joseph Hainline and Colonel Kenneth Dyke (former NBC-ite).



KOA Announcer Cecil Seavey following the wedding of Bob McLean in the execu



Admiral William F. Halsey, Jr., broadcast as guest of Morgan Beatty and John W. Vandercook on "News of the World."



Basil O'Connor (right), national director of the Red Cross, renews acquaintance with John W. Elwood, general manager of KPO, while at the studios for his Valentine Day broadcast.



WSYR in Syracuse Women." From t



Frank O'Leary (left), until recently a lieutenant in the Navy, is welcomed by his former boss, Paul McCluer, sales manager of NBC's Central division, when he returns after a two-and-a-half-year leave of absence.



Participating in a V-Disc program of the 344th ASF bnd Sheridan were: (from left) Maj.-Gen. J. W. Byron, Condu Carmen Dello and Maj.-Gen. R. B. Reynolds.



nd) interviews Gov. John C. Vivian of Colorado
 ucer of the Jack Benny Show, to Mary Witty
 The smiling groom is at Seavey's left.



Peter Donald, emcee of "Can You Top This," is interviewed by Nelson (The Mayor)
 Bragg on his "Fun and Foolishness" program over WBZ and WBZA in Boston while
 Donald was there playing a benefit. Studio audience included 65 Cub Scouts.



omes a new woman star—Ione McNay—of their daily program, "Today's
 leboncoeur, vice-president; Miss McNay, William R. Alford, Jr., sales
 hur Fay and Earl Forman, members of the sales staff.



William E. Drips, NBC director of agriculture, becomes a
 member of the Gallon Club when he contributes his eighth
 pint of blood at American Red Cross headquarters in Chicago.



Coast Guard Lieut. Clarke Hinkle, fullback of the Green Bay
 Packers from 1932 to 1941, is interviewed by Stan Raymond,
 sports announcer at WTMA in Charleston, S. C.



Wing Commander R. P. O'Donnell, conductor of the 108-piece
 Royal Air Force Symphonic Band, leads his musicians in a
 half-hour KOA broadcast for Denver War Bond workers.

STUDENTS HELP LAUNCH SHIP VIA BOND SALES



KGW CAMPAIGN LAUNCHES A SHIP—War Bonds purchased as result of "Schools at War" series led to this launching. L. to r.: Mrs. F. W. Blum, of Oregon War Finance Committee; Harold Santee, principal of winning school; Rollie Truitt, emcee of "Schools at War" program; Day Foster, war program manager of KGW, and Jack Edwards, assistant superintendent of Portland schools.

PORTLAND, ORE. — School children, their teachers, War Bonds, and Station KGW all launched a ship here on February 18.

Hundreds of excellently built ships have slid down the ways of Kaiser Company Swan Island yard in the past few years, but the christening of the 16,500-ton tanker Sully's Hill was probably unique in ship-building history.

As Barbara Nelson, first grade teacher in Portland's Alameda school, smashed the champagne bottle on the ship, she was representing a victory won by the pupils of the school in buying in their own names over \$78,000 worth of bonds in a contest held during the Sixth War Loan Drive. Through its weekly program "Schools at War" station KGW sponsored the patriotic contest in conjunction with

the Oregon War Finance committee.

The launching itself was recorded by KGW equipment and rebroadcast the Saturday following the ceremony. H. Q. Cox, assistant manager of KGW, and Day Foster, war program manager, represented the station at the ceremonies.

"Schools at War" has been produced by Foster and the KGW staff for more than two years, cooperating with the War Bond staff and the school administration. Once a week the program is produced at a different school, saluting the students' war effort achievements, with student talent performing with the KGW staff.

The school administration gives great credit to Foster and KGW for the outstanding showing Portland schools have made, leading the nation in per capita sales of bonds and stamps.

New KPO News Head

SAN FRANCISCO. — Hunter L. Scott has been appointed manager of the news and special events department of KPO, according to the recent announcement by the station's general manager, John W. Elwood.

A newspaperman who has had wide experience in the fields of radio and advertising, Scott has been advertising and sales promotion manager for the Sun-Maid Raisin Growers, Fresno, California, for the past four years.

Chicago Offices Decorated

CHICAGO. — With the installation of new lighting fixtures and furniture, redecoration of NBC Chicago offices on the 20th floor of the Merchandise Mart has been completed.

Decorated in a neo-classic style, the public foyer has been paneled in red leather set off by bleached walnut finished woodwork and a wall covering paneled mirror opposite the entrance to the elevator foyer. Extensive additional alterations were made in the office layout.

Columbia U. Head Hails NBC Cooperation in Courses

NEW YORK.—Dr. Nicholas Murray Butler, president of Columbia University, termed the joint NBC-Columbia University radio courses "a splendid beginning on which I am sure we shall be able to build."

Dr. Butler's message was contained in a letter to Niles Trammell, president of NBC. It was read by Dr. James Rowland Angell, NBC public service counselor, at a luncheon, February 15 at the Waldorf-Astoria Hotel, at which results of the first semester of the NBC-Columbia University courses were discussed by executives of the network and the university.

Dr. Angell introduced Frank E. Mullen, NBC vice-president and general manager, who expressed appreciation for the cooperation given to the network by Columbia University in the successful administration of the courses. Other speakers included Dr. Frank D. Fackenthal, provost of Columbia University; Dean Virginia Gildersleeve, of Barnard College; Dean Harry M. Ayres, acting director of Columbia University Extension, and Dr. Russell Potter, co-director of the radio courses. Sterling Fisher, NBC representative for the courses, summarized results of the first semester's classes.

HVK Wins du Pont Award

NEW YORK. — Radio veteran H. V. Kaltenborn has been named winner of the Alfred I. du Pont Radio Foundation Commentator Award of \$1,000.

The award is made for "distinguished and meritorious performance of public service by aggressive, consistently excellent and accurate gathering and reporting of news by radio and the presentation of expert, informed and reliable interpretation of news and opinion." Kaltenborn is presenting the \$1,000 to the Association of Radio News Analysts.

"Europe Now," a book by Kaltenborn based on his extensive knowledge of Europe, his recent battlefield and war capital tour there and events since, was published March 22 by Didier.

In the book, the NBC commentator tells of life in Europe today as compared with the past, relates anecdotes of his trips to the front lines and describes his meetings with the people who are in today's newspaper headlines.

Religious Fellowships Again Offered by NBC and Churches

NEW YORK.—For the second successive year, NBC is cooperating with recognized church groups to award fellowships to ministers or religious educators for study at one of the three NBC Summer Institutes at Chicago, Los Angeles or San Francisco.

Widened in scope, the fellowship plan is administered this year by NBC in cooperation with the Congregational-Christian, Methodist and Presbyterian Churches. Seven fellowships will be awarded, two more than last year, on an inter-denominational basis, to men and women in active pastorates or in the field of religious education.

In the awards, emphasis will be given to persons having considerable previous radio experience. All applicants must be presently working on sustaining religious programs in behalf of the churches of their community through the representative central church bodies.

The Federal Council of the Churches of Christ in America is in charge of applications which closed March 15.

Dr. James Rowland Angell, NBC public service counselor, is chairman of the joint committee making the awards. Other NBC representatives include Dr. Max Jordan, NBC director of religious broadcasts, and Sterling Fisher, NBC assistant public service counselor. Representing the Joint Radio Committee of the three church groups are Dr. Truman Douglass, executive vice-president of the Congregational-Christian Churches' Board of Home Missions; the Rev. James Flint, of the Congregational-Christian Churches; and the Rev. Everett C. Parker, of the Joint Radio Committee of the three churches.

The fellowship plan was originally proposed by Parker in collaboration with Dr. Jordan. Awards cover tuition and incidental expenses at the institutes, which are located at Northwestern University, the University of California at Los Angeles and Stanford University.

Last year, first in which the fellowships were awarded, Dr. Angell declared that "it is believed that by these methods prompt and marked results can be achieved in making religious broadcasts more widely effective."

The fellowships were set up in the be-

WINNERS ALL



GOOD GUESSERS—War Bonds were presented to the WSAM contest winners who identified NBC programs.

SAGINAW, MICH. — Smart publicity gimmick of the Saginaw Broadcasting Company was a recent "Eleven New Shows" contest to plug 11 shows added to Station WSAM's schedule between March 2 and 6.

Winners were Mrs. Anna Ederer, Mrs. William Halthco, Miss Cecelia Chauvette and Mrs. Clair A. Herald, all of Saginaw, pictured above left to right, with WSAM Manager Bob Phillips.

Here's the way the contest was set up: the 11 announcements were transcribed and each aired three times between February 16 and 22. They were put on the air at irregular times and without advance fanfare of any kind. Winners were the writers of the first four correct lists of sponsors and program titles. Since 90 per cent of the returns were accurate, the postmarks determined the final selection of winners who were interviewed on the air and awarded \$25 war bonds.

Eleven shows thus hypoed are "Amos 'n' Andy," "Can You Top This," "News of the World," "Charlie McCarthy Show," "World Parade," "Raleigh Room with Hildegard," "The Eddie Bracken Story," Alex Dreier, "Carton of Cheer," "The Judy Canova Show" and "Johnny Presents Ginny Simms."

lief that a closer link was needed between radio and the church. In the announcement of this year's awards, it was disclosed that the Federal Council is circularizing all its federations of churches, as well as local councils of religious education, in an effort to elicit the interest of all persons eligible.

A report on the 1945 awards will be included in next month's Transmitter.

WMAQ Aids Army in Bringing Home Town Din to Soldiers

CHICAGO.—At the request of Supreme Headquarters, Allied Expeditionary Forces, through the Information and Educational Division of the United States Army, Station WMAQ, key NBC outlet in Chicago, has recorded a half-hour program, titled "Let's Go to Town," for the enjoyment of Chicagoans at Army centers overseas. The program is centered upon the familiar aspects of day-to-day activities in the Windy City.

The first six minutes of "Let's Go to Town" features a roundtable discussion of the postwar outlook in sports with James Gallagher, general manager of the Chicago Cubs; Paul Thompson, manager of the Chicago Blackhawks; Luke Johnsos, coach of the Chicago Bears, and Sam Pian, boxing manager, as participants.

The second portion of the show is devoted to a series of sounds and noises perhaps a bit foreign to many Chicago servicemen. They are the sounds and noises as recorded by Announcer Charles Lyon and a staff of NBC engineers with the aid of the Armour Research Foundation's magnetic wire recorder during a trip through the new Chicago subway.

The remainder of the program is highlighted by sounds familiar to any Chicagoan including the stockyards, policeman's whistle at State and Madison Streets, crowd and organ noises at a Blackhawk hockey game, street noises along Randolph Street at night and the chimes at Chicago's Temple in the Loop.

Script was written by Robert Carman of the NBC Central division continuity department and music was under the direction of Dr. Roy Shield, music director of the division. The entire program was under the supervision of Jules Herbuveaux, program manager, and William Ray, news and special events manager.

NBC-UCLA Institute Opening

HOLLYWOOD. — Sponsored cooperatively by NBC and the University of California at Los Angeles, the third annual Radio Institute opens its six-week session July 2. Of the eight courses being given, all but one will be held at NBC's Hollywood studios.

The institute is open to selected students, teachers and station and network personnel with some experience in radio.

WTIC AND NEWSPAPER AGAIN COMBINE FORCES FOR SUCCESSFUL MILE O' DIMES CAMPAIGN

HARTFORD, CONN.—Once again the people of Hartford have put the 1945 WTIC-Hartford Courant Mile O' Dimes over in a manner reminiscent of the four previous years when Connecticut's capital led the cities of the country on a per capita basis.

With a quota of five miles of dimes or \$44,936, the campaign which closed on January 31 reached an all-time high of over seven miles of dimes aggregating more than \$63,000. This result was accomplished in the face of a falling off in employment of almost 20,000 workers in the Hartford area since the 1944 Mile O' Dimes campaign.

The success of the drive to aid sufferers of infantile paralysis was due not only to the generosity of Hartford's citizens but to the concerted work of school children and factory workers. The latter devised many unique methods for the presentation of their contributions to the Mile O' Dimes stand in the center of downtown Hartford. The city saw its first helicopter plane in flight when the United Aircraft Corporation flew its contribution of \$6,971.47 from its East Hartford plant, landing in the snow at Bushnell Park adjacent to the Connecticut State Capitol.

Workers and management of Colt's Patent Fire Arms Manufacturing Company brought a 50 mm. aircraft cannon loaded with 18,240 dimes. When the gun was deflected, the coins poured onto the Mile O' Dimes stand. There were many other spectacular features embodying all of the essentials of good showmanship presented every day with descriptive broadcasts.

The idea for conducting a Mile O' Dimes campaign in Hartford was conceived in 1941 by Paul W. Morency, general manager of WTIC, after it had been successfully tried in Washington, D. C. In order that WTIC's promotion would be greatly amplified by a cooperative newspaper campaign, Morency invited The Hartford Courant to join with the station in stimulating public interest for the need of funds.

Each year about a week prior to the campaign approximately 1,500 personally written letters directed to industry, retail establishments, labor unions, fraternal or-

ganizations and schools are mailed by the station and signed by J. F. Clancy, WTIC's sales promotion manager, who is the director of the campaign.

When the campaign was started in 1941 the modest goal of one mile of dimes was set, but actually two miles of dimes were received. The sights were raised to two miles the following year and nearly four were received.

Fifty per cent of the funds gathered through this campaign is sent to the National Foundation for Infantile Paralysis. The other half is turned over to the Hartford County Chapter and this contribution represents the bulk of the funds for carrying on the work of furnishing medical aid to all local victims of polio. Largely through this campaign Hartford has been able to send doctors and nurses each year to Minneapolis to study the Kenny Method.

In 1944—up to December 15—according to the records of the Hartford County Chapter, 68 persons were stricken with poliomyelitis. The local chapter reports that 42 are now home minus any trace of residual paralysis.



AIDING A BIG CAUSE—Theodore Buell, of United Aircraft Corporation, with microphone in hand, presents J. F. Clancy, director of WTIC-Hartford Courant Mile O' Dimes, with the contribution of his firm's employees. The donation was flown to Hartford in a helicopter plane. To Clancy's right is Bob Steele, WTIC announcer, and directly behind him the pilot of the plane. Three men in uniform with boxes are an armored car crew which transported the money to the Mile O' Dimes stand.

F. E. Mullen One of 4 Network Men Nominated to CAB Board

NEW YORK.—Frank E. Mullen, NBC vice-president and general manager, has, with officials of the three other major networks, been nominated to the board of governors of the Cooperative Analysis of Broadcasting, Inc.

The announcement was made in February by Dr. D. P. Smelser, chairman of the CAB board of governors.

The other network members named to the board with Mullen are Edgar Kobak, president of the Mutual Broadcasting System; Chester J. LaRoche, vice-chairman of the board of the Blue Network, and Frank Stanton, vice-president of the Columbia Broadcasting System. Prior to the above nominations the board was composed solely of representatives of advertisers and agencies.

In making the announcement Dr. Smelser said: "The significance of this step cannot be overestimated for it is a definite indication that the radio industry, its advertisers and agencies are cooperating in their efforts to prepare for large-scale postwar developments. The unification of the three elements of advertising on the board will insure all members more complete, comprehensive and effective service."

Official Thanks

PORTLAND, ORE. — A unique expression of gratitude has come to KGW in the form of a resolution adopted concurrently by the Senate and House of Representatives of the State of Oregon. On Lincoln's birthday, the KGW staff journeyed to Salem to take part in the traditional Lincoln Day celebration at the State House, producing a half-hour live program. On February 20, those on the program received copies of the congratulatory resolution.

LOCAL PARADE

BUFFALO, N. Y.—Supplementing the NBC Parade of Stars, Station WBEN in Buffalo has its own parade of stellar talent headed by a morning show, "Early Date at Hengerer's" that has a wide following.

"Early Date at Hengerer's" is broadcast each weekday morning at 9:15 o'clock. It is sponsored by Buffalo's largest department store and all critics agree that it is the zaniest thing in town.

Women, who make up the audience, have been seen trying the department store doors an hour before show time. Even in sub-zero weather, the audience showed up regularly.

Guest stars are introduced now and then. Horace Heidt was a recent visitor. We see him in the photo splitting gags with Clint Buehlman, left, and Bob Smith, right, who "carry on" for 30 minutes each morning, after which the guests are served breakfast, courtesy of the sponsors.



VISITOR — Bandsman Horace Heidt turns gagman for his WBEN broadcast during his Buffalo visit. (Story above).

WGY REACHES 23rd YEAR

Schenectady Station Rolls Up Excellent Public Service Record



VETERANS ALL—Oldtimers on WGY take part in broadcast on station's 23rd birthday. L. to r.: Bernard Cruger, representing W. J. Purcell, chief engineer; E. A. Rice, orchestra director; A. O. Coggeshall, program manager; Kolin Hager, station manager; Charles H. Huntley (seated), who is "Mr. Old Citizen"; W. T. Meenam, news editor, and C. D. Wagoner, of the G. E. News Bureau.

SCHENECTADY, N. Y.—Twenty-three years in broadcasting were rolled up by WGY on February 20.

During those 23 years, the Schenectady station of the General Electric Company has been radiating signals for 118,185 hours or an average of 5,138 hours per year. During the natal year 1922, WGY was on the air 733 hours.

The all-time high service year was 1942—the year directly following Pearl Harbor. The station's log shows that WGY operated 24 hours per day from January 1 to December 1 for a total of 8,611 hours.

During 1942 WGY was engaged in air-raid protection service and the outlet was a relay key station and later a key station for this segment of the nation.

The next high was 1944 when the station was on the air 6,947 hours.

WGY underscored its 23rd birthday by special highlights on several programs during the anniversary week.

Among the many congratulatory messages received was a letter from Governor Thomas E. Dewey in which he said:

"The name of WGY is a household word throughout New York State because it has rendered service to our people. * * * It has given continuous information and free service to people in every walk of life, and I am sure the great standing of WGY is testimony to the appreciation of people generally for its contribution to our community life.

"As Governor of the state I want to thank you on behalf of the people of New York for the cooperation you have so constantly and helpfully given many branches of the state government during your twenty-three years. * * * You have been truly neighborly and public spirited in placing yourselves at the disposal of the Departments of Health, Conservation, Agriculture, Education and Commerce."

Kolin Hager, station manager of WGY in 1922, its birth year and still acting in that capacity, delivered a short message on the anniversary program February 20, renewing the station's pledge of service to listeners. The program, which was announced by WGY's 1944 H. P. Davis award winner, Robert Hanes, included songs by Robert Merrill, NBC baritone, and music by an augmented concert orchestra under the direction of Edward A. Rice—another WGY veteran heard on the station's inaugural broadcast.

A special birthday week feature was a quarter-hour of "Announcers At War," during which recorded voices of announcers now in the armed services were reproduced. Among those heard were: Captain Wilbur Morrison, squadron bombardier with the 20th Air Force in the China-Burma-India sector. Lieutenant Albert Zink, Staff Sergeant Howard Tupper, Staff Sergeant Arnold Wilkes, Corporal Victor Campbell, Sergeant Jarvis Rice, and Carl Raymond.

10 Out of 18 Billboard Poll "Firsts" Go to NBC

NEW YORK. — With NBC stars and programs awarded 10 out of 18 first places, radio editors of the nation again gave NBC predominant top place in results published in Billboard's 14th Annual Radio Editors' Poll on February 14. Blue Network with five, and CBS with three, divided the remaining eight places.

The poll conducted by Billboard is the oldest among radio editors. It was started by The New York World-Telegram and conducted by that newspaper for 12 years. Last year, when The World-Telegram was compelled to discontinue the poll because of newsprint shortage, Billboard continued the survey.

This year every editor who conducts a daily column or has regular space in Sunday editions was polled.

Bob Hope's program was selected as top favorite by the editors and he was chosen favorite comedian as well. NBC took all first places in the choices for vocalists. Bing Crosby was named favorite male singer of popular songs. Dinah Shore won a similar designation on the distaff side, while John Charles Thomas was chosen as the favorite singer of operatic or concert music.

One of the big surprises of the poll was the selection of "Chesterfield Supper Club" as favorite 15-minute program. Usually editors select only programs of long standing on the air. The "Supper Club" had started broadcasting only last December and broke precedent by winning first place in Billboard's poll.

Among the perennial choices were NBC's "Information Please" as the top quiz or contest program; Bill Stern, favorite sports announcer; Lowell Thomas, most interesting news commentator, and "The Army Hour," best program produced by Army or government bureau, or in interest of war.

In the breakdown of the favorite program classification—the programs they hate to miss—the choice of editors in favor of NBC was even more overwhelming. The first five programs named—and eight of the first 10—are heard over the NBC network. CBS drew two winners in the sixth and seventh places.

CITATIONS



Announcement of a special citation by the National Conference of Christians and Jews to the "Hymns of All Churches" program was made in Chicago recently by Austin Wyman (right), member of the conference board and co-chairman of the Chicago Round Table of Christians and Jews. E. G. Smith (second from right), radio program manager of General Mills, Inc., sponsors of the program, accepted the citation. Looking on are Franklyn MacCormack (left), poetry-reading m.c. of the programs, and Fred Jacky, leader of the choir.

NEW YORK. — Two NBC program series won citations of distinguished merit from the National Conference of Christians and Jews. The programs are "They Call Me Joe," 12-week 1944 Summer series of the NBC University of the Air, and General Mills' "Hymns of All Churches."

"They Call Me Joe," telling of contributions to America by national and racial groups represented among servicemen and servicewomen, was heard here and abroad. Programs were recorded and flown to approximately 400 outlets of the Armed Forces Radio Services, the first NBC series thus utilized.

Seven "Firsts" Go to NBC

NEW YORK. — NBC scored seven "firsts" in "Listen Here." Jack Cluett's radio column in the March issue of "Woman's Day" magazine, listing his outstanding radio programs and personalities.

"Information Please" was recognized as the best quiz show of them all.

Comedian Bob Hope was credited with the outstanding GI show.

"Fibber McGee and Molly" was rated the year's best comedy show—and its author, Don Quinn took first place as the year's ace script writer.

Ranking stunt show in Cluett's list was Ralph Edwards' "Truth Or Consequences"—with Edwards himself winning the title of "best master of ceremonies."

Eddie ("Rochester") Anderson was named "best supporting comedian."

NBC Programs and Affiliated Stations Get Peabody Awards

NEW YORK. — NBC's "Cavalcade of America" and "The Telephone Hour" were recipients of Peabody Radio Awards for 1944 according to announcement March 21 by the advisory committee. "The Telephone Hour" received the award for "outstanding entertainment in music," and "Cavalcade of America" for "outstanding entertainment in drama."

The awards are made annually in memory of George Foster Peabody, banker and philanthropist, and are administered by the Henry W. Grady School of Journalism at the University of Georgia.

For outstanding reporting of news, Station WLW, Cincinnati, an NBC affiliate, also was recognized. Station KFI, Los Angeles, also a member of the network, was cited for its presentation of "the outstanding program for youth"—"The Philharmonic Young Artists Series." Special recognition was accorded KVOO, Tulsa, also an NBC affiliate, for its excellent local programs.

TELEVISION READY

(Continued from page 3)

and "The Black Angel" Ronald Oxford was production assistant.

On the film side, WNBT continues to give viewers up-to-the-minute newsreels each Monday night on the now nearly one-year-old "The War As It Happens," edited and produced by Paul Alley, NBC television newsreel editor.

As if to point up the pre-eminence of NBC television, a recent survey disclosed that on one Sunday night in January, all six NBC program features broadcast over WNBT attracted a wider audience among viewers than any program televised by any other station in New York City. This, despite the fact that the Sunday night of the survey was only the second time WNBT had presented live talent productions on the now regularly-established Sunday night schedule.

Press demonstrations of the new RCA large-screen home receiver this month showed clearly what viewers may expect from NBC television in the immediate postwar era.

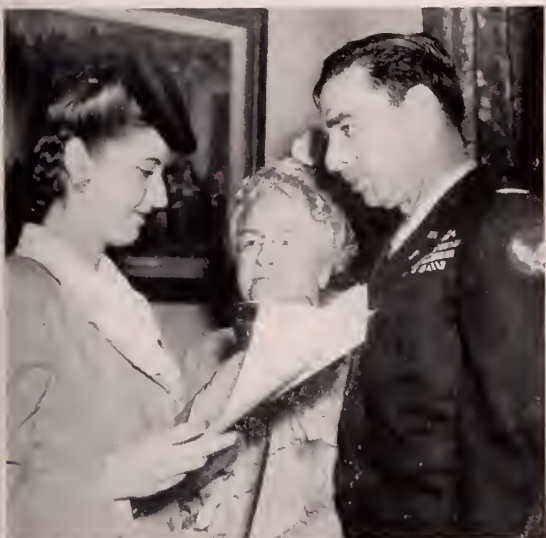
"The truth about the television situation," said Royal in his recent article, "is that it is good enough commercially to go ahead right now."



The smiling soldier is Lon McAllister of the cast of the stage play, "Winged Victory," which he is discussing with Ruth Welles, KYW commentator, as she interviews him over the air. Apparently they are making some comment on the headline-making Tokyo raids too.



Mrs. Norman Lev of Chicago heard her husband's voice for the first time in three years when WMAQ recorded a shortwave broadcast from released Philippine prisoners.



Annie Lee Stagg of WSB (left) interviews Mrs. Walter D. Lamar and Colonel Robert L. Scott, author of "God Is My Co-Pilot."



Charles Lanmners, veteran showman, receives pipe and tobacco pouch on his 10th anniversary as a producer-director at WLW. From left: Howard Chamberlain, Nelle Foster, Lanmners and Chester Herman.



Margaret Reid, six-year-old infantile paralysis victim featured in a newsreel on the malady, was interviewed recently by Harriet Pressly on her "We the Women" broadcast over WPTF (Raleigh, N. C.).



Former NBC Correspondent Edward Wallace, now WTAM news director, interviews Merrill Mueller, NBC war correspondent, during a Cleveland broadcast.

1,395,535 consequences



BOBBY RIGGIO—ten years old, and an infantile paralysis victim—sang “Over the Rainbow” on a certain Procter and Gamble radio program two months or so ago.

When he had finished, the master of ceremonies asked listeners each to send Bobby an extra dime — to be given to the National March of Dimes campaign.

The program was the unpredictable “Truth or Consequences.” *Ralph Edwards made the announcement only once. It took less than a minute.* He promised Bobby a \$1,000 War Bond and a football if he could raise \$10,000 for the Infantile Paralysis Fund. *And . . .*

1,395,535 dimes — \$139,553.50 — rolled into the coffers of the March of Dimes Committee — dimes from every one of the 48 States and most of the 3072 countries in these 48 States. 256,506 pieces of mail, addressed

to “Bobby” and containing dimes and dollars, passed through the New York Post Office, setting an all-time record for a response of this kind.

If there’s anyone left in the world who questions the power of radio—as a social force, as a selling force—the story of Bobby Riggio ought to dispel his last doubt. It’s listener response like this that NBC is proud of. What it meant to the March of Dimes campaign was 139,553 extra dollars, freely given by enthusiastic NBC listeners. What it means to advertisers is additional proof that a program not only gets listeners, it gets action — when you put it on NBC, the Network Most People Listen to Most.

P.S. *More than incidentally, Truth or Consequences is heard every Saturday night over 133 NBC stations.*

NBC Transmitter

Devoted to the Interests of NBC and Its Affiliated Stations



Flags of the United Nations in front of the RCA Building at Radio City fly at half-mast in honor of the memory of President Roosevelt. NBC broadcast a three-and-a-half day tribute to the late Chief Executive.

IN THIS ISSUE:

Radio Pays Homage



Flying Sportscaster

VOL. 10 MAY, 1945 No. 7

NBC Transmitter



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

CREDO FOR PEACE

"We think you are entitled to as faithful a job of reporting this peace conference as you had and are having of the war."

Thus spoke William F. Brooks, NBC director of news and special events, in a recent network broadcast outlining NBC's coverage of the United Nations Security Conference at San Francisco.

"We do not believe," he continued, "this is a time to exaggerate honest differences among peace-loving nations which are making a sincere effort to organize some system of world security that will endure. We do not propose to make NBC a sounding board for any special pleading."

As this issue of *The Transmitter* went to press the conference was well under way. NBC broadcasts from the radio station built almost within sound of the delegates' voices in the Veterans Memorial Building were living up to Brooks' credo in every way.

A detailed account of NBC coverage of the historic event—together with photographs—will appear in the next issue of *The Transmitter*.

RADIO'S A.M. GAIN

In signing Fred Waring and his renowned Pennsylvanians for a new Monday-through-Friday morning network series beginning June 4, NBC is proving that—insofar as daytime broadcasting is concerned—there still can be "something new under the sun."

As Clarence L. Menser, NBC vice-president in charge of programs, puts it, NBC is "indeed proud to be able to bring to our morning listeners the fine music of the Waring organization. This step is in line with our constant effort to present the best in radio to our morning listeners and to make daytime listening more enjoyable."

This pioneering move reflects broadcasting's recognition of its public service obligations right around the clock.

International Education Assembly Meets In New York to Discuss Broadcasting

NEW YORK.—The International Education Assembly accepted an invitation of the NBC University of the Air to hold its meeting in New York City, Thursday through Monday, April 12-16, to discuss the role of radio and other educational agencies in the establishment and maintenance of world peace.

Delegates from Australia, Bolivia, Chile, Colombia, China, Cuba, Czechoslovakia, Dominican Republic, Ecuador, Egypt, England, France, Greece, Iceland, Luxembourg, Mexico, Netherlands, Nicaragua, Panama, Paraguay, Philippine Islands, Poland, Uruguay and Venezuela held sessions in the NBC studios and at the Parkside Hotel to discuss national interchange of scientific and cultural achievements, particularly through the medium of radio and television.

Discussions and special forums on radio and television in relation to the furtherance of education were participated in by educational leaders as: Dr. James Rowland Angell, NBC public service counselor and president emeritus of Yale University; Dr. Chih Meng, director of the China Institute; Charles Seeger, chief of the music division, Pan American Union; Bryn J. Hovde, chief of the division of cultural cooperation, State Department, and Joy

Elmer Morgan, editor, *Journal of NEA*.

A special forum was held on music in NBC studio 8-G under the chairmanship of Gilbert Chase, supervisor of music for the NBC University of the Air, with Dr. Meng; Seeger; Paul Nettl, Westminster Choir School; Henry Cowell, senior program editor, radio program bureau of the OWI; and Fred Bate, manager of NBC international division, as participants.

Education in liberated countries was discussed by David Friedman, Netherlands Information Bureau; Mrs. Aase Gruda Skaard, of Norway; Dr. Tadeusz Mitana, Polish Institute of Arts and Sciences; Françoise Dony, Belgium; Solomon V. Arnaldo, Philippines; Charlisos Lagoudakis, Greece; Antonin J. Obrdlik, Czechoslovakia; and representatives from France, Luxembourg, Panama.

The theme of the April 15 sessions was "International Exchange by Radio." Speakers on the panel were Richard S. Lambert, of CBC; Evelyn Gibbs, of BBC; Dr. Robert Valour, director of the French Press and Information Service and chairman of the board of directors of the United Nations' Information Office; T. Y. Penn, deputy director of the Chinese Broadcasting Administration; and Sterling Fisher, director of the NBC University of the Air.

Sunday afternoon, immediately preceding NBC's Army Hour broadcast, delegates attended a studio forum on "Special War Broadcasts," led by Dwight Herrick, manager of NBC public service department. Participants were Lieutenant Hazel Kenyon Markel, Bureau of Public Relations, Navy Department; Lieutenant-Colonel John Harris, Bureau of Public Relations, War Department; John Rennie, British Information Service; and Kenneth Bartlett, of Syracuse University.

The entire television broadcast over WNBT was dedicated to the assembly, and delegates attended the special show which included a televised forum, with Sterling Fisher, Mrs. Skaard, William G. Carr, chairman of the IEA, as participants; the complete first act of Robert Sherwood's "Abe Lincoln in Illinois," a South American travelogue, and dance numbers.

KOMO-ITE IN ACTION



Colonel Donald G. Graham, Deputy Chief of Staff, Administration Headquarters, 3rd Air Division (part of General Doolittle's 8th Air Force) is on leave from his desk at KOMO, Seattle, Washington. Colonel Graham is vice-president of Fisher's Blend Stations, Inc., owners of KOMO.

RADIO PAYS HOMAGE

3½-Day Schedule Dedicated to Memory of Late President; All NBC Sponsors Cooperate

NEW YORK.—The National Broadcasting Company, after three and one-half days devoted to the story of President Roosevelt's death and events leading up to his interment, returned to normal operations on April 16.

From Niles Trammell, NBC president, down to the boys and girls who deliver the mail, all NBC-ites joined in one unified organization so that the millions who comprise the radio audience would know every minute detail of a story that saddened most of the world.

To NBC microphones, from coast to coast and from liberated countries, came the great and the near great, all to pay tribute to the late President.

When the news of President Roosevelt's death broke at 5:49 p.m. (EWT), Thursday, April 12, Trammell, realizing that the people must be told the story without interruption, ordered all commercial broadcasts suspended immediately. They remained suspended until Friday, April 13, at 6 p.m. (EWT), when only sponsor identifications were permitted for those programs which could be presented in keeping with the mournful occasion.

In restoring the network to normal operations on April 16, Clarence L. Menser, NBC vice-president in charge of programs, said:

"From the moment of the first announcement of the death of our President, Franklin Delano Roosevelt, NBC has devoted all its efforts to join the nation in the grievous burden of mourning for our late commander-in-chief. And until the end of broadcasting last night, the network continued these special programs of memoriam.

"This morning NBC returns to its normal schedule of broadcasting. It rededicates itself to the great tasks which lie before the nation.

"Now, this network and its stations salute our new President, Harry S. Truman. We promise him our wholehearted support in the fulfillment of the great burden of high office which has passed to him. We pledge President Truman the unstinting use of all the vast resources of radio and this network in the great work which lies before him and us. To this goal of the future—the winning of the war on all

fronts and the assurance of a just and lasting peace for the generations to follow—we now rededicate our programs and all our efforts."

There were many highlights in the three and one half days' coverage of the tragedy which so moved the world.

There was the first bulletin broadcast announcing the chief executive's death. It was given by Thomas O'Brien, one of NBC's youngest announcers, who happened to be on duty in the NBC newsroom at the time. He handled himself like a veteran.

Then there was the series of broadcasts by a battery of NBC's top commentators. H. V. Kaltenborn, Robert St. John, Richard Harkness, Don Goddard, Morgan Beatty, Don Hollenbeck, and correspondents in the Pacific and the European theater of operations.

One of the most impressive accomplishments during the days of mourning was that of Carleton D. Smith, manager of NBC owned-and-operated station WRC, Washington, D. C. He was chosen as one

of the two radio men to cover the funeral services at both the White House and Hyde Park. All news broadcasts were directed by William F. Brooks, NBC director of news and special events.

Two of the most outstanding dramatic broadcasts brought to the air famous artists of radio, screen and the theater.

"Curtain Time of Broadway," heard April 14, was not completed until shortly before air time.

• Eddie Dowling, one of Broadway's noted actors and producers, sat at the microphone to pay tribute to his close friend, the four-time President. In the middle of his eulogy he broke down. Tears streamed down his face. He could not continue. Other famous stars who made up the program—produced by Wynn Wright, NBC national production director, with music by Dr. Frank Black, general musical director—were visibly moved by the tribute.

In the cast were Tallulah Bankhead, Walter Hampden, Canada Lee, Elliott
(Continued on page 14)



HYDE PARK MOURNS ITS FAMOUS SON—An exclusive NBC broadcast originated in the St. James Protestant Episcopal Church when the Rev. W. George W. Anthony conducted a memorial service for President Roosevelt on the day of his interment. This was one of many NBC special broadcasts in connection with the funeral coverage.

BOYS (AND GIRLS) FROM SYRACUSE PROUD OF HOME-MADE FLAG FLYING ON MANILA PALACE

SYRACUSE, N. Y.—Over Malacanan Palace, Home of Philippine Presidents in Manila, a hand-sewn American flag was flown a few days after the liberation and in the story behind that flag, and how it got there, is a “believe-it-or-not” that Ripley would love, for the flag was put there, really, by a band of enthusiastic boys and girls who appear on a children’s program over WSYR, NBC station here.

That flag had been carried half way around the world by Brigadier-General Carlos P. Romulo. It had been presented to General Douglas MacArthur. And when it was hoisted over Malacanan Palace, a Syracuse GI, who had been a worker in a Syracuse book factory when the flag was made, was the soldier who discovered that the kids’ flag was raised and he sent the word home.

The story starts back in 1942, when MacArthur was leaving Bataan and American fortunes in the Pacific were dark. Ray Servatius, veteran continuity chief of WSYR and director of the Best Ice Cream Company’s “Juvenile Newspaper of the Air,” had an idea. He suggested that the kids, who come to the program from Boy Scout, Girl Scout, boys club and other youth organizations, change their show from the “Juvenile Newspaper” to the “Youth Fourth Front” and devote their show and their efforts toward aiding in the fight. The kids liked the idea, the Best Ice Cream Company okayed it and the “Youth Fourth Front” began working on everything from scrap salvage to war loans.

One of their projects was the making of an American flag. They made a big one—eight by ten feet. They cut each star and each stripe and sewed them into a beautiful flag. When it was finished the sponsor gave the kids a party. But that was only the beginning.

On December 12, General Romulo, then a colonel, came to Syracuse to speak in Lincoln Auditorium. After the lecture, Colonel Romulo was the guest of Colonel Harry C. Wilder, of WSYR, at a reception in Hotel Syracuse and was greeted there by H. R. Ekins, WSYR commentator, who was an old friend of Romulo in the better days in Manila.

Ekins introduced Servatius and his youngsters to Romulo and they asked Romulo if he would take the flag back to the Pacific with him and present it to General MacArthur for them. Romulo agreed and the kids gave their hand-made banner into his keeping. Romulo promised to ask MacArthur to put up their flag in Manila when he went back.

And that, apparently, was the end of the flag. MacArthur was then in Australia with his back to the wall. The Japs were just beginning to feel American might on Guadalcanal.

But MacArthur went back and, although the kids didn’t know it, so did their flag. Twenty-seven months later, Corporal Anthony P. Romano, of Syracuse, who had been a worker in a book factory in Syracuse on December 12, 1943, when Romulo took the “Youth Fourth Front” flag, was working on a little four-page GI paper in the Philippines. He had a sheaf of items from a public relations officer and as he ran through them his eyes nearly popped out. For there it was, an item saying:

V-E COVERAGE

NEW YORK. — V-E Day arrived as this issue of The Transmitter was en route to the printer. Just as in its coverage of all phases of World War II, NBC presented top-flight reporters, commentators and special event broadcasts to keep the public informed of the momentous happenings as victory was declared.

The NBC program department, under Vice-President C. L. Menser, and the news and special events department, under William F. Brooks, was in gear for the V-E announcement. A detailed account of NBC’s V-E coverage will appear in the June Transmitter.

“A hand-made American flag presented to Brigadier-General Carlos P. Romulo by Boy and Girl Scouts of Syracuse December 12, 1943, was hoisted in Malacanan recently.”

And so, from a Syracuse GI in the Philippines, the word came back across the Pacific. General Romulo had not forgotten. The flag was up and the “Youth Fourth Front” had made it. The kids—and WSYR—feel pretty proud.



VICTORY BANNER—Boy and Girl Scouts from WSYR’s “Youth Fourth Front” program presenting flag they made to Brigadier-General Carlos Romulo on December 12, 1943. Romulo carried flag to MacArthur in Australia. Today it flies over its destined place, Malacanan Palace, home of Philippine Presidents in Manila. Presenting the flag are Marilyn Farnham, Robert Smith, Nancy Arnold, and Robert Able.

THREE FAITHS REPRESENTED IN KMJ'S "FORUM FOR BETTER UNDERSTANDING"

FRESNO, CALIF.—In the Fall of 1931, two religious leaders came to Fresno. They had been ordained at the same time, but in different seminaries. One was a Catholic priest, the other a Jewish rabbi. Both were keenly interested in social problems during those depression years. They found they could work together for a better society.

Five years later, a new rector went to St. James Episcopal Cathedral. He, too, was interested in social betterment.

It was not long until Dean James M. Malloch of the Episcopal Church found two kindred souls in Monsignor James G. Dowling of the Catholic Church and Rabbi David L. Greenberg.

Then, in the Fall of 1936, the National Conference of Christians and Jews sent a trio of speakers to California. Fresno's minister-priest-rabbi combination was interested in having the traveling trio come to their city. Afterward, they felt the need of doing something to kill religious and racial prejudice. They remembered the power of radio and went to Station KMJ and requested time for a new program, the "Forum of Better Understanding."

KMJ has given 15 minutes every week since then and now considers the forum one of its best public service features.



Monsignor Dowling, Rabbi Greenberg and Dean Malloch, representatives of three great faiths, meet to discuss tolerance in Fresno, California.



They decide that radio represents a powerful medium to reach the masses on the vital topic, and they work out a format for the KMJ series.



The clergymen go on the air with their "Forum for Better Understanding" and win wide audiences.

FLYING SPORTSCASTER

KVOO's John Henry Wings Way in Own Plane to Sports Stories That Thrill Oklahoma Listeners

TULSA, OKLA.—That ancient admonition about being careful where you put your "John Henry" is a hollow warning when it comes to being heeded by the one and only John Henry of KVOO, NBC's Tulsa affiliate.

This genuine John Henry is liable to be "put" in a different state each day of the week as he wings and records his way across Southwestern skies, literally and figuratively to "air" his nightly "Sports Call" program.

KVOO calls it "John Henry's Sports Call," and the realistic ringing of a telephone bell invariably finds John "in," or at least "on the line" at 10:30 every night. But despite his presence in the studio, or on the "call" originating there, Henry more than likely will be talking from somewhere in Arkansas, Missouri, Kansas or Texas, or perhaps from some suburban Tulsa golf course or neighborhood bowling alley.

As a matter of fact, it's about as easy for John Henry to zoom in from a sports huddle in some neighboring state, as it is to wend his way through the thick traffic separating Tulsa's suburbs and KVOO's studios atop the Philtower skyscraper. For John, taking a tip from another Henry—Henry IV, as quoted from a certain William Shakespeare's works—long ago decided that "he who rides high and at high speed and with his pistol, kills a sparrow flying."

So John Henry flies at high speed, as his own airplane pilot, and with his recorder, bags many a "bird" of a sports story flying. But he's definitely not a "fly-by-nighter," except on one rare and recent occasion when he almost answered another kind of a "call" in his Cub plane, designed for daylight flying.

Assembling sports news largely through his own channels, Henry seeks to cover that portion of KVOO's vast empire extending from the Ozarks of Missouri and Arkansas to Amarillo and the Texas Panhandle. Recent reaction to his nightly programs has included after-broadcast personal "calls" from fans as far away as Laredo, Texas, down on the Mexican border, and from as far north as Omaha, Nebraska.

Winging out of Tulsa on the slightest



ON THE GO—KVOO puts its John Henry in as-well-as on the air. John Henry (yes, that's his real name) is pictured with the cub plane he personally pilots in scouting half a dozen states in behalf of his nightly "Sports Call" series.

whim or hunch, Henry within a single week recently has commuted to Kansas City, Missouri, to broadcast the big NCAA tourney by remote control; to Stillwater, Oklahoma, to "look up" Oklahoma A. & M.'s seven-foot basketball "wonder boy," Bob Kurland; to Fayetteville, Arkansas, to interview Coach Glenn Rose and his football squad in their final spring training; to Wichita, Kansas, to have a huddle with Hap Dumont, president of the National Baseball Congress of semi-pros—not to overlook recordings featuring such colorful personalities as Tulsa's own one-armed All-American guard, Ellis Jones, and National League umpire George Barr.

Semi-pro or caddy on the golf course, expert or pin boy at a bowling alley and high school and sandlot peewee baseball activity are as eagerly covered by Henry if there's a special novelty or thrill to record and report. But there's one recent "thrill" Henry experienced, but did not record for the benefit of his multi-state audience.

Returning from a recording mission at Fayetteville, his plane was caught between two violent storms, and forced to remain aloft for agonizing hours to keep from landing in the hazardous jackoak hills of Arkansas or in a black sea of illimitable miles of inundated Oklahoma lowlands.

But somehow, with wing and prayer, but no lights either on his plane or at the blacked out private airport where he parks it, he flew blindly, but safely into port, shortly before his 10:30 deadline.

To KVOO staff members, and his waiting audience, Henry merely, but mysteriously explained: "This is not the first 'call' I've had tonight. I broke some kind of a record myself today, but despite hill and high water here's a record I didn't break."

And speaking of records, Henry expects to visit every community in KVOO's vast listening area of the Southwest to obtain local color and sports thrills.

Meanwhile, he hopes that in the wake of the telephone bell and announcer's introduction, all thrills on the "Sports Call" will continue to be recorded—and recounted—by and not about John Henry.

KGW, Portland, Bans All Wartime News Commercials

PORTLAND, ORE. — Following the elimination of middle commercials from NBC newscasts, KGW, of this city, has gone one step further. It has eliminated all middle, beginning and ending commercials. In short, commercial sponsors are out for the station's own news broadcasts, and the news will come purely as a KGW feature.

"At this crucial time of history-in-the-making by the minute we believe news broadcasting is more than ever a public service," Arden X. Pangborn, managing director of KGW said. "News is different from other normal radio fare, and as such must meet the test of different programming standards.

"We believe it is our duty to listeners to recognize their very close personal interest in news and in every way possible to serve this interest. We feel that in the past our news program commercial copy has been of the highest standard. At the same time, as the war swings to the West, and comes even closer home, our sense of responsibility to anxious mothers, wives and sweethearts impels us to eliminate any interruption whatever in locally originated news periods."

GI's Get Tennessee Program Via Nashville Station Discs

NASHVILLE, TENN. — Radio Station WSM, in collaboration with the National Association of Broadcasters and other Nashville stations — WLAC and WSIX — has completed a recorded radio variety show titled "Let's Go To Town," for the Armed Forces Radio Service, at the suggestion of General Dwight D. Eisenhower.

The discs—for distribution as a morale builder to Tennessee troops in various theatres of war—feature three WSM staff bands. "Grand Ole Opry" units, including Roy Acuff and his Smoky Mountain Boys and Girls, and other talent such as Kay Carlisle, vocalist; Frank Marlowe, character actor, and Miss Orra Williams, secretary to Program Director Ottis Devine.

Transcription tells the story of two Nashville GI's who tire of undressing spuds on a kitchen police detail and go home on sort of a radio magic carpet to take a look at familiar scenes and people.

Stations in Memphis, Knoxville and Chattanooga are contributing similar programs to the Armed Forces Radio Service.

FAIR DEAL



Walt Bruzek (left), manager of the Owatonna studios of KROC, and Bernie Lusk, staff announcer of the Rochester studios of the Minnesota station, examine some of the 600 old decks of playing cards sent in by listeners after Walt and Bernie had a little contest to see who would get the greatest response of decks to be donated to servicemen in Government hospitals. Bruzek won out with receipt of 375 decks.

WGY SCIENTIST GUESTS TACKLE PROBLEMS ON AIR



WGY's SCIENCE FORUMITES—Dr. Stanley Klaiber (back to camera), Vincent Schaefer, Dr. Francis J. Norton, Emerson Markham, Dr. Robert S. Williams, guest, who heads the Department of Metallurgy, Massachusetts Institute of Technology, and Dr. Winton Patnode. Standing is Miss Audrey Connor who handles inquiries.

SCHENECTADY, N. Y. — Breaking precedent are the four scientists who weekly stick their necks out to broadcast "Science Forum" from WGY here.

The traditional pose of the over-cautious scientist has been ably exploded by these research laboratory representatives who tackle on first sight questions tossed to them by the moderator and program chairman, Emerson Markham. Each of them admits that it's an inborn curiosity that makes a scientist. Listen to them spontaneously piece together the answer to some profound scientific question, and you're amazed at the hopper of knowledge an active curiosity can garner.

Perhaps the most striking characteristic of these "sports of humanity," as Markham calls them, is their zest for solving a problem. That alone is reason enough for them to risk brilliant reputations in explaining the fourth dimension, or tell-

ing a little girl why the worm on the tomato is not poisonous.

Top-flight fellow scientists have done themselves credit by appearing as guests on the program, which attempts to answer scientific problems of every extremity. But the real daredevils are the program regulars—Dr. Francis J. Norton, Dr. Winton Patnode, Vincent Schaefer and Dr. Lewi Tonks. Each of them has a laboratory job of critical importance to the war. Their "Science Forum" hobby is a kind of professional holiday, during which they delight in putting each other on the spot.

The four experts confess that it is no simple job to talk of scientific matters in layman's terms. ("That's why we get into arguments only after every program," says Dr. Patnode.) But every now and then a student is asked to sit in and interrupt the talk if the program is not kept on a delightful down-to-earth level.

Award to "Column-Miss"

NEW YORK.—Maggi McNellis, WEAf's "Column-Miss of the Air," has received from the Red Cross a citation of appreciation. "in grateful recognition of unselfish service" to the organization's 1945 War Fund. Presentation of the certificate was made by Robert Christenberry, chairman for the Red Cross drive.

KVOO Man Heads Ad Group

TULSA, OKLA.—Gus Brandborg, commercial manager of Station KVOO, was elected president of the Tulsa Advertising Federation at the annual election held recently.

Brandborg also serves as lieutenant-governor of the Tenth District Advertising Federation.



Herb Lateau (left), Chicago producer, handled the Kay Kyser College of Musical Knowledge when it broadcast from Camp Crowder recently. From left: Lateau, Paul Phillips, agency producer; Kyser, Mrs. Kyser (Georgia Carroll) and Brigadier-General C. H. Arnold.



Elmer Newton Eddy, WBZ and WBZA news analyst, studies the Mapparium in the Christian Science Monitor Building.



NBC V.-P. Harry Lister) accept coveted National Security award from Mayo



Advances of large-screen television are demonstrated in NBC's New York studios where observers are amazed at the technical expertness of the production, now comparable to home movie screenings.



Eight Eskimos repeat the Lord's Prayer in their native tongue during "Army Hour" broadcast from Baffin Island. Lieutenant-Colonel Clark, former NBC engineer, assisted in arrangements.



Lunching after a visit to WLW are (from left) George Comtois of the WLW New York sales office; Eldon Park, WLW; Roland Van Rostrand, Benton and Bowles, and Harry Mason Smith, WLW.



Bill Rothrum introduces Ione McNay, WSYR commentator, to heroes of Bastogne, whose general said "Nuts!" to the German surrender ultimatum. The Syracuse, N. Y., station gives considerable time to veterans.



Lou Tilden (left) succeeds as NBC central division sales manager, lists new Republica



Howard Lutgens (center) of Civilian Defense WMAQ transmitter (right).

Rollic Truitt, of KGW, interviews a four-time blood donor at the Red Cross blood bank on his "They Also Serve" twice-weekly broadcast over the Portland, Oregon, transmitter.

Film star and former naval officer Robert Montgomery is interviewed by Al Collins, of WIOD (Miami), on the important tasks assigned to small craft in World War II. WIOD is always alert for such feature news slants.



Sterling Fisher (left), NBC's assistant public service counselor, addresses a group of 40 at a class offered Trenton teachers by WTTM, under the direction of Dean Andrews, program director.

Three thousand patients from the Bay area military hospitals were guests at a recent special "Standard Hour" concert broadcast over the Pacific Coast network from the San Francisco Opera House.



McCormick (right) and Paul McCluer, McCormick tell about his radio work.

Larry Smith, Pacific war commentator, visited KGW (Portland, Oregon) and used his 10-gallon hat to collect for the Red Cross War Prisoners Fund. The hat was soon filled.

Governor Walter W. Bacon of Delaware receives a model of a B-29 presented by DuPont employees through purchase of War Bonds. WDEL broadcast the ceremony, which served as a stimulus for added bond sales.

A Transmitter Bio:

ARNOUX, OF WTAR, ENTERED RADIO AFTER EXTENSIVE NEWS EXPERIENCE



Campbell Arnoux

NORFOLK, VA. — Campbell Arnoux, who recently observed his 11th anniversary as general manager of WTAR in Norfolk, had a cosmopolitan background to fit him for his job.

Born in New York, Arnoux attended high school in Fort Worth, Texas, and was showing promise as an extra-curricular reporter on The Fort Worth Record, while an undergraduate at Texas University, when the first World War interrupted his education. He served as an officer in the Fifth Texas Cavalry and acquired a taste for travel which sent him around the world in the two years after the war.

When he returned, he became a Red Cross publicity man, later a staff writer on The Fort Worth Star-Telegram. When the paper installed a radio station he was assigned to work there. He became chief announcer, radio editor and program director. In 1924 he installed Station KTHS in Hot Springs, Ark., and was director of that station for the next nine years.

WTAR in Norfolk, summoned him in

1934 and he has been there ever since developing the station from 500 watts to one of the country's leading 5,000 watt regionals. While at that task he also installed WRTD. The Times-Dispatch station in Richmond, Virginia, and obtained, built and staffed WPID in Petersburg, Virginia.

He is a liaison member from the board of the National Association of Broadcasters on the labor and code committees. Active in civic affairs, Arnoux is president of the Virginia Club, Norfolk's oldest social club with a membership of 325 leading business and professional men; vice-president of the Tidewater Council of the Boy Scouts of America; a director of the Norfolk Association of Commerce, the Boys Club and the Norfolk Orchestral Association. He recently completed a term as president of the Norfolk Rotary Club.

Arnoux is married, has two children, Suzanne and Pat, is an ardent fisherman, victory gardener, bridge player and football enthusiast.

"Foreign Policy" Continues

NEW YORK. — Continuation of "Our Foreign Policy" broadcasts Saturdays after the San Francisco conference was announced April 6 by Sterling Fisher, director of the NBC University of the Air.

Format for the new series will give civic and educational groups representation in addition to the Department of State, the Senate foreign relations committee and the House foreign affairs committee. On an alternating basis the State Department, Congress, and a public group will conduct broadcasts.

Originally only the first seven broadcasts were to be officially representative of the State Department, but Archibald MacLeish, Assistant Secretary of State, who will continue as chairman of this group, has agreed to continued participation by the State Department.

F.B.I. Show 2 Years Old

SCHENECTADY, N. Y. — J. Edgar Hoover, director of the Federal Bureau of Investigation, sent WGY a special message of congratulation and encouragement for broadcasting on the occasion of the second anniversary of the Schenectady station's feature dramatic offering, "The F. B. I. in Action."

Each week Earle Pudney or Lorraine Theurer Rice of the WGY staff prepared a half hour dramatization from the files of the F. B. I., using as narrator on each show the special agent in charge of the Albany Field Office of the F. B. I.

SYRACUSE, N. Y. — Timekeeper Paul Coleman of WSYR has done something about the food shortage. He gave 300 chicks to 50 boys and girls on Easter Saturday morning in Syracuse.

WSOC "Polio" Coverage Aids Important Charity Appeal

CHARLOTTE, N. C. — In 1944, North Carolina and South Carolina suffered a major epidemic of the dread infantile paralysis to such an extent that all hospitals in the two states were taxed to their utmost capacity.

The epidemic attained such proportions in the sections around the city of Hickory, in Western North Carolina, that it was necessary to build an emergency hospital there to accommodate the ever-increasing number of polio cases. This hospital was built in 54 hours. During the epidemic, a total of 170 patients was hospitalized in this one emergency hospital.

After the epidemic had been defeated, the National Infantile Paralysis Foundation decided to evacuate the victims remaining in the Hickory hospital to the Charlotte Memorial Hospital in Charlotte, North Carolina, where a special polio unit had been completed in the interim.

Radio Station WSOC here played an outstanding part in its coverage of the polio epidemic, and the subsequent evacuation of the victims from Hickory.

Upon the arrival of the caravan in Charlotte, WSOC's mikes were in readiness at the Charlotte Memorial Hospital to interview members of the cavalcade and some of the victims, as well as nurses, doctors, hospital authorities, and parents of the victims. This part was also broadcast and recorded. A transcription of the whole proceedings has been sent to the National Infantile Paralysis Foundation, one has been given to the Charlotte Variety Club, and WSOC is keeping one to be used in appeals for the charity founded by the late President Roosevelt.



HUMANITARIAN EVENT — WSOC's Program Director, Ron Jenkins, interviews head nurse Ethel Greathouse, of the Hickory Hospital, just before the trek to Charlotte.

COMBINE SHOWMANSHIP AND SALESMANSHIP IN STATION PROMOTION PLANS



This huge double billboard erected in Salt Lake City by Station KDYL attracted wide attention through the sounding of NBC's chimes from the huge microphone between the two panels. It is believed that this is the only outdoor spot—outside of New York City—where the chimes are sounded every quarter hour.

PERMANENT PARADE

Stations throughout the U.S.A. have responded to the NBC plan of making the Parade of Stars a round-the-calendar operation.

The NBC Transmitter continues receiving reports of clever promotional stunts and devices employed by affiliates to build bigger audiences for network and local programs.

The "talking billboard," the taxi promotional signs, the newscasting demonstration and the window display depicted on this page are typical of the ingenuity employed by NBC affiliates in promoting their stations and programs.

There is no doubt that such eye-catching—and ear-catching—displays pay big dividends in terms of still added listeners for "the network that most people listen to most."



Tulsa taxicabs carry KVOO's promotional message through one of Oklahoma's busiest centers. Call letters, wavelength and the legend: "Oklahoma's Most Powerful Station!" are emphasized on the mobile posters.



Don Kneass, KGW newscaster, reads bulletins in the window of the Meier and Frank Company in Portland, Oregon, where a PA teletype is in constant operation from 9 to 6 each day. "Kneass With the News" has won a wide audience on KGW.



There are many sides to NBC programs' popularity—and WSYR, Syracuse, New York, presents eight of them in this attractive octagonal window display in the lobby of the Hotel Syracuse.

3,000 WSM BALLYHOODERS

Owners' Insurance Salesmen Boost Station on Extensive Rounds of Transmitter's Coverage Zones

NASHVILLE, TENN.—A publicity staff of 3,000 would be quite a newsworthy bit of publicity within itself, and even in this colossal age there is actually no such organization. But Station WSM comes about as near it as anybody.

This extraordinary staff of "press agents" is made up of the approximately 3,000 full-time men who are the field representatives of the National Life and Accident Insurance Company, owners of WSM, Inc., and they are scattered from coast to coast and from the Gulf to the Great Lakes. Of all the station's listeners, they are its staunchest friends and its most ardent "salesmen," and for a very sufficient reason: it helps them sell.

It is interesting to see how the National Life has utilized the facilities of WSM in support of its agency force, and how effective have been the results.

The agent gets to know policyholders well. He is "their" insurance man and is genuinely interested in them, and they in him. But, in addition to these friends he already has, his success in continuing to sell new insurance depends upon his getting into new homes, meeting new people, making new friends. And it is in this respect that WSM has helped so much.

"Thanks to WSM. I rarely ever call on a stranger." one of the agents wrote recently. "They may not have had an opportunity to know our company or to own any of its insurance, but when I tell them it is our company that owns WSM, almost without exception I find myself among friends. It helps me tremendously in the development of new prospects."

Specifically how is this accomplished? For several years now, the National Life has carried one or more programs constantly to promote its own business.

All of these have been live-talent programs and, naturally, varied as to type. There have been dramatic programs such as "America's Flag Abroad," a series dealing with the activities of the U. S. Department of State, and "Our America," which featured outstanding historical incidents in the growth of the nation; variety programs such as salutes to various colleges and universities, and "The National Life Canteen," designed primarily for the



EMPLOYEES' CHORUS—Sixty-five voices, all regular employees of WSM's owners, are heard on air. At left is Edwin W. Craig, president of National Life and of WSM, Inc.

entertainment of service men in the Nashville area and broadcast from the camps themselves: "The Worry Hour," in lighter vein, and "Radio Patrol," a children's program which ran for three years and pulled more than 40,000 pieces of mail.

Currently, the company's program on WSM is "The Fireside Singers," billed as "one of the finest vocal groups in radio," with 16 voices and five instrumentalists featuring the best known American music. Periodically on this program is presented the National Life Girls' Chorus, an organization of 65 voices, all regular employees of the company, which has been in training now for the past five years.

However, these company programs do not constitute the major source of support for the agents in the field. Company executives believe that it is the every-hour, every-day operation of the station, with the frequent announcement of the station's call letters and the announcement that "this is the broadcast service of the National Life and Accident Insurance Company" that has served to further the company's business and give major support to its field men.

Then, too, there is "The Grand Ole Opry," an institution on WSM since its very inception back in 1925, which has always possessed a tremendous listening audience. Although now commercially sponsored, and although it has never been used as a National Life program, "The Grand Ole Opry" has been a vital force

in helping the company's agents make friends and sell new policyholders. The "Opry" has now long since "gone network" and is selling Prince Albert on 133 NBC stations, and Purina on a regional net, and continues to make friends for National Life agents.

Every piece of advertising or selling literature which the company's agents use in the field carries an imprint about WSM. One of the most successful prospecting pieces ever produced was a "WSM Family Album," done in roto, a million copies of which were distributed free by National Life agents, winning many new friends for the station.

The children's program, "Radio Patrol," was a continuity program, and the offer of a membership card and button pulled more than 40,000 pieces of mail, as a result of which the company was able to place into the hands of agents the name and address of 40,000 potential future policyholders. The cards and buttons were delivered in person by the agents, and it is not hard to imagine the results.

These 3,000 agents believe in WSM. They are busy "selling" WSM constantly, and in turn WSM is helping them sell life insurance. It has been a very happy combination, and today they have come to be one of the 20 largest life insurance companies in America and one of the outstanding radio stations.

The many promotional tie-ins between WSM and its parent company thus work out to mutual advantage.

Fred Waring Back on NBC In Daily A. M. Innovation

NEW YORK.—Fred Waring and his entire musical organization have been signed to an exclusive NBC contract, it was announced April 25 by Clarence L. Menser, vice-president in charge of programs.

Waring takes over the 11 to 11:30 a.m. (EWT) spot, Mondays through Fridays, beginning June 4.

In this bold innovation in daytime network broadcasting, the NBC program department brings Waring to the air with his large orchestra and choral group, instrumentalists, soloists and arrangers, all of whom have combined to make the Pennsylvanians one of the best known musical aggregations in the country.

"We are indeed proud to be able to bring to our morning listeners the fine music of the Waring organization," said Menser. "This step is in line with our constant effort to present the best in radio to our morning listeners and to make daytime listening more enjoyable."

In commenting on his return to NBC, Waring said, "We look forward to coming back to the NBC network, from which I broadcast for many years. I am particularly gratified, both for myself and the Pennsylvanians, for an opportunity to set a whole new pattern in modern broadcasting."

Waring organized his Pennsylvanians while a student at Pennsylvania State College and rapidly developed the group into one of the best known musical organizations in the world. They were heard for five years over NBC in the 7 to 7:15 p.m. (EWT) "across-the-board" spot, which they left in June, 1944.

4-H Show Name Contest

ATLANTA, GA.—To convince 4-H boys and girls of Georgia that its new Saturday morning show is aimed directly for their listening, WSB, Atlanta, put the program under way with a "name the program" contest.

A War Bond was won by a Georgia 4-H girl who suggested "4-H Club of the Air." Purpose of the contest, of course, was to promote interest in the show, and also to urge rural youth to continue their usual display of initiative. Response to the contest was enthusiastic.



A PUBLIC SERVICE FIRST—Julie Benell, whose program, "Women Commandos," scored another first when a radio clinic on "The Returned Serviceman" began on January 29 and continued through February 9, over WKY, Oklahoma City. She is shown with Ralph Miller, commercial manager of WKY on the left and Colonel W. R. Gentry, commanding officer of Borden General Hospital, Chickasha, Oklahoma. (Story at right)

Secretary Stimson Honors Army Hour on 3d Anniversary

NEW YORK.—Secretary of War Henry L. Stimson in a letter to Niles Trammell, president of NBC, paid tribute to the "Army Hour" as it prepared to enter its fourth year on the air Sunday, April 8. The Secretary of War recognized the round-the-world program's importance as a means of "keeping the home front informed of the accomplishments of our troops on all fronts."

The "Army Hour" has been honored by many awards since its inception on Army Day in 1942, including the Motion Picture Daily awards in 1942, 1943 and 1944 as the best government program, The New York World Telegram award for 1942 and 1943 as the best war program, and the Billboard award, which supplanted The World Telegram poll in 1944. Others have been The Cleveland Plain Dealer awards in 1942, 1943 and 1944 as the best war program, The Milwaukee Journal awards in 1942 and 1943 as best war program and the Radio Daily awards for 1942, 1943 and 1944 as the best program devoted to the war. And there were many additional tributes for the official Army broadcast series.

Secretary Stimson, in his letter to Trammell, summed up the aims of the "Army Hour" when he said, "It has brought into American homes the sounds of war and the voices of our troops, thus bridging for an hour each week, the vast distances separating us at home from those distant battlefields."

Radio Clinic on Returned Servicemen Wins Applause

OKLAHOMA CITY, OKLA.—The first radio clinic on "The Returned Serviceman" was launched recently on "Women Commandos," a service program for women in the home sponsored by Oklahoma Natural Gas Company, over WKY, Oklahoma City.

In a series of 10 exclusive broadcasts, high ranking military and civilian authorities on rehabilitation gave their suggestions on how women can help with the adjustment of men returning to civilian life after government service.

Julie Benell, producer of "Women Commandos," returned from Washington where she interviewed and transcribed opinions of the leading military authorities on rehabilitation. Major General Norman T. Kirk, Surgeon General of the United States Army was the first guest, speaking on "The Disabled Man."

Dr. G. L. Cross, president of the University of Oklahoma, discussed educational facilities for returned servicemen. Governor Robert S. Kerr and Milt Phillips, chairman of the state rehabilitation program, told what Oklahoma is doing to aid servicemen. Then Mrs. Edyth Wallace, home counselor of the Oklahoma Publishing Company, and a syndicated writer, spoke on the mothers' problems and the adjustment that must be made by servicemen's children. Charles Schlink, veteran coordinator of the National Junior Chamber of Commerce, also appeared on the station's clinic.

The idea of the radio clinic was conceived by Miss Benell after trips through the state and discussions with women on the necessity of this type of information for women in the home. It recognizes the fact that the returned serviceman can be helped best by understanding his problems so this clinic series stressed suggestions and authoritative advice that would be useful to mothers and wives.

All the interviews are made available to study clubs throughout the state of Oklahoma on records, in order that they might study more closely these authoritative opinions and better understand the problem that faces us all. A digest containing the interviews that was offered WKY's listeners received over 7,500 requests in the 10 days following the series of special broadcasts.

HEAR VOICES OF KIN FREED FROM JAP PRISON CAMPS



Families and relatives of 17 San Francisco Bay Area residents who had just been liberated from Japanese prison camps on Luzon Island in the Philippines, gathered around the speaker in KPO's studios February 28 to hear for the first time in three years the voices of their loved ones. Arranged jointly by KPO and The San Francisco Examiner, the special closed-circuit shortwave broadcast consisted of interviews between NBC's correspondent Pat Flaherty and the liberated men resting then in the "Haven of Refuge." After the immediate families had heard the broadcast, and it had been recorded, it was aired over KPO in four installments.

HEALTH BROADCASTER ON WPTF 19 YEARS

RALEIGH, N. C.—In 1926, when WPTF was a 100-watt station, William H. Richardson—then editor of publications for the State Department of Agriculture—inaugurated the first regularly-scheduled weekly broadcast ever sponsored by a North Carolina State agency.

Since then, other public service broadcasters have come and gone, but Richardson, pioneer in this field, is still heard each Saturday morning over WPTF's 50,000-watt transmitter in a weekly program known as "Your Health and You," sponsored by the State Board of Health.

During Richardson's long experience as a public service broadcaster, he has never been late for a program.

Richardson has never spoken in person over any microphone other than those bearing WPTF's call letters; however, transcriptions of special broadcasts by him have been used throughout the state.

Certain North Carolina schools incorporate the State Board of Health broadcasts into courses of study. Their classrooms are equipped with receivers, and the weekly "Your Health and You" quarter-hour, conducted by William H. Richardson, is required listening.

At no time does Richardson—who is a layman—undertake to speak as a doctor. But he does take what the public health doctors tell him and translates it into broadcasts designed to carry a popular appeal.



William H. Richardson

For a number of years he was active in the field of journalism in three states—his native North Carolina, Virginia and Tennessee. From 1921 to 1925 he served as private secretary to Governor Cameron Morrison of North Carolina. Then he worked for over a year as state news editor for the Associated Press in the Raleigh Bureau, and as agricultural editor, before affiliating himself with the State Board of Health.

He has been keenly interested in radio since its beginning. He spends a good portion of his waking hours preparing and reading radio scripts, and most of his spare time in listening to the radio in his own home.

RADIO PAYS HOMAGE

(Continued from page 3)

Nugent, Ethel Barrymore, Laurette Taylor, Bert Lytell, Franchot Tone, Mady Christians and Frank Fay. The show was staged by two of Broadway's greatest producers, Arthur Hopkins and Brock Pemberton. Dr. Black directed the music.

From Hollywood April 15 came an equally impressive show, featuring great names in the entertainment world. Heard were Major Meredith Willson, who directed the orchestra; John Charles Thomas, Bette Davis, Robert Young, Kay Kyser, Fibber McGee and Molly, Ginny Simms, Eddie Cantor, Joseph Szigeti, the Charioteers, Jack Benny, Ronald Colman, Deanna Durbin, Charles Laughton, Amos 'n' Andy, Hal Peary, Ed Gardner, Bob Hope, Bing Crosby, Ethel Smith, James Cagney, the Ken Darby Chorus, Dick Powell, Will Hays, Shirley Ross, Edgar Bergen and Ingrid Bergman.

The classical music world also presented a special tribute to the late President in a program featuring Mischa Elman, Dean Dixon and Stella Roman, April 14. Dr. Black directed the orchestral accompaniment.

Trammell came to the microphone with a special memorial message on President Roosevelt at 9:30 p.m. Friday. He said:

"Upon every American the impact of our common loss has fallen in some deep and personal way. To us who work in the broadcasting industry, the death of the President means the loss of one of its warmest friends. He, more than any other man, tested and proved the tremendous potential of radio as a force in a working democracy. In a nation of great radio audiences, his was the voice that always commanded the greatest number of listeners . . . his was the understanding—the deep, sympathetic understanding—which helped our industry grow and develop in a truly American way."

In closing, the NBC head said: "It would be his command that we unite with all our courage and fortitude behind our new President. As President Truman so quickly and efficiently has undertaken his new duties, so we the people pledge ourselves to follow his leadership in the winning of the war and the determination of the peaceful world envisioned by our departed commander-in-chief."

On subsequent days NBC had added tributes to the memory of "F.D.R."



Mert Emmert (left), W E A F's "Modera Farmer," receives a citation from the U. S. Treasury Department for his efforts in behalf of the Sixth War Loan Drive. Presentation was made by A. D. Cobb of the Treasury Agricultural Section.



NBC Hollywood's A. A. celebrated successful membership drive with party. From left, the merry-makers include Lew Frost, Alice Tyler, Alex Robb, Don Marcotte, Evelyn Hale (formerly of NBC, New York) and Bill Andrews.



Corporal Marvel Ross, Syracusan captured at Bataan and liberated from Cabanatuan by General MacArthur's forces, was interviewed by E. R. Vadeboncoeur of WSYR while home on furlough. He said his life was saved by Red Cross blood plasma.



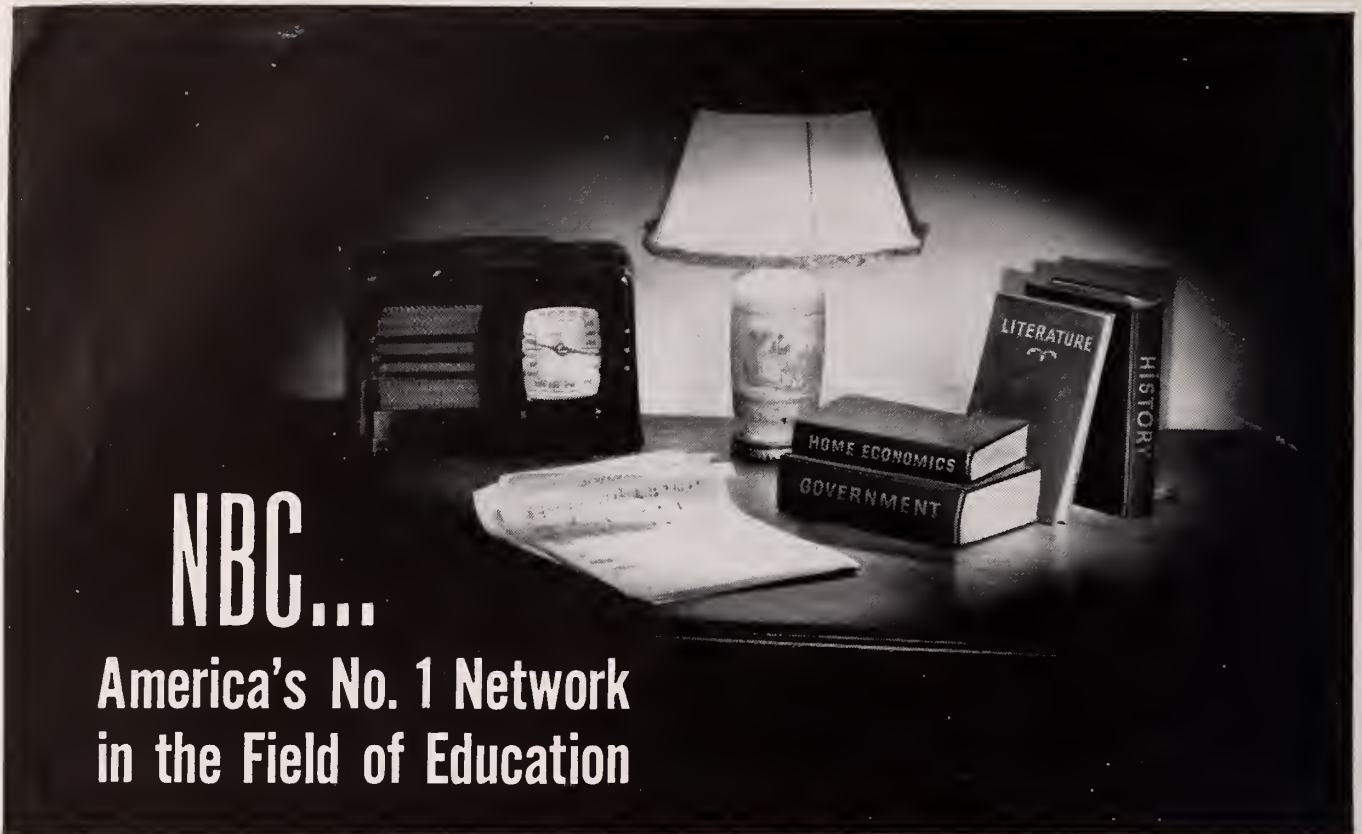
Charles Barbe, KGW news analyst, discusses with Violinist Bronislaw Huberman the score of the concerto he conducted recently in Portland. A former war radio correspondent, Barbe originally was a pianist, organist and conductor.



Using a C-47 evacuation plane as their studio, service personnel from Stout Field, Indiana, flew over downtown Cleveland broadcasting a half-hour show in cooperation with WTAM in tribute to the American Red Cross.



Kay Runnals, telephone operator at WBZ, received this jatherly kiss from Major General Sherman Miles when he personally delivered Easter flowers from Corporal Ben Mitchell who, from Germany, asked the Boston USO to see that she got them.



NBC...

America's No. 1 Network in the Field of Education

To the roster of distinguished broadcast courses in Music, History and Literature, established by the NBC University of the Air, have been added an especially significant series in Government, with the title "Our Foreign Policy" (Saturdays, 7:00-7:30 p.m. EWT), and a course in Home Economics, "Home Is What You Make It" (Saturdays, 9:00-9:30 a.m. EWT).

Once more the National Broadcasting Company has proven its position as America's Number One Network in the field of educational broadcasting.

Nor is that all. NBC also is building constantly for the future. Tomorrow's audiences will reap a

richer reward from their radio listening as a result of NBC's far-sighted policy of aiding listeners to know and use the cultural and educational advantages of radio.

• • •

From the Summer Radio Institutes conducted in co-operation with Northwestern University, the University of California at Los Angeles and Stanford University, the Columbia University Extension courses in Radio, the New York City schools radio classes, an ever-lengthening phalanx of teachers and technicians is returning to schools and colleges, helping their pupils to greater appreciation and return from the programs brought to them by their NBC stations.

National Broadcasting Company

America's No. 1 Network

1945—Radio's 25th Anniversary—Pledged to Victory!



A Service of Radio
Corporation of America

NBC Transmitter

Devoted to the Interests of NBC and Its Affiliated Stations



Television was prepared for V-E Day. NBC video cameras at New York's Times Square brought scene to set owners in New York, Philadelphia and Schenectady. Television Station WNBT was on the air 14 uninterrupted hours.

IN THIS ISSUE:

V-E Day Found NBC Ready • "Home Around the World"

VOL. 10 JUNE, 1945 No. 8

NBC Transmitter

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

V-E DAY

Broadcasting history was made by NBC on V-E Day.

In a memo to all employees, Niles Trammell, NBC president, said in part: "The way in which the entire NBC staff carried out its functions on V-E Day and the days immediately preceding and following it reflected great credit upon the National Broadcasting Company, and thoroughly justified the confidence I expressed, in my letter of April 18 commending you on the way you came through at the time of President Roosevelt's death, that you would maintain on V-E Day the high standard of service you achieved in earlier crises. * * * The next great test to which we will be put will be the day of final victory over Japan. I know in advance how you will arise to that occasion."

Mr. Trammell attached to his memo a copy of a letter from Brigadier-General David Sarnoff, RCA president and NBC board chairman, who stated, in part: "In my judgment, the NBC acquitted itself with dignity, distinction and competence, and I am sure that all this has added much to the standing of the company in the eyes of the American public."

BOND BROADCASTS

NBC dedicated Memorial Day to the success of the 7th War Loan Drive, to the memory of those who fell in this and other wars, and to the tasks of balancing the books on another Seventh—a certain December 7.

Once again, the network and its affiliated stations plunged enthusiastically into a campaign to help rid the world of despots and dictators. Broadcasting has had long experience in boosting War Bond sales, but each drive finds the industry tackling the job with new vigor and original ideas.

As this issue of the NBC Transmitter goes to press, stations are submitting reports and photographs of their 7th War Loan activities. A review of their achievements will be in the next issue.

APPROVAL OF RCA STOCKHOLDERS PUTS PENSION PLAN INTO OPERATION; NBC STAFF PARTICIPATES

NEW YORK.—With the approval of stockholders at the annual meeting of the Radio Corporation of America on May 1, the RCA retirement plan for employees is now in effect. The plan covers all offices and subsidiaries of the corporation—including the National Broadcasting Company.

Brigadier-General David Sarnoff, president of RCA, summarized the plan to the stockholders. His remarks, in part, follow:

"The purpose of the plan, which is open to all employees, is to assure them the security of an income upon retirement. The only eligibility requirements are three years of service and age 25. The benefits, which normally begin at age 65, supplement Social Security benefits.

"In determining the retirement benefits, a past service credit up to 20 years is given by the company for service prior to the adoption of the plan. Employees and the company contribute equally thereafter toward the purchase of annuities from an insurance company.

"Stockholders as well as employees benefit from a retirement plan, for it offers encouragement to younger men to remain in the service of the company during their most effective years and attracts others to enter its service. Systematic retirements keep the ranks younger and the lines of promotion open. Thus the interests of the company and its stockholders are promoted by maintaining vigorous, competent personnel, and by a higher morale throughout the organization. Maximum efficiency, loyalty and enthusiasm are stimulated. These are vital factors upon which the future of the company depends.

"The plan has been approved by the Commissioner of Internal Revenue as to compliance with the provisions of the Internal Revenue program. I am happy to report that in nearly every company division and plant more than 90 per cent of the employees eligible to participate have enrolled in the plan. The reaction of stockholders, as expressed to us, has been overwhelmingly favorable."

AN ACE SHOWMAN STARTS NBC DAYTIME SERIES

Fred Waring (left), leader of the famed Pennsylvanians, shown with Clarence L. Menser, NBC vice-president in charge of programs, as he signed on the dotted line for his "across the board" daytime series which was launched June 4.

V-E DAY FOUND NBC READY

Network Broadcast Swift Succession of News and Special Event Programs on Historic Day

NEW YORK.—The end of the European war, fought more than five years and terminated in formalities covering four minutes, was broadcast to the nation and the world by NBC on May 9. While leaders from many countries, President Truman and military men who made V-E Day possible, took to the air in observance of victory, all spoke with eyes focused on Japan and with pleas to remember that final peace is yet to come.

NBC opened its V-E Day coverage with President Truman speaking at 9 a.m. (EWT). From that period and until 6 p.m. there were no commercial programs, all having been cancelled to make way for the special broadcasts and pickups from the four corners of the world. The cancellation of commercial programs was on order of Niles Trammell, NBC president, who was in the NBC newsroom most of the day. Clarence L. Menser, NBC vice-president in charge of programs, and William F. Brooks, NBC director of news and special events, were in charge of V-E Day coverage.

At 6 p.m., commercial programming was resumed, but only with brief sponsor identification, there being no commercial copy read at any time. From 8:30 to 9:30 p.m. two half-hour shows were cancelled, "A Date With Judy," and "Molle Mystery Theater." In their places were the NBC Symphony playing Beethoven's "Fifth Symphony" under the direction of Arturo Toscanini, musical and vocal selections by Lauritz Melchior and Helen Traubel, a violin solo by Fritz Kreisler and a piano selection by Artur Rubinstein. The second portion of the program also included the NBC Symphony, this time under the baton of Dr. Frank Black.

Although NBC began its V-E Day program with President Truman, there was a special broadcast at 8:30 a.m., in which the first radio message was heard from Oslo, Norway, since the Nazis overran that country. It included a news broadcast from Gunnar Haarberg.

Immediately following the Truman announcement Prime Minister Winston Churchill was heard from London. Then, W. W. Chaplin, broadcasting from SHAEF in Paris, gave an eye-witness account of the German capitulation. His broadcast



FORMER FIRST LADY ON AIR—Mrs. Franklin D. Roosevelt participated in NBC's V-E Day coverage from the Radio City studios in New York.

was one of the most dramatic of the entire day as he gave every single detail on the four-minute ceremony, even describing how each signature was written on the document.

NBC carried many exclusive broadcasts in its day long coverage of the momentous story. Mrs. Eleanor Roosevelt, wife of the late President, was heard in an inspirational address, as was Eve Curie. Major William C. Bullitt, former United States Ambassador to France, spoke, as did Alfred Lunt and Lynn Fontanne, who read a special V-E Day poem written by Private Harry Brown. NBC completed its special coverage of V-E Day with an hour-long dramatization from 11:30-12:30 p.m. It was titled "Milestones to Peace," and traced the history of the war from Japan's attack on China to President Truman's enunciation of the European peace.

Leaders, both political and military, and GI's were heard on NBC microphones the world over in V-E Day tributes.

The voices of the military included General George C. Marshall, General Dwight D. Eisenhower, General Douglas MacArthur, Admiral Ernest J. King, Admiral Chester W. Nimitz, Air Chief Marshal Sir Arthur William Tedder, General Omar N. Bradley, Field Marshal Sir Bernard Montgomery, General Jacob L. Devers, Admiral Harold R. Stark, Admiral Sir Harold M. Burrough, and others.

Heads of foreign governments and representatives of Allied nations heard on NBC, other than Churchill, were His Majesty King George VI of England; Henri Bonnet, Ambassador to the United States from France; Baron Robert Silvercruys, Ambassador to the United States from Belgium; Dr. We Tao-Ming, Ambassador Extraordinary and Plenipotentiary from China to United States; Dr. Wilhelm de Morgenstjerne, Norwegian Ambassador to United States; Vladimir Hurbon, Ambassador from Czechoslovakia; Hugues Le Gallais, Envoy Extraordinary and Minister Plenipotentiary from Luxemburg; Dr. Wellington Koo, Chief of Chinese Delegation to Dumbarton Oaks; Anthony Eden, Foreign Secretary of England; and Georges Bidault, Foreign Affairs Minister of France.

NBC's coverage of V-E Day was among the most exciting and complete in the history of radio. There were 39 studio broadcasts which originated in New York alone, 16 from Washington, 8 from San Francisco, 3 from Hollywood, in addition to numerous mobile unit pickups in this country.

From points outside of the country there were 10 broadcasts from Paris, 5 from London, 3 from Guam, 3 from Manila, 2 from Okinawa, 1 from Pearl Harbor, 1 from Iwo Jima and 1 from Rome. Breaking down a grand total there were 101 domestic and 28 foreign pickups for a total of 129.

Among the wives of military leaders heard were Mrs. Alan G. Kirk, Mrs. James Doolittle, Mrs. Jacob Devers, Mrs. Carl Spaatz, Mrs. Courtney Hodges, Mrs. Omar Bradley and Mrs. Harold Stark.

Persons from all walks of life were represented in the broadcast story of V-E Day. They spoke for religious life, for women's service organizations, for the GI's and from numerous hospitals from coast to coast and from the assembly lines.

NBC's coverage included a total of 16 hours and 15 minutes. There were 13 hours of sustaining time and but 3 hours and 15 minutes of sponsored time.

Every part of the NBC set-up joined in bringing this long-awaited story to a war weary world. And the next day all returned to the big task of defeating Japan.

NBC NETWORK AND AFFILIATED STATIONS COAST-TO-COAST CELEBRATE V-E DAY



At the NBC V-E Day hub are (l. to r.) Ad Schneider, news editor; President Niles Trammell; W. F. Brooks, director, news and special events, and Vice-President C. L. Menser.



Dennis Dalton and Karl Korter spent a busy day at NBC's monitoring positions, listening to foreign transmitters; their bulletins were relayed to newscasters and newspapers.



KPO reporter Bud Foster interviews Captain George Siden in a broadcast saluting merchant marine activity.



Gen. C. P. Summerall, former Chief of Staff, addresses people of Charleston over WTMA.



In a nationwide broadcast originating at KGW, Portland, Ore., Russian seamen and a woman ship's doctor hailed the defeat of Germany.



Victory in Europe prompted the assembling of this group in WTAM's (Cleveland) studios. Army and Navy officers and a woman war worker participated in the roundtable discussion.



At "Artists for Victory" Hollywood broadcast, l. to r.: Producer Howard Wiley, Conductor Thomas Peluso, Artur Schnabel, noted concert pianist, and Lauritz Melchior, "Met" Opera star.

KDYL Newspaper V-E Tie-Ins Resulted in Top Broadcasts

SALT LAKE CITY.—Station KDYL cancelled all commercial programs for 10 hours and went all out with its V-E Day coverage for which it had made elaborate preparations under the direction of George A. Provol.

It originated a mid-afternoon program to the NBC network featuring interviews with men and women working on a Thunderbolt repair line at Hill Field 30 miles north of Salt Lake City. These men and women repairing battle-damaged P-47's told the network audience something about their work and added a footnote that they were taking no holiday.

In cooperation with The Salt Lake Tribune-Telegram, KDYL presented a series of programs to reflect local reaction to V-E Day and tell the radio audience what Utahans were thinking on the historical occasion. The radio-newspaper tie-in was effective in handling the story.

There was a remote from the editorial rooms of the newspapers in which editors and staff men discussed how the shift of the war emphasis to the Pacific would quicken the tempo of Utah's many war industries. Emerson Smith emceed the program, interviewing among others, H. F. Kretchman, editor of The Telegram, and O. N. Malmquist, political writer and analyst for The Tribune.

One of the forenoon highlights was a religious service featuring representative church leaders of the city.

WOAI Records V-E Program For Retransmission by BBC

SAN ANTONIO, TEX.—On V-E Day a gesture unique in the maintenance of military morale was made by WOAI here.

The Overseas Service of the British Broadcasting Corporation offered to retransmit worthwhile material regarding American civilian reaction in Europe; so the WOAI news staff, headed by Ken McClure, set up a wire recorder on one of San Antonio's downtown streets to conduct the most successful impromptu broadcast in the annals of the station.

The recording, made for overseas, was so fine in sentiment that WOAI first played it over its own frequency winning applause from many listeners.

Shawn Is New Menser Aide; Wheeler WRC Program Head

WASHINGTON.—Appointment of a new program manager, George Wheeler, and creation of a new public service division, effective April 9, was announced by Carleton D. Smith, WRC general manager. Wheeler, former NBC war correspondent and assistant to Smith, succeeds Fred Shawn who moved to New York as assistant to Clarence L. Menser, NBC vice-president in charge of programs.

Gene Juster, continuity editor, becomes Wheeler's assistant in charge of public



George Y. Wheeler

service. Smith, in making the announcement, pointed out that creation of the public service division is the result of WRC's increasing emphasis on programming

slanted to promote civic and educational activities for both war and peace-time Washington.

Wheeler, with a background of eight years in radio programming and reporting, has served for three years as assistant to General Manager Smith.

A graduate of Princeton University, Wheeler, after extensive study and travel in Europe and South America, joined WRC as an announcer in 1937. After two years on the air he became production manager for the station, writing and producing many special events programs. Shortly after the outbreak of the war he was made assistant to the general manager.

Juster takes over the public service programming with an extensive record of radio and educational work behind him.

Shawn, who reported to New York April 9, is considered one of Washington's radio pioneers. He was in charge of programming for WRC 12 years.



Fred Shawn

Michigan Students Star In WSAM Programs From Schools

SAGINAW, MICH.—Each Friday morning during the school year Dale Remington, the "Minute Reporter," introduces the Saginaw School Radio Broadcast, given by students of this area via WSAM.

In these broadcasts from school buildings, the boys and girls have been the entertainers. They have chosen their own topics, written their own scripts, provided their own M.C., assembled their own materials, and, with the aid of the WSAM control man, they have put their program on the air.

In these programs, fellow pupils and teachers have been the watching audience while both pupils and the people of the community have been the listeners.

The students are fast becoming radio enthusiasts; they have learned many things about radio since the broadcasts began. They have been interested in taking the actual work of the schoolroom to the people of our community. They have become interested in the mechanics of how broadcasts are transmitted from school, to station, to community; and they have displayed a vital interest in the preparation and quality of programs.

These student experiences gained are hailed as educationally sound.

Public, parochial and Lutheran schools all participated in this program; even the one-room country school was included.

Many of the broadcasts involved all ages and grades, beginning with the kindergarten. The pupils have produced a variety of programs, including spelling bees, holiday shows, biographies, patriotic programs, safety talks and many school-room discussions of lessons and projects vital to the life of the community.

The students and school authorities paid tribute to the work of the entire WSAM staff in making the broadcasts possible, and a similar program will be repeated when the new school year begins.

WEAF Star in OWI-OPA Film

NEW YORK.—An estimated audience of 88,000,000 individuals, in motion picture theaters all over the United States, will see WEAF's Mary Margaret McBride in a newsreel presented as a public service by the OWI, in cooperation with the OPA, to prevent rising prices and help in checking inflation.

CAPITAL CITY DISPLAY SALUTES NBC NEWSMEN



Washington pedestrians stop to glimpse at NBC commentators' photos in the eye-catching exhibit on one of Washington's busiest thoroughfares.

WASHINGTON, D. C.—Station WRC here recently secured from the Canadian Pacific Railroad Company, whose offices are adjacent to the station's entrance, the use of a large window to exhibit a colorful display of the NBC network's world news coverage.

Center piece of the display is a huge world map from which are projected small diagrams indicating the location of NBC war correspondents. Flanking this center piece are the pictures of 25 NBC war correspondents captioned as to their present location on the global news front.

Large blowups of Washington commentators and newsmen, Morgan Beatty, Richard Harkness, Leif Eid and Holly Wright are lined up in the center of the artistic layout.

Colored in red, white, blue and yellow, the display, located on one of Washington's busiest corners, has been drawing good crowds. The Sunday following the death of President Roosevelt, people who had heard these newsmen from all parts of the world stood five and six deep viewing the display. Promotional value was enhanced by the window's timeliness.

"Freeze" News Time

NORFOLK, VA.—Station WTAR, NBC outlet in Tidewater Virginia, and Norfolk's pioneer radio station, has frozen 10 minutes of "prime" time for public service programs. The station has arbitrarily set aside 10 minutes six nights weekly between 7:30 and 7:40 o'clock to ensure the greatest listening audience possible for news of local interest.

Add Commercial Announcers

NEW YORK.—All commercial news programs originating on Station WEA, and heard both locally and on the network, now have commercial announcers. This is in keeping with a recent directive that all commercial news programs on NBC owned and operated stations must have separate voices for reading commercial copy and giving the news.

KSD Sports caster Writes Book on Local Ball Team

ST. LOUIS.—An amusing book about the rise of the St. Louis Cardinals, "The Cashouse Gang and a Couple of Other Guys," has been written by J. Roy Stockton. Station KSD sports commentator and St. Louis Post-Dispatch baseball writer. The book was published by A. S. Barnes and Company, New York.

Portraits of Alexander, Hornsby, the Dean Brothers, Medwick, Martin, Durocher, Frisch and the men of the present world's baseball champions appear in Stockton's story. It is a colorful report of the development of the Redbirds' successful farm-chain system, which brought the club out of its early poverty, when the players lacked rail fare to a training camp.

Jimmy Conzelman, football coach and writer, noted in his review that Stockton "covered Cardinal games from the early 1920's, when the club's financial plight threatened the personnel with pelagra, up through the money-stacked, vitamin-happy days of '30 and '40."

MIAMI, FLA.—Station WIOD, in cooperation with the International Red Cross, broadcast up-to-the minute news of the overrunning of prisoner-of-war camps in Germany as a service for the approximate 500 families in Dade County who had sons or husbands in German camps.

HAPPY CHIMES



Former NBC Hollywood staff announcer Frank Bingman sent the attached snapshot from his present abode "somewhere in the Philippines." Note on the back of the picture reads: "Deep in the heart of the Philippines—ye olde NBC-ite takes time out to do some news shows over a home-made station. Note reasonably accurate facsimile of NBC chimes. Our sponsors include Spam, Bully Beef, Carabao Wallow Mud Pack Co., Jungle Juice Brewing Co. Ltd., Dixie Doodle's Dehydrated Noodles, etc., etc." Bingman is a technical sergeant with a signal radar maintenance unit.



Bruno © Underwood & Underwood

PARTICIPANTS IN PUBLIC SERVICE SERIES—Top: Sigrid Undset and Henri Fast. Middle: J. S. Reid, Mme. B. Patanek. Bottom: Helena Kuo, Nicholas G. Lely.

Discs of Historic Events Used on WHAM V-E Program

ROCHESTER, N. Y.—Station WHAM here presented important speeches of Allied statesmen by transcription on V-E Day. Included were significant newscasts of commentators preceding America's entry into World War II.

The discs were used through the courtesy of George Driscoll, director of war activities at WHAM's FM station, WHFM, who collects recordings of broadcasts by noted statesmen.

The script included a flashback to Prime Minister Chamberlain's pre-war address to the British Empire in which he announced his intentions to preserve peace. This was followed by his declaration of war on Germany on September 3, 1939.

Other discs of wartime events were heard and the program was brought up to the present by interwoven narration. President Truman's address to the delegates at the San Francisco Security Conference closed the special broadcast.

"HOME AROUND THE WORLD"

Notables in Summer Series Covering 13 United Nations

NEW YORK.—Because home influences have done more to mold character than any other single factor of environment, the NBC University of the Air incorporated into its schedule a Saturday morning program entitled, "Home Is What You Make It."

This contribution to the building of a better world, begun November 18, 1944, prompted so many complimentary letters that announcement has been made of an extension of the series, subtitled "Home Around the World."

As with the original series, the three cooperating organizations, The General Federation of Women's Clubs, The American Home Economics Association, The National Congress of Parents and Teachers, with a combined membership totaling more than 6,000,000, are again giving their official support to the new series.

Thirteen representative United Nations in Europe and Asia, their history, war influences and hopes for the future in relation to their home life, form the basic pattern of the programs which began June 2.

These foreign neighbors have homes that are masses of rubble, whose foundations are heartbreak. Yet somehow, amidst the privations of war, they hope that like the legendary Phoenix bird they can rise above the desolation and ashes of their broken homes. Their problems of re-establishing normal home life with the cultural traditions of their particular land, the feeding and clothing of their children, the rebuilding of their churches, will be dramatized, country by country, for a period of 13 weeks.

Jane Tiffany Wagner, NBC director of home economics, who has supervised the series since its inception, has said: "Maybe this series will help show American homemakers the way to a better understanding of their foreign counterparts. In war or peace it is women's business to make homes. Though these homes may differ in many respects, they are all, fundamentally, the sanctuary where families replenish their strength, their ideas, and find most of their happiness."

The series has received the full cooperation of the United Nations' Information Office, and authentic material has been

supplied by this office for the second volume in the "Home Is What You Make It" handbook series.

The roster of contributors for this new manual reads like an international "Who's Who."

Among the noted novelists, poets and essayists are: Sigrid Undset, Norway; Helena Kuo, China; Jan Greshoff, Netherlands; Gavin S. Casey, Australia; Winifred Williams, Great Britain; C. H. W. Hasselriis, Denmark; Irena Piotrowska, Poland; and Jessica Smith, Russia.

Other noted contributors will be: John S. Reid, first secretary of the New Zealand Legation; Madame Betka Papanek, wife of the Minister Plenipotentiary in Charge of the Czechoslovak Information Service in New York; Henri Fast, Deputy Commissioner of Information for Belgium; Nicholas G. Lely, Greek Minister of Information in the United States; and Madame Eugene Jolas, wife of the director of La Marseillaise Canteen, New York City.

One of the most prominent shows of the original series was the broadcast entitled "The Teen-Agers Take Hold." This particular program, which dealt with the nationwide problem of juvenile delinquency, evoked more than 500 letters from individual listeners and organizations.

With the new series, the original program pattern had to be changed to fit material available about each country, as many of these nations have lost any defined patterns of living since the war.

Therefore scripts are being assigned to those writers best able to build a dramatic story on material available. Scheduled at the time of this writing were: Erik Barnouw, formerly of the NBC script department, now with the Armed Services Radio Service, who is of Dutch ancestry; and Sandra Michael of Danish parentage. Two of radio's best known writers, Frank and Virginia Wells, and Elsa Russel, one of the script writers for the original series, also are writing for "Home Around the World" broadcasts.

The entire series is directed by Joseph Mansfield, with Don Goddard, popular NBC news commentator, as narrator.



Bob Feller (left) former mound ace of the Cleveland Indians, is interviewed by Sportscaster Bernie Lusk of KROC (Rochester, Minn.). Feller, now in the Navy, was in Rochester for a medical checkup.



WIRE (Indianapolis) participated in the Phone Home Fund possible calls for servicemen. Private C. S. Evanoff says, "while Announcer Wally Nehrling tends the mil



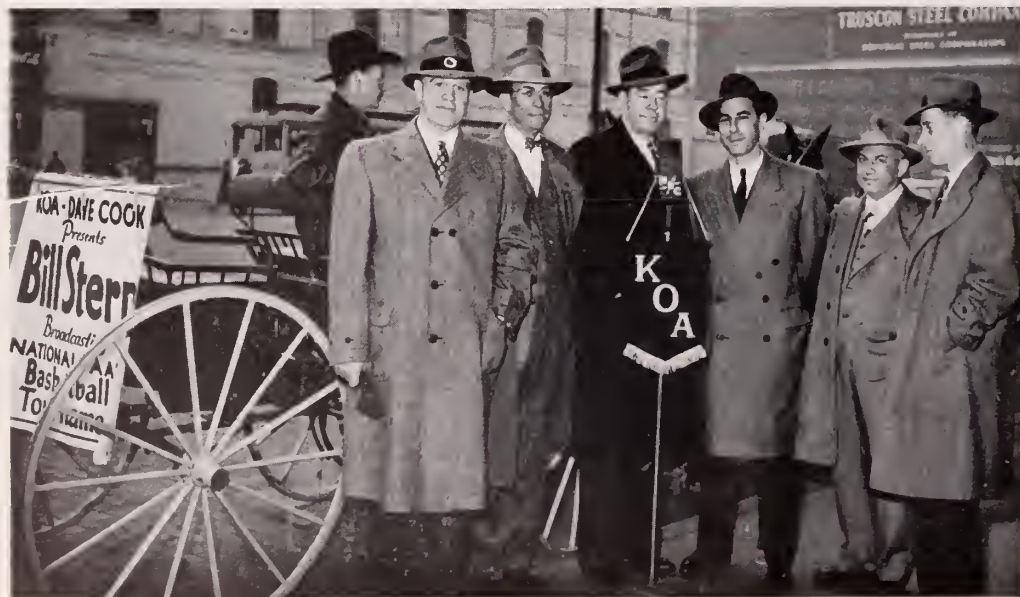
CBS Director-General of Programs Ernest L. Bushnell (center) is shown on a visit to the Western Front prior to Germany's surrender. At left is R. G. Cahoon, CBC engineer, and, at right, Pilot Officer Don Fairbairn, RCAF.



Frank Coffin, KGW (Portland, Ore.), listens in real wonder to Cub Scouts of Portland's Beaumont School, who go on air to tell of the national record they set in March for collecting paper.



"Let this be inspir (left) to his boss, announcing head. J impatient garden



Bill Stern's arrival in Denver for AAU basketball tournament was marked with special broadcast. L. to r.: Lloyd E. Yoder, KOA general manager; Bob Russell, AAU; Lou Wilkie, AAU; Bill Stern; Dave Cook, sponsor of the broadcasts, and Horace Nash, AAU.



Six members of Senate Foreign Relations Co Front with Morgan Beatty; left to right: Sen Senators Robert La Follette, Jr.;



In connection with the WSM (Nashville) "Radio Patrol" series, station engineers teach Boy Scouts radio fundamentals. Here Chief Engineer Jack Dewitt puts a class through a workout.



Hon. Richard Wood (right), son of Lord Halifax, visited WKY recently. He is shown with Dr. Waldo Stevens (left), attorney, and WKY's Bloyce Wright.



says Jack Gibney
part, NBC Chicago
the picture for the
to start digging.



Back in Nashville, Dinah Shore shares
spotlight with her hubby, George Mont-
gomery. They were photographed at WSM,
where Dinah started her spurt to fame.



Ann Sterling, KOMO (Seattle) commentator, and Ross McConnell,
news head, broadcast thanks to thousands of women who sent in
Afghan squares which were assembled by volunteers and sent to
service hospitals in the Northwest.



Discuss American-Russian juncture at Western
ce White and Lister Hill; Morgan Beatty;
Carl Hatch and Warren Austin.



Don Goddard (second from left) receives Fishery Council's Master of Fisheries degree
from N. Y. Markets Commissioner Henry M. Brundage (left) for his work in publicizing
the war-important sea foods on his noon W EAF (New York) broadcasts.

A Transmitter Bio:

Boy's Hobby Led to Start Of WDAY in North Dakota

FARGO, N. D.—Earl C. Reineke, founder and president of WDAY, started in radio as a hobbyist.

He built his own wireless transmitter, then a receiving set, because nobody owned one, then had to teach another kid code so that he could use his transmitter. Complicated, sure, but that was 'way back in 1907.



Earl C. Reineke

Since 1907 Earl has never given up radio. During World War I, he instructed in wireless. After the war his first long-wave transmitter was installed in the tower of the Cass County Courthouse. The few signal checkers that Reineke had spotted around the countryside were faithful listeners.

In 1922, WDAY was officially licensed and started operations in a one studio-office layout with the transmitter right handy in the studio. From the time it started, the station was on its own. There were no money coffers in which to dip when the sledding got tough. With Julius Hetland as chief engineer and Reineke giving him free rein, the station gradually grew to its present proportions. From a staff of two in 1922, there are now 52 people on the payroll, many of them long-time employees.

In 1931 WDAY became affiliated with the NBC network.

NEW YORK.—The fourth "R"—radio—and its place in secondary school education, was explained by Doris S. Corwith, assistant to the manager of the NBC public service department, in an article in the April issue of the New York State Education Journal.

Mrs. Corwith said that "it behooves the alert teacher to learn how to utilize sound broadcasting so that she will be, in some measure, ready for the time—not too far distant—when sight will be added to sound."

SERVICEMEN'S PROGRAMS SCORE OVER STATION WGY



Photo by U.S. Army Signal Corps

Staff of the Army's Redistribution Station at Lake Placid Club and WGY men who put "Meet the Returnee" program on the air. Sergeant Arthur Oakley, stage manager; Corporal Sam Alessi, vocalist; Lieutenant Larry Rhodes, announcer; A. O. Coggeshall, WGY program director; Albert Knapp, WGY engineer; Sergeant Bennet H. Korn, writer and director; Corporal Leon Gray, vocalist; Staff Sergeant Jerry Tomann, interviewer, and Staff Sergeant Bunny Snyder, orchestra leader. Such programs have great promotional as well as public service values. And they are excellent audience-builders.

SCHENECTADY, N. Y.—WGY has introduced a star-spangled series of programs paying honor to men in the service. Under the general title, "Men of Uncle Sam," the station is picking up special programs originating at the Redistribution Station at Lake Placid, the Rome Army Air Station at Rome, N. Y., and the Sampson Naval Training Station at the head of Seneca Lake.

Men at Lake Placid awaiting reassignment after foreign service call their show presented every third week, "Meet the Returnee." The fliers at Rome call their performance the "Rome Air Theatre of Operations" and the navy production is titled "Bluejackets of Sampson."

The format of the Redistribution Station program includes selections by a hot dance band made up of musicians from top name bands directed by Staff Sergeant Bunny Snyder, formerly trumpet player with the late Ben Bernie. Returnees from the WGY parish are interviewed as to their experiences and a "Returnee of the Week" is highlighted with an orchestral salute. The program director is Sergeant Bennet Korn; Lieutenant Larry Rhodes is announcer and Sergeant Jerry Tomann is master of ceremonies.

The Rome Airmen feature a dramatic production written by Sergeant Gerald Cullinan, an experienced radio writer and actor. Rome also has a fine band and most programs include solos by John Seagle

who is engaged in personnel work at the station and is known to WGY listeners through his transcribed series "Church in the Wildwood."

The Bluejacket program from Sampson includes stories of training and band music. The program is written by John Beauvais, Specialist X, Third Class. Walter Scheff, Seaman First Class, is bandleader and vocalist and Seaman Bert Cohen is announcer.

Each program is written, produced, performed and directed by Army or Navy personnel.

In addition to the weekly half-hour Saturday shows from Sampson, Rome and Lake Placid, WGY is presenting a quarter hour afternoon show "Your Boy in Service" which records the doings of men and women from the WGY parish who are in the armed services. These records are based on public relations releases from various branches of service recounting promotions, battle action and decorations.

Another new program is addressed particularly to the veteran and supplements NBC's public service program "Veterans' Advisor." On WGY's "Attention Veterans" reports are made on federal legislation affecting the veterans and also on regulations set up by New York State on behalf of the veteran of World War II. To inquiring veterans or their relatives the station is distributing a veteran's handbook.

"Bondwagon" Rolls Again



BOND AWARD—KDKA's versatile Bill Hinds, being awarded a special United States Treasury citation by Glenn Cooke of the War Finance Committee, "for distinguished service rendered in behalf of the War Finance program." Hinds, emcee and sparkplug of KDKA's "Bondwagon" was only the third person in Allegheny County upon whom this singular patriotic honor has been conferred.

PITTSBURGH.—With Station Manager Joe Baudino in the driver's seat, KDKA's far-famed "Bondwagon"—bulging with staff artists and office personnel 40 strong—lunges forth on its fourth annual bond-selling itinerary.

In collaboration with the War Finance Committee, Baudino will steer the "Bondwagon" to various towns to entertain the populace and aid the Seventh War Loan Drive. A 15-minute salute to the communities to be visited will be broadcast on KDKA the evening prior to the "Bondwagon's" arrival for the big open air shows and rallies.

Approximately 25 artists will contribute to the evening's two-hour entertainment, a half-hour of which will be broadcast on Station KDKA.

During the last three years the "Bondwagon" has traveled 3,000 miles to stage 28 rallies. Its endeavors have been instrumental in the sale of \$4,700,000 worth of United States certificates.

NORFOLK, VA.—Station WTAR purchased a magnetic wire recorder which arrived just in time for V-E Day program transcriptions. Ten prominent Navy officers and city officials made brief talks on the meaning of V-E Day, the entire half-hour show being transcribed most successfully on the new device. The station is the first in Virginia to place the new instrument in use.

Pioneer Farm Program Reaches Its 24th Birthday; KDKA Series Brought Frank E. Mullen to Radio

PITTSBURGH.—As KDKA commemorated the 24th anniversary of the first radio program designed specifically as a service to the rural population on May 19, it was recalled in retrospect, that it was via the ensuing KDKA "Farm Hour" that Frank E. Mullen, NBC vice-president and general manager, was initiated to broadcasting.

It was May 19, 1921, within a year after KDKA was founded, that market reports were first broadcast at the request of the Department of Agriculture. Government market reports and a "Farm and Home" letter on agriculture continued as a KDKA feature until September, 1922, when a drastic expansion of service to farmers was effected.

At that time, E. S. Bayard, one of the country's foremost farm authorities and current editor of Pennsylvania Farmer, then known as Stockman & Farmer, inaugurated radio's first full-fledged farm program series.

Early in 1923 he summoned young

Frank Mullen from The Sioux City (Iowa) Journal, where he conducted a farm news page, offering him a job as radio editor of Stockman & Farmer. Succumbing to the \$7.50 salary increase young Mullen arrived in Pittsburgh to discover he was to produce a radio farm program rather than write a newspaper column.

Adopting himself to the new venture with energy and enthusiasm, Mullen soon cultivated an enthusiastic and widespread audience.

Mullen continued as KDKA farm editor until 1926 when he joined NBC to begin his rapid climb to his present niche. KDKA continued to expand its service to the rural population.

Homer Martz, KDKA agricultural director, is considered one of the district's outstanding authorities on farm produce. In addition to conducting the 6 to 7 a.m. "Farm Hour," Martz has been active in guiding gardeners to bountiful crops during the war's acute food situation.



LAUNCHING A CAREER—Frank E. Mullen—present NBC vice-president and general manager—depicted in his first radio job as farm editor of KDKA in 1923. Within several months Mullen's farm information had attracted 150,000 radio sets to KDKA and the nation's first full-fledged farm program.

KPO A CENTER OF WORLD COMMUNICATIONS DURING UNITED NATIONS CONFERENCE



San Francisco's War Memorial Opera House, scene of the plenary sessions of the United Nations Conference on International Organization. In a twin edifice—the Veteran's War Memorial Building—working sessions of the conference were held and radio and press headquarters located.



A typical daily scene at NBC's headquarters, left to right: Grace Foote, secretary; KGW Commentator Dick Rand; NBC Scripturiter William Ratigan; Commentator Elmer W. Peterson; Francis C. McCall, coordinator of NBC coverage; KPO Engineer George Greaves and Commentator Richard Harkness.



NBC commentators sign the roster, l. to r.: Graeme Fletcher, H. V. Kaltenborn, Fleetwood Lawton, Alex Dreier and Richard Harkness.

SAN FRANCISCO.—KPO became a center for world communications during the United Nations conference.

From improvised studios in the Veterans Building from a NBC box at the opera house and from NBC-KPO studios at 420 Taylor Street, a running story of the conference hour by hour was flashed to every corner of the world. Top-rank newsmen of NBC covered that story for listeners all over the country and — by shortwave—for the entire globe.

NBC also supplied lines, microphones and studios to affiliated stations and to representatives of BBC, CBC and the Australian Broadcasting Company. In addition NBC engineers designed and constructed improvised studios in "radio row" of the Veterans Building for other major networks and independent stations.

Over the NBC network went a continuous stream of expert analysis of each day's happenings. Interviews of men and women of many nations by H. V. Kaltenborn, Richard Harkness, Robert St. John, Elmer Peterson, Alex Dreier, Larry Smith, Fleetwood Lawton, Wilson K. Foster, Graeme Fletcher and Ben Grauer, were highlighted.

List of conference participants heard over NBC reads like the official roster: Anthony Eden, George Bidault, V. M. Molotov, Dr. Soong, Jan Masaryk, Clement Attlee, Loudon of Netherlands, Secretary of State Stettinius, Dean Gilderleeve and Commander Stassen are just a few of those heard.

Moved to San Francisco for the conference, "Our Foreign Policy," "Chicago Round Table," "Religion in the News" and "Pacific Story" brought many sided views of the gathering.

One of the most impressive broadcasts in NBC listeners' memories undoubtedly is the brilliant, dramatic and poignant picture of the opening day's session, painted by the voices of Kaltenborn, Harkness, Grauer and others. Another is V-E Day when from dawn to midnight the San Francisco scene was cast into still sharper focus as the voices of President Truman, of the Ambassadors of France, Belgium, Netherlands, Norway, Luxembourg, and Czechoslovakia, of Molotov and of other leaders, drove home the sober, unexultant message of a victory bought at a terrible price, with the peace yet to be won.

SAN FRANCISCO COVERAGE BROUGHT LEADING STATESMEN AND NEWSMEN TO AIR



Against a background of United Nations' flags, Anthony Eden, Britain's Foreign Minister, addresses delegates at the second plenary session.



V. M. Molotov, Russia's Foreign Commissar, also takes his place on the rostrum where NBC mikes picked up his historical remarks for world reception.



Box J in the opera house grand tier was NBC's observation spot. L. to r.: Mrs. John W. Elwood, wife of KPO general manager; H. V. Kaltenborn, Richard Harkness, Kay Kyser and his wife, Georgia Carroll.



In the speedily constructed NBC studios at the conference, Elmer W. Peterson and Ben Grauer are seen broadcasting simultaneously from adjoining booths. The engineers are Frank Schnepfer and George Butler.



When BBC's Mary Hone took out a cigarette, three lights were immediately ready. The courteous gentlemen, l. to r., are John Salt, BBC's North American director, KPO General Manager Elwood and Anthony Wigan, BBC Washington correspondent.



Talking over the first plenary session are, l. to r.: KPO General Manager Elwood, Commentator Kaltenborn, Announcer Grauer and Commentator Harkness. Working quarters for NBC included newsroom, office control room and two studios.



Commander Harold R. Stassen, temporarily detached from Navy duty to serve as a U. S. delegate, appears on a broadcast with Commentator Alex Dreier.



Pathe Newsreel photographers cover the rush of activity in NBC's recording room. Newsreels were rushed to New York for telecasts over Station WNBTV.

WTMA SCORES A "FIRST" WITH HOSPITAL SHIP'S HOMECOMING

CHARLESTON, S. C.—WTMA's special events department made a notable "first" May 2 when it broadcast the first dock-side evacuation of an Army Hospital Ship, the Seminole.

The broadcast took place at the Charleston Port of Embarkation, and it is believed to be the first broadcast of its kind in the United States by any radio station.

WTMA's program director, Franz Witte, Announcer Allan Brown and Lieutenant Fred Gray of the Port of Embarkation Public Relations Office handled the broadcast, assisted by WTMA Chief Engineer Douglas Bradham and Technician Jack Smith. Arrangements for this broadcast were made by WTMA's general manager, R. E. Bradham, and the commanding officer of the Port of Embarkation, Brigadier-General James T. Duke.

Litter bearers and orderlies stood by ready to evacuate the patients; the two service bands played the latest hit tunes, and ambulances and trucks stood by to transport the patients to Stark General Hospital eight miles away. Red Cross workers were busy preparing milk, doughnuts and ice cream for the returned war veterans.

WTMA interviewed three ambulatory patients and one litter patient. First patient down the gangplank was Private William Hawkins of Darlington, South Carolina, who was "sure glad to be back." then came Sergeant Noel Prince of Fredericksburg, Virginia, a prisoner of war for



Official U. S. Army Photo.

BIG STORY—From left: Lieutenant Fred Gray, Public Relations Office, Charleston Port of Embarkation; Franz Witte, program director of WTMA; Brigadier-General James T. Duke, Commanding Officer of the Charleston Port of Embarkation; and Alicia Rhett, Director of Women's Programs for WTMA. Just in back of General Duke, to the left, is Lieutenant Childs of the Port of Embarkation Public Relations office, and to the right, R. E. Bradham, General Manager for WTMA. In background is the "Seminole."

over five months, and Staff Sergeant Fulton E. Garrick, of Easley, South Carolina. Private John C. Hamilton, from Columbus, Georgia, lay on his litter on the dock and touched the concrete, "the first solid part of America" he had touched in 23 months. The Seminole brought back 415 patients from Naples, Italy.

FOR THE RECORD



The commando type recordgraph, recently added to technical equipment of Station WMAQ, Chicago, is tried out by M. W. Rife, engineering field supervisor of the NBC Central division. The recordgraph is new to radio station operations and is used in making special events recordings.

Salt Lake Neighborliness

SALT LAKE CITY.—As a builder of customer good will, Arden Sunfreze's salute to Salt Lake's outstanding neighbors with its "Good Morning, Good Neighbor" program over KDYL has been a huge success, according to C. Warren Heaver, manager of the local sponsor's dairy division.

Each Tuesday at 10:30 a.m., the Arden firm pays tribute to a housewife nominated as an outstanding neighbor by her friends. The company also presents a corsage both to the good neighbor being honored and to the person submitting the nominating letter.

Women from all over the city have flooded KDYL with letters extolling the neighborliness of housewives in their block.

Almonte Death Mourned By Friends Throughout Radio

NEW YORK.—Friends and associates of NBC's Juan de Jara Almonte mourned his death of a heart condition on May 19. As assistant to Niles Trammell, president of NBC, Almonte had wide friendships throughout the industry.

A high mass of requiem was sung on May 23 at St. Ann's Roman Catholic Church in Nyack, New York, and burial was in the Oak Hill Cemetery. Several NBC executives attended the services.

Almonte, a former newspaperman and well-known to diplomats the world over, came to NBC in 1927 as a member of the sales department. Born in Paris, he was the son of a Spanish diplomat who was stationed in London. Almonte received his early education in Europe and spent most of his early years in England. He came to America for a visit, where he stayed to become a newspaperman and then later entered the advertising field.

He left the newspaper business to join the Marconi Company and soon became South American representative of a worldwide telegraph agency. A few years later he returned to England and came back to America before 1927.

Almonte was named night sales representative of NBC, later night general manager and finally was promoted to the position he held before he died, assistant to Niles Trammell, president of NBC.

"FOR PUBLIC SERVICE"



NBC and many of its affiliates were included in public service radio awards issued by Kiwanis Clubs. William S. Hedges (center), NBC v.p. in charge of stations, is shown at Kiwanis ceremonies in Reading, Pa., with Ray Gaul (left), of WRAW, and Joe Nassau, WEEU. Details on other NBC station Kiwanis awards will be in the next issue of *The Transmitter*.



Mrs. Marion M. Humbert, winner of Maxwell House contest prize of a \$5,000 War Bond, chats with (l. to r.): E. R. Vadeboncoeur, WSYR (Syracuse) v.-p.; Announcer Frank James and L. G. Lovelace, of General Foods, before going on air.



Glenn and Lenore, WOOD (Grand Rapids) interview personalities, try on two of the dozens of hats they received in their old hat contest. Lenore's hat dates back to the 1870's. Glenn's topper goes back 46 years.



National Posture Week is launched over NBC television station WNBTV with a program presenting WAC Lieutenant Florence Weil, and Dr. Armitage Whitman, associate professor of orthopedic surgery at Columbia University.



Gordon Mills (right), of Arthur Kudner, Inc., looks at a tractor tire on a visit to WLW's (Cincinnati) "typical American farm" near Cincinnati. He is shown with Roy Battles, WLW farm program director, and Earl Neal, farm manager.



WTMJ (Minneapolis) Manager L. W. Herzog and Col. George M. MacMullin, Camp McCoy Commanding Officer, congratulate each other on first anniversary of camp series, "It's the McCoy."



Ed Allen, WMAQ's (Chicago) "Early Bird" recently made a request for decks of cards for service hospitals. A total of 2,949 decks rolled in, starting to arrive two hours after his request.

RANKS OF NBC TEN YEAR CLUB INCREASE AT CEREMONIES IN EAST AND WEST



Dr. J. R. Angell, public service counselor, served as toastmaster in New York. L. to r., seated: NBC President Niles Trammell; Brig.-Gen. David Sarnoff, RCA President; Frank E. Mullen, NBC v.-p. and general manager, and Edward F. McGrady, RCA v.-p. in charge of labor relations.



NBC V.-P. Sidney N. Strotz welcomes new Hollywood ten-year men at the West Coast's annual party. Here—as at other divisions—NBC-ites in uniform attended. L. to r.: Hal Bock, William J. Andrews, Frank Figgins, Strotz, Lieut. Robert Schuetz and Archie Presby.



Frances Childs, Washington teletype operator, receives membership pin from WRC General Manager Carleton D. Smith.



Here, Smith greets a group of former staff men now in service. l. to r.: Private Bernard Balsh, Smith, Lieut. John Hogan, Lieut. Walter Godwin, Lieut. John Hurley and Lieut. John Stetson.



Dr. Walter Damrosch, NBC music counselor, did an impromptu turn at the piano with Wade Barnes, of radio recording, at N. Y. party.



Thirty-six new members received pins from President Trammell at the Ten Year Club banquet in New York's Hotel Waldorf-Astoria. The honored employees are shown on the ballroom stage with the NBC executive. Brig.-Gen. David Sarnoff, RCA president, and Lieut.-Gen. James G. Harbord, RCA chairman of the board, attended. Gen. Sarnoff discussed NBC in terms of its past history and prospects in the postwar world. Following the ten-year pin awards, an elaborate variety show was presented.

NBC Transmitter

Devoted to the Interests of NBC and Its Affiliated Stations



The camera catches General of the Army Dwight Eisenhower responding to the cheers of welcoming throngs in the nation's capital city. The NBC-WRC mobile unit, covering the event, can be seen to the left of the General's car.

IN THIS ISSUE:

War Bond Promotions • "Coffee With Congress"

VOL. 10 AUGUST, 1945 No. 9

NBC Transmitter



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

LOOKING FORWARD

NBC President Niles Trammell on July 20 announced the creation of a planning and development department to meet changing conditions in broadcasting and introduction of new services made possible by technical advances. As head of the new department he named William S. Hedges, former vice-president in charge of stations, whose new title is vice-president in charge of the planning and development department.

Explaining that the personnel of the new department will make all necessary studies and develop such plans as may be necessary for future broadcasting operations, Mr. Trammell added: "These studies and plans are to comprehend all changes in existing sound broadcasting operations as well as all new services now in prospect for the postwar period."

Creation of the new department headed by an executive with long experience and wide contacts in broadcasting gears the network to the constructive changes that are bound to affect the industry.

KIWANIS TRIBUTES

The editor of The NBC Transmitter had intended to devote some feature space in this issue to the awards given the network and many of its affiliates by Kiwanis Clubs throughout the U.S.A. in conjunction with the 25th anniversary of radio. Space limitations though prevented detailed treatment of the individual awards.

In presenting a testimonial to NBC, Dr. Harold Korn, program chairman of New York Kiwanis, said it was "in grateful recognition of the contributions which this network and the radio industry have made to the prosecution of the war effort, to keeping the channels of information free and unprejudiced, to the prompt, accurate and continuous communication of news, and to the development of high standards of public service, entertainment, education and music appreciation."

N. Y. NEWSPAPERMAN HONORED FOR 20 YEARS OF RADIO EDITORSHIP



Left to right at the anniversary luncheon: Julia Shawell, of The Philadelphia Record; Ben Gross (the guest of honor), radio editor of The New York Daily News; James J. Walker, former Mayor of New York; Sydney Eiges, manager of NBC press department, and H. V. Kaltenborn, veteran NBC commentator.

NEW YORK.—New York's dean of radio columnists, Ben Gross, observed his 20th anniversary of continuous service with The Daily News at a luncheon tendered him on July 9 by NBC, Station WEAJ and Mary Margaret McBride.

Miss McBride brought her microphone to the Waldorf-Astoria's Sert Room, where the luncheon took place, and there she welcomed Gross as guest of honor on her daily WEAJ program. Paying tribute to the columnist on the broadcast were ex-Mayor James J. Walker, commentator

H. V. Kaltenborn and Julia Shawell, pioneer radio columnist now with The Philadelphia Record.

Kaltenborn, who founded the 20-year club for radio pioneers, presented Gross with a scroll making him a member.

At the luncheon were co-workers of Gross from The News, notables from show business and public life and executives and press men from the four networks, local radio stations and agencies with whom Gross has worked over the past two decades.

More Space for WNBT

NEW YORK.—Expansion of facilities and consolidation of several different offices will be effected when the program operating sections of the NBC television department are moved to the sixth floor of the RCA Building at Radio City, according to John T. Williams, NBC television business manager.

The new unit which television personnel will occupy measures approximately 10,000 square feet. It comprises the entire South side of the sixth floor studio section, and an upper bay on the seventh floor.

The new space will provide room not only for all employees of the program operating departments of NBC television station WNBT, but will also provide a carpentry shop, two rehearsal rooms and much additional storage space.

Occupancy is expected by early Fall.

WWJ Scripts "Make History"

DETROIT, MICH.—Radio writing has been called many things in its day, but for it to become "potential rariora" is something else again.

Randolph G. Adams, director of the William L. Clements Library of Rare Americana at the University of Michigan, contends that radio scripts portraying world-shaking events are historical pieces and can become collectors' items.

WWJ helped Dr. Adams begin his collection of radio scripts by sending him the AP, UP and INS flashes of President Roosevelt's death. It also presented the Clements Library with complete scripts of WWJ Newscasters Austin Grant and Harold True, as well as the NBC account of the three-day radio handling of the event. Dr. Adams hopes to continue his collection with recordings of historical broadcasts as well as copies of scripts.

"COFFEE WITH CONGRESS"

WRC's Bill Herson Interviews Legislative Big-Wigs in Capital Homes at Breakfast Hour

WASHINGTON. — "Coffee With Congress," the program Variety says is the "first really different program with a Capitol Hill flavor to come out of Washington," is going into its "Eighth Session" with press and public interest continuing to run high.

The program, the brainchild of Bill Herson, WRC "Timekeeper," has aroused considerable comment because of its uniqueness. For Herson not only interviews Congressmen but does it in their own homes at the most informal meal of the day, over the proverbial coffee cup.

Every Saturday morning Herson, along with a crew of WRC engineers, moves into a Congressional home and for 45 minutes interviews and jests with the law-maker and his family. The program, completely ad lib, allows "most anything to go" except politics. "They are taboo," says Herson, "for it's my idea to present the little known facts about the lawmakers." And the "little known facts" come out amazingly fast even from such dignitaries as Senator Kenneth McKellar (D.-Tenn.), President Pro Tempore of the Senate, and Senator Theodore Bilbo (D.-Miss.), the "Mayor of Washington."

Other "Coffee With Congress" guests include such well-known names as Senator and Mrs. Leverett Saltonstall (R.-Mass.), Congresswoman Helen Gahagan Douglas and children, Senator and Mrs. Joseph Ball (R.-Minn.) and children, Senator and Mrs. "Happy" Chandler (D.-Ky.), baseball's new high commissioner, and Congressman and Mrs. Thomas D'Alesandro and children (D.-Md.).

Senator McKellar, as President Pro



FAMILY PARTY—The family of Senator Joseph Ball listens as son Peter, 12, reads the weather forecast on WRC's "Coffee With Congress" program. Senator and Mrs. Ball and the children were guests on the Washington program, broadcasting direct from their breakfast table. The youngsters, Jennifer Ann, 16, and Peter, told of their school careers. Little Sara, 5, (seated in her father's lap) too young to discuss school activities, contributed to the program by singing her version of "Yankee Doodle Went to Town."

Tempore of the Senate, launched "Coffee With Congress," May 5 with a breakfast table broadcast from his suite at the Mayflower Hotel. Among other things, he confessed that his favorite recreation is "to take Saturday afternoons off to see Wild West movies." An aide drives him to the theater and, as McKellar put it, "the last time we attended we were the only adults there — and we had a hilarious time."

It was Senator Bilbo, however, who created the biggest sensation on "Coffee With Congress" by inadvertently starting a matrimonial derby. The Senator, who actually cooked the ham and eggs for the Herson breakfast, broadcast a plea—a plea "for a woman to take care of my 27-room dream house" back in Poplarville, Mississippi. Washington newspapers picked up the story and soon Bilbo was swamped with offers. At last reports he had over 250 applications.

Not all of the "Coffee With Congress" guests make such sensational statements but they all "take over" the program with their own personality. The D'Alesandro children highlighted their program with

selections from their family "fife and bugle corps." Helen Gahagan Douglas forgot Congressional dignity to join her six-year old daughter in singing "The Farmer in the Dell." And, although Senator "Happy" Chandler did not sing his famed version of "My Old Kentucky Home," he did let Herson in on the secrets of his own baseball career — claiming he once was a .467 hitter in college.

Herson is not following any Washington "protocol" in selecting his guests. He disregards this to vary the programs, thus interspersing bachelors with families, and Congressmen with Congresswomen. Neither is he following any particular format on the program although one five-minute news spot is a weekly feature and favorite musical selections of the guests are played between chatter. Practically the only consistent line on "Coffee With Congress" is Herson's favorite, his introduction, "Your host for the toast is—."

Future "hosts" at the time of this writing include Congressman Joseph Martin (R.-Mass.), House Minority Leader, and Senator Lister Hill (D.-Alabama).



INFORMAL CHAT—Senator Kenneth McKellar, President Pro Tempore of the Senate, exchanges views with WRC's Bill Herson on "Coffee With Congress."

BROADCASTERS COVER RETURN OF AMERICA'S HEROES WITH SPECIAL PROGRAMS



General of the Army Eisenhower waves to cheering Washington throngs as an NBC television newsreel records the event for subsequent transmission over WNBC, New York. The reels were flown to New York for speedy telecasting.



Mary Margaret McBride introduces General Omar N. Bradley to her W'VEAF audience.



WSB (Atlanta) covered the celebration for General Courtney Hick Hodges. The commander of First Army is at right.



This is the view from WSB's mobile unit as it swung behind General Hodges' car in the big Atlanta welcome parade.



Engineers Platt and Jensen man controls for Los Angeles' Doolittle-Patton welcome.



Announcer Ben Grauer's head and shoulders penetrate the open roof of NBC's mobile unit covering New York's thunderous welcome to General Eisenhower.



Lieutenant-General Harold George, commanding general of the Army Transport Command, and Brigadier-General Robert Nowland appear on WLW's "World Front."

WSM and KYW Veterans' Aid Series Headed by Experts

NASHVILLE, TENN.—With the entire radio industry being asked to join in a concentrated postwar veterans' program, Harry Stone, vice-president and general manager of WSM, on July 3 announced the appointment of Major Leonard Sisk to conduct a program titled "Veterans' Counselor." The series started July 11.

Major Sisk is a veteran of both wars. He recently returned from the European Theatre and was placed on inactive status. A Purple Heart veteran of World War I, he has been active in veterans' affairs in Tennessee for a number of years.

He has, at various times, served as post, state, and national vice-commander of the American Legion and has had extensive personnel experience, both in civil and military life. As a lawyer he has been interested in veterans' legislation, including the G.I. Bill of Rights.

In accepting the position, Major Sisk told Stone: "I am glad to undertake the direction of this program in the hope of being of real help to returning soldiers. Probably the biggest job facing the country in the months to come, on the home front at least, is the proper assimilation of the veteran back into community life."

A highlight of the program will be the frequent presentation of experts and leaders in the various fields of veterans' rehabilitation, to offer specialized advice to the returning soldiers, sailors, marines and coastguardsmen.

PHILADELPHIA.—Returning war veterans are scheduled to appear personally on the air with their individual problems each Tuesday morning during Ruth Welles' half-hour broadcast over KYW. This has been made possible through the cooperation of the Philadelphia Veterans Information and Advisory Center, which is made up of all government and social agencies dealing with veterans' problems.

Plan is to have the returning veteran appear with his problem and before program goes off the air an official of the PVIAC agency will give the authoritative answer. Judge Vincent Carroll, Francis J. Chesterman — head of the PVIAC — and Harry J. Crossan, regional manager for the veterans, have endorsed the new cooperative plan as another big advance in aiding all returning veterans.



STARTING THE CLASSES—Officials of the OWI and Crosley confer on operation of the new school for radio engineers at Bethany, near Cincinnati. L. to r.: R. J. Rockwell, director of engineering, Crosley broadcasting division; Eugene Patterson, chief of studio operations, New York office, OWI; Elmer J. Boos, general business manager and comptroller, Crosley broadcasting division, and James Weldon, chief of the OWI Overseas bureau of communication facilities.

Iowa College Honors Mullen

AMES, IOWA.—Frank E. Mullen, NBC vice-president and general manager, was among the three alumni honored at Iowa State College here on June 16. The ceremonies were broadcast over NBC.

Sharing honors with Mullen as outstanding alumni of Iowa State College, as picked in 1945, were H. H. Kildee, dean of agriculture at Iowa College and an outstanding livestock judge, and Henry J. Brunner, president of the American Automobile Association and prominent engineer. The awards were presented by Charles R. Friley, president of the college, at Great Hall, Memorial Union Building on the campus at Ames, on behalf of the Chicago Alumni Association of Iowa State College, which yearly makes the presentations as Annual Merit Awards for distinguished alumni.

Chase Visits S. America

NEW YORK.—Gilbert Chase, music supervisor for the NBC University of the Air, left June 30 for a 10-week trip to nine Latin-American countries, serving as special consultant of the Music Division of the Library of Congress.

Chase, on leave from NBC, will make a survey of the American Music Loan Libraries which the United States has established in Mexico, Colombia, Peru, Chile, Argentina, Uruguay, Brazil, Venezuela and Cuba.

The Library of Congress is administrative agency for these loan libraries.

Bethany S. W. Transmitters Train Engineers for OWI

CINCINNATI.—"This is OWI in Washington. We need an engineer in London tomorrow."

It was 2 a.m. at Bethany Transmitters when the call came through, and a few hours later an engineer was aboard a plane headed for Montreal to board another plane for London.

Thus has the dream of the Overseas Branch of the Office of War Information come true. The branch wanted skilled, highly trained radio engineers available for instant assignment anywhere.

This provides the reason for what is one of this nation's unique schools, conducted at Bethany Transmitters, in the pleasantly rolling countryside, 25 miles northeast of Cincinnati.

Bethany Transmitters, the most powerful shortwave radio stations in the world, were built two years ago by the Crosley Corporation, owners of Station WLW here, for the OWI and the Office of Coordinator of Inter-American Affairs, both of which use these facilities for broadcasts to Europe, Africa and South America.

Several weeks ago, the school was opened with a teaching corps of six Crosley engineers, each an expert in his particular field.

Assembling for the first classes were radiomen from across the country who had been recruited in various ways by the OWI.

The course requires a minimum of two weeks to complete, with three-hour lectures daily on such subjects as transmitter theory and practice, receiver theory and practice, antenna design and wave propagation. For five additional hours daily, the students' time is devoted to actual field experience in and about the huge Bethany Transmitters, OWI indoctrination lectures and physical preparations for the impending overseas jaunts—particularly the 13 injections of serums to combat such diseases as typhus, cholera, yellow fever and tetanus.

To further acclimate the students for their assignments, they live at Bethany under simplified Army regulations. Each student must make his own bed and police his quarters daily. A cook prepares the meals, but the students must take turns assisting in the kitchen.

GOLDEN GATE "TEN YEARERS" FETED BY KPO EXECUTIVE



John W. Elwood (right), general manager of NBC's San Francisco outlet, welcomes new members into the NBC Ten Year Club: (left to right) Roy Fell, shortwave engineer; Walter Kellogg, transmitter engineer; Wendell Williams, program manager, and Ernest Jefferson, control room supervisor. Oscar Berg (at Elwood's right), maintenance supervisor, has 18 years of NBC service to his credit. Elwood entertained 50 members of the NBC Ten Year Club at a buffet supper in the garden of his Palo Alto home.

Washington & Lee News Head Studies WTIC's Newscasting

HARTFORD, CONN.—WTIC has the distinction of being the first radio station in the country to serve as the training ground for college and university instructors in journalism in a move by the radio industry to equip schools to turn out radio newsmen.

The plan was conceived by the radio news committee of the NAB, and drawn up in conjunction with the American Association of Schools and Departments of Journalism.

Under the plan, journalism instructors from various interested colleges throughout the nation will serve internships in radio newsrooms over a 10-week to three-month period. During this time they will take part in actual news gathering, and preparation work under the supervision of station news editors. It is believed that from this experience they will get first-hand knowledge of the radio newsroom problems and sufficient experience to permit the establishment of special courses.

The journalism instructor assigned to WTIC is Everett W. Withers of Washington and Lee University at Lexington, Virginia. He is an assistant professor of journalism and director of the university's news bureau.

Chicago Adds 10-Year Men

CHICAGO.—The NBC Chicago Ten Year Club has four new members. Pins and scrolls were presented to Everett Mitchell, director of agriculture for the NBC Central division; William Drips, NBC director of agriculture; Arthur Pearson, Central division purchasing agent, and Harry Maule, field engineer, at the annual party in the Tavern Club in Chicago on June 13.

All qualified for membership by having been in NBC employ for 10 years and brought the Chicago chapter membership to 94, or approximately one-third of the 290 employees of the division. Fourteen club members are on military leave.

WSM Covers Home-Town Troops

NASHVILLE, TENN.—Irving Waugh, commentator and sportscaster at WSM, Nashville, now attached to General MacArthur's headquarters in the Pacific, has been commissioned a captain in a special service group at Manila.

Captain Waugh is completing plans to cover the Pacific for news of Southern troops, working with Lieutenant-Colonel Jack Harris, former director of news and special events at the Nashville station and now chief radio officer for General MacArthur in the war zone.

KYW and School Board Join Hands for Radio Workshop

PHILADELPHIA.—For the third successive year, KYW opened its doors and lent its facilities to the education of teachers and high school pupils in all phases of broadcasting June 27.

At that time, Radio Workshop, a cooperative project pioneered by Philadelphia's Board of Education and the Westinghouse station, began its classes with lectures and laboratory work that extended throughout July with maintenance of a daily schedule.

The original idea of bringing student-teachers into actual contact with professionals, radio equipment and broadcasting procedure is still adhered to by the workshop. The lectures and laboratory work stressed the four basic subjects which two years' previous experience had shown to be most valuable to the purpose of education by radio. These subjects are script writing, production and acting, utilization and evaluation.

In addition to KYW personnel and facilities, the workshop drew guest speakers from Westinghouse stations conducting similar courses. Speakers from other prominent educational and radio sources participated.

The popular teaching plan was conceived by Gordon Hawkins, program and educational director of Westinghouse Radio Stations, Inc., in collaboration with Gertrude Golden, District Superintendent, Philadelphia Public School system.

COLLEGE CREDIT COURSE

BOSTON.—Two semester hours of degree credit will be awarded by the Massachusetts State Department of Education to those who complete the 16 lecture-demonstration course of the WBZ Radio Workshop according to an announcement by the department's division of university extension.

The 1945 Summer Session of the workshop started on July 5 in the studios of the Boston station. According to the records of the Massachusetts Department of Education, WBZ was the first radio station offering listeners college credit. The first offer was made in 1926.

H. Q. Cox, of KGW, Named Treasury Bond Drive Aide

PORTLAND, ORE. — Further national recognition has come to Oregon through the appointment of H. Quenton Cox, assistant manager of KGW, to the post of assistant director in charge of national radio activities for the United States Treasury.



H. Quenton Cox

Cox attracted the attention of the Treasury Department by his outstanding work in

connection with War Bond activities in Oregon, it was learned. In 1940, Cox arranged the first network broadcast from Oregon in behalf of the Defense Bond drive, the program originating with KGW.

Subsequently Cox has taken part in programs involving nationally known entertainers such as Lana Turner, Eddie Cantor, Ralph Edwards and others.

Cox is being loaned by KGW for the work. He was scheduled to assume his duties in Washington on August 1.

NEARLY 200 PROGRAMS PRESENTED BY NBC FROM HISTORIC UNITED NATIONS PARLEY

SAN FRANCISCO.—As engineers dismantled the microphones, control panels, news tickers and other equipment which comprised NBC's miniature radio station in the Veterans Building, the immensity of the network's job in covering the World Security Conference became evident.

Throughout the parley, NBC supplied facilities and other assistance to the British Broadcasting Corporation, Canadian Broadcasting Corporation and Australian Broadcasting Commission; also for all shortwave transmissions. All of the network's temporary studios in the Veterans Building were designed and constructed by NBC engineers with George McElrath, the network's operating engineer from New York, and George Greaves, KPO technician, collaborating.

One hundred and ninety-five network programs about the parley were broadcast for NBC by H. V. Kaltborn, Richard Harkness, Elmer Peterson, Larry Smith, Robert St. John, Alex Dreier, Dwight Newton, E. B. Canel (International), Ben Grauer, Fleetwood Lawton,

Graeme Fletcher, Sam Hayes, Bert Silen, John Wald, Wilson K. Foster, Walter Van Kirk, and Sterling Fisher and Selden Menefee ("Our Foreign Policy").

Over 50 air hours were devoted to the conference by NBC's news and special events division under the overall supervision of William F. Brooks, director. The operation was under the direct command of Frank McCall, manager of operations.

Almost 100 additional conference programs were broadcast by KPO, NBC outlet here. Also a complete recorded library of the parley was assembled.

Bert Silen scored the greatest radio scoop of the conference when he set up the nationwide NBC network facilities on 10 minutes' notice for an exclusive broadcast of the signing of the Charter.

NEW YORK.—To a long list of "firsts" on television station WNBT have been added historic films of the closing of the United Nations Conference on International Organization, with President Harry S. Truman delivering the closing address.

NBC ALBUMS USED BY STATIONS TO BOOST WAR BOND SALES AND HELP STUDENTS



Left photo: William Platek, who paid \$100,000 (in War Bond purchases) for NBC's D-Day album, received the recordings of the historic broadcasts from J. E. Baudino, station manager of KDKA, Pittsburgh. They are surrounded by French doll purchasers. The idea was conceived by Baudino. Up to the time the recording of NBC's coverage of D-Day was put up for sale, the 7th War Loan Drive could hardly have been called a great success in the Smoky City. But the album started spirited bidding and was finally sold to Platek, president of the National Slovak Union. Right photo: James M. LeGate, general manager of WIOD, Miami, presenting School Superintendent James T. Wilson of Dade County with albums of historical recordings including the NBC discs of D-Day and three WIOD records of the flash on the death of President Roosevelt and the V-E Day addresses of President Truman and Prime Minister Churchill. The albums will be made available for history classes in Dade County Schools.



Governor Vivian of Colorado presents Eddie Cantor with the General Maurice Rose Memorial Plaque for Humanitarianism. KOA broadcast from dinner held for memorial hospital fund.

Columnists gather at a Chicago party for Victor Borge, NBC pianist and comedy star. L. to r.: Dale Harrison, Chicago Sun; Nate Gross, Chicago Herald-American; Borge, and Pence James, Chicago Daily News.



H. V. Kaltenborn interviewed Clement R. Attlee (right) at the United Nations Conference a few weeks before Attlee became Prime Minister of England. Maj. C. B. Omerod, British Information Service, is in center.

Richard Harkness, ace NBC Washington newsman, chats with M. Foreign Affairs and consultant to the United Nations Conference ground broadcasts, in addition to spot news c



NBC promotion men meet in New York. L. to r.: E. Carlson, WMAQ; A. Forrest, public service; C. B. H. Vaill, WEAf; C. Phillips, KOA; C. P. Hammond, director; F. Ford, Western division; A. Cole, WRC; H. Barton, WTAM; J. Nelson, network promotion.

Elizabeth Hart, WMAQ commentator, broadcasts from Chicago's Red Cross Blood Donor Service Headquarters.



When a prominent visitor passes through Boise, KIDO is on its toes to bring him to the microphone. Here, former Postmaster-General James A. Farley is being interviewed by KIDO's John A. Casstevens.



Little stars make a big program when six members of the Hollywood Midget Revue more in on W'SYR's "Timekeeper" Paul Coleman at W'SYR, Syracuse, New York.



Madame Dejean, political director of the French Ministry for Foreign Affairs, is interviewed by Ben Grauer from the United Nations Conference. NBC thus presented colorful background from the San Francisco sessions.



Baron Robert Silvercrays (right), Ambassador from Belgium, is interviewed by Ben Grauer from the United Nations Conference. He expressed his country's great joy at being liberated. The parade of delegates before NBC mikes was a veritable diplomatic "Who's Who."



Clinton P. Anderson (center), newly-appointed Secretary of Agriculture, scored a scoop with first Southern California radio address. Nelson McIninch, KFI farm director, is behind microphone.



An NBC-KIDO promotional layout features a window display in the Idaho Power Company offices in Boise. The layout deals with war effort and news broadcasts and radio's part in building confidence.

Egner Salutes WTIC For NBC Thesaurus Inspiration

HARTFORD, CONN.—C. Lloyd Egner, NBC vice-president in charge of radio recording, speaking on a recorded program broadcast over WTIC on June 18 inaugurating the station's NBC Thesaurus transcription service, paid the Travelers Insurance Company station a glowing tribute for its high program standards.

"Years ago," said Egner, "when most radio stations were dependent on phonograph records almost entirely for music to entertain their audiences. The Travelers Insurance Company boldly experimented with creating their own music. They employed a large and fine orchestra composed of top-flight musicians and were among the first to experiment with employing arrangers to especially adapt music for their radio audience. Out of this



© Bachrach
Paul W. Morency

grew some of radio's finest musical programs which were carried over the NBC network for a number of years.

"It occurred to us at NBC if we could transcribe musical programs of the type WTIC was broadcasting

and syndicate them to many stations throughout the country, we would vastly increase the number of listeners who could enjoy this type of music.

"That was the inception of Thesaurus, and to say we borrowed liberally from WTIC's experience is an understatement. A moment ago, you heard a selection played by the 'Music of Manhattan' Orchestra, so-called because it is intended to bring the best of New York's music to radio audiences. While rehearsing for this program some one jokingly said to me that we really should call it 'Music of Hartford' and how true that was. The conductor, Norman Cloutier; the program director, Bert Wood; and the engineer at the controls, Mary Howard: as well as several musicians in the orchestra all had their start at WTIC."

The inaugural of WTIC's first Thesaurus program was unique and original, the entire presentation including music and speeches having been recorded in the



CLASSROOM RADIO — Professor Giles, of University of Utah, has students listen to NBC Symphony. (Story at right.)

studios of the National Broadcasting Company in New York.

Paul W. Morency, WTIC's general manager, telling why his station had added Thesaurus to its program setup said, "Each one of us knows that NBC is synonymous with quality. Since its inception, the National Broadcasting Company has broadcast the highest type of programs for discriminating audiences. WTIC is an NBC affiliate, an independent station associated with a great network. Because WTIC has always striven for high caliber programs — programs that are in good taste and that provide pleasurable listening—WTIC's association has been a most happy one.

"Progressive radio stations are now thinking of the future—thinking of the world after the war and clearing the decks for vast changes and improvements. WTIC is very much concerned with the great new radio developments which are just over the horizon. We intend to take advantage of the new engineering miracles to aid reception. We already have FM radio, in fact we have had frequency modulation for more than five years and we will have television as well. And we plan to improve the already high standards of our present WTIC programs. No wonder that we decided to give our listeners the opportunity to enjoy NBC Thesaurus, for Thesaurus is the best transcribed music available."

The radio audience also heard remarks by Thomas C. McCray, formerly WTIC's program manager, now Eastern program manager of NBC.

NBC Symphony Series Earns Credits at Utah University

SALT LAKE CITY.—University of Utah students get credit in their music appreciation classes for listening to and reporting on the "General Motors Symphony of the Air" each Sunday afternoon over KDYL.

Professor Thomas Giles, head of the music department, inaugurated the plan last fall and says the NBC Symphony Orchestra programs met an enthusiastic response from the 82 young men and women in the class.

"We give them a half a point of credit for each concert on which they submit a concise, interpretative written report," he said. "With 12 concerts in the quarter, that means they can earn six points each period just by listening to this splendid Sunday afternoon program."

Professor Giles pointed out further that these points have an important influence upon the student's final grade.

"If the student gets 88, for instance, in his other class room work," he explained, "the six points he can earn from listening to the NBC Symphony will give him a grade of 94 and mean the difference between getting 'A' or 'B' on his final report."

Born in Utah, the son of Henry E. Giles, who organized the music department at Brigham Young University, Professor Giles studied music for eight and a half years in Europe, dividing his study between London, Rome, Paris, Berlin and Vienna. He has served the University of Utah music department since June, 1913.

In observing that the students in listening to the Sunday broadcast have the benefit of Ben Grauer's comments on the works, Professor Giles hastened to add that he feels the program is "equivalent to listening to the works played in ordinary concert or in the class room."

Chaplin Heads Press Club

NEW YORK.—W. W. Chaplin, veteran NBC war correspondent, was recently elected president of the Overseas Press Club and took office on July 11 following a luncheon at the Lotus Club. Chaplin returned to this country recently after three months in Europe, during which he covered the German surrender.

He has resumed New York newscasts on a five-day-a-week basis.

Triple Celebration at WOPI For Station's 16th Birthday

BRISTOL, TENN.—WOPI had a triple celebration on June 15. It was the 16th anniversary of the station, the dedication of modern new studios, and the WOPI Bond Wagon went over its quota for "E" bonds in the 7th War Loan Drive.

The occasion was celebrated with open house for the station's clients and interested friends who came to visit the studios in the evening. Fred Waring saluted WOPI in the morning, then two programs originating in the WOPI studios were part of the gala evening's entertainment.

W. A. Wilson, president and general manager, founded WOPI in 1929. WOPI joined the NBC network on August 25, 1940, and early this year it became part of a regional chain known as the Tennessee Valley Network.

A fire on February 24, 1945, which destroyed all of the broadcasting and office equipment, was responsible for the building of the modern radio center on the third floor of the Union Trust Building in Bristol. During the building stage, WOPI operated from a temporary studio at Sullins Junior College.

The WOPI Bond Wagon, located in downtown Bristol and manned by civic club representatives, exceeded its E Bond quota. The goal was \$65,000 and on June 15, total sales were \$79,925.75. The total for all sales was \$1,243,647.75.

The triple celebration proved an ace promotional combination.



BEST WISHES—C. J. Harkrader (left), president of the Bristol Publishing Company, printers of the Bristol Herald-Courier and Bristol News Bulletin, congratulates W. A. Wilson (right) on the 16th anniversary celebration of WOPI. (Story above.)

U. S. NAVY AND MERCHANT MARINE SALUTED ON NBC

WASHINGTON.—Spotlighting the Navy and its major task—the Pacific war—NBC inaugurated a new Tuesday program, "The Navy Hour," on July 10.

Secretary of the Navy James Forrestal appeared on the opening broadcast. Lieutenant Robert Taylor served as master of ceremonies, and the 90-piece United States Navy Symphony Orchestra, conducted by Lieutenant Charles Brendler, U.S.N., helped launch the series.

"Dedicated primarily to the enlisted personnel of the Navy, Marine Corps and Coast Guard, the program will accord a voice to the fighting men of the fleet and pay tribute to their heroism and sacrifice," NBC President Niles Trammell said in announcing the series.

"The Navy Hour" has been jointly created by the NBC program department and the radio program section of the office of public information, Navy Department. Rear Admiral H. B. Miller, director of public information, and Lieutenant Commander Charles E. Dillon, officer in charge, radio program section, supervise the show for the Navy. Clarence L. Menser, vice-president in charge of programs; Dwight Herrick, public service and war program manager, and Carleton D. Smith, WRC general manager, head the NBC staff handling the series.

Other members of the "Navy Hour" staff are George Maynard, producer; Lieutenant Everard Meade, Lieutenant Hazel Kenyon Markel, assistant producer in charge of promotion; Lieutenant Armand Deutsch, assistant producer in charge of talent; Specialist 2/c Raymond Katz, assistant director, and Lieutenant Philo Higley, continuity writer.

The Writers War Board radio committee, under supervision of Hobe Morrison, chairman, is writing the dramatic portion of the programs. James Sauter and Ken Thompson recruit guest stars.

NEW YORK.—"The Long Haul," first of a series of eight dramatic programs presented by NBC and the War Shipping Administration under the general title, "Men At Sea," was broadcast July 8.

Material for scripts is taken from files of official Merchant Marine stories.

WINS WLW SCHOLARSHIP



PRIZE VOCALIST—Elizabeth Torlone is notified by James D. Shouse (right), vice-president of the Crosley Corporation in charge of broadcasting, that she has won the annual \$1,000 WLW Scholarship at the Cincinnati College of Music. At left is Franz Trefzger, her vocal teacher at the college.

CINCINNATI.—The annual \$1,000 WLW Scholarship at the Cincinnati College of Music for the 1945-1946 school year has been awarded to Elizabeth Torlone of Logan, West Virginia. It was announced by James D. Shouse, vice-president of the Crosley Corporation in charge of broadcasting.

"We believe it is fitting that radio should contribute to the cultural development of America's most promising young singers," Shouse declared in announcing the award. "There is a great field of opportunity for gifted singers, not only in radio, but also in concert, opera and, very soon, television."

The award will enable Miss Torlone to continue her vocal studies with Franz Trefzger and her studies of languages and special subjects with Ruth Friedrich, both members of the college faculty.

KMJ Finds Missing Couple

FRESNO, CALIF.—D. K. Arkelian spent eight weeks of fruitless effort searching for former employees until he went to Station KMJ of the McClatchy Broadcasting Company in Fresno for help. One of the Madera winery family in Reedley, California, Arkelian was anxious to locate Tom and Ida Roland but was meeting with no success. The Rolands had been valuable employees in the past and Arkelian had new jobs for them.

Finally he asked KMJ to inquire over the air as to their whereabouts. KMJ made a 35-word announcement. Two minutes later the Rolands were found.

SALESMANSHIP AND SHOWMANSHIP COMBINE IN STATION'S WAR BOND ENDEAVORS



Alex Dreier, NBC commentator, delivers a War Bond message to Chicagoans assembled at the busy corner of State and Madison Streets.



And here, Dreier makes an appearance at KODY to bolster Nebraska bond sales.



Homer Welch, KGW program director, gets Jack Dempsey for Portland program.



KOA listeners were treated to a description of a snatch pickup of a glider by a C-47 transport plane during a miniature "airborne attack" held for War Bond appeals in Denver.



Policeman William Hoffman, of St. Louis, wins a courtesy contest War Bond from "Truth or Consequences." Mayor A. P. Kaufmann makes the award.



A huge "Nuts to Japan" is the motto as Idaho's Governor Gossett (right) and Boise's Mayor Walker (second from left) join Commentator Larry Smith (center) at a KIDO-sponsored War Bond appeal.



Eddy Arnold, the "Tennessee Plowboy" of WSM's "Grand Ole Opry," sings a song to a bond buyer.

RADIO IDEAS PAY BIG DIVIDENDS FOR UNCLE SAM'S 7th WAR LOAN DRIVE



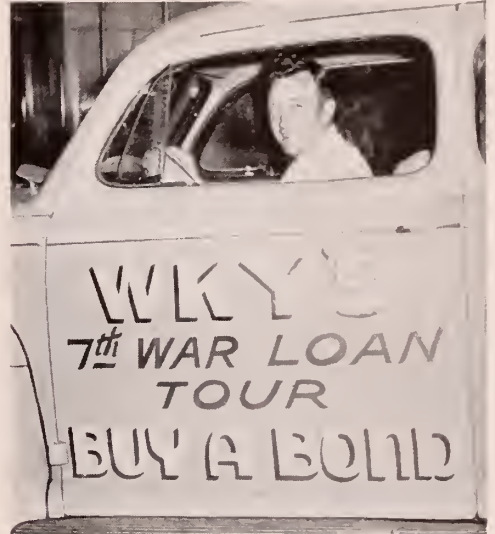
Two living survivors of the Iwo Jima flag-raising team on air. L. E. Yoder, KOA general manager, is shown at mike with Private R. A. Gagnon and Pharmacist's Mate J. H. Bradley.



And here, Gagnon and Bradley add impetus to the Oregon Advertising Club drive. KGW General Manager A. X. Pangborn is at left, and Phil Irwin, announcer, is standing.



The famous Iwo Jima flag-raising is portrayed in sculpture at the War Bond broadcasts of WMAQ from a busy street intersection in Chicago. Here, the Art Van Damme Quartet is seen going through its paces for the War Loan Drive.



Sydney R. Montague, lecturer and author, visited 25 Oklahoma counties in a War Bond tour sponsored by WKY.



"Truth or Consequences" courtesy awards were given in many NBC cities. Here, Laura Kelley receives bond from Fred Dixon, before a WPTF (Raleigh, N. C.) mike.



Purple Heart wearers at Gardiner General Hospital, Chicago, are interviewed by NBC Chicago Announcer John Rusted. The bond program was transcribed for use of other broadcasters throughout U. S. A.

KTSM Gathers and Repairs Old Radios for Veterans

EL PASO, TEX.—During a recent tour made by the KTSM entertainment troupe through the wards of William Beaumont General Hospital, the group noticed that a great many of the patients were without radios or were struggling to hear their favorite programs over receiving sets badly in need of repair.

Some of the sets had been all the way from the bitter campaigns in Europe to the dusty trails of the Burma Road. Some had no cabinets, others lacked aerials, many seemed to have cases of "severe static" while many of the patients had no radios at all.

Perplexed over the situation, the troupe decided upon a plan to help these war casualties while away the long hours in the hospital. They began their campaign for radios by means of spot announcements which included the offer of free pick-up service and repair.

In less than a week, patriotic El Pasoans had contributed 20 radios, all types and in all conditions. Willard Kline, commercial department head, and Virgil Hicks, program manager of the station, set about to do the repairing. The station furnished all necessary equipment from radio tubes to new cabinets.

First Lieutenant Reuben Adler, special service and educational director at William Beaumont, has since informed KTSM that the patients are genuinely pleased with their "new" radios and they hope that El Pasoans continue to contribute discarded radios in order that their days in the hospital will be shortened and brightened.



A FRIEND INDEED—Willard Kline, commercial department chief at KTSM, repairs old radios contributed by El Pasoans to be given to war veterans at William Beaumont General Hospital. (Story above.)

OKLAHOMA MADE WARING-CONSCIOUS BY BRILLIANT PROMOTIONS AND TIE-INS ORIGINATED AT KVOO

TULSA, OKLA.—Oklahomans may not know whether "Oklahoma!" still is playing on Broadway, but New Yorkers—and Pennsylvanians—may rest assured that Fred Waring and his Pennsylvanians are playing to lots of good houses in the Sooner State, thanks perhaps to promotional innovations on the part of KVOO.

Of course, the fact that Gordon Berger, baritone soloist with Waring, formerly was a professor of music at the University of Oklahoma, was adequately emphasized in localized news stories preceding the formal airing of Waring's new morning show, but by now some folks think Fred is an Oklahoman, and lives in Tulsa now.

KVOO's promotion department, headed by William McClarin, resorted to almost everything from radio to rodeo.

It probably just happened that the Tower Grill in the Philtower skyscraper, home of KVOO, decided to reopen Monday, June 4, at 10 a.m., as proclaimed in a notice posted on the entrance during a renovation shutdown. But coincidence or otherwise, KVOO's promotion department happened to see an opportunity for a tie-up and posted a companion placard announcing that Fred Waring's new morning show also would open at that same date and hour.

Meanwhile, scores of taxicabs were flitting about Tulsa bearing mobile posters on their spare tires, reminding would-be fares, and other pedestrians, that—well, even the taxi drivers were featuring advance Fred Waring music plugs on their dash radios as they dashed about town.

Newspapers, trade journals and even the official program of Oklahoma's famous indoor rodeo, the seventh annual Johnny Lee Wills' Tulsa Stampede, contained advertisements, news stories and complimentary plugs for the then-coming Waring show. Wills, rodeo impresario and maestro, whose own orchestra has been a daily feature on KVOO for more than 10 years, went all out to welcome "another good band." As a result, 50,000 spectators packing the Tulsa fairgrounds pavillion for the six performances of the Stampede, were greeted by a 20-foot banner devoted to Fred Waring's new show. It was displayed across the front of the stand where Wills'

own orchestra played for the smash-hit local rodeo.

Thousands of diners at Tulsa luncheon club meetings found little red, white and blue folders on the plates where they used to find a piece of steak or other meat. The front cover shouted, "Don't you know there's a WAR ON?" Opening of the overlapping cover completed the message: "Don't you know there's a Fred WARING show ON KVOO."

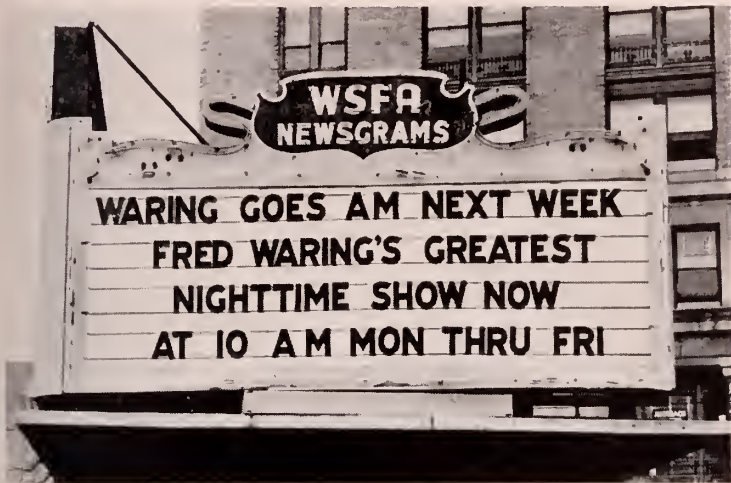
A week later, and a week in advance of the Waring show opening, luncheon club diners again found no meat, but a "meaty" folder reading: "For Freedom's Sake, Buy More WAR BONDS," magically changing to "For FRED WARING tune in KVOO" when opened.

After 5,000 of the "trick" folders had been distributed to make Tulsans War Bond and Fred Waring conscious, one of them was incorporated into a motion picture advertising trailer, opening and closing with the "flash": "For Freedom's Sake Buy More War Bonds," but dissolving into the message "For Fred Waring and his 69 Pennsylvanians, Tune in KVOO Monday Thru Friday, 10 a.m., to 10:30 a.m." The trailer, embracing Waring's picture and "voice," flash of the band and theme song, was shown in 11 Tulsa theaters and a score of other Southwest movie houses.

PROMOTING PROMOTION

The NBC Transmitter is launching a special department devoted to news and photographs relating to outstanding promotional activities by NBC affiliates. The Fred Waring layout on the opposite page and the KVOO story above are typical of the splendid program promotions originated and carried out by NBC network stations. Affiliates are requested to forward details and photographs of their promotional efforts relating to both network and local shows as well as to War Bond Drives, other aids to the United Nations victory effort, and various community projects.

STATIONS HIT PROMOTIONAL HIGHS WITH IMPRESSIVE FRED WARING TIE-INS



Up in lights goes the WSFA (Montgomery, Alabama) announcement that Fred Waring's NBC show is now heard "across the board" in the daytime.



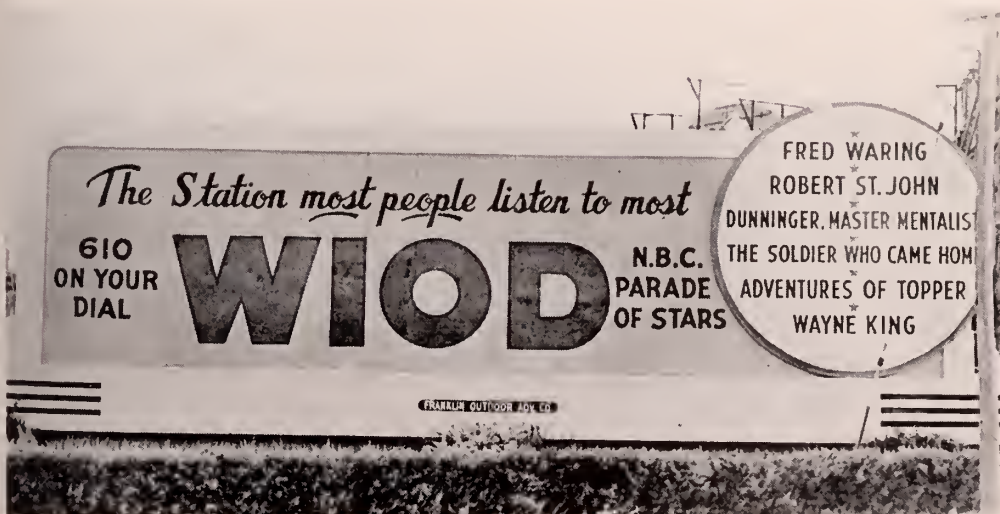
KDYL (Salt Lake City) arranged these attractive poster layouts calling attention to the stellar vocal and instrumental features of the Waring program.



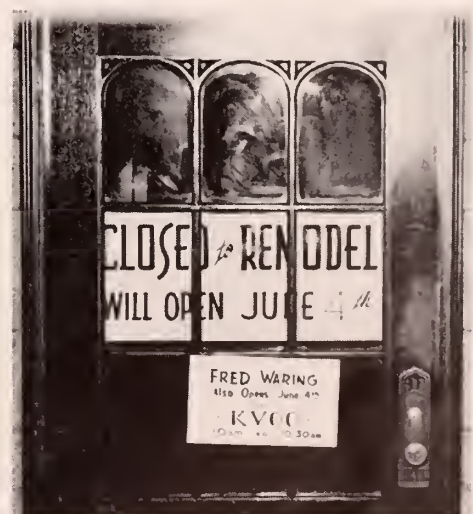
Tire carriers on St. Louis cabs carry the news that Fred Waring is back.



And here's a fleet of St. Louis Post Dispatch trucks equipped to show Missourians the way to choice listening.



Top billing on this WIOD (Miami) Parade of Stars billboard goes to Fred Waring's new morning show. NBC affiliates in many cities plugged the program via successful eye and ear promotional campaigns.



A KVOO "hitch-hike" sign ties-in Waring's return with the opening of a Tulsa restaurant.

ALUMNI — Fifteen Hundred



THE 1500th CERTIFICATE will be among those awarded this year for satisfactory completion of training, under NBC auspices, in fundamentals of radio broadcasting procedure.

In the early months of 1942, war needs were draining trained personnel from radio faster than replacements could be found. Counter-measures were needed—urgently and quickly.

From that emergency came the NBC-Northwestern University Summer Radio Institute—an academically accredited organization offering intensive, practical training by experts under actual operating conditions. The Institute was supplemented in the following year by similar establishments with the co-operation of the University of California at Los Angeles and of Stanford University. And building further upon these successful foundations, NBC last winter joined with Columbia University to present accredited courses in practical radio subjects

during the regular academic year. From the standpoint of student enrollment and number of courses, this represents the most extensive training program yet undertaken in the field of radio education.

These four institutions will again have capacity enrollments for 1945. Selected for aptitude, experience, and the abilities to absorb and apply their training, students will receive instruction from NBC staff members and university faculties in continuity and dramatic writing . . . announcing . . . program planning and production . . . radio teaching . . . news editing and writing . . . utilization . . . control room operation . . . sales techniques . . . radio history and survey . . . music for radio.

Here again are examples of NBC's leadership in service . . . service to the radio industry, to sponsors, to listeners . . . and to education . . . *continuing service that helps maintain NBC's position as America's No. 1 Network.*



A Service of Radio
Corporation of America

National Broadcasting Company

America's No. 1 Network

1945—RADIO'S 25th ANNIVERSARY—PLEGGED TO VICTORY!

NBC Transmitter

Devoted to the Interests of NBC and Its Affiliated Stations



SCENES OF NBC V-J COVERAGE—Upper left: View of Radio City newsroom at peak of big story. Upper right: Commentator Robert St. John approaches the end of his 117-hour victory vigil. Lower left: Over Night Editor Burroughs Prince's shoulder, the camera catches NBC President Niles Trammell and News-Special Events Director William F. Brooks. Lower right: Announcer Ben Grauer gets interviews at Times Square celebration.

IN THIS ISSUE:

Scoops Pace V-J Story • Radio Courses Resumed

VOL. 10 SEPTEMBER, 1945 No. 10

NBC Transmitter

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

PEACE AND VICTORY

In a letter to NBC President Niles Trammell dated August 15, Brigadier-General David Sarnoff, president of the Radio Corporation of America and board chairman of NBC, states:

"I am proud, as I know you are, of the magnificent performance of the NBC and all members of its staff, in the handling of its programs and news events which marked the end of the war. It was a splendid job and the achievements of your staff, both at home and abroad, deserve highest praise. To you, and through you to them, I extend my heartfelt congratulations and grateful appreciation."

Mr. Trammell, in a letter written August 20, addressed to "All NBC Employees Everywhere," stated in part:

"History making events have moved so rapidly in these past few months that I have found frequent cause to express to all of you my pride, congratulations and appreciation for your remarkably fine performance on those extraordinarily hectic occasions. For the latest of these—the period following Japan's offer to accept the Allied surrender terms—I want to tell you how proud I am of the outstanding job you've done, adding further luster to NBC's reputation, and to thank you most warmly for your individual contributions to the magnificent public service our combined efforts made it possible for our company to achieve."

"In this hour of total victory, we here on the home front remember with grateful thanks the almost 600 of our company who entered the services of our country, and especially pay tribute to those 10 men who have made the supreme sacrifice."

"The return to our normal peacetime pursuits will find us of NBC facing problems and responsibilities no less important than those we've met so well during almost four years of war."

News, Drama and Special Event Broadcasts Gave NBC Audiences Complete Story of the Atom Bomb

NEW YORK.—NBC on August 6 gave a report on President Harry S. Truman's announcement of the atomic bomb dropped on Hiroshima as complete as any coverage yet made during the war.

The Fred Waring program was interrupted at 11:17 a.m. (EWT) for a switch to Washington, where Ralph Howard Peterson read the President's report. Following this, NBC continued its news reports with David Dietz, science editor for Scripps-Howard, taking the place of John W. Vandercook's evening news commentary. Later, instead of the Richard Harkness news broadcast, NBC presented eyewitness accounts of the bomb's testings from Station KOB, a network affiliate at Albuquerque, New Mexico, near where first tests were made. A worker in a plant producing atomic bombs near Knoxville, Tennessee, was then heard through facilities of WROL during the same period.

Opinions on the new bomb and its destructive work in Japan were heard all during the day on the commentary programs of W. W. Chaplin, Lowell Thomas and H. V. Kaltenborn.

Within a few hours of President Truman's announcement of the new atomic bomb, NBC was on the air with a dramatic program telling the story of the research which made the bomb possible.

The script was from NBC's files. It was

originally broadcast on January 24, 1941, as part of the "Unlimited Horizons" series. Nearly 100 persons from every department at Hollywood Radio City, plus a few in New York, were involved in getting the finished production on the air.

Joe Alvin's news and special events department was responsible for the idea. Sidney N. Strotz, vice-president of the network's Western division, and Alex Robb, substituting for vacationing program director Lew Frost, cleared the time with C. L. Menser, vice-president in charge of programs, in New York.

Thomas Peluso not only had to get his orchestra on the job in a hurry, but had to rescore the music for 18 pieces, instead of the 11 which were on "Unlimited Horizons" when the series went off the air two years ago.

Before rehearsals could begin, a studio had to be found on one of NBC's busiest days, and elaborate sound effects equipment set up. Finally, with his large cast assembled in record time, writer-producer Arnold Marquis got the show underway.

Dr. Lise Meitner, woman physicist and a principal discoverer of the force used in the atomic bomb, engaged on August 9 in a unique two-way broadcast with Mrs. Franklin D. Roosevelt between Leksand, Sweden, and the NBC newsroom in New York.



OFF TO SOUTH AMERICA—Edward Tomlinson (left), NBC commentator, is entertained by NBC V.P. Frank Russell (right) in Washington. Paul Porter (center), FCC chairman, attended the bon voyage party.

SCOOPS PAGE V-J STORY

Dr. Jordan, from Berne, Scores for Network; NBC News Staff Presents Brilliant Coverage

NEW YORK.—Paced by three of the great scoops of the war (Dr. Max Jordan's exclusive reports from Berne on August 14: A—that, contrary to world belief, the Jap reply had not yet been received in Berne by 1:55 p.m., EWT; B—that the papers had arrived by 4:18 p.m.; C—that they were in Washington) NBC offered many outstanding broadcasts during its coverage of Victory Day.

Under the supervision of William F. Brooks, NBC director of news and special events, the entire national and world-spread staff of NBC commentators, reporters and newscasters swung into action to cap what was probably the greatest news fortnight in history.

Among the many highlights of the August 14 radio coverage were NBC's exclusive broadcast by Madame Chiang Kai-Shek from her home in Riverdale, New York, and Robert St. John's iron-man microphone vigil that extended from Friday morning to Wednesday night—a total of 117 hours.



TRANS-OCEANIC CHAT—Mrs. Franklin D. Roosevelt, speaking in a two-way broadcast from the NBC newsroom in New York to Dr. Lise Meitner, in Leksand, Sweden, admitted that she knew of the atomic research, but not of the actual bomb.

NBC special events crews toured the streets of New York, Washington, Chicago, Los Angeles, San Francisco, Denver, Cleveland, St. Paul, St. Louis, Salt Lake City, Des Moines, Omaha and many other American cities to broadcast the reactions and words of happy Americans.

Reporters also gave NBC listeners graphic descriptions of the celebrations from such overseas points as London, Okinawa, Paris, Guam, Pearl Harbor, the flagship of the Third Fleet off the coast of Japan, Stockholm, Berne and Manila.

NBC continued its "death watch" for the Japanese empire over the preceding week-end, broadcasting flash news, bulletins, commentary and overseas pickups around the clock. The newsroom went on a 24-hour basis at the moment the news of the Japanese "surrender" was flashed and remained so until peace was officially announced.

Highlights of NBC's weekend coverage included Bjorn Bjornson's scoop from Sweden when he became the first American to interview a Jap diplomat (Ambassador Jun Tsuchiya) since the start of the war; Robert Shaplen's eye-witness description of atomic-bombed Nagasaki; and Joe Hainline's account of the enemy's attack on the American Navy even while the peace negotiations were going on.

"I was sitting up with a sick enemy."

With those faintly ironic words, Robert St. John, keeping a microphone vigil unbroken since the Jap surrender offer over 100 hours before, probably best summed up radio's death watch on the Jap empire.

Dr. Max Jordan, who had scooped the world with the text of the Munich Pact before the war, thus had a news beat once again. Probably the outstanding scoop Dr. Jordan scored—and one of the great news scoops of journalistic history—was his NBC broadcast from the "Brown House" in Munich on September 29, 1938. He held his scoop for 46 minutes.

Earlier in 1938, Max Jordan was the first to flash word of Hitler's triumphant entry to Linz, Austria, following this on March 14 with an eye-witness broadcast of Hitler's entry into Vienna. On February 9, 1939, he broadcast the first news of the death of Pope Pius XI and made the first radio announcement of the election of Pope Pius XII.

V-J VIDEO

The dramatic panorama of America turning from war to peace was graphically mirrored by NBC's television cameras in a continuous six-hour videocast over Station WNBT on August 14.

At 6:00 p.m. (EWT) WNBT started telecasting with the announcement from Switzerland by NBC's Dr. Max Jordan that the Jap reply was in the White House.

Men and women, including civilians, military personnel, ministers, business men, war veterans, war workers and outstanding writers and political figures were telecast.

Arranged under the supervision of John Royal, NBC vice-president in charge of television, the program featured numerous pickups from the Times Square area, the center of New York's celebration, visits to WNBT's Radio City studios and films of our armed forces in action against Japan.

VIGOROUS VIGIL

Robert St. John, NBC commentator, made what is believed to be the longest continuous radio performance on record.

Since early morning, August 10, when the world first learned that Japan had made a peace bid to the Allies, St. John stood a watch at the microphone in the NBC newsroom, which vigil, ending at 1:00 a.m., August 15, added up to 117 hours.

He appeared on his regular, daily 10 a.m. program; aired 76 special broadcasts ranging from 30 seconds to 15 minutes each and wrote 2,000-word biographies on each of the principal contenders for the post of Allied Supreme Commander. Including broadcast texts, the wordage turned out by St. John was the equivalent of a full-length novel.

St. John slept but 10½ hours out of the entire 117, changed his shirt 10 times and subsisted on orange juice, sandwiches and coffee.

CLASSES FROM COAST TO COAST HELP TRAIN WORKERS FOR BROADCASTING



At Northwestern U.: Fabian Chow; NBC's Judith Waller; Armand Hunter, of Northwestern; NBC V.P. John F. Royal; E. Hernandez and Albert Crews.



Here, Miss Waller—who heads the NBC Central division public service department—leads an informal discussion for religious students attending the NBC-Northwestern classes.



WTAM (Cleveland) Manager V. H. Pribble welcomes students of Ohio State FM workshop. Students spent entire morning at station watching broadcasts and listening to talks by staff experts.



Edward Wallace, WTAM newsroom chief, addresses the Ohio State radio students at a dinner sponsored by the Radio Council of Greater Cleveland. Wallace previously was an NBC commentator.



"There is no such thing as a radio game," NBC V.P. Sidney N. Strotz tells students of the KPO-Stanford U. Radio Institute. "Radio is a business," the Western division executive pointed out.



Clarence Radius, who presented a 50-week television course for Chicago NBC engineers, receives a pen and War Bond at the final session. Mary Trotter, only girl student, makes presentation.

RADIO COURSES RESUMED

Columbia University-NBC Sessions Launched for Second Season With Five Classes Added

NEW YORK.—Five new courses, covering the fields of news broadcasting, publicity and promotion, acting, home economics broadcasting and classroom radio, have been added to the 1945-1946 schedule of courses in radio offered by Columbia University in cooperation with the National Broadcasting Company.

The importance of news broadcasting, which has increased markedly during these war years, prompted the addition of courses Radio U5 and U8. Aspects of script writing for radio and television news services, with discussion of radio and newsroom production problems, assignments afield and network and local station news will be dealt with in course Radio U5. It will be taught by Adolph Schneider, news editor and acting manager of operations for NBC's news and special events department.

William F. Brooks, director of news and special events for NBC, will lecture on the theory and practice of news and special events in course Radio U8. Other subjects in this course will be communications history, growth of radio news, public acceptance, development of news coverage, facsimile and television.

In the field of home economics broadcasting, Radio U37, the aspects of the building of radio programs from the home economist's angle will be combined with a workshop and guest speakers. Techniques of scriptwriting, research procedures and production of educational or commercial home economics programs will be taught by Jane Tiffany Wagner, NBC's director of home economics.

Relationships between the network or station publicity department and the radio editor, the general newspaper and magazine press, the sponsor, the production director and the advertising agency will be presented in Radio U10, a course on radio publicity and promotion.

The fundamentals of radio station and network promotion, with specific emphasis on sales promotion, audience and institutional promotion will be discussed, as well as program building for educational, religious and public service institutions and for commercial, industrial, political and economic organizations. This course will be conducted by Sydney H. Eiges,

manager of the NBC press department, and Charles P. Hammond, director of advertising and promotion.

Radio U15 and U16 will deal with the techniques and special problems of acting in radio. Lectures, demonstrations and practical microphone experience with emphasis on individual development, together with methods of approach to acting assignments on



Sterling Fisher

various types of dramatic vehicles, will be included in these sessions. Personal conferences between each student and the in-

structor, as yet unnamed, will be included in the course.

Among the instructors of established radio courses offered by Columbia University will be John F. Royal, NBC vice-president in charge of television; Patrick J. Kelly, head of the NBC announcing staff; Frederick G. Kuopfke, manager of the NBC sound effects division; Ferdinand A. Wankel, NBC's Eastern division engineer; Gilbert Chase, supervisor of music for the NBC University of the Air; Wade Arnold, assistant manager of the NBC script division; and Frank Papp, George Maynard and Walter McGraw of the NBC production department.

Full credit for these courses will be counted toward college degrees. This will be the second year that Columbia University and NBC have offered these courses.

New York Schools Launching Video Tests Over WNBT to Determine Classroom Value

NEW YORK—Launching by the New York City Board of Education and the NBC television department of the first comprehensive experiment in history in the adaptation of television to classroom education was announced August 1 by John E. Wade, Superintendent of Schools, and John F. Royal, NBC vice-president in charge of television.

Arrangements for the experiment, to begin with the re-opening of school in the Fall have been made by Superintendent Wade and Mr. Royal.

During the experiment school officials and television experts will broadcast a weekly program over WNBT with a view to determining the type of television program most suitable for educational purposes. Pupils and teachers will evaluate these programs at the NBC studios. The first programs will be in the field of science and the initial broadcast will deal with the science of television itself. Students and their instructors will learn firsthand of the medium which in the future is expected to be a major teaching aid.

Science has been selected as the field in which to begin experimentation because of the dominant part that scientific

advances play in modern life. Experimentation in classroom use of these programs will begin in the junior high school level with pupils ranging from 13 to 15 years of age in the seventh, eighth, and ninth years of school under the supervision of the Associate Superintendent of Schools Elias Lieberman.

Announcing the project, Superintendent Wade said: "We are grateful to the National Broadcasting Company for having given New York City's public schools the opportunity to be the first school system in the country to experiment with television as a medium of formal education. The shortage of receiving sets and other considerations have precluded such experiments in the past. We feel with Mr. Royal that the time has now arrived to explore the field. There is one great advantage to be derived from beginning early. We are not dealing with a 'frozen' medium. Television is in a position to make adaptations. It will help us to bring realities into the classroom. The experiment will be a major educational project during the new school terms."

Mr. Royal said: "The National Broad-

(Continued on Page 7)

MIDWEST VISION

WTMJ Launches 3-Point Program to Prepare Advertisers, Public and Selves for Television

MILWAUKEE, WIS.—When the time comes for Mr. and Mrs. Milwaukee to purchase a television receiver, they will know that their investment will bring them a service which will justify the expenditure, and not one which will be largely devoted to experimental and amateur efforts. Also, the present staff of The Milwaukee Journal radio stations WTMJ and WMFM will be ready to do its part—as will Milwaukee advertisers and their agencies.

The Milwaukee Journal recently began an extensive plan of preparing its staff, the Milwaukee public, advertisers and agencies for television. When the company built its Radio City building, in which all radio activities were centered in August, 1942, complete provisions were made for its television station WMJT. A studio 58' x 80' and 25' high was incorporated in the building, as well as the necessary air conditioning equipment, control, projection, monitoring, artists' dressing rooms, and other facilities.

When the "freeze" on equipment was instituted, the studio construction was revamped, bringing the studio down to a size 30' x 58' and 25' high, with a dummy wall so that at a later date the studio can be extended to its original size. Aural and video transmitters and full studio and portable equipment were ready for delivery and installation. Because of the obvious fact that not a single receiver would be available even for experimental work, arrangements were made with the manufacturer for the return of the transmitting and studio equipment and the portable equipment was loaned to NBC for use in its civilian defense training program.

The answer to the now often-asked question "When is The Journal going to start broadcasting television?" is "Not until Station WMJT can deliver a program service which will justify the purchase of a television receiver." The company long ago, after careful study and survey, came to the conclusion that no one would be justified in purchasing a television receiver for the type of program service a station could produce locally. While motion picture film may

provide some degree of outside program service, the obvious answer to a complete program of television service in Milwaukee is network affiliation, plus film, plus locally produced shows.

The Milwaukee Journal, whose station WTMJ is an affiliate of NBC, expects to be the first link in the Midwest NBC video network.

Realizing that Milwaukee will expect a television service from The Journal at the earliest possible date, the company has conferred with several communication experts about the possibility of linking WMJT with NBC in Chicago, prior to the time that NBC is ready to form its Midwest network, and also with such other stations in Chicago as may be producing regular television programs. These conversations have led to the conclusion that this will be possible by the Fall of next year.

With the full realization that the augmentation of a program service from outside sources with acceptable local productions would mean an intensive train-

ing schedule of not only its staff, but advertisers and agencies, The Journal recently instituted a three-point program. This program is based upon the use of such pre-war equipment as is available, including cameras, synchronizing generators, monitors, etc. No actual transmissions will be put on the air until the program is completed and a representative schedule can be inaugurated, meeting the company's promises of a program schedule which will justify the investment in a receiving set.

Milwaukee is fortunate in that The Journal Company was able to complete its Radio City project before the war and thus is now in a position to carry on this program of preparation in anticipation of the day when transmitting the studio equipment of the most modern type and outside program sources become available to it. It will not have to start from scratch, in makeshift studios, but can start with properly air-conditioned and acoustically treated facilities, designed specifically for television.



DIAMOND GAZING—NBC Television cameras, located in the upper stands of the Polo Grounds, train on the infield during a New York Giants baseball game. Announcer sits between cameras. Every week during the season, WNBTV televises a baseball game at either the Yankee Stadium or the Polo Grounds.

TELEVISION UNHARMED

NEW YORK. — NBC's television transmitter on the 35th floor and the antennas atop the tower of the Empire State Building were not damaged when an Army bomber crashed into the skyscraper on July 28. John F. Royal, NBC vice-president in charge of television, said that the equipment was used on July 29 and could have been employed July 28 for the scheduled baseball game, which was canceled only because of rain. In announcing that the television antennas were unimpaired by the crash, Royal also disclosed that officials of the Allen B. Dumont Laboratories had offered NBC the use of their transmitter equipment on the day of the accident in the event that NBC's had been damaged.

14 KYW Staffers Earn 5-Year Westinghouse Pins

PHILADELPHIA.—Fourteen members of KYW's staff, six of them serving with the armed forces, were honored with five-year Westinghouse service pins at a ceremony in the station's studios.

In a three-city telephone "conference" among employees of KYW, WBZ in Boston and KDKA in Pittsburgh, Lee B. Wailes, manager of Westinghouse Radio Stations, Inc., made the presentations.

The eight members of the station's present staff receiving the awards were Leslie W. Joy, general manager; James P. Begley, program manager, and Edward Ford, Marie Dixon, Agnes McCabe, Emma May Lysle, Charles Leimbach and William Zadjeka.

Awards also were made in absentia to the following who are serving Uncle Sam: Walter Dabney, Bob Hare, Jim Harvey, Gary Linn, Jack Pearce and Walter Smith.

A highlight of the ceremony at which the staffs of the three stations, in their respective auditoriums "listened in," was the award of a 25-year service pin to Edward B. Landon, who has been at KDKA controls since the very first days of the station which inaugurated scheduled broadcasting in 1920.

WAVE Announcer Heads 4-Station Louisville Campaign to Acquaint Listeners With Allies

LOUISVILLE, KY.—In addition to her regular duties as a staff announcer and producer of her own daily program "Grace Notes" on WAVE, Natalie Potter



Natalie Potter

took on the directorship of "Louisville and The United Nations," an eight-week educational campaign to acquaint Louisvillians with their Allies.

Chiefly promoted and started by the four local radio stations, "Louisville and the United Nations" embraced the schools, the press, department stores, civic and women's clubs, churches, public libraries, art galleries, the University of Louisville and the Bowman Field

Army Air Base. Local interest was high.

As guest columnist for The Louisville Courier-Journal's radio editor Bill Ladd, Miss Potter reviewed the importance of radio to the success of the campaign.

At the conclusion of the campaign Miss Potter said, "Louisville and The United Nations" was a fine example of true cooperation among rival stations in the same community. All of us tried in every way we could to make the people, the music and customs of our world neighbors a little more familiar to the radio listeners, as only the intimate medium of radio can do.

"Radio has done such an outstanding job in reporting and promoting the war effort that I sincerely hope it can continue as effectively to promote the peace. If radio can inspire us to work and fight as hard for peace, as we have for war, radio can truly take its place as one of the greatest contributions to civilization.

SCHOOL VIDEO TESTS

(Continued from Page 5)

casting Company believes that one of the greatest fields for public service by television will be in the schools of the nation. It has invited the New York City Board of Education to join in this far-reaching experiment because it is determined that the educational service of television shall not be a stepchild, grudgingly given a place at a side table, but shall grow up in full equality with the development of all the other phases of the art.

"In the first experiments America's leading scientists will be invited to take part in selecting material suitable for the creation of programs of the greatest significance and interest to the public. Then the same high professional level of production and writing will be given to this type of program as to the best in the field of pure entertainment.

"Every effort will be made to seek the distinctive contribution that television can make as a new and different medium and to avoid the mere repetition of the types of education that are achieved through the media of films and radio."

"Telenewsreel" Is Name of WNBT Filmed News Feature

NEW YORK—Title of the nation's only television newsreel has been changed from "The War As It Happens" to "Telenewsreel." It has been announced by Paul Alley, NBC television newsreel editor.

More than a year old, NBC's television newsreel was started for the purpose of keeping viewers of Station WNBT here continuously informed of the progress of the war through the use of films compiled by the Army Signal Corps and Navy and Marine Corps combat photographers. With the end of the war in Europe and with plans being developed for spot newsreel coverage, as in the case of WNBT's coverage of General Eisenhower's arrival in Washington and New York, it was felt desirable to change the name of the film.

Alley, who won a special award from the American Television Society in June for outstanding presentation of up-to-the-minute war films, continues as director of the "Telenewsreel." It continues to be seen Sunday nights in New York and is relayed to station WRGB in Schenectady.



Cincinnati radio editors and WLW men meet S. H. Eiges, NBC press manager. L. to r.: C. West, WLW; W. C. Mason, Enquirer; T. White, WLW; F. Raine, Times-Star; W. L. Barlow, WLW; Eiges; F. Koester, Post, and E. C. Hanford and M. Terry, WLW.



Frank Black, NBC general music director and conductor of the "General Motors Symphony of the Air" Summer over additions to his valuable collection of ancient



Dinah Shore (right), popular songstress, faces WDAY (Fargo, North Dakota) mike. L. to r.: Ann Collins, women's program director; Announcer Ebert and Dinah.



The courageous chaplain of the immortalized aircraft carrier Franklin — Commander Joseph T. O'Callaghan — is interviewed at WTAM (Cleveland) by News Chief Edward Wallace.



KPOers as fire ladders in Columbia, Calif., at the ghost town's "resurrection." L. to r.: Wendell Williams, Samuel Dickson, Bert Silen, General Manager John W. Elwood, Budd Heyde and a real local fireman—Nick Yorkey.



Harry Stone, WSM (Nashville) v.p.-general manager, checks horseshoe game with Roy Acuff (left), "Grand Ole Opry" star, and Rachel and Bashful Oswald, of the "Opry" troupe, l



W. H. Danforth, president of Purina, sings with WSM (Nashville) "Old Hickory Singers." John Gordy at piano. L. to r.: Ross Dowden, Claude Sharpe, Danforth, James McPherson and Luther Heatwole.



When William F. Brooks, NBC director of news and special events, visited Syracuse, New York, to address the local advertising club, is interviewed by WSYR's Ione McVay.



Governors face WALA (Mobile) mike in 39-station conference. L. to r.: Governors Bailey (Mississippi), Williams (South Carolina), Kerr (Oklahoma), Sparks (Alabama) and Davis (Louisiana).



At N. Y. Polo Grounds: NBC press department vs. trade editors. L. to r.: Frank Burke, Radio Daily; Syd Eiges, NBC press manager; F. L. Bragdon, RCA; Herman Pincus, Radio Daily, and Joe Csida, Billboard. NBC lost.



Baby chapeaux were in order for new members of the NBC Chicago Ten Year Club. Harry Kopj, Central division v.p., and F. E. Mullen, v.p.-gen. mgr., congratulate Everett Mitchell, William Drips and Harry Maule.



Roy Olson, WOW (Omaha) newscaster, interviews Lieutenant-Colonel Robert F. Haynes, Superfortress pilot who tallied 40 missions over Japan.

MUSIC IN THE AIR

WMC, Memphis, Conducts Radio Band Clinic; WTAR, Norfolk, Has Tie-Ins With Local Symphony

MEMPHIS, TENN.—As a further development of the musical education of the young people of Memphis and the surrounding territory, H. W. Slavick, general manager of WMC, recently announced that the station would conduct a radio band clinic for a second season.

Slavick renamed A. E. McClain, last year's director, and prominent figure in student musical education in Memphis to again direct this year's program.

At the first tryout, which was held in sections, about 90 young musicians qualified for a seat. For the benefit of those students that do not own an instrument the station has made them available.

"Last year's clinic resulted in such unusual progress, and was instrumental in developing these young musicians to such a high degree, that we have decided to make the clinic available again this year," Slavick said. "Especially encouraging have been the many messages of appreciation from parents, musicians and instructors of various schools."

The radio clinic band is designed to supplement the regular course of instruction offered in the various school systems. It provided an opportunity for students to remain active in band work during the Summer months, enabling students to improve techniques as well as co-ordination with an entire band.

Dr. Sue Powers, superintendent of the Shelby County Schools, and Ernest C. Ball, superintendent of the Memphis Schools, commended the WMC project.

The Summer sessions called for regular rehearsals, including symphonic, military, semi-classical and popular rhythm favorites, as well as methods and procedures designed to give the students the best in actual playing and incidental instruction.

At the close of the season the band planned a broadcast over WMC, at which time awards were to be made to musicians showing the most progress.

NORFOLK, VA.—Probably no other radio station in the world is as closely tied to a symphony orchestra as WTAR. Ten of the employees of the station are either musicians with the Norfolk Symphony Orchestra or work closely with it.



MEMPHIS MUSIC-MAKERS—WMC's Radio Clinic Band—a group of talented youngsters—holds a first rehearsal with A. E. McClain handling the baton.

Henry Cowles Whitehead, for the past seven years program and musical director at WTAR, has been conductor of the Norfolk Symphony for the past ten years. He also conducts the WTAR Salon Orchestra.

The station is itself a patron of the symphony and broadcasts the orchestra's five Sunday afternoon concerts each season. Campbell Arnoux, station manager, is a member of the board of directors of the symphonic organization, and his wife is one of the first violinists.

Adele Barrett, concertmaster of the orchestra handles the billing and files reports at the station, and also plays first fiddle with the salon orchestra.

Other members of the station orchestra are Kathleen Kovner, first viola player with the symphony and second violinist with the smaller group; Bailey Barco, organist at the station, who plays the celeste when it is needed, and who is full-time production manager at the station; Artur Lange, cellist; Nick Toscano, bass, and Johanne Mottu, viola player, all with both organizations permanently, and Elsie Hardin, pianist with the salon group, who fills in for the harpist with the symphony when a harp player is not available.

Dean Derby, an operator in the station control room, plays the French horn with the symphony and also acts as librarian.

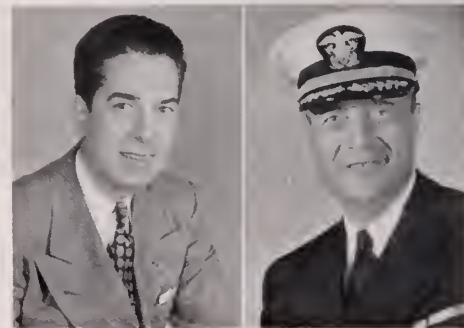
KPO Appointments

SAN FRANCISCO.—Two major changes in the KPO-NBC executive line-up were announced July 26 by Sidney N. Strotz, vice-president of NBC's Western division, and John W. Elwood, general manager of the station.

On August 1, Commander Curtis D. Peck returned to the post of KPO-NBC chief engineer. George Greaves, who has been acting chief engineer during Commander Peck's service in the Navy, became assistant general manager.

Greaves and Peck are long-time members of the KPO-NBC engineering staff and are pioneer radio men.

Commander Peck, who served in World War I as well as this war, has been with KPO since 1926.



George Greaves and Curtis D. Peck

KVOO and Outdoors Editor Win Walton League Honors

TULSA, OKLA. — Station KVOO and Bud Jackson, its outdoors editor, were cited as "having made perhaps the greatest contribution to the Oklahoma wildlife picture within radio's history," by Paul Clement, national president of the Izaak Walton League, in ceremonies here July 20.

Appearing as guest speaker at a Tulsa Chamber of Commerce luncheon attended by approximately 500 Oklahoma business men, Clement praised KVOO for having "pioneered in the field of outdoor conservation broadcasting," declaring that "but for the influence and cooperation of KVOO, William B. Way, general manager, and Jackson, the job of putting Oklahoma outdoor problems before the people could hardly have been accomplished."

As a climax to the program, which Jackson later learned was staged jointly in his honor, Clement presented a diamond-studded gold league membership pin to KVOO's outdoors editor, as an award for his having won the organization's nationwide membership contest through adding more than 2,000 new members to the league's rolls.

Jackson is KVOO's chief announcer and a member of the station's news staff. He enjoys the companionship of tens of thousands of the nation's outdoorsmen through the medium of his "Short Casts and Wing Shots" program, and as executive director of the Oklahoma division of the Izaak Walton League, and a member of the organization's national board.



RECOGNITION—Paul Clement, of Minneapolis, national president of the Izaak Walton League, is shown awarding diamond-studded pin to KVOO's Bud Jackson.

KOA and Western Farm Paper Series Reaches 20th Year

DENVER—Station KOA and the The Western Farm Life Magazine on July 14 celebrated the 20th Anniversary of their "Farm Question Box," one of the oldest continuous radio programs on the air.

The occasion was marked by a special luncheon for business, agricultural, and government leaders of the region, and an hour-long anniversary broadcast, the last half of which was carried by NBC.

The principal speaker was Ralph Budd, president of the Chicago, Burlington and Quincy Railroad, whose remarks were prefaced by a congratulatory message from Frank E. Mullen, vice-president and general manager of NBC, and the Secretary of Agriculture, Clinton P. Anderson, who spoke from Washington.

The weekly KOA Saturday Stock Show program dramatized events associated with the "Farm Question Box" for the past 20 years.

Actually, the 20th birthday of the Farm Question Box was on July 9, for it was on that date in 1925 that George C. Wheeler, then managing editor of The Western Farm Life, first spoke into a KOA microphone. KOA was then little more than six months old.

At first, the program was a half hour long, but was later extended to a full hour. In fact, it was not uncommon for Wheeler to continue to answer inquiries until he had exhausted the mail for the week, and then KOA would sign off.

New WEF Farm Head

NEW YORK. — Don Lerch, formerly farm director of Station KDKA in Pittsburgh and member of the staff of the United States Department of Agriculture, was appointed farm director of Station WEF, New York, on August 9.

WEF is presenting Lerch on the "Modern Farmer" program. The series has a long-established following.

In conjunction with his new daily program, Lerch plans to visit the farmers and bring to the program any who have made notable advances, found time-saving devices, overcome difficulties, or developed something new in their lines. Extension editors and speakers from the Department of Agriculture in Washington also will be presented.

AGRICULTURISTS ALL



KIDO's farm program, "Idaho Agriculture," has the full support and counsel of over 30 official agencies. Here are three officials "airing" their views in their own industry. Left to right, KIDO's Rulon Bradley; Clarence Cannon, president, Idaho Creamery Operators, and H. G. Myers, vice-president Idaho State Dairymen's Association, a director of the American Dairy Association, and director of American Jersey Cattle Club; and, W. L. Hendrix, president of Idaho Dairymen's Association, also a director of the American Dairy Association, and Ada County commissioner.

Importance of Farm Radio

PORTLAND, ORE. — Farmers use the radio more in their business than any other group of citizens. Wallace Kadderly, newly appointed director of farm programs for KGW, pointed out to some 75 leaders of Oregon agriculture who attended a dinner in his honor recently.

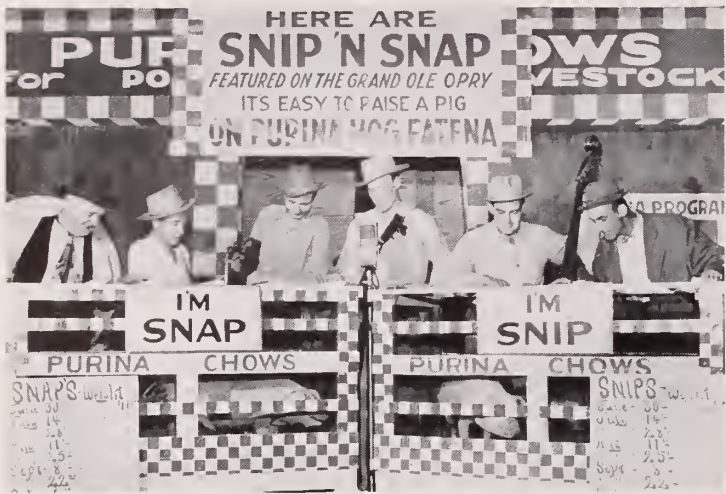
Expansion of farm programs has been rapid in the last five years, he stated, with approximately 100 of the nation's 900 stations having full-time employees working exclusively on farm programs. Weather and market reports are of particular interest to farmers, but they are also interested in national developments which affect their business and they are eager to learn of technical developments in the field of agriculture.

Farm Radio Classes

DENVER — Hal Renollet, agricultural director of KOA, served as a faculty member for a number of radio schools that were held for county agents and home demonstration agents in Colorado and Wyoming for the purpose of educating them in the use of radio.

These schools were held in cooperation with the United States Department of Agriculture and the Agriculture Extension Service.

BUILDING AUDIENCES IS AIM OF PROMOTION-MINDED NBC BROADCASTERS



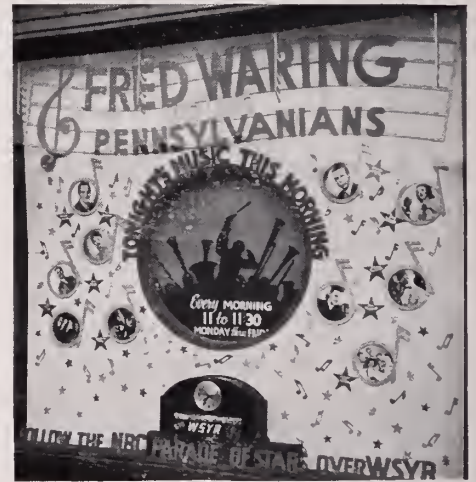
This Purina pig demonstration was staged in Nashville by WSM's "Grand Ole Opry." Eddy Arnold, emcee, is shown at mike. The demonstration drew large crowds.



W'LV' (Cincinnati) arranged this lobby display of newspaper and wire stories taken from dispatches to W'LV' by Milton Chase, correspondent in the Philippines.



Fred Waring's NBC morning show got this eye-catching boost in Reading, Pennsylvania. Station WRAW arranged the display for the program "all Reading is talking about." Waring tie-ins are reaching a promotional high.



And WSYR (Syracuse, New York) joined the Fred Waring promotional parade with this display.



El Pasoans followed the progress of the war on the large KTSM-sponsored display in the prominent window of the El Paso Electric Company.



KPO (San Francisco) staffers use the "license plate" promotion shown above. Secretary Grace Foote helps the promotion along to a good start.

Playbacks Fill Promotional Role at Salt Lake Station

SALT LAKE CITY—Do you know what your own voice sounds like? Most persons don't, and thereby hinges the idea on which KDYL has developed some popular promotional programs.

The station sets up its portable recording equipment and transcribes a record featuring members of the group being entertained, and then plays the disc.

One of the groups so entertained was the Union Vacation Daily Bible school sponsored by a number of Salt Lake churches at Westminster College.

The same technique has worked successfully at clubs and other adult groups. It made a big hit with the University of Utah football team at its annual banquet. All underclass members of the squad were interviewed, the coaches gave brief talks, and four of the players sang.

Tied in with explanations of getting best results at the microphone and some interesting stories about how KDYL has utilized its portable and mobile transmitter equipment, it makes a well-received promotional program.

Members of the Salt Lake City Ministerial association were so impressed with the idea that they've arranged for "air-checks" of their guest appearances on KDYL's "Church of the Air" program each Sunday morning and will hold panel discussions with the program director.

RECORD GIFT



Photograph by Army Air Forces

A medical officer at Barksdale Field, is shown officially receiving records, phonographs and miscellaneous items which Wes Jones got from listeners to his popular "Club 1480" broadcast on KTBS (Shreveport, Louisiana). "Club 1480" is fed through the hospital ward public address system at Barksdale Field.

NEWSPAPER EDITORS OFFER POSTWAR PLANS ON WGY PRESS SERIES



WGY studio scene during special program featuring Albany Times-Union editors. Left to right: "Con" Hefferman, city editor; George J. Pickett, Albany County Veterans officer; Bill Bradley, announcer; George O. Williams, managing editor; Major Fred Archibald, publisher, and his son, Second Lieutenant Fred Archibald.

SCHENECTADY, N. Y. — Postwar community planning, as advocated by daily newspapers in the area reached by WGY, is being carried in a series of broadcasts from the Schenectady Station under the title of "The Voice of the Fourth Estate."

Each Tuesday evening the publisher or managing editor of a daily paper elaborates upon his paper's editorial and news columns proposals for a better community once war-time scarcities are relieved.

One paper, The Albany Times-Union, is crusading for improved hospital facilities for returning veterans in its circulation area; The Hudson Star broadcast the opening of Hudson's campaign for a million-dollar hospital addition; The Sche-

nectady Gazette elaborated upon its campaign for the extension of the use of portable X-ray equipment in the fight against tuberculosis; The Berkshire Evening Eagle of Pittsfield, Massachusetts, gave impetus to its campaign against pollution of rivers and smaller streams; The Schenectady Union Star and The Little Falls Times both outlined their plans for improved highways.

Managing Editor Philip H. Wertz of The Union Star, was assisted in his presentation by Oswald D. Heck, speaker of the Assembly, who told of the administration's planning for veterans aid and for highways. On August 14, Jerome Walker, editor of Editor and Publisher, was guest speaker on the program.

Broadcasts from Playgrounds

FORT WAYNE, IND.—The city parks and playgrounds were featured in a new series of safety broadcasts presented by Farnsworth Radio Station WGL in cooperation with The News-Sentinel.

Each week throughout the Summer the WGL mike appeared at one of the 20 parks in Fort Wayne, the purpose of this series being to emphasize the usefulness of parks in keeping children off streets.

Each broadcast consisted of enlightening facts about the parks, and interviews were held with the children.

Each week transcriptions were made from a different park and the program put on the air at a later hour so that the participating children might hear their own voices.

KOA Recruits Workers

DENVER—An extensive campaign for workers to enlist for jobs at Denver's war plants was conducted from a platform erected in front of the offices and studios of KOA here.

Located in the heart of Denver's downtown district, KOA provided the public address system, chairs for the platform, and registration facilities in the lobby entrance to the station.

A daily program between 12:00-12:30 p.m. included interviews with veterans of the Okinawa campaign, and music by the Fort Logan and Lowry Field Bands. Cecil Seavey, KOA news and special events director, was emcee for each program. KOA also made a pick-up of each day's program for other Denver stations.

Emphasis on Domestic News Planned by NBC Experts

NEW YORK. — William F. Brooks, director of NBC's news and special events department, announced plans for greater emphasis on domestic news and special events now that the war has ended, and for postwar continuance of NBC's present news covering policy.

Brooks made these statements at the conclusion of a session of divisional news directors of NBC, held here recently.

Discussions revolved around NBC's future policy for covering developments at home and abroad.

The session started a series to bring key NBC news directors together frequently.

Others present were: William Ray, Central division news director; Joseph Alvin, West Coast news director; Cecil Seavey, KOA Denver news director; William McAndrew, Washington news director; Ralph Howard Peterson, assistant Washington news director; and, from the New York office, Francis McCall, manager of operations; Adolph Schneider, assistant manager of operations; Joseph Meyers, assistant special events manager; Burroughs Prince, night editor, and Arthur Wakelee, day editor.

McCall, Schneider, Meyers, Prince and Wakelee assisted Brooks in leading the discussions.



EXECUTIVE OVERSEAS—William S. Hedges, recently appointed NBC vice-president in charge of the planning and development department, in his war correspondent's uniform just before leaving for a tour of Europe with other American radio executives.

"GILDY" HONORED



OFFICER "GILDY"—Hal Peary (right) beams with pride as Arden X. Pangborn, KGW manager, pins an honorary police captain's badge on radio's "Great Gildersleeve" as Walter Tetley ("LEEROY") watches quizzically.

PORTLAND, ORE. — It took a radio personality to bring out a record-breaking attendance at a recent meeting of the Oregon Advertising Club, of which KGW Manager Arden X. Pangborn is president.

Hal Peary, the "Great Gildersleeve," and Walter Tetley, his radio nephew "LEEROY," presented a half-hour turn at the weekly luncheon meeting of the Portland organization. Among the notables present were Mayor Earl Riley, who made Gildy an honorary Police Captain, and Dorothy McCullough Lee, City Water Commissioner, who donated a genuine "snifter valve" to her fellow commissioner. He was also appointed water commissioner of Dayton, Oregon, by the mayor of that city.

Ex-Diplomat Now Newscaster

PORTLAND, ORE. — Dr. Hugh G. Grant, former American minister to Albania and later to Thailand, is the latest addition to KGW's staff of news commentators.

The ex-diplomat, who recently completed an extensive lecture tour, commenced his duties on July 3, with a fifteen-minute thrice-weekly broadcast.

Martin to War Ad Council

NEW YORK.—Gerry Martin, NBC account executive, has been given three months' leave of absence from the network to serve with the War Advertising Council in New York. He will return to his NBC desk on October 1.

Wire Recorder an Instant Success at KTSM, El Paso

EL PASO, TEX.—Station KTSM here recently purchased a wire recorder. Previous to a few months ago, the wire recorder was used exclusively by the United States Army.

Already the wire recorder has been put to many different uses, its main service being delayed remote broadcasts. Its popularity in El Paso was tested at a recent demonstration at William Beaumont General Hospital where the wounded veterans were given a chance to say something and then hear their voices played back immediately.

KTSM also used the recorder to obtain a delayed broadcast of the arrival in El Paso of the 36th Division, Black Hawk Group, the first combat unit to return prior to serving in the South Pacific war theater.

The wire recorder has also played an important role to make the Seventh War Loan a success in El Paso. The recorder was taken to various program sponsors' offices where the sponsor made an appeal for the drive. His appeal was broadcast over his program at its regular time.

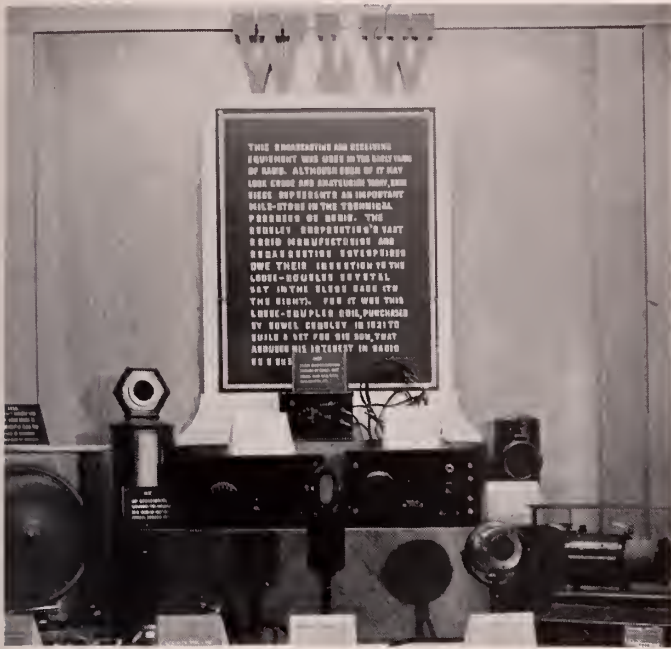
WIOD Celebrates First Year Of "Miami Civic Forum"

MIAMI, FLA. — Station WIOD celebrated the first anniversary of the "Miami Civic Forum" which is broadcast exclusively by WIOD on alternate Saturdays, with a dinner at the Towers Hotel, honoring the 60 civic leaders who have appeared on the programs during the year.

Special guests included the Mayors of Greater Miami and city and county commissioners. Mayor Perrine Palmer, Jr., of Miami spoke from the WIOD studios on the anniversary broadcast which preceded the dinner.

Following the dinner, Chester M. Wright, moderator of the programs, spoke briefly on the history of the forum. WIOD General Manager James M. LeGate "emceed" the musical program which featured the WIOD Merriemen, directed by composer-pianist Earle Barr Hanson; June Melville, vocalist of "Miami Melody Time," and Arthur DiFilippi, well-known tenor and president of the Miami Opera Guild.

NBC AFFILIATES IN MANY PARTS OF U. S. CELEBRATE RADIO ANNIVERSARIES



W LW's (Cincinnati) display of radio equipment to salute broadcasting's 25th anniversary. At right is loose-coupler bought by Powel Crosley, Jr. (Crosley Corporation president), in 1921 to build a set for his son.



W CSH (Portland, Maine) recently celebrated its 20th anniversary. Photo above shows the original control room. The streamlined compact equipment in photograph below represents the station's modern control apparatus.



KWBW (Hutchinson, Kansas) built this display as part of its 10th anniversary celebration. Here, Verne Minor, chief newscaster, takes the mike in the window of the Kansas Power and Light Company.



WWJ (Detroit) engineers recall old times as they try out antique equipment used in station's early broadcasts. They exchange reminiscences in preparation for the station's 25th birthday celebration. Pictured are a mike, speaker and mechanical victrola.



THE NBC UNIVERSITY
OF THE AIR PRESENTS:

The Story of Music



NBC University of the Air
also offers these three other
important courses

THE WORLD'S GREAT NOVELS
Fridays, 11:30-12:00 P.M. (EWT)

HOME IS WHAT YOU MAKE IT
Saturdays, 9:00-9:30 A.M. (EWT)

OUR FOREIGN POLICY
Saturdays, 7:00-7:30 P.M. (EWT)



THE STORY OF MUSIC—a course of 36 programs heard on Thursdays at 11:30 P.M. (EWT) . . . brought to you by the National Broadcasting Company and the independent stations associated with the NBC Network . . . offers a delightful experience for all listeners who appreciate good music.

The purpose of this series is to unfold the history of music *through the performance of music*. Thus THE STORY OF MUSIC is presented in its own language . . . each program containing examples

taken from the many different periods.

As is customary with NBC University of the Air courses, a supplementary handbook containing general background for the entire series of 36 programs is available at 25¢ per copy. Write to NBC, 30 Rockefeller Plaza, New York 20, N. Y.

NBC, as a service to its listeners, offers this and many more outstanding educational and cultural programs . . . programs which help to make NBC "The Network Most People Listen to Most."

National Broadcasting Company
America's No. 1 Network



A Service of Radio
Corporation of America

NBC Transmitter

Devoted to the Interests of NBC and Its Affiliated Stations



Scaffolding atop the Empire State Building revealed to a sky-gazing New York that field tests were being made in the higher frequencies for television. New antenna was erected in "piggy-back" style right atop WNBT's sight-and-sound aerial.

IN THIS ISSUE:

New Parade of Stars • Safety and Sound

VOL. 10 OCTOBER, 1945 No. 11

NBC Transmitter



Published Monthly by the
Press Department of the
National Broadcasting Company
RCA Building, Radio City, N. Y.

Samuel Kaufman—Editor

"THE JOB AHEAD"

In a department memo under the above heading, William F. Brooks, NBC director of news and special events, stated his belief that his staff abroad "is just coming into a period when experience, balance and news sense will enable it to achieve heights never permitted during the war." He further declared:

"Censorship will be lifted shortly. Facilities which have been tied up by war needs will be freed. People who have been terrorized into speechlessness will once again speak.

"Equipment which has been impossible to get will eventually be ready so that microphones can be taken into almost any spot in the world. Two-way transmissions between the field and the home office again will be possible. All this will break some of the dams which have channelized news through the Army, Navy and other governmental agencies, and will enable you to use ingenuity and real thought in funneling happenings of the world through NBC."

SOUTHERN SALUTE

The following is the text of an official proclamation:

"WHEREAS, we have come to look upon radio as one of our most valued possessions, and especially do we value a free radio, such as we have in America; and

"WHEREAS, the National Broadcasting Company and its local affiliate WMBG, have performed a genuine public service, which has been regarded with greater respect year after year, and whereas again this year, we are happy to know that not only will NBC and WMBG broadcast their usual services, but in addition, we will receive the greatest shows in radio on the NBC Parade of Stars; and

"WHEREAS, like Richmond, itself, the services of WMBG and NBC are constantly growing and improving and during the fall and winter months to come, the Parade of Stars will provide many hours of pleasant listening, as well as vital information and inspiration.

"NOW, THEREFORE, I, W. C. Herbert, as Mayor of the City of Richmond, do hereby proclaim October, 1945, as Parade of Stars Month.

"(Signed) W. C. HERBERT,
Mayor, City of Richmond"

25 GROUPS SUPPORT WTMJ INTER-FAITH SERIES

MILWAUKEE, WIS.—Initiating a new public service policy on religious programs, WTMJ started a 90-minute sustaining Sunday morning series of worship programs, October 7, with the active cooperation of more than 25 religious groups and denominations.

The religious service programs are presented by WTMJ with participating religious groups representing a majority of the church-going population of the Milwaukee area. This includes Catholic, Lutheran, Methodist, Baptist, Presbyterian, Jewish, Christian Science and Bahai denominations. The Salvation Army is also represented.

The first part of the hour-and-a-half is the Catholic transcribed show, "Ave Maria," furnished by the Franciscan Friars of Garrison, New York.

A Milwaukee Inter-Faith Committee, representing 23 religious organizations, was formed to cooperate with WTMJ in the presentation of the second part of the Sunday morning worship program, 7:30-8:00 a.m. This group includes Protestants, Jews, Christian Scientists and other faiths. The Inter-Faith Committee handled all arrangements for these broadcasts, as-

signing a different denomination or religious group to have charge of the 30-minute part of this service every Sunday. This portion of the program is broadcast before a large audience and consists of congregational and choir singing, prayers and a 12-minute sermon.

The third part of the worship program is a 30-minute period furnished by the Evangelical Lutheran Synodical Conference of Milwaukee County. This is a continuation of a series formerly presented by this group but, under the new WTMJ policy, now broadcast as a part of the 90-minute worship program on a sustaining, public service basis.

Religious leaders in Milwaukee County have been outspoken and enthusiastic in their praise of this new WTMJ public service religious series. The Reverend Nathan Bartel, Chairman of the Inter-Faith Committee said, "The cooperation of WTMJ in making this time available free for the broadcast of religious programs every Sunday morning and suggesting this idea is appreciated by Milwaukee men and women of every faith and belief. We know the series will help every church and every group."

FORMER PRESIDENT ACKNOWLEDGES NBC GIFT TO STANFORD



Herbert Hoover thanks KPO General Manager John W. Elwood for NBC's gift to the Hoover War Library at Stanford University of the complete recorded history of the San Francisco Conference. Included in the gift are recordings of the opening session, the nine plenary sessions, the 16 public commission meetings, the signing of the Charter by all participating nations, and the secretaries' recognition meeting. Presentation was made on the Stanford campus when Former President Hoover addressed a class of NBC-Stanford Summer Radio Institute students. Left to right in picture: Mr. Hoover; Dr. Donald Tresidder, president of Stanford; Mr. Elwood, and Dr. Harold H. Fisher, university professor of history.

NEW PARADE OF STARS

1945-1946 Promotion Campaign Gets Gala Start; Many Audience-Building Features Utilized

NEW YORK.—NBC's fourth annual Parade of Stars program promotion campaign, prepared in cooperation with clients, agencies and NBC stars by the network's advertising and promotion department under the supervision of Charles P. Hammond, director, was set in motion September 7 with the mailing of material-filled Bandboxes to the network's 155 affiliated stations.

All promotional material included in the 1945-1946 Parade of Stars is the result of joint planning by the program representatives, stations and networks. In a series of early Spring meetings conducted by the network in New York, Chicago and Hollywood, NBC station managers outlined to network representatives the types of material they could and would use.

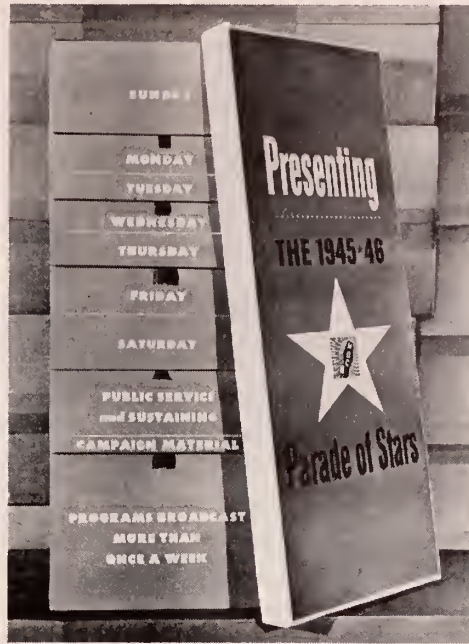
At subsequent meetings with talent, agency and client representatives, plans were made to build this material for the affiliated stations. As a result, the current NBC Parade of Stars is a completely coordinated and streamlined audience promotion campaign.

The new Bandbox contains kits for each network commercial program, providing a continuing campaign covering every phase of audience promotion. In addition, an expanded 40-page working manual, "How to Use the NBC Parade of Stars," details ways of employing the wealth of material released this year in record proportions.

The Bandbox is "compartmentalized" for convenience with kits segregated by days of the week, programs and types of promotional material. Nothing is wasted. The kits themselves even bear line drawings suitable for display purposes.

The material provides complete campaigns in such promotional categories as on-the-air promotion, newspaper advertising, newspaper and general publicity, window and other displays, transportation advertising, outdoor advertising, direct mail, house organs, stunts, exploitation and contests.

Statistics tell the story of the great mass of material en route to NBC's stations. In addition to the 155 bandboxes and 19,000 program kits are over 100,000 individually-recorded star announcements and



STRIKE UP THE BANDBOX!—An encore was in order for the popular bandbox feature of the previous year's Parade of Stars. The new season's case is chockfull of high-powered aids to attract even more listeners to "the network most people listen to most."

short entertainment spots made by top-ranking stars and casts of NBC programs for broadcast on local stations, ranging from 12 seconds to four minutes in length.

Twelve special 15-minute continuities, tying together longer recorded entertainment spots, are included to furnish stations with ready-built programs. Also, fully-recorded quarter-hour programs utilizing four-minute spots by full network stars are being processed for early release to stations as a continuing Parade feature. In addition to local "on the air" material, a series of all-star coast-to-coast network programs was planned for special promotional scheduling.

The Bandboxes also contain 32,625 glossy prints, 34,875 picture mats, 14,625 individual program ad mats, 3,720 daytime and nighttime program newspaper ad mats for each day in the NBC week, and 32,000 biographies and publicity stories.

For the first time in the history of the Parade of Stars, public service and sustaining programs are represented with individual kits for each show.

The array of top talent in comedy, music and drama for NBC's two-day "Parade of Stars" Sunday, October 7, and Monday, October 8, was designed to give listeners a sampling of NBC's major programs for the 1945-1946 season now fully under way. The overall production was handled by Edwin Dunham.

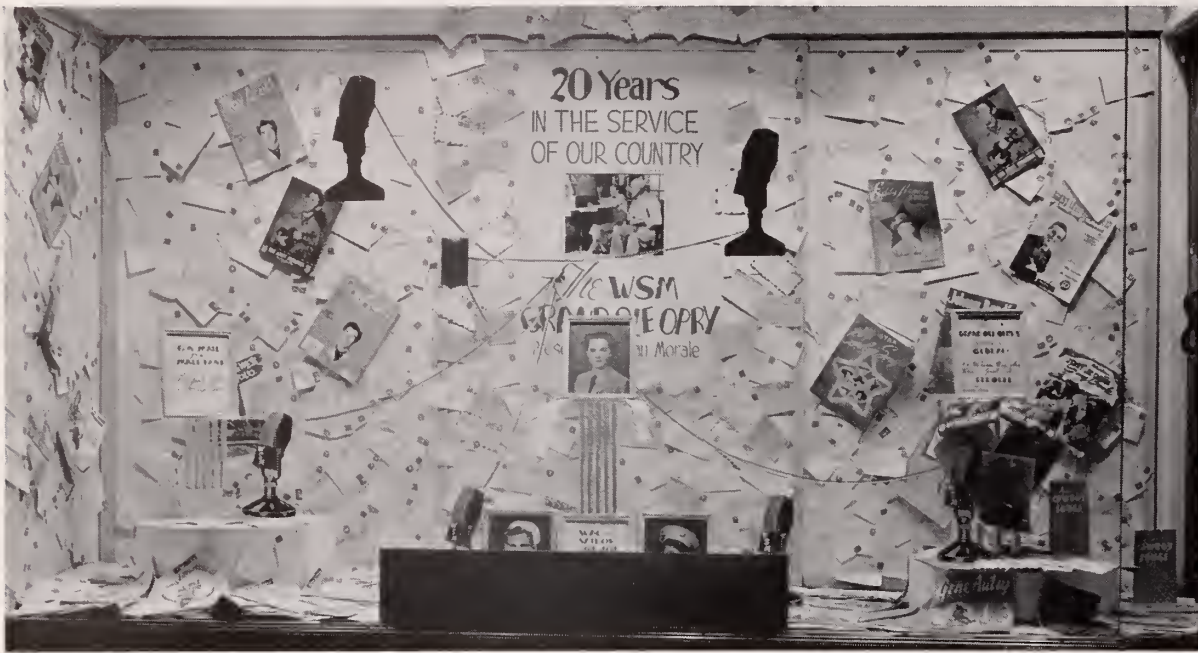
Among those on the October 7 show, which represented Monday, Tuesday and Wednesday night programs, were "Fibber McGee and Molly," Judy Canova, Eddie Cantor, Kay Kyser, Hildegard and Harry Sosnik representing the "Raleigh Room," and Perry Como of the "Chesterfield Supper Club."

Also on the October 7 "Parade" show were Barry Wood for "Johnny Presents," Howard Barlow and Igor Gorin for "Voice of Firestone," Henry Fonda in a "Cavalcade of America" skit, Don Voorhees for the "Telephone Hour," "Dr. I. Q.," Percy Faith and the "Carnation Contented" orchestra, Irene Hill and Frank Farris, vocalists of the Romberg show; Alice Frost and Joseph Curtin, stars of "Mr. and Mrs. North," and Jay Jostyn, Vicki Vola and Len Doyle, principals of "Mr. District Attorney."

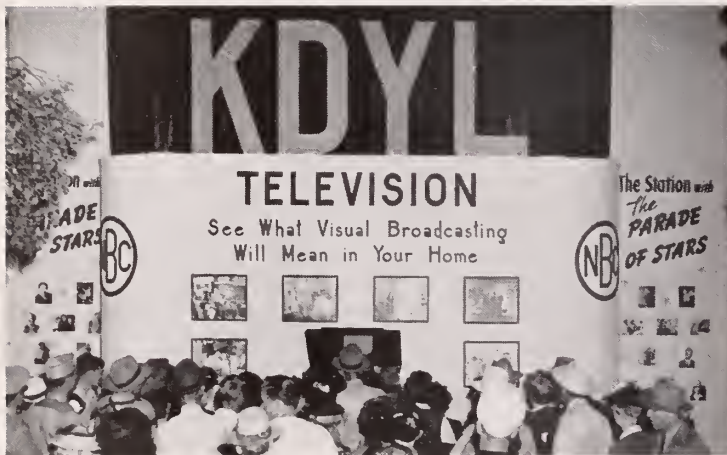
Stars booked for the October 8 "Parade of Stars" edition, representing NBC's Thursday, Friday, Saturday and Sunday night programs, included Jack Benny, Bob Hope, Cass Daley, Parkyakarkus, Frank Parker of "American Album of Familiar Music," H. V. Kaltenborn, Raymond Massey for the "Harvest of Stars," Burns and Allen with Meredith Willson, Dinah Shore, Jack Haley, Abbott and Costello, Rudy Vallee, Ed "Archie" Gardner of "Duffy's Tavern," and Evelyn MacGregor of "Waltz Time."

Also heard October 8 were Bob Burns, Bill Stern, William Bendix for "Life of Riley," Roy Acuff and Company's "Grand Ole Opry," the "Can You Top This?" gagsters—Senator Ford, Harry Hershfield, Joe Laurie Jr., and Peter Donald; the cast of "One Man's Family," John Charles Thomas, Hal Peary and the "Great Gildersleeve" group, Thomas L. Thomas of "Manhattan Merry-Go-Round" and Phil Spitalny and his "Hour of Charm" all-girl orchestra.

PROMOTION-MINDED NBC AFFILIATES DRAW WIDE ATTENTION TO THEIR BROADCASTS



As WSM's "Grand Ole Opry" approaches its 20th anniversary in November, fan mail is displayed in the window of Strobel's Music Shop in Nashville. The window brought in many customers for "Opry" records and song books.



This KDYL (Salt Lake City) exhibit of "What Television Will Mean in Your Home" was awarded a first prize at the Utah State Fair. KDYL will soon start video experiments.



KOA (Denver) dispatched its "Men of the West" quartet to the annual Cheyenne Wyoming Frontier Days Celebration at Frontier Park. Nightly concerts drew big crowds.

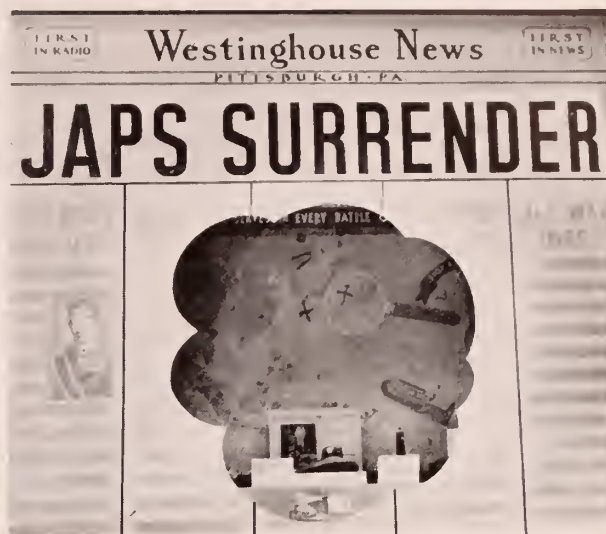
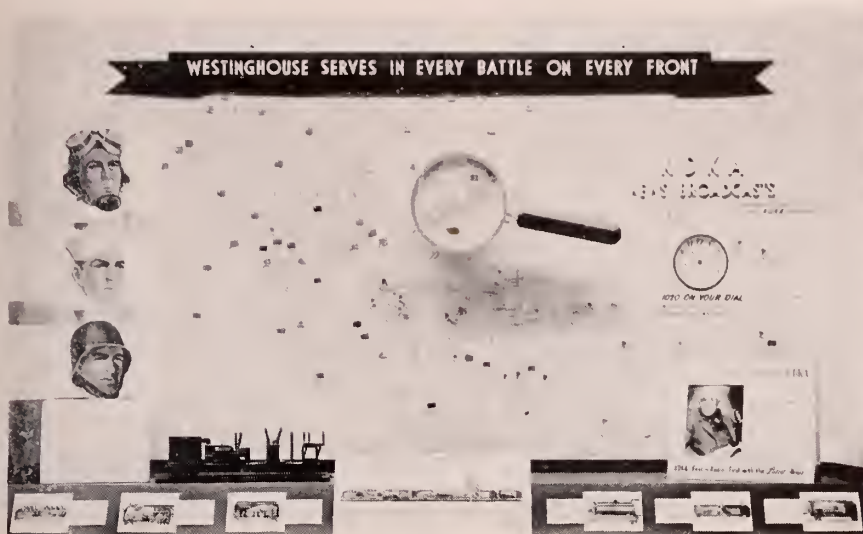


One million miles of promotion! That's one way of measuring this poster campaign for Fred Waring's NBC programs. WKY (Oklahoma City) arranged this tie-in with an express fleet.



Listeners' interest in world events prompted this KVOA (Tucson, Arizona) promotional news display. The window was decorated with coils and fans of teletype paper.

EXPLOITATION EFFORTS OF STATIONS REVEAL EFFECTIVE MERCHANDISING FLAIRS



Ingenuity in window promotion was utilized at KDKA (Pittsburgh). The attractive news display at the left drew wide interest prior to Japan's surrender. When V-J Day arrived, a huge newspaper type blow up covered the window and a cut-out portion revealed a significant part of the original exhibit which still had timeliness.



When WGY (Schenectady, N. Y.) helped celebrate the first birthday of its "Tell Me a Story" program, a birthday party was held. About 200 children attended. Following the program they played games and were presented with bars of candy.



Daniels Jewelry Co., sponsors of newscasts on WSAM (Saginaw, Michigan) set up speakers to convey news to passersby.



"How Radio Works" was the theme of this KIDO (Boise, Idaho) booth at the Idaho State Southwestern Fair. Local performers and network talent were ballyhooed on promotional panels.

TEXAS PASTOR AND SON SHARE PRODUCTION OF KRGV SERIES

WESLACO, TEX.—Here is a father and son radio production team that combines all the duties of script-writing, producing, announcing, sound-effects and emceeing.

The work is divided between the Reverend Ivan O. Donaldson, pastor of the Methodist church in Mercedes, Texas, and his son, Ivan, Junior, who does his emcee work under the name of Bud.

They combine their efforts to present the program "Here Are Your Children" broadcast over KRGV, Weslaco, every Saturday night. The series features young talent from the various communities of the Lower Rio Grande Valley of Texas.

In addition to the Saturday night show, the Reverend Mr. Donaldson presents two weekday broadcasts directed to the parents. These discussions, "Know Your Children," are aired Tuesday and Thursday mornings. The inspiration for the series came from audience reaction to another KRGV feature, the "Valley Radio Forum." The subject for the opening discussion was the juvenile delinquency problem of the Rio Grande Valley.

The pastor conceived the idea of the two types of programs, one directed to the mothers and fathers, and the other presenting the children of the different communities in the valley in a program designed to present an idea of their interests, hobbies, and musical talents.

The Saturday night show carries a typi-



FATHER-AND-SON TEAM—The Reverend Ivan O. Donaldson and his son, Ivan, Jr., do the scriptwriting, producing, sound effects and emceeing on their KRGV broadcasts.

cal youth center atmosphere with a "juke box" background, informal discussion, and musical numbers by the young people themselves. The spontaneity and informal air is carried throughout by the use of very little prepared script and the excellent work of the 15-year old emcee.

Returning Vets Welcomed By Special Texas Broadcasts

SAN ANTONIO, TEX. — "Welcome home, boys" was the thematic order of the day, when the 86th ("Black Hawk") Division arrived at the War Department Personnel Center, Fort Sam Houston, Texas.

WOAI's Special Events Director Bud Thorpe and News Editor Ken McClure were present with the wire recorder to give listeners first-hand information about the men as they arrived. In some instances, the radio interviews were the first word families had of their boys since their return to the United States.

A similar occasion was aired over WOAI, when the 104th ("Timberwolf") Division, commanded by the Texan, Major General Terry Allen, arrived.

This War Department Personnel Center is one of the 22 such locations in the United States. The success of the broadcasts was made possible by the cooperation of Brigadier-General Alonzo P. Fox, Commanding General, and his executive officer, Colonel Clair F. Schumaker.

Keeping in tune with public interest, WOAI is broadcasting the names of local service personnel returning from the European Theater.

Associated Press wires the passenger lists of returning ships to Special Events Director Thorpe, who presents the program, "Returning Veterans" daily over WOAI. Public response to the idea has been enthusiastic.

Robertson KSTP Sales Head

MINNEAPOLIS, MINN. — Miller C. Robertson, of Kansas City, became general sales manager of KSTP, Twin Cities, October 1, according to an announcement by Stanley E. Hubbard, president and general manager.

Formerly assistant sales manager of KMBC, Kansas City, Robertson comes to KSTP with a rich background of radio selling which began at KXYZ in Houston.

At one time director of the Tenth District Advertising Federation of America, Robertson has been active in advertising and exchange club work in Kansas City.

NEW YORK. — Names of NBC employees who are back on their jobs after serving in various branches of the Armed Forces are listed in a special grouping on the honor roll at the entrance to the Radio City network studios.

KVOO Disc Goes to College

TULSA, OKLA. — Journalism students at Montana State University this fall will hear, via transcription, the inside dope on what makes a radio news room tick.

The 30-minute recording features Ken Miller, KVOO news chief; day and night news editors Carl Boye and John Belford, and Olaf J. Bue, Montana State University associate professor of journalism.

Bue has been studying radio journalism at KVOO under a plan conceived by the radio news committee of NAB and the American Association of Schools and Departments of Journalism.

RALEIGH, N. C.—The first program in a group of 10 to be presented alternately by the American Farm Bureau Federation and the National Grange in the NBC "America United" series was broadcast Sunday, October 7.



HOME COMING—Bearing a souvenir of Yank victory, a GI faces the WOAI mike at the United States Army Personnel Center, Dodd Field, Texas.

SAFETY AND SOUND

WTIC Proves Valuable Role Radio Can Play in Promoting Safety in Farmers' Daily Tasks

HARTFORD, CONN. — Station WTIC has been awarded first prize in the 50,000-watt broadcasting division for distinguished services rendered during the first National Farm Safety Radio Contest conducted from July 22 to July 28 by the National Safety Council according to notification received by Paul W. Morency, general manager of WTIC.

The Connecticut Highway Safety Commission which coordinated its efforts with the Connecticut Farm Safety Committee for the observance of Farm Safety Week is arranging to make an official presentation of the award to WTIC.

One of the outstanding features of WTIC's presentation in the Farm Safety Radio Contest was its broadcast of preliminary information on the Connecticut Farm Forum program of July 28.

In addition, special programs devoted to farm safety were carried on sustaining and commercial time. In one "on the scene" broadcast the Glastonbury Fire Department cooperated by setting a demonstration blaze bringing out the fire apparatus and putting down the flames for the benefit of radio listeners. In another, the State Police emergency car with full disaster equipment and police personnel was out to demonstrate the handling of a highway accident.

Personal accidents and how they could have been prevented were also included in WTIC's programs. Throughout National Farm Safety Week WTIC devoted a total of approximately eight hours to the promotion of farm safety.

The opportunity to lend support to a campaign that would reduce the suffering and economic loss from accidents on farms was heartily welcomed by the Hartford station.

General Manager Paul W. Morency saw an opportunity for added public service in tying-in with the campaign. On April 19, almost five weeks prior to President Truman's proclamation for the observance of National Farm Safety Week, he issued a memorandum to Program Manager Leonard J. Patricelli, which alerted the entire station staff.

While preliminary plans were being made at the station, the State Farm Safety Committee was being organized with



WTIC SAFETY BROADCAST—George Bowe, of WTIC, describes a grass fire staged by the Glastonbury, Connecticut, Volunteer Fire Department—one of the features in the Hartford station's promotion of National Farm Safety Week. The purpose of the fire was to demonstrate how a lighted cigarette thrown from a passing automobile into a field of newly mowed hay could start a conflagration which might endanger any community. The simulated fire aided by a high wind turned out to be a real blaze and became a far better demonstration than originally intended. The picture shows members of the department fighting the fire which Bowe described as type costing farmers \$90,000,000 a year.

Dean W. B. Young of the College of Agriculture at the University of Connecticut as chairman, the group functioning as a sub-committee of the Connecticut Highway Safety Commission, which in turn was the voice of the National Safety Council in the farm safety drive.

Liaison was quickly established between the station and the state committee. On June 18, at the invitation of Morency, an informal meeting was held at the studio to discuss the station's plans and fit them to the program of the official farm safety organization.

The 4-H Club and Boy Scout leaders agreed enthusiastically to help in spreading word of the essay contest, and the same cooperation was later secured from the director of vocational agriculture, State Department of Education, from the Girl Scouts and from the state farm labor supervisor who is in charge of summer work camps for 1,500 boys and girls employed in harvesting farm crops.

With the advice of the educators, it was decided to offer a large number of essay

prizes rather than one or two large prizes, to give wide latitude in choice of a subject and to stipulate that the essays should be short. Final rules of the contest were drawn up by General Manager Morency and this part of the campaign was launched at once.

Thirty prizes were offered, divided into two identical groups, one for elementary school pupils and one for high school contestants. Top prize in each group was a \$50 Victory Bond.

President Albert N. Jorgensen of the University of Connecticut was invited to serve as chairman of a board of judges, with Justice Arthur F. Ells of the Connecticut Supreme Court of Errors, chairman of the Connecticut Highway Safety Commission, and Frank H. Peet, State Commissioner of Agriculture, Lelia Thompson, secretary of the Highway Safety Commission and head of the legal department at the Connecticut Mutual Life Insurance Company, later substituted for Justice Ells, who was out of the state on vacation when the essays were judged.

CAMERA RECORDS NEWS-MAKING ACTIVITIES AND EVENTS



Jack McLean (center) of WGL (Fort Wayne, Ind.) gathers data for his broadcast of playoff game between Fort Wayne Daisies and Racine Belles. Women players and their managers answer Jack's queries.



Evelyn Lampman, KGW (Portland, Ore.) co-chief, visits the local police radio station for ground data for her traffic accident broadcast.



Bob Bradbury, WOAI (San Antonio, Texas) farm editor, interviews instructors and a student-patient at the Brooke General Hospital Agricultural School.



C. E. Hooper, radio listening survey specialist, demonstrates his methods to the sales promotion class at NBC-Northwestern University Summer Radio Institute.



Opening of the... Carolina, found a... ness to pick...



KPO (San Francisco) had tie-in with R-K-O's "First Yank in Tokyo." Broadcasts written by KPO's Don Thompson (second from right, seated) included one from premiere at Golden Gate Theater. Group includes KPO, R-K-O and theater men.



Illinois' Governor Dwight H. Green (left) chats with NBC Sports Director Bill Stern at All-American Tournament at Chicago's Tam O'Shanter Country Club.

NBC NETWORK STATIONS THROUGHOUT THE UNITED STATES



George Hunter, WWJ (Detroit) newsman, covers aftermath of fatal explosion and fire at Detroit's Export Box Company. Fifteen minutes after explosion, he interviewed survivors.



Basil O'Connor, head of the American Red Cross, lunches with Nancy Osgood, WRC (Washington) commentator, and Mrs. C. A. Armhurst, Red Cross volunteer, before a broadcast.



market at Lake City, South Charleston) mike in ready position of the auctioneers.



Henry Schacht (center), KPO (San Francisco) agricultural director, takes the microphone into the refrigeration unit at the Government laboratory in Albany.



Joyce Merchant, KOMO (Seattle) actress, doubles as a sound effects expert. She's shown handling some props for a dramatic broadcast.



NBC Commentator Max Hill (right) is shown with Lloyd E. Yoder, general manager of KOA, during a hometown visit recently when he spoke at Denver's Rotary Club.



Kolin Yager, WGY manager, receives Junior Chamber of Commerce free speech award. L. to r.: A. O. Coggeshall, WGY; R. E. Norm, J.C.C.; Hager; and Myron Dunne, J.C.C.

A Transmitter Bio:

NEWSPAPER DAYS PAVED WAY TO SUCCESSFUL STATION CAREER



© Harris & Ewing
Clair McCollough

LANCASTER, PA.—Clair McCollough, general manager of the Mason Dixon Radio Group, has been identified with broadcasting almost from the start — and he has advanced right along with the industry.

Born in York, Pennsylvania, in 1903, his family soon thereafter moved to this city. At 13 McCollough began carrying newspapers for The Lancaster Intelligencer. During his prep days at Franklin-Marshall, he worked in The Intelligencer's circulation department and as a school correspondent and then entered the Mergenthaler School where he studied the intricate phases of newspaper mechanical equipment. Clair then entered Pennsylvania State Teachers College.

During his college years he worked as a reporter and then as editor of the late afternoon sports edition of The Intelligencer. Following his graduation McCollough entered the advertising department of Lancaster Newspapers, Inc., where he assumed an executive position in 1927.

It was at this point that Clair began to grasp the possibilities of radio — then a lusty infant that gave every indication of being ready for development. His desire to understand the new medium of expression was given impetus at close range when The Intelligencer's publishers acquired WGAL in 1929.

Their initial venture having proven successful, they decided to extend their radio interests and WILM, Wilmington, Delaware, was purchased in 1931. Clair immediately transferred his youthful enthusiasm to that city where he set about learning the mechanics of broadcasting's specialized services in earnest. Later in the same year WDEL, Wilmington, was obtained doubling his managerial responsibilities. Following a year in Wilmington managing WDEL and WILM, McCollough moved on to York, where he supervised the installation of WORK.

While dividing his time between Lancaster, Wilmington and York in 1932, a construction permit was granted for Hazleton, and McCollough succeeded in getting WAZL on the air by late December. In 1935, permission was granted for the construction of WEST, Easton, and soon McCollough was hard at work in that city with the station going on the air in early 1936. In 1939 WKBO, Harrisburg, was acquired adding further responsibilities.

When the FCC's duopoly order became effective in 1944, it was necessary to dispose of the controlling interest in WILM. The proceeds of the sale were converted into an interest in WRAW, Reading. In June of this year negotiations for the purchase of the remaining WRAW stock were completed.

McCollough has always been well occupied in industry affairs in addition to his multiple duties of station management. He is a member of the NBC stations planning and advisory committee and was first president of the Pennsylvania Broadcasters Association. He is currently a director-at-large of the NAB.

Clair is proud of the men and women with whom he is associated in his daily work. He firmly believes there is no substitute for loyalty and proceeds on the theory that loyalty is returned in direct proportion to that in which it is given. One of his cardinal operating principles has always been an enthusiasm for local autonomy by each Mason Dixon station. Practically all management and other station personnel is the product of development within the organization.

In spite of a working schedule that calls for a long day at the office when in Lancaster, Clair finds time to be active in civic and charitable enterprises as an officer and board member of the Welfare Federation, St. Joseph's Hospital, Public Library, Community Concert Association

WISH COMES TRUE



BEDSIDE MIKE—Uncle Ben at left, Jack Lovell, WKY chief engineer, at right, and the girl and her nurse.

OKLAHOMA CITY, OKLA. — A fan letter from an eight-year-old girl caused WKY's "Uncle Ben, The Funny Paper Man" to break a rule of many years standing.

The letter explained the girl could not come down to the studios, but that she always had wanted to meet Uncle Ben and see one of his broadcasts as well as hear it.

The girl is ill of an incurable ailment. So, Uncle Ben moved to the girl's bedside for the broadcast, getting his cues from actors in the studios via headphones.

The girl not only saw and heard the broadcast, but participated as guest star. With poise and assurance that belied her age, she recited some of her own poetry.

Calls and congratulatory mail poured in. One call was from Charles F. Aurand, Oklahoma City's city manager, who had heard the broadcast.

The Uncle Ben program is the oldest continuous program on WKY. In the nearly 17 years the program has been a weekly feature, there have been two Uncle Bens. First was Daryl McCallister, former WKY traffic manager, now assistant traffic manager for the Western division of NBC. Current Uncle Ben is WKY's chief announcer, Wakefield Holley.

and other groups. He has been associated with numerous financial campaigns and is currently chairman of the annual united drive of the Welfare Federation, War Chest and Pennsylvania War Fund.

McCollough is a member of various fraternal, athletic and social organizations. His wife is the former Velma A. Dilworth and the couple have one daughter, Constance, 10 years of age. Clair is an ardent sports fan and hunts, fishes, golfs and gardens as time will allow.

New WSM Farm Head

NASHVILLE, TENN.—John A. McDonald, widely-known Tennessee farm expert, has been appointed agricultural director of Station WSM.



John A. McDonald

In announcing the appointment, Harry Stone, WSM vice-president and general manager, said McDonald would conduct a postwar farm program of information and entertainment as well as coordinating all of WSM's additional

agricultural program activities.

McDonald is a veteran agricultural instructor, having taught in various parts of Tennessee for the past several years. He plans to build a farm program especially for the station's coverage areas.

Awards for Suggestions

CHICAGO, ILL.—At the recommendation of Harry C. Kopf, NBC vice-president and general manager of the Central division, a new suggestions committee has been appointed to reward NBC Chicago employees for ideas to improve the operational efficiency of the division.

Awards for useful suggestions will range from \$5 to \$500.

'WWJ DAY' PROCLAIMED IN DETROIT AS STATION CELEBRATES ITS TWENTY-FIFTH YEAR ON AIR

DETROIT. — WWJ's silver anniversary in August made trade history through clever program and promotional tie-ins.

Detroit was plastered with billboard signs and street car and bus cards announcing the station's 25 years in radio; department stores featured special WWJ windows; rival radio stations joined together to place dramatic display ads of congratulations in each of the Detroit dailies; and to top it all, Mayor Jeffries proclaimed August 20 as WWJ Day.

On its own hook, WWJ's schedule featured the recording "On the Air," a history of radio which has been sent to 360 radio stations throughout the country as a public service; it highlighted a musical half hour with Greta Keller, Viennese chanteuse; and it climaxed the day by an hour's anniversary program in the auditorium studios with guest conductor Morton Gould directing his own compositions and arrangements. The program featured a history of radio narrated by Shakespearean actor Walter Hampden, who made his radio debut over WWJ 23 years before.

Hampden's narration recalled some of the many WWJ and radio "firsts": the first broadcast of a full symphony con-

cert, the first church broadcasts, the first vocal concert by radio, the first sports results, and the first dancing party supplied only by radio music. The narration also brought back memories of early eyewitness reports of sports events, the fights, boat races, football and baseball. In this connection, Hampden interviewed WWJ's dean, Ty Tyson, who has been broadcasting sports from this same station since May 1922.

The anniversary hour also included a quick "Gossip of the Stars" by Herschell Hart, radio editor of The Detroit News, who brought back the names of "greats" who had made their radio debuts over WWJ. On his list were old timers Van and Schenck, Frank Tinney, Lillian Gish, David Wark Griffith, Will Rogers, Herbert Hoover, and the "young baritone from Owosso," Thomas E. Dewey.

Following the program, WWJ's general manager Harry Bannister invited the staff and guests to a jamboree in the grand ballroom of the Book-Cadillac Hotel. Pictures of the same personalities who had made their radio debuts at the station were hung about the walls, and a tremendous birthday cake highlighted the festive refreshments.



NBC SCHOLARSHIP WINNERS—Left photo: Judith Waller, NBC Central division public service director and co-director of the NBC-Northwestern University Summer Radio Institute, presents scholarship awards to Helen Jane Barr, of Cleveland, and John L. Blake of Milwaukee. Right photo: Scholarship winner Jeannette Jennings receives congratulations from KPO General Manager John W. Elwood at graduation ceremonies of NBC-Stanford Summer Radio Institute. The institute's co-director, Mrs. Inez G. Richardson, is at left.

NBC STATIONS PRESENT MANY SPECIAL PROGRAMS CELEBRATING END OF THE WAR



It was "Hap" and "Tooey" when Generals H. H. Arnold and Carl A. Spatz met at KPO after the latter's arrival in San Francisco from Japan. Program was in four-network pool.



KPO News Editor Bert Leiper stages broadcast from San Francisco's Chinatown following V-J announcement. This celebration was heard by nation over NBC stations.



Traditional Chinese celebrating was done with firecrackers at Boise, Idaho, where KIDO picked up the sounds of above fireworks.



KIDO's celebration from the steps of the State Capitol also included music by the Boise City Band and appearances by Governor Charles C. Gossett, Mayor Austin A. Walker, Vern Loudon, of KIDO, and other prominent citizens.



KDYL (Salt Lake City) assigned its mobile unit to "on-the-spot" pickups from celebration areas. At Fort Douglas, officers of the Ninth Service Command voiced their elation.



WGL dropped 56,000 "Japan Surrenders!" pamphlets from an airplane. L. to r. F. V. Webb, WGL; Pilots M. Ray and R. Walchle; N. C. Widenhofer, WGL.

UNITED NATIONS' VICTORY ACHIEVEMENT REFLECTED IN BROADCASTING ACTIVITIES



"I only had time to finish 8,642 out of the 10,000 games of solitaire I'd assigned myself in prison camp," said General Jonathan M. Wainwright into KPO mike.



Irving Waugh, WSM reporter returns home after witnessing surrender signing in Tokyo Bay. L. to r.: WSM General Manager Stone; Waugh; Program Director Devine, and WSM President Craig.



Helen Traubel, noted "Met" soprano, and Thomas Peluso, musical director of NBC Hollywood, appeared on a V-J program.



W SYR (Syracuse, N. Y.) Program Director Bill Rothrum, perched on the station's mobile unit, presented colorful descriptions of celebrations. Equipment was on the street within 13 minutes of the announcement that Japan surrendered.



V-J celebrating called for the broadcasting of WMBG news programs from the station's news window at the Miller & Rhoads Department Store in Richmond, Va.



Fred MacPherson, KTAR (Phoenix, Arizona) commentator, once said he'd eat his script if Japan lost the war before 1946. And that's just what he's doing in this picture.

EXECUTIVE APPOINTMENTS MADE FOR NBC'S NEW PLANNING AND DEVELOPMENT DEPARTMENT

NEW YORK.—James M. Gaines, Philip I. Merryman, William S. Duttera and Harry F. McKeon have been named by William S. Hedges—NBC vice-president in charge of the newly formed planning and development department — to positions on his executive staff.

On October 1, Gaines left his post as assistant director of the NBC advertising and promotion department to become manager of the new department; Merryman, director of facilities development, has been transferred from the stations department; Duttera was moved over from the engineering department to become allocations engineer; while McKeon, controller, will serve as financial advisor to the planning and development department.

Gaines joined NBC in February of 1942 in the stations department, becoming assistant director of advertising and promotion in January, 1944. Merryman came to the network in 1927, and assumed the director of facilities development post in 1940. Duttera came to NBC's engineering department in 1931.

Creation of the planning and development department was announced July 20 by Niles Trammell, president of NBC. Vice-President Hedges was transferred from the stations department to take charge, but did not name his key personnel until September 13 because he left immediately with other radio executives for a survey of broadcasting in Europe.

The planning and development department was formed by NBC to meet changing conditions in radio broadcasting and to introduce new services made possible by scientific developments in the field of radio.

The various departments and divisions of the network will coordinate their operations with the new department insofar as the planning and development of future broadcasting operations are concerned.

The office location of the newest NBC department at Radio City was not immediately selected.

Three key advancements in the NBC advertising and promotion department involving James H. Nelson, Charles B. H. Vaill and Charles Philips were announced

recently by Director Charles Hammond.

On October 1, Nelson, former network sales promotion manager, became assistant director of the advertising and promotion department. He took over the post vacated by James M. Gaines, who had been named manager of the new planning and development department.

Vaill, WEAf promotion manager, assumed the post vacated by Nelson. Philips, promotion manager of KOA, NBC owned and operated station in Denver, came to New York to take the WEAf promotion managership.

Nelson joined NBC in 1942 as assistant promotion manager of the national spot sales department, and became network sales promotion manager in May of 1944. Vaill came to the network as audience promotion manager in May of 1944. Philips has been connected with KOA for several years and handled press as well as promotion assignments.

HIGH LIVING

NEW YORK. — Anticipating the strike of the elevator operators in the Empire State Building, two engineers of the NBC television station, WNBT, found their way early September 24 to the 35th floor where the station's transmitter is located. Stranded in the highest place in New York City during the strike, the two engineers gave their version of how the strike affected the building in a two-way interview with Don Goddard over Station WEAf. The NBC engineers, Thomas J. Buzalski and Joseph J. Lombardi, were prepared to remain in their 35th floor offices for three or four days. They had two beds, a stove, an ice-box and a locker full of food, much of which they brought up with them before the strike was called. "We hope," said Buzalski on the WEAf broadcast "that we will not be stranded here too long because Joe and I like people."

Hurricane Coverage Wins Public Praise for WOAI

SAN ANTONIO, TEX.—Following the peak of the Texas Gulf Coast hurricane, the Texas Highway Patrol teletype carried this wire from Colonel Homer Garrison, Director of the Texas Department of Public Safety:

"HEARTIEST CONGRATULATIONS TO BUD THORPE AND HOXIE MUNDINE OF WOAI, RANGER NAYLOR, AND CAPTAIN CONNOR FOR A JOB WELL-DONE."

The freak hurricane, which caused damage estimated between \$20,000,000 and \$30,000,000, was followed along the coast by WOAI's special events director, Bud Thorpe, and Engineer H. M. Mundine, who spent four days with little food and sleep. The WOAI crew carried remote equipment and a wire recorder, and was allowed the use of Ranger Naylor's two-way short wave radio.

By telephone or short wave, WOAI received reports on the storm's progress and damage. The course of the hurricane, the wind velocity and estimated time of arrival at various points along the Texas coast were broadcast. Since many telephone lines were down, WOAI provided an invaluable service in evacuation.

When the storm was at its height, Thorpe and Mundine originated a broadcast from Corpus Christi, bringing in Ranger Naylor by short wave from Arkansas Pass, some 30 miles distant. Highway Patrolmen, Red Cross representatives, and others were interviewed.

Thus, once again, radio proved its public service value in an emergency.



COVERING THE HURRICANE—Bud Thorpe, WOAI special events director, and Texas Ranger Walter Naylor, aiding in evacuation and coverage of the recent Texas Gulf Coast storm.

WSM, Nashville, Reaches Twentieth Year on Air

NASHVILLE, TENN.—Station WSM is observing two important anniversaries this Autumn.

The station itself was 20 years old on October 5—and the “Grand Ole Opry,” famed folk music show, portions of which are broadcast on NBC, observes its 20th anniversary on November 28.

On October 5, 1925, WSM began broadcasting in a small studio on the top floor of the building housing the National Life and Accident Insurance Company, which owns and operates the station. Its frequency was 650 kilocycles, its power 1,000 watts.

So immediate was the success of the National Life and Accident Insurance Company's broadcasting venture that the firm soon increased its facilities. In November, 1927, only two years after its inauguration, WSM became a 5,000-watt station broadcasting on a clear channel of 650 kilocycles.

Five years later, in 1932, WSM expanded to 50,000 watts and continued to broadcast on a clear channel.

While continuing power increases were broadening WSM's listening audiences another important factor was developing. The National Life and Accident Insurance Company's radio station was gaining nation-wide recognition through the origination and production of outstanding radio programs.

At present, WSM feeds both commercial and sustaining programs to full NBC networks. Current examples: The Prince Albert “Grand Ole Opry,” sponsored each Saturday by the R. J. Reynolds Company for Prince Albert Smoking Tobacco, is now heard through the facilities of nearly 150 stations; the Purina “Grand Ole Opry” also is presented weekly on a large regional network.

The station operates its transmitter near Franklin, Tennessee.

WSM-FM, commercial frequency modulation affiliate, is on the air seven hours and a quarter each day, bringing its listeners recordings and news.

In December, 1934, an auditorium-studio, seating more than 500 people, was completed. This unit is equipped with a motion picture screen, contains all modern broadcasting facilities.

Adjoining the auditorium-studio is the



WSM's Harry Stone and Edwin W. Craig.

WSM newsroom where full leased wires of the Associated Press and International News Service provide news of the world, around the clock, 365 days of the year.

Of equal importance is WSM's elaborate public service program. Since Pearl Harbor and long before that fateful December 7, literally thousands of valuable hours of time have been devoted to the dissemination of government information. Before the war, this same service was rendered during major disasters in WSM's coverage areas for government and Red Cross officials.

Religious, farm, community and general public service programs are broadcast regularly.

Management is coordinated by General Manager Harry Stone and Edwin W. Craig, president of National Life and Accident Insurance Company, and WSM, Inc.

Ray Baker Joins KOMO

SEATTLE, WASH.—Announcement was made by O. W. Fisher, president of KOMO, that Ray Baker, network sales representative for NBC in the San Francisco area, was appointed KOMO commercial manager on September 1.

Born in the state of Washington, Baker was graduated from Stanford University. He was Oakland manager for Pacific Railroads Advertising Company in 1936, and with KFRC, San Francisco, for six years. He served with NBC since 1942.

WASHINGTON, D. C.—Television has entered the Halls of Congress.

The House of Representatives has granted the first definitely-assigned position for television cameras to NBC.

NBC's cameras—motion picture and television—will be placed in the same position accorded the film companies, in the House gallery.

KGW Launches Talent Drive For Hospitalized Veterans

PORTLAND, ORE.—As kick-off in the drive to provide continued and organized entertainment for still-hospitalized service men, KGW is putting on a half-hour variety show Monday nights, called “Remember Our Men.” It encourages the enlistment of talent from every field of the entertainment world. The shows originate in Army and Navy hospitals in this area.

The campaign, launched by KGW, emphasizes the fact that disabled service men and women in hospitals will continue to need entertainment, even though the war is over. Printed pledge cards are distributed by KGW to radio stations, local committees, and other groups interested in seeing that the hospitals are supplied with adequate talent.

The pledge reads: “In recognition of the fact that, although peace has come, the war may never be over for many of our service men and women, I pledge that I shall continue to entertain hospitalized veterans whenever and wherever I can.”

First to sign the pledge was Marie Rogndahl, who last year won the national “Hour of Charm” contest from a field of 10,000 contestants.

Administration of the campaign in Portland is in the hands of an executive committee of representatives of organizations concerned with the welfare of veterans. Chairman is Dr. Paul I. Carter, manager of the Veterans' Hospital Administration, Portland.

FARM EXPERTS



Everett Mitchell (left) NBC's “Voice of the Dairy Farmer,” gets some first hand views of the new Secretary of Agriculture, Clinton P. Anderson, during a recent broadcast.

The World's Great Novels



The NBC University of the Air continues its Absorbing Literary Course

"THE WORLD'S GREAT NOVELS" ... a series of 17 broadcasts ... brilliantly depicts the chronological development of the novel and offers dramatic studies of the world's great literature.

Presented each Friday from 11:30-12:00 p.m. (EST) by the National Broadcasting Company and independent stations associated with the NBC Network, these programs continue the colorful journey into the field of great novels begun in 1944. Each week in the current series of "The World's Great Novels," a distinguished literary authority will discuss the book and its place among literary works of lasting worth.

Comprehensive handbooks which sup-

plement the broadcasts of "The World's Great Novels" are available at 25¢ a copy. Write to NBC, 30 Rockefeller Plaza, New York 20, N. Y.

NBC ... fully cognizant of its obligation to its vast listening audience ... pledges itself to continue to make its educational and cultural contributions the best on the air ... programs that distinguish NBC as "The Network Most People Listen to Most."

The NBC University of the Air also offers these three important courses

THE STORY OF MUSIC.....Thursdays, 11:30-12 p.m. (EST)
HOME IS WHAT YOU MAKE IT.....Saturdays, 9-9:30 am. (EST)
OUR FOREIGN POLICY.....Saturdays, 7-7:30 p.m. (EST)

National Broadcasting Company

America's No. 1 Network



A Service of Radio
Corporation of America

NBC Transmitter

Devoted to the Interests of NBC and Its Affiliated Stations



Even a lighted match registers sufficiently for the Image Orthicon—the new tube used by RCA and NBC television engineers at a pickup from the rodeo at New York's Madison Square Garden. The tube was hailed by editors as a great video advancement.

IN THIS ISSUE:

H. P. Davis Awards Made • Radio in the Classroom

VOL. 10 NOVEMBER, 1945 No. 12

NBC Transmitter

Published Monthly by the
Press Department of the
National Broadcasting Company
RCA Building, Radio City, N. Y.
Samuel Kaufman—Editor

"THE NATIONAL HOUR"

With the termination of "The Army Hour," NBC has launched "The National Hour" on the identical Sunday network spot. Designed "to mirror the thinking in both government and private circles" on major national problems of the reconversion period, the new series is a logical successor to the wartime series that constantly scored as an NBC public service effort.

According to William F. Brooks, NBC director of news and special events, it is NBC's aim to make the program the outstanding news feature of the week. He declared: "We expect this program to be our chief contribution to reconversion and also to include such subjects as employment, postwar aviation, atomic power, educational techniques, world government, railroads, automobiles, farms, taxes and lighter subjects such as science in the home of tomorrow, trends in styles, etc."

The top-flight roster of NBC commentators and newscasters will be drawn on for the series. Robert St. John and Robert McCormick act as regular narrators on the series. Among those to contribute frequently are H. V. Kaltenborn, Lowell Thomas, John W. Vandercook, W. W. Chaplin, Richard Harkness, Merrill Mueller, Morgan Beatty, Edward Tomlinson and Henry Cassidy. Brooks' full staff will be on call to aid in the series.

THE IMAGE ORTHICON

The science of television advanced to new heights with the announcement of the Image Orthicon tube at an NBC-RCA press demonstration reported in detail in this issue. The enthusiasm of the audience at the press demonstration and published comments indicate that John F. Royal, NBC vice-president in charge of television, hit an accurate phrase when he termed the invention the "Aladdin's lamp of television."

FIRST "WELCOME HOME AUDITIONS" YEAR REVEALS IMPRESSIVE RECORD OF CAREER AID TO VETERANS

NEW YORK.—"Welcome Home Auditions"—NBC's official "plush carpet welcome" to service men and women interested in a radio career—marked its first anniversary by breaking its own records.

The plan, inaugurated by Clarence L. Menser, vice-president in charge of programs, on October 9, 1944, has provided representatives from every branch of the service, from nine foreign countries and all theaters of battle in World War II with the opportunity to be interviewed and auditioned. Applicants have represented the acting, musical, announcing and technical phases of radio, as well as amateurs who had never seen a studio.

On the first day, six veterans applied for interviews. On the last day of the first year, 58 veterans came in.

"WHA," as it is known around NBC studios, is supervised by Mrs. Kathryn Cole, wife of an army chaplain. Originally Mrs. Cole set aside one morning a week for studio auditions, but so great was the demand for studio "judgment" by expert production directors that now the audition sessions cover three mornings and one afternoon. So anxious are the uniformed men and women to get back to civilian life that usually 250 appointments are scheduled ahead.

The number of applicants auditioned in the past year reached 1,890. Interviews totaled 4,756 in 12 months—an average of 18 each day—many of them requiring a half-hour or more.

Mrs. Cole sounds out the applicants as to their ambitions, education and plans, and has served as advisor to many who could not qualify because of their lack of education, temperament or physical health. She has advised many who did not make the grade the first time to study, practice and then come back prepared for another trial.

Of the many applicants who had been auditioned in the first year, almost 500 have passed with flying colors. Of these, 290 are available, and 50 of the 290 have obtained acting, musical, clerical or script writing jobs. Soon 125 applicants who have passed already, and were awaiting release from military duty, will come to Mrs. Cole's desk for recommendation for employment.

Mrs. Cole declared: "I've acquired a big family, and every member of it is going to make good. Many of them will fit in radio and many will qualify for other jobs. I am glad that NBC's 'WHA' was one of their first introductions to civilian life."

LOWELL THOMAS OBSERVES 15TH AIR ANNIVERSARY

Left to right: Niles Trammell, NBC president; Lieutenant-General James Doolittle, Newscaster Thomas and J. Howard Pew, president of Sun Oil Company. Photo was taken at anniversary broadcast from Waldorf-Astoria Hotel in New York.

H. P. DAVIS AWARDS MADE

Phil Irwin, KGW, Gets 1945 Top Honors in Annual Competition of NBC Affiliates' Mikemen



Roy Olson and Jim Westover

NEW YORK.—Winners of the 13th Annual H. P. Davis National Memorial Announcers' Awards were named November 3 on a special NBC broadcast.

The winners and their classifications were:

National: Phil Irwin, KGW, Portland, Oregon.

Owned and Operated: Franklin Evans, KPO, San Francisco.

Clear Channel: Paul Shannon, KDKA, Pittsburgh, Pennsylvania.

Regional: Ray Olson, WOW, Omaha, Nebraska.

Local: Jim Westover, WGL, Fort Wayne, Indiana.

Honorable mention winners were:

Owned and Operated: Walter Raney, WRC, Washington, District of Columbia.

Clear Channel: Bill Shapard, WFAA, Dallas, Texas.

Regional: Charles Barrington, KDYL, Salt Lake City, Utah.

Local: Leon Kelly, WRAK, Williamsport, Pennsylvania.

On the broadcast, in addition to the winners speaking from their own stations, were Clarence L. Menser, NBC vice-president in charge of programs; Mrs. H. P. Davis, sponsor of the awards; Ben Grauer, national winner of 1944, and Patrick J. Kelly, NBC supervisor of announcers, who acted as master-of-ceremonies. Dr. Frank Black conducted the NBC Symphony Orchestra.

Competition for the H. P. Davis National Memorial Announcers' Awards is open to regular staff announcers of all independent stations affiliated with the NBC network, and of NBC owned-and-oper-



National Winner Phil Irwin

ated stations. Entries, consisting of off-the-air recordings, are judged for personality, diction, voice, versatility and maintenance of a consistently high standard in the presentation of programs. Well-known radio producers are the judges.

The national winner receives the H. P. Davis Announcers' Gold Medal and a cash award of \$300. Each winner in the four station groups receives an engraved signet ring. Each honorable mention winner is awarded a certificate. A certificate also is given to each station from whose entries the national winner and group winners are chosen.

The award was originally established in 1933 as a medium of recognition for "the Pittsburgh announcer selected by a board of judges chosen by The Microphone Playhouse as having the best delivery." It was known as the H. P. Davis Memorial Diction Award until 1935, when the rules were broadened to embrace all requisites of good announcing and the title was changed to Announcers' Award. In 1941 the competition was opened to regular staff members of all stations comprising the NBC network.

Phil Irwin, the national winner, has been on KGW's announcing staff since 1934 with only one interruption—two years in the Marine Corps. He was graduated from Reed College in 1940 with a B.A. degree in language and literature.

Evans, who took the owned-and-oper-



Franklin Evans and Paul Shannon

ated stations title, has 10 years of radio experience, beginning as a page boy in NBC, New York. He began as an announcer at WSAY, Rochester, New York, became chief announcer for WDNC, Durham, North Carolina, then held the same title at KYW, Philadelphia.

With a theatrical background, clear channel winner Paul Shannon did his first radio work with a local dramatic group in 1933 and the following year joined KDKA. He won Davis Award honorable mentions in 1943 and 1944.

Ray Olson, regional titlist, started in radio as a trombonist on WNAX, Yankton, South Dakota, at the age of 19. He soon became an announcer and three years later joined WOW, where he has been for nine years. Recently he became production manager after serving as chief announcer for several years.

WGL's Jim Westover, local winner, is program director for the station and does newscasts and special events programs as well as announcing. He joined WGL in February of 1945.

St. Louis Promotion

ST. LOUIS.—A total of 260,000 booklets listing KSD radio programs were distributed in the St. Louis area.

A quarter of a million of the listings were distributed from door-to-door, one for almost every home in St. Louis, and 10,000 went out by mail.

The booklets list programs according to their content, "News," "News Features," "News Commentators," "Popular Music," "Variety and Comedy," "Fine Music," "Dramas," "Quiz Programs," "Religious Programs," "Daytime Serials" and "Miscellaneous."

RADIO IN THE CLASSROOM

WWJ, Detroit, and KYW, Philadelphia, Offer Series in Conjunction With Educational Boards

DETROIT.—“There are no radio shows just for us,” Detroit high schoolers have complained, so WWJ is meeting that challenge by setting up two half-hour audience shows designed for teen-age participation and listening, and is cooperating with the radio division of the Detroit Board of Education to broadcast a third audience program for the grade schools.

“Fanfare,” 1:15 p.m. Saturdays, is Paul Leash music as the bobby soxers love it, sprinkled with expert football predictions on college games, and frosted by a special bow to a Detroit “high school of the week.” Students from the honored school are in the audience, and they participate with their own school yells and songs, and also take part in a quick football quiz for tickets to the Detroit Lions football games.

“Scholar Dollars,” 7 p.m. Saturdays, is a brainstorming quiz show for high school seniors. Students from eight public and parochial schools compete each week before a high school audience. A “scholar dollar” goes to each pupil who answers his questions correctly, and each Saturday night’s winner will compete at the end of the series for the grand prize, a four-year scholarship to either Wayne University or the University of Detroit.

“Storyland,” 1:15 p.m. Mondays, is written, produced, and acted by students of the radio division of the Detroit public schools, with the cooperation of the WWJ production staff. It is an audience show of children’s classics brought to life as a radio class project. Program is beamed not only to general public, but is carried to the elementary schools where children listen as part of their daily class routine.

PHILADELPHIA.—In keeping with its deep interest in progressive educational and civic movements, KYW has resumed its six different programs devoted to the public, parochial and private schools in the Philadelphia area.

A new departure marked the opening of the series when “Our Public Schools” returned to the air. Educational plays, written by teen-age students, were broad-

cast over the Philadelphia Westinghouse station as the first two programs.

This new series opened with “Better Than Riches,” written by 17-year-old Doris Friedman, a student at the Kensington High School for Girls. Her script culminated from a course in the Radio Workshop conducted during the Summer at KYW in cooperation with the Board of Education. It was judged of such outstanding value as to merit broadcast on the 50,000-watt station.

Similar distinction went to “Moonshine,” the play written by Joan Krantman, 15-year-old student at Overbrook High School, who, too, completed her script while taking the course in the Summer Radio Workshop. “Moonshine” was broadcast as the second prelude to “Our Public Schools” series. The entire casts of the plays were selected from Workshop classmates of the writers.

Among those who placed the stamp of high praise on the two scripts were: Gordon Hawkins, program and educa-

tional director of Westinghouse Radio Stations, Inc.; Mrs. Ruth Weir Miller, Ruth Doerr and Warren Kay, radio assistants of the Board of Education, and William C. Galleher, KYW educational director, and his assistant Alan Williams.

“Know Your Schools,” a roundtable discussion on current topics by pupils of suburban high schools, was launched on October 8.

The Catholic schools of Philadelphia area conduct their own weekly program on Tuesdays.

“Junior Town Meeting of the Air” returned on October 18. This program originates from a different high school each week and is heard in the assemblies of the schools. Prominent educators and civic leaders act as moderators.

The period on Friday, known as “Once Upon a Time,” is turned over to the University of Pennsylvania Museum for a series of dramatized stories.

“Let’s Visit the Zoo,” a part of the educational series, is heard Saturdays.

GI Radio Course Abroad Headed by Chicago NBC-ite

CHICAGO.—Albert Crews, an NBC production director in Chicago, has been granted a seven-month leave of absence to establish a radio department at the United States Armed Forces Institute in Biarritz, France.



Albert Crews

Crews, who left this country the latter part of August, has been commissioned a major. In addition to establishing a curriculum of radio courses for the new GI university, he will help with the programming of the Armed Forces Radio Service station at Biarritz.

The production director has been associated with NBC since 1943 when he resigned as head of the department of radio in the school of speech at Northwestern University. He previously was managing editor of The Hammond (In-

diana) Telegram, owner of The Albany (Indiana) Chronicle and teacher of journalism at the Hammond High School.

He also has served as co-director of the NBC-Northwestern University Summer Radio Institute which has been widely acclaimed as a radio training school and recently completed its fourth successful term.

While associated with Northwestern, Crews directed the Radio Playhouse there and wrote several full-length stage plays and numerous radio dramatic programs. The entire first printing of his book, “Radio Production Directing,” was reserved for Army use and he is working on two other radio books.

SALT LAKE CITY.—E. J. Drucker, KDYL’s top salesman for many years, has been named director of retail sales by S. S. Fox, president and general manager of the station.

Drucker who is affectionately known to his business associates as “Manny,” joined the station in 1934.

PROMOTION-MINDED BROADCASTERS CONTINUE AUDIENCE-BUILDING ACTIVITIES



Left: Lizbeth Scott, screen star, signs KGW (Portland, Ore.) pledge to "Remember Our Men" as Chief Announcer Frank Coffin and Production Manager Tom Swafford look on. Station-sponsored drive is for entertainers to continue performing for hospitalized vets.



Right: Elaine Mannion and Elbert Fairchild, of W'SAM (Saginaw, Mich.) staff, pause during the packing of case containing W'SAM sponsors' gifts to the ship, S.S. Saginaw Victory.



"It's nuts to have a fire. Prevent it." That was theme of a WGL (Fort Wayne, Ind.) broadcast utilizing a hook and ladder truck as a prop.



A land office business was done on registration for the W'SAM Birthday Club when new names were accepted at the Saginaw County Fair. Here's a promotion that clicks with boy and girl listeners as well as their parents.



Two NBC affiliated stations join in a broadcast "Quiz of Two Cities" thus bringing self-promotion to both outlets. Picture at left shows Emcee Abbott London quizzing Penny Schofield, KOMO (Seattle) account executive. Right photo shows the KGW (Portland) end of the battle with Marjorie Wooton, Merrill Meade, Frank Coffin and Roberta Lanouette participating.

ARMY SIERES HONORS HOME TOWNS OF AAF MEN



AN AIR FORCE SALUTE—A "Hometown, U.S.A." window featured by a department store in Victoria, Texas. Official AAF series on WOAI pays respects to cities of service men.

SAN ANTONIO, TEX.—The "D.S.C." is being awarded Texas cities. Each Sunday the Army Air Forces honors a "Distinguished Service City" on "Hometown, U.S.A." over WOAI here.

Presented by the San Antonio District, Army Air Forces Personnel Distribution Command, "Hometown, U.S.A." is designed as an Air Forces' "thank you" to the home towns whose servicemen made possible the success of the AAF.

During this half-hour show, WOAI audiences hear an interview with a returned airman and a dramatic sketch of his background in the "Distinguished Service City," his military career, and his civilian aspirations.

The Personnel Distribution Command chorus and band is under the direction of Captain Hugh J. Thomas, former concert pianist from Birmingham, Alabama. Musical arrangements are by the former network arranger, Staff Sergeant Bill Bunt, who has scored for Paul Whiteman and Jack Teagarden. Featured vocalist is Private Dick Burr, former soloist with the Robert Mitchell Boy Choir of "Going My Way" fame.

Scriptwriter is Private Earl Hammond,

who played with Claude Rains and Arlene Whelan in "Underground." The entire production is directed by Lieutenant Paul Langford, former Pacific Coast free lance director and producer. Since joining the Army, Langford has initiated many well-received radio shows for the Air Forces, his most singular achievement being the Peabody Award Winner, "Purple Heart."

Since overseas veterans are received, re-assigned, or separated for return to civilian life at the Personnel Distribution Command, the program which the base presents over WOAI is of great assistance in linking veterans with their "Hometowns, U.S.A."

Arkansas Award to Beatty

WASHINGTON. — The Arkansas Governor's award of the Arkansas Traveler Commission was presented recently to NBC Washington Commentator Morgan Beatty, former Little Rock newspaperman.

Beatty received the award from Senator John L. McClellan. Attending the ceremony was W. J. Smith, representing Governor Ben Laney of Arkansas.

The award makes Beatty one of his home state's "ambassadors of good will."

WFAA Dedicates Series To Hospitalized U. S. Veterans

DALLAS, TEX.—"Here they are—your men in maroon!" introduces the unique program broadcast by WFAA, Dallas, every Saturday from McCloskey, Harmon or Ashburn General Hospitals.

"Men in Maroon," which received its title from the robes worn by soldier patients, has been termed by the War Department the only radio program which deals principally with the medical angle. It is an interpretation of hospital care to the families back home—a friendly introduction of the doctors giving that care.

Drama is presented both in the stories of battle actions in which soldiers were wounded and in the almost miraculous medical treatment that is healing them. Informal interviews with the patients add human interest.

A particular type of case is discussed each week. On one program, the doctor fitted his patient with an artificial eye. Another program featured amputation cases, and a veteran demonstrated his agility with an artificial leg for the benefit of the hospital audience.

The end of the war does not mean the end of these hospital broadcasts, WFAA program planners state. They believe that the need is greater now than ever. Other people may be celebrating peace, but in the hospital wards the war is not over. "Men in Maroon" will continue to remind the public of sacrifices and heroism.

Cantor Aids Servicemen

HOLLYWOOD.—Eddie Cantor, star of NBC's "Eddie Cantor" show repeats this season his "give-a-gift-to-the-Yank-who-gave" countrywide campaign which last year netted 1,500,000 extra Christmas presents for hospitalized servicemen.

This year, as last, Cantor has the cooperation of American Legion posts, the American Red Cross and retail stores in collection and distribution of presents from grateful Americans to the men who lie ill as a result of their service to their country. Cantor, who inspired so many entertainers to follow his example in cheering these men of the Purple Heart Circuit, intends to see that not one of them is overlooked in this Yuletide gift campaign.

NBC AND RCA ENGINEERS DEMONSTRATE TELEVISION TUBE THAT "SEES THROUGH DARK"; BIG AID TO NEWS COVERAGE

NEW YORK.—With plans set for its ever-growing coverage of major sporting and outdoor events by NBC television, the network is prepared to put into wide use the newly-revealed supersensitive camera tube known as the RCA Image Orthicon.

Demonstrated to newspapermen and engineers in an NBC studio on October 25 the Image Orthicon emerged from wartime secrecy in an exhibition that included studio and remote pickups. The tube not only transmitted scenes illuminated by candle and match light but performed the amazing feat of picking up scenes with infra-red rays in a blacked-out room.

During the demonstration, members of the audience saw themselves televised under lighting conditions that proved the supersensitivity of the new electronic "eye" which solves many of the major difficulties of illumination in television programming and makes possible round-the-clock coverage of news and special events. The exhibition was capped when RCA-NBC engineers blacked out the studio where the writers were assembled and provided the unprecedented spectacle of picking up television scenes in apparent darkness. Unseen infra-red (black) lights were turned on, but it was so dark that no member of the audience could see the person next to him. Then on the screens of the television receivers in the studio appeared bright images of a performer and other persons in the room. The Image Orthicon tube, it was explained, achieved the feat through its sensitivity to infra-red rays.

"This is the Aladdin's lamp of television," declared John F. Royal, NBC vice-president in charge of television. "It assures television of 24-hour coverage, in daylight, twilight, or moonlight—in good weather and in bad."

E. W. Engstrom, research director of RCA Laboratories, Princeton, N. J., said that the Image Orthicon is 100 times more sensitive than the conventional pickup tubes. With early models built before the war, Engstrom said that RCA research and development continued at an accelerated pace throughout the period between Pearl Harbor and V-J Day.



This is the "Aladdin's lamp of television"—the newly revealed super-sensitive camera "eye" known as the Image Orthicon.

The specific advantages of the tube are:

1. Ability to extend the range of operations to practically all scenes of visual interest, particularly those under low-lighting conditions.
2. Improved sensitivity, permitting greater depth of field and inclusion of background that might otherwise be blurred.
3. Improved stability which protects images from interference due to exploding photo flash bulbs and other sudden bursts of brilliant light.
4. Smaller size of tube, facilitating use of telephoto lens.
5. Type of design that lends itself to use in lightweight, portable television camera equipment.
6. Improved gain control system that provides unvarying transmission, despite wide fluctuations of light and shadow.

Shortly after the demonstration the Image Orthicon was put into use by WNBT. First appearance was at the grand ballroom of the Hotel Waldorf-Astoria for the Navy League Dinner on Navy Day, October 27. Not long thereafter NBC television once again took the supersensitive tube to the Waldorf, this time to cover the New York Herald-Tribune Forum.

(Continued on Page 10)

Sees Gains in All "Ad" Media Through Television's Advent

ST. LOUIS.—All advertising media, including newspapers, magazines and sound broadcasting, will be more prosperous than ever after television becomes a commonplace, predicted Philip I. Merryman, NBC director of facilities developments and research, in a recent speech here.

"It has been the history of advertising that no new form ever completely displaces the older ones," Merryman said. "On the contrary, the history is that the resulting increased volume of advertising increases the distribution of goods and services so that the overall national wealth is increased, including the older media."

Merryman pointed out that television equipment will be rolling off the production lines in the Spring of 1946 and that we are now passing from an era of planning for television on a national scale into the period of actual development. He praised advertisers for the great contributions they have made to sound broadcasting and said they would be a large factor in the development of television as an advertising and selling medium.

Reiterating previous statements that television stations can be supported in towns of populations as low as 25,000, Merryman asserted that within 10 years more than 400 cities in this country will have television stations.

VIDEO DEBUT

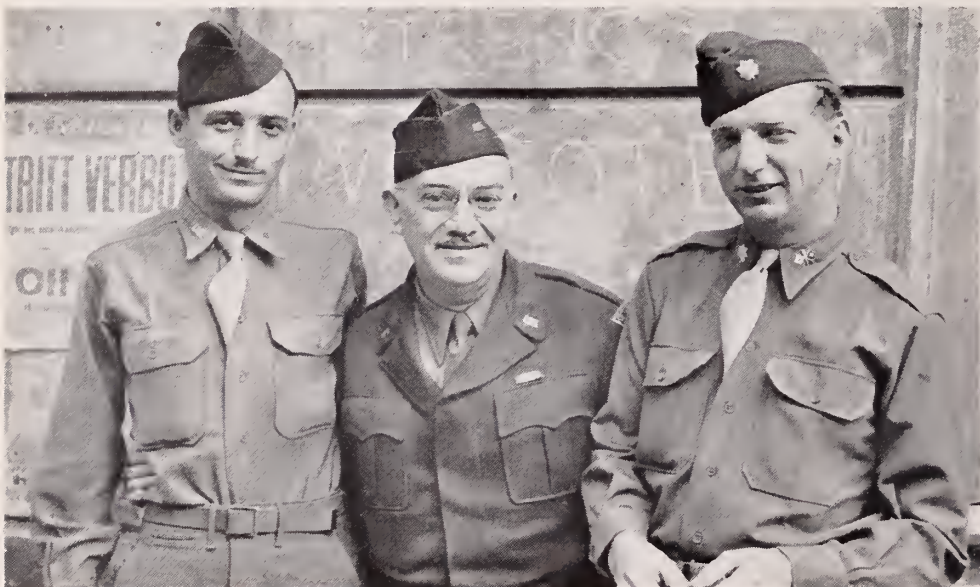
NEW YORK.—For the first time since he became President, Harry S. Truman appeared on television. He was televised by cameras of NBC's New York station WNBT on Navy Day—October 27—when he spoke in Central Park. Highlighted by this exclusive telecast, NBC's television coverage of Navy Day enveloped all the activities of the fleet throughout the day and included a "live" pickup that night of the Navy League Dinner at the Waldorf-Astoria. At the dinner, WNBT's television cameras covered addresses by Secretary of the Navy James Forrestal, Secretary of War Robert Patterson, and others.



Shown backstage at Detroit's War Chest Rally: Fred Williams, Hope scriptwriter; Ed Wheeler, W.W.J. assistant general manager and radio head of the campaign; Bob Hope and Jerry Colonna.



Jobs were discussed by Secretary of Commerce Wallace (center) on "U. of Chicago Roundtable" program with W. H. Spencer, W.M.C., and Henry Hazlitt, N. Y. Times.



Martin Campbell (center), general manager of WFAA, Dallas, Texas, meets two former employees while touring Europe with radio group. At left is Major William C. Ellis, former control engineer; at right Irvin Gross, former commercial manager.



Old radio friends meet in recent battle zone. L. to R.: Justin Miller, NAB president; J. W. S. Hedges and Lieut. H. Booraem.



Don Lerch, W.EAF's "Modern Farmer," studies dairy problems at his father-in-law's Pennsylvania farm. On-the-spot recordings were later used on Don's early morning broadcasts.



WTAM (Cleveland) marked 22nd anniversary with a special broadcast. With Host Vernon H. Pribble, WTAM manager, are Selma Kaye and Earl Wrightson, vocalists.



ut's Governor Baldvin gives a recipe for rice pudding over Hartford). At left is Announcer Floyd Richards and at right Margaret Thomas, director of WTIC's Woman's Radio Bazaar.



"Youth Speaks" starts over WIS (Columbia, S. C.). L. to r.: Christie Zimmerman, Rev. J. O. Smith, Norman Smith, Norman Scott, Governor Williams; WIS Manager Shafto, Charles MacInnis.



Sanford Cummings, formerly of Benton Reinsch, manager of WSB, NBC V.-P. formerly of Young and Rubicam.



After their return from the broadcasters' tour of Europe, the party summed up their observations at a Radio Executives Club luncheon in New York. Left to right: Jack Alicoate, publisher of Radio Daily; NBC V.-P. Hedges and NAB President Miller.



County (Michigan) Agricultural Agent Kenneth Ousterhout Victory Bond to 4-H Club Member exhibiting prize hog at county WSAM Program Director Ted Austin describes proceedings.



"Women of the United Nations" is newsmaking postwar program on WPTF, Raleigh, North Carolina. Photo shows WPTF's Harriet Pressly interviewing Brazilian visitors on program subtitled "We the Women."

NBC Programs Observe 25th Anniversary of Radio Week

NEW YORK. — NBC's public service and sustaining programs celebrated the 25th Anniversary of Radio Week with a complete schedule of special programs arranged by C. L. Menser, network vice-president in charge of programs.

"Do You Remember?" a special program, recreated in music and story historical milestones in radio's history in broadcasts on November 5, 6, 7, 8 and 9.

"Fun and Folly With Ed East and Polly" also devoted the week of November 5 through 9 to special anniversary programs, offering a radio old-time great as guest each day.

During the same week, Fred Waring participated by doing a resume of historical radio highlights.

"Sketches in Melody" and "Music Room" had special announcements. A special broadcast of "Words and Music" was offered on November 9, celebrating the event.

Four of NBC's leading programs were devoted to the 25th Anniversary of Radio Week on the final day, November 10. Leading off was "Home Is What You Make It," offering a tribute to radio's contribution to the home and to education. A statement on radio's contribution to the life of America's younger generation was heard on "Archie Andrews." "Consumer Time" then presented a discussion of American radio's importance to the consumer.

Winding up the special week for NBC was "Our Foreign Policy," with Selden Menefee as moderator stating radio's contribution in the field of national and international affairs.

Television Tube

(Continued from Page 7)

Proof that the Image Orthicon is adaptable for use under ordinary house-light conditions was amply given when Station WNBT utilized it Election Night to bring viewers a closeup picture of Mayor-Elect William O'Dwyer and his running mates from their headquarters at the Hotel Commodore.

The tube was also used to cover the Army-Navy football contest at Philadelphia's Municipal Stadium.



CHAMPION COMPOSERS—Photographed at a WTAM microphone after they heard their winning compositions in WTAM's annual Ohio Composers Competition played in a special broadcast are the first and second prize winners for 1945. From left to right are: Hal Metzger, program manager, who presented the cash awards; Maurice Goldman, second prize winner; Grant Fletcher, first prize winner; and Music Director Lee Gordon. (Story below, right).

Sponsor Gives Plaque to KDKA on Newscast Birthday

PITTSBURGH, PA. — Commemorating its 10th year of sponsorship of news broadcasts on KDKA, Esso Marketers presented the station with an honorary plaque at a dinner held in the William Penn Hotel here.

The company first presented its Esso Reporter over the station on October 7, 1935, and it has been a regular feature ever since.

The executives of the Standard Oil Company of Pennsylvania and officials of Marschalk and Pratt, the company's advertising agency, were hosts to KDKA's staff and management.

Presentation of the plaque was made by J. A. Lorimer, a director of the Standard Oil Company, to Joseph E. Baudino, general manager of KDKA.

Toastmaster of the dinner was William B. McMillin, Pittsburgh district manager of the Standard Oil Company of Pennsylvania. Speakers included, C. B. Karns, a director of Standard Oil and general manager of the manufacturing division, William R. Maddux, manager of radio and television advertising for the Standard Oil Company of New Jersey, and Curt Peterson, of Marschalk and Pratt.

Scholarship Quiz Contest

TULSA, OKLA.—As a means of stimulating interest in education in Oklahoma, Arkansas and Missouri, the University of Tulsa and KVOO again joined hands in sponsoring "Going to College," a high school quiz contest with a \$1,000 scholarship to the university as grand prize.

WTAM Awards \$250 in Prizes For Ohioans' Music Efforts

CLEVELAND. — There's music in the Buckeye State.

This statement has been found true again and again in WTAM's annual Ohio Music Composers competition. The NBC Cleveland station has just finished its 1945 contest which proved an effective promotional endeavor.

In this annual bid to encourage musical effort, WTAM offered cash prizes totalling \$250. Awards were divided into three classifications, orchestral works, classical or semi-classical vocals, and popular numbers.

Top honors in the 1945 competition were won by Grant Fletcher, of Akron, Ohio, for his orchestral work, "Rhapsody of Dances." Radio editors invited to join with prominent musicians as judges of the entries have since hailed Fletcher's composition.

Second prize was won by Maurice Goldman—a Clevelander—for his "O Jubilee."

An unusual note of interest centered on the third prize winner, Corporal W. A. Jones of Hudson, Ohio. Corporal Jones is in the Philippines and was unable to collect his check in person. However, Mrs. Jones and their three-year-old son made the journey to Cleveland for the special broadcast of the winning compositions. Corporal Jones' winning entry in the popular song section was titled: "How Was I To Know."

WTAM's music director, Lee Gordon, offered a broadcast of the prize-winning numbers. The awards were presented by Program Manager Hal Metzger.

Public Service Department Members at NBC Write Books

NEW YORK.—Two members of NBC's public service department, Margaret Cuthbert, director of programs for women and children, and Gilbert Chase, supervisor of music for the NBC University of the Air, are the authors of new books.

Miss Cuthbert's work, "Adventure in Radio," published by Howell, Soskin, is concerned primarily with the mechanics, techniques and procedures of current radio. She has given some inside details on sports, news and sound effects, incorporating authentic statements by specialists in those fields.

Radio scripts—how they're written, produced for the unseen audience, the perfection of word use to convey action, emotion, and plot movement are thoroughly dealt with in the new book.

Miss Cuthbert is supervisor of the NBC University of the Air series, "The World's Great Novels" which recently returned to the air.

"A Guide to Latin-American Music," written by Chase and published by The Library of Congress, is all that the name implies. The Latin-American countries are taken as individual subjects and the musical growth of each is carefully traced from its beginnings. Bibliographical material includes music criticisms by native experts as well as musicologists from all parts of the world, biographical works about outstanding Latin American composers, and listings of collections on folk music.

To quote from Mr. Chase's introduction: "The function of a guide is to show the way through unfamiliar territory. . . . The retardation of musical development along traditional European lines in the New World, due to the dislocation caused by exploration, conquest, colonization and revolution, precluded any stimulus toward the development of a strictly American musical bibliography. Publications such as the present one, and such as those issued by the music division of the Pan American Union represent an endeavor to meet the most pressing needs for information on Latin American Music, which is eagerly being demanded throughout the United States."

The author brings his expert knowledge to radio listeners on the new NBC program "The Story of Music," which is broadcast over NBC Thursdays.

KGW "TALKING TEXTBOOK" PROGRAMS FOR 60 PORTLAND SCHOOLS, NOW 14 YEARS OLD, ADJUDGED HUGE SUCCESS

PORTLAND, ORE. — Fourteen years ago, Station KGW inaugurated the elementary schools' radio educational program with one 15-minute show each week.

Two years later, at the school board's request, the programs jumped to three each week, and arrangements were completed to transmit them by direct wire to Benson High School's KBPS, where they were, and still are, broadcast to Portland's 60 elementary schools.

By 1935 KGW was producing five 15-minute programs each week during the school year. Last year a Thursday afternoon program was added to the curriculum, making six shows written and produced each school week by the KGW staff.

These include: "Great Moments in Oregon History," "They'll Always Be Heroes," "Science By-Ways," "Pan America," "How Are You Feeling?" and "Current Events."

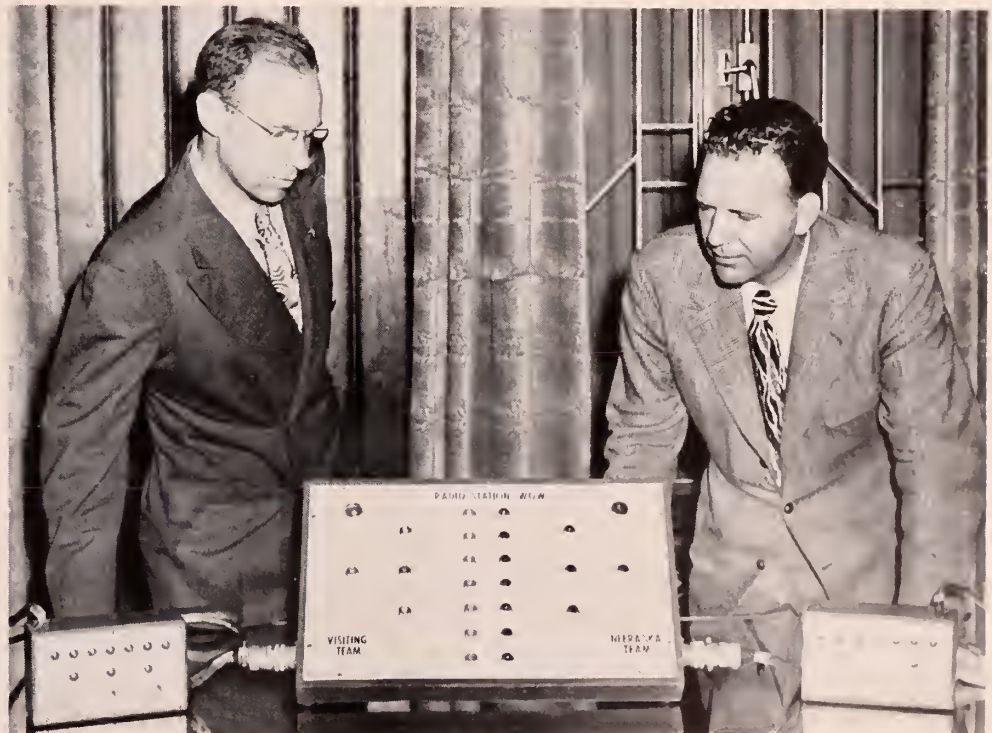
During the entire 14 years KGW has presented the programs as a public service to Oregon's schools.

Each broadcast is written with meticulous attention to accuracy, detail, and the age level of the listening group. Merrill Meade and Don Kneass of the news staff handle the current events scripts; Evelyn Lampman, chief continuity writer, does the history and health continuity, and Helen Alexieve the science, heroes, and Pan America scripts.

The shows are cast and directed by Ted Hallock, assistant production manager, and presented by the KGW dramatic artists.

Some idea of the program's versatility may be gained by examining a typical week's schedule including: "Magellan," "A Trip to Washington Park," "The Aztec Legend of the Eagle and Serpent" and "The Community's Health."

Educational leaders throughout the country acclaim this unique public service, and are unanimous in hoping that other stations will soon waken to the limitless educational possibilities of "Talking Text Books."



BOON TO SPORTSCASTERS—WOW (Omaha, Nebraska) engineers, headed by Mark McGowan (left), created and built the unique contraption above for Tom Dailey to use in broadcasting Nebraska football games. The invention, which is a magnetized metal board with tiny lights, indicates the positions of players on opposing football teams. Dailey's spotters—one a Nebraska expert and the other representing a Nebraska opponent—switch the lights on and off, thus giving Dailey an instant accurate picture of every play.

WTMJ FM Affiliate Serves As Industry Test Model

MILWAUKEE, WIS. — The shape of things to come in FM higher-frequency broadcasting is reflected in experiments being carried on in Milwaukee.

When the FCC recently allocated the 88- to 103-megacycle band for frequency modulation broadcasting, only one station in the country held a permit to operate on a frequency within that band.

That station was W9XK, broadcasting on 91 megacycles, owned and operated by The Milwaukee Journal, owners of Station WTMJ.

At present, engineers, broadcasters and set manufacturers are watching with keen interest the experiments being conducted on W9XK—as a practical example today of FM broadcasting on the new frequencies tomorrow. A number of set manufacturers had voiced their intention of coming into Milwaukee to utilize the 91-megacycle signal of W9XK to field test their receivers. The FCC has asked The Journal to carry out tropospheric (fading) measurements on W9XK, and FM broadcasters throughout the nation are studying the results obtained, through the actual broadcasting on a frequency within the official band.

A pioneer leader in the FM field, The Journal took a long look into the FM future last June—came up with a request to the FCC asking permission to operate a developmental station on 91 megacycles—well within the band later allocated for FM broadcasting. This was in conscious anticipation of FCC action in moving FM to a higher frequency, and to gain operating experience, make field checks, get a general headstart, if and when the FM band was moved. And the WTMJ move proved worthwhile.

HVK Book Offer

NEW YORK.—“World Peace Primer,” a booklet written by H. V. Kaltenborn which traces the events leading to World War II and lists the steps taken by the United Nations to outlaw war in the future, is being offered to listeners in the cities in which his daily NBC news program is heard under sponsorship of the Sun Oil Co.

Contained in the booklet are excerpts from important war documents.



THROWING THE SWITCH—Technical Supervisor Kenneth Gardner puts the new WHFM transmitter on the air. WHAM's affiliate is one of first FM units in nation to shift to new wave band (story at left).

Salt Lake City Launches Parade of Stars Promotion

SALT LAKE CITY. — Station KDYL here is using special newspaper ads, billboards and an elaborate schedule of time on the air to promote the NBC Parade of Stars.

Under the guidance of S. S. Fox, president and general manager, the station had been making careful preparations for this year's Parade for many weeks before the campaign was launched.

One member of the KDYL production staff has been assigned specifically to preparation of daily “Parade of Stars” programs on the air, and the station augments all this by using the “Parade of Stars” slogan with every station identification.

Several hundred pictures of NBC stars have been mounted on special posters for use throughout the city. Many of these cards are being used in special window displays at busy locations combining information about the programs with the products advertised.

The station has utilized special pages in the Intermountain Retailer magazine and exclusive news letters to the druggists of the area to tell about the Parade of Stars. Throughout all its copy, the station is concentrating on the theme that the NBC Parade of Stars means “the greatest shows in radio.”

WHAM Affiliate Among First To Switch to New FM Band

ROCHESTER, N. Y. — WHFM—sister FM station of Stromberg-Carlson's Station WHAM — started operation on the new FCC-designated FM band on October 15. The changeover was made a month after the government's reallocation order. The high-frequency station had been functioning on the old spectrum since November of 1939.

The new frequency at 98.9 megacycles was assigned by the FCC in September of 1945 and engineers immediately started the construction of new equipment, transmitter and antenna to replace the old one. Studios are located in the Rochester Gas and Electric Corporation Building. The old 45-megacycle channel, will be used for police, educational and other services as soon as present and future FM stations are able to reconvert to the new assignments.

WHFM continues to broadcast at the old frequency 45.1 megacycles, simultaneously with the new operation.

The changeover and operation makes WHFM one of the first in the nation to comply with FCC decision to shift FM stations to a higher band.

William Fay, vice-president of Stromberg-Carlson and general manager of WHFM said that those people already owning FM sets, would continue to receive the programs they are accustomed to on the old 45.1 megacycle band, until such time as enough new receivers are available to permit most present owners to replace their sets, and the new transmitter of WHFM was in full use.

Fred C. Young, vice-president in charge of engineering and research for Stromberg-Carlson Company stated that inauguration of the new wavelength will aid and simplify field testing problems in development and manufacture of sets designed to receive on the newly-allocated wavelength.

Fibber and Molly Aid Canada

TORONTO—At the invitation of J. L. Ilsey, Minister of Finance of Canada, Jim and Marian Jordan brought their NBC “Fibber McGee and Molly” show to this city for the broadcast of October 30 to aid in the Canadian War Loan campaign.

WWJ News Commentators Get Government Awards

DETROIT. — Two WWJ-Detroit News commentators have been signally honored by the War Department.

Russell Barnes, who left his radio and newspaper duties for the OWI as Chief of the Psychological Warfare Branch of the Allied Forces Headquarters in the Mediterranean, has been awarded the War Department's Exceptional Civilian Service Emblem, highest military citation available to a civilian. John M. Carlisle, WWJ-Detroit News war correspondent with the 32nd Division in the Philippines and Tokyo, was awarded the Bronze Star Medal for his radio and newspaper reporting of the Northern Luzon campaign. He is the only war correspondent in the Pacific theater to receive this government award.

In giving Russell Barnes his citation, the War Department said it was "for his outstanding work as chief of the PWB since January 1944." In this capacity, he sat in on the highest military councils and commanded 2,000 American, British and French army men and civilians. This force carried on psychological warfare against the enemy in North Africa, Italy and the Balkans, and prepared the way for the Allied invasion of Southern France. Under Russell Barnes' direction, Allied teams operated 12 radio stations, including those in Algiers, Tunis, Naples, Rome and Florence; dropped nearly 3 billion pamphlets and maintained five mobile units. Barnes is back home now to resume his post as commentator for WWJ and The Detroit News.

In awarding the Bronze Star Medal to John M. Carlisle, the citation reads "he brought to Michigan men in the foxholes, many of them starting their fourth year overseas, direct word from home. He gave to parents, wives, sweethearts, brothers and sisters of the 32nd Division's many Michigan men a great and comforting knowledge of their loved ones' role in the great struggle."

Carlisle went to the Pacific after covering the 3rd Army's push in Europe, which beat won him a personal letter of commendation from General George S. Patton, Jr. Carlisle was recently in San Francisco with the 3rd Fleet, covering the story for both WWJ and The Detroit News.

HOLLYWOOD'S RADIO CITY GETTING TWO NEW STUDIOS



A SPADE IS TRUMPS—Sidney N. Strotz, NBC vice-president in charge of the Western division, breaks ground for NBC's new Hollywood studios. Lending him a hand—or rather foot—is Comedian Bob Burns at right. The foursome of Western division executives at left includes: Lewis S. Frost, program director and assistant to V.-P. Strotz; Harold J. Bock, director of public relations; Jennings Pierce, director of public service, station relations and guest relations, and Frank A. Berend, network sales manager.

HOLLYWOOD.—Plans for the immediate construction of a new wing containing two audience studios for NBC's West Coast Radio City at Sunset Boulevard and Vine Street here were announced by Niles Trammell, NBC president — after conferences with Sidney Strotz, NBC Western division vice-president.

Increase in the number of major NBC shows originating in Hollywood was given as the reason for the expansion of facilities. In addition, the West Coast offices of the NBC radio recording division will move into the concourse of the new building in a needed shift which will more than triple its current operating and production space.

The new building will cost an estimated \$630,000 and will bring to six the number of audience studios at NBC in Hollywood. Each studio will seat 350 and will be a complete unit, with dressing rooms, con-

ference room, clients' booths and adequate storage space for equipment.

The studios will be of the most modern design, including use of fluorescent lighting and polycylindrical wall treatment for acoustics. The building will be completed in from four to six months, providing additional floor space of 38,500 square feet. O. B. Hanson, NBC vice-president and chief engineer, is supervising the construction.

All of NBC's Thursday stars — Dinah Shore, George Burns and Gracie Allen, Frank Morgan, Jack Haley, Abbott and Costello, Rudy Vallee and Bob Burns — were present when Vice-President Strotz broke ground for the two new studios.

"We're sure goin' to appreciate these new studios," said Burns. "Thursdays around NBC are gettin' to be as crowded as my family reunions back in Van Buren."

Jewish Seminary Citation Given NBC for U.S. Service

NEW YORK.—A citation for "distinguished service to the nation" was presented to the National Broadcasting Company by the Jewish Theological Seminary at a luncheon at the Hotel Waldorf-Astoria recently.

Niles Trammell, NBC president, accepted the citation from Edgar J. Nathan, Jr., member of the board of directors of the seminary and president of the Borough of Manhattan. The citation was made on the occasion of the first anniversary of "The Eternal Light," a series of religious broadcasts heard over the NBC network Sundays.

Noting that "The Eternal Light" is the only religious program which presents its message exclusively in the dramatic form, Dr. James Rowland Angell, NBC public service counselor, declared that it "opened a new era of broadcasting in the religious field."

During his presentation of the scroll to Trammell, Nathan expressed the belief that broadcasts of the type of "The Eternal Light" provide one of the ways of restoring world peace.

Brigadier-General David Sarnoff, president of Radio Corporation of America and chairman of the board of NBC, pointed out that the series proved the United States is free from many of the prejudices which exist in many parts of the world.

Dr. Louis Finkelstein, president of the seminary, presided at the luncheon attended by NBC and seminary representatives.



TESTIMONIAL—Niles Trammell, president of NBC, and Edgar J. Nathan, Jr., member of the board of the Jewish Theological Seminary, and President of the Borough of Manhattan, read the text of a scroll of merit, awarded to NBC for its presentation of the religious drama series, "The Eternal Light."

WBZ AND WBZA LAUNCH "THE MASSACHUSETTS PLAN" FOR EDUCATION BY RADIO; NBC AND LOCAL PROGRAMS USED

BOSTON—From a State which has already contributed so much to American education comes "The Massachusetts Plan" for education by radio which was inaugurated on October 13, in cooperation with Westinghouse Radio Stations WBZ and WBZA, the World Peace Foundation and NBC.

A number of attempts have been made in the past in various sections of the country to adapt the facilities of broadcasting to aid in the teaching process. However, it remains for the Massachusetts Department of Education, division of university extension, to formulate in "The Massachusetts Plan" a concrete method of providing educational programs carrying full collegiate credit.

The Division of University Extension has selected "Our Foreign Policy," heard each Saturday night over the NBC Network, as the basis for the first course offered under "The Massachusetts Plan."

This series of broadcasts features men and women who are actively engaged in

formulating America's foreign policy and is the only program on the air which has the complete cooperation of the Department of State in Washington. This broadcast is to be supplemented each week with a quarter-hour program on Saturdays at 9:15 a.m. over WBZ, Boston, and WBZA, Springfield.

The local program will be in charge of Dr. Leland M. Goodrich, professor of political science at Brown University and director of the World Peace Foundation. Dr. Goodrich will be the course leader throughout the series of 26 weeks.

He will have many outstanding guests from the foremost universities in New England. Among them will be Dr. Payson Wild, associate professor of government at Harvard; Dr. Anton de Haas, professor of international relations at Harvard; and Norman Padelford, professor of international relations at Massachusetts Institute of Technology.

"The Massachusetts Plan" already is receiving an enthusiastic response.

Strong Foreign Reception Caused Careful WTAM Check

CLEVELAND.—Radio stations have their own private stock of now-it-can-be-told-stories. Here's one from WTAM: It comes in the form of a letter from Cleveland First Lieutenant Irving C. Klepper, stationed with the army of occupation in Berlin.

"For the past few weeks," writes Lieutenant Klepper, "I've been receiving a big thrill from Cleveland. Yes, here in this war-torn city, good old WTAM has been making things brighter for me."

Throughout the war years, WTAM, in common with all radio stations, maintained a constant vigil on its programs. Knowing as it did that its powerful transmitter sent out a signal which could be picked up in Germany, the station contributed its part to national security by a relentless system of checking and counter-checking on all program material. The enemy was listening. Now comes proof that the enemy certainly had no difficulty in hearing and monitoring WTAM.

"V"—Third Book on NBC War Coverage—Published

NEW YORK.—"V," a 52-page news documentary was published October 11 by the National Broadcasting Company.

It is the third of a planned trilogy ("H-Hour, published after D-Day, and "X," released after V-E Day) recording the climactic events of World War II. The series was published and distributed by the network's advertising and promotion department under the supervision of Charles P. Hammond, director. The book depicts NBC's part in keeping the nation informed.

The newest book presents the news and special events department's coverage of the final hours of the war both through the commentators' spoken word and pictorially.

The edition of 25,000 copies was distributed to the network mailing list, advertising agencies, sponsors, school and public libraries, government bureaus and officials, stations and various radio and business groups.

MEN IN ARMED FORCES STILL FIGURE PROMINENTLY IN BROADCASTING HIGHLIGHTS



Lt.-Col. James P. Devereux, Wake Island hero, at KPO mike speaking to his son in Washington. L. to r.: Col. Devereux, Lt. William Lewis, KPO News Editor Tom Flynn and Lt. Baruinger.



And here's the Washington end of the conversation showing the Wake Island officer's son, Paddy Devereux, at a WRC mike with Commentator Leif Eid.



Pandemonium broke loose in the KPO studios, San Francisco, the day Lt.-Col. Gregory Boyington came home and met his famed Black Sheep Squadron pilots there.



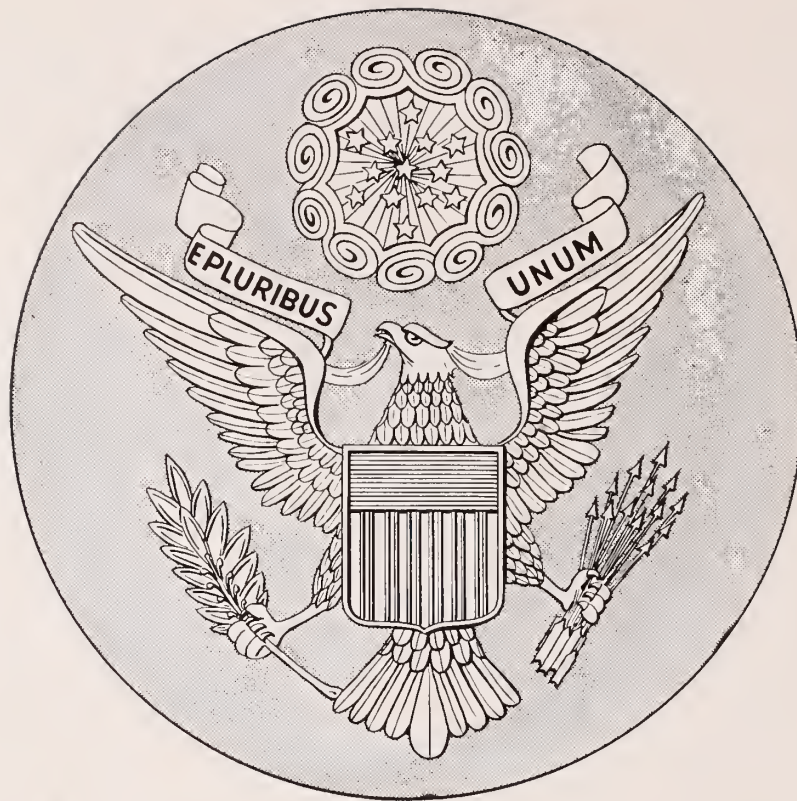
Patients in the 150-man blind ward at the Army's Dibble General Hospital, Menlo Park, Calif., joined KPO's blind pianist-singer, Glen Hurlburt, in a chorus during a recent broadcast.



Lt. Bernard Stapleton, Syracuse (New York) lad who raised the first American flag over Tokyo, appears with his family on a WSYR program.



"When the Boys Come Home" has its debut over KOA, Denver. Object is to tell veterans of eligibility to rights and benefits. Announcer Del Norman stands in background.



Mission Accomplished

During the initial broadcast of the Army Hour, April 5, 1942, Henry L. Stimson, then Secretary of War, said:

"The main purpose of the Army Hour will be to keep you in touch with our soldiers, our sailors and our Allies . . . we shall establish a firm link between those stationed in faraway places and those of us who remain here at home to carry on our part of the battle. All America will hear these programs as well as our fighting forces and our allies everywhere."

Throughout 189 broadcasts from April 5, 1942, to November 11, 1945, the Army Hour was true to its purpose. More than a radio program, it was a military mission of the Army of the United States to bring to the people back home the sounds of war—to tell them how their men were living in battle stations throughout the war. Now that mission is accomplished.

Niles Trammell, President of the National Broadcasting Company, expressed the sentiments of all who shared in the operations of the Army Hour when he wrote Major General A. D. Surles, Director of Information, War Department:

"It has been an extraordinary privilege and a source of great pride to NBC and its affiliated stations to broadcast this splendid program uninterruptedly for three years and seven months. You and your able staff have earned the gratitude of the American people for bringing the Army close to them each week in a vivid and human presentation."

In saluting an outstanding veteran of the first war in which modern radio broadcasting was called upon to serve, NBC hopes to have further opportunity of serving the War Department—to help preserve the peace so valiantly won by our fighting men.

National Broadcasting Company

America's No. 1 Network



A Service of Radio Corporation of America