

NBC Transmitter

Devoted to the Interests of NBC and Its Affiliated Stations

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Showmanship*



CLARENCE L. MENSER
NBC Vice-President in Charge of Programs

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YEAR END REPORT

The vital role played by the National Broadcasting Company in abetting the United Nations' victory effort is outlined in "Year End Report 1945" recently issued by the NBC press department.

The foreword states that now NBC "turns its eyes to the problems of peace in an atomic age—problems which will call forth the best that there is in man for their solution. Its many departments and divisions and its employees are ready to meet the challenge."

Both reviews and forecasts are contained in the report. A few excerpts are quoted herewith:

PROGRAM DEPARTMENT

"Never before in broadcasting's history was there a year so chock-full of headline events of round-the-world importance. And it was natural that radio—the spokesman of current history—reflected these happenings in program schedules."

PUBLIC SERVICE

"Radio has played so tremendous a part in the winning of the war that no one can doubt its potential usefulness as an instrument of public enlightenment in the peace to come," according to Dr. James Rowland Angell, NBC public service counselor.

"On this department of NBC has rested the immediate responsibility of bringing radio listeners programs of public interest in the fields of religion, education, the home, the school, the state and of humanities."

PLANNING AND DEVELOPMENT

"Television, in 1945, was ready to begin its expansion into a nationwide service of sight and sound which promises to be the most effective form of mass communication yet devised."

PREVIEWING THE YEAR AHEAD

By NILES TRAMMELL
NBC President

NEW YORK.—NBC, America's oldest radio network organization, will celebrate its 20th anniversary in 1946. We could not have picked a more auspicious time for this observance than this first year of world peace.

In every aspect of sound broadcasting the broadcasters of the United States are better able to serve the public than ever before. The world's finest music and most inviting entertainment will be at the command of every listener. Radio, which during the war became firmly established as an indispensable news medium, will now provide world news coverage on a scale and of a quality never dreamed of in pre-war days. Public affairs will continue to be thoroughly covered in radio discussions and talks by authoritative speakers representative of all viewpoints.

In the expanding cycle of industrial activity radio will play a more important part than ever before as an aid to the swift, economical distribution of manufactured products.

NBC's 20th anniversary year will also be marked by the launching of television on a national scale. Television stations will begin to be established in the nation's major cities. Television receiving sets will roll off the assembly lines. A television network will operate between New York and Washington, taking in the cities of Philadelphia and Baltimore.

Twelve months from now I am confident we shall look back on 1946 and say, "This was radio's greatest year."



Niles Trammell

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

NEW YORK.—We are still too close to the picture of 1945 to realize fully what a momentous year it has been. The ending of the two most terrible wars in human history, the death of America's wartime President, and the establishment of the United Nations Organization at San Francisco, were news events of an importance which may not again be equalled in our time.

The war made unprecedented demands upon the resources, skill and public spirit of all broadcasters. I am confident that the nation's verdict is that they rendered their wartime services faithfully, efficiently and often with distinction.



Frank E. Mullen

The new year finds the broadcasting industry well prepared to meet its new responsibilities and opportunities in a world at peace.

There are more broadcasting stations; more and better trained men and women to operate them, and more radio listeners than ever before. Television, commencing its development on a nationwide scale in 1946, will add immeasurably to the importance of radio as a medium of information and entertainment.

The 2,421 men and women of the National Broadcasting Company, together with the six stations it owns and the 149 stations affiliated with the NBC network, can be counted upon in 1946 to render a service which in quality, variety, and public interest will even surpass their best efforts of the past 20 years—a record that speaks eloquently for itself.

Community Programs Click in Milwaukee

MILWAUKEE, WIS.—Two new WTMJ programs based on community projects are attracting wide attention in the Milwaukee area.

"Let's Go to the Zoo" originates from the Washington Park Zoo and features a cage-side description of the animals by Zoo Director Henry M. Kennon. Questions from groups of children add color to the show.

A widely contrasting program of community interest is "The Pate Civic Concert," featuring outstanding Milwaukee choral groups, plus a short interview with a civic leader. Mayor John L. Bohn opened the series.

FIRST AT THE POLLS

NBC Stars and Programs Capture 14 Out of 24 'Firsts' in Radio Daily's Balloting



THE BALLOTS ARRIVE—Scene at Radio Daily's office when the 1,100 ballots of editors and writers arrived. The publication's All-American Certified Poll gave NBC most top honors.

MEAT INSTITUTE SPONSORS WARING SERIES

NEW YORK.—“The Fred Waring Show,” launched seven months ago by NBC as an experiment in daytime programming, has won its spurs and a sponsor—the American Meat Institute—which took over sponsorship of the program Tuesdays and Thursdays on January 15. The show is broadcast Mondays through Fridays, 11:00-11:30 a.m. (E.S.T.).

The 52-week contract was placed through the Leo Burnett Co. of Chicago and is for the full NBC network.

The entire Waring organization is heard for the American Meat Institute, as it is on its sustaining periods. Waring continues to feature the famous glee club and his many soloists.

It was on June 4 last year that NBC began its experiment in providing top nighttime talent for daytime listeners by booking Waring and his Pennsylvanians, long a radio evening feature, in the 11:00 a.m. time spot. After only six months on the air, the program won Motion Picture Daily's Annual Fame Award as the best daytime program.

During the Christmas-New Year's season, 65 music educators from many parts of the country were guests of Fred Waring, who demonstrated choral technique to representatives of schools, colleges, churches, community groups and industrial plants. The visitors were shown how each program is prepared for the air.

Each morning, the visitors attended Waring's pre-broadcast rehearsals and the broadcasts themselves in the NBC studios. Afternoons the group attended the two-hour rehearsals at the Waring headquarters where they saw the following day's program built.

In these conferences Waring demonstrated many of his choral techniques and routines of program building.

He also discussed methods of improving diction, choral balance, choice of music, rehearsal procedures, use of microphones with choral groups, combining choral and orchestral performance, development of public interest in choral music, and relation of radio to music education.

NEW YORK.—NBC programs and personalities have repeated last year's sweep in Radio Daily's Annual All-American Certified Poll, again garnering 14 of the 24 first places. Released January 21, the results of 1945's balloting by 1,100 editors and writers of the nation's critical press also revealed that CBS took six titles; ABC three, with one of the winners unaffiliated.

All but one of NBC's winners were titleholders in last year's poll, but to “Fibber McGee and Molly” went the honor of a double win in the important favorite commercial program category and favorite comedy team group. Bob Hope was another double winner, repeating as favorite entertainer and favorite comedian.

Bing Crosby, favorite male vocalist (popular), received more individual votes than any other entry. Dinah Shore was favorite feminine vocalist (popular), and John Charles Thomas took the male classical vocalist title.

Arturo Toscanini was first among the symphonic conductors. Tommy Dorsey, NBC's newcomer in the winners' circle, completed the network's list of title holders in the music field, securing most votes as top swing dance band.

“Information Please” was the favorite quiz program again. “One Man's Family,” back on NBC, took first place among the dramatic serials.

Lowell Thomas was selected as favorite news commentator. Bill Stern topped the sports commentators, and Don Wilson won in the balloting for honors among the announcers.

NEW YORK.—A plaque, inscribed “for the promotion of racial and religious understanding,” was presented to Johnny Desmond, singing emcee and star of NBC's “The Teentimers Club,” by This Month Magazine, through its editor, Ada Sigel. The show was cited as “the program of the month” for its appeals for tolerance read by Desmond.

Another plaque was presented to the show by the American Schools and Colleges Association through its president, Kenneth J. Beebe. This award honors the show “in the best public interest” for the secondary school age group.

"HOW TO WIN LISTENERS" IS THEME OF NBC STATIONS' PROMOTION CAMPAIGNS



A miniature Parade of Stars billboard was the hit of a cocktail party given by KOMO in Seattle, Washington. Left to right; front row: J. S. Davis, Fisher Flouring Mills; O. Wallace Fisher, KOMO president; Ken Fisher, Fisher Flouring Mills, and Ray Baker, KOMO. Back row: Fred Eisler, Commission Co.; Bill Warren, KOMO; John Walker, Fisher Flouring Mills; and Dick Green and Bill Hubbach, KOMO.

This exhibit arranged by W BZ in its studio foyer in the Hotel Bradford, Boston, features Japanese souvenirs collected by Carlton G. Morris, special events director. As a naval officer, Morris assisted in setting up the historic broadcast of the surrender ceremonies aboard the U.S.S. Missouri on September 2, 1945. The exhibit will later be shown at a Boston store and at a Springfield, Massachusetts, location.



"Dutch" Bergman, WRC sports commentator, shows wounded veterans at Washington's Walter Reed Hospital, how to play his new football game. Bergman recently presented a large supply of the games, ideal gifts for "shut-ins," to military hospitals in the Washington area.

DISPLAYS IN ALL PARTS OF NATION DRAW ATTENTION TO NETWORK BROADCASTS



Pfc. Frank Cheshire, former N. Y. NBC employee, arranged this exhibit of radio stars at Camp Lee, Virginia. Every photo on the board is of an NBC performer.



"The KVOA Mike Was There!" is a Tucson, Arizona, slogan that is getting loads of publicity these days. The station used showmanship in placing labeled mike at Victory Loan parade.

WAZL, Hazelton, Pennsylvania, set up this photographic NBC Parade of Stars display in a local store window. The simple but forceful legend of "WAZL - 1450" told listeners just where they could find the stars on their receiver dials.



When the film, "Duffy's Tavern," opened in Chicago, the Windy City's Duffy's Tavern decorated its window to tie-in the film with the air show as well as the tavern itself.



KSD and the NBC Parade of Stars are effectively ballyhooped on the streets of St. Louis by cards on the backs of 275 taxicabs. This is just one of many "Parade" tie-ins of the station.

BIG VIDEO YEAR AHEAD

NBC Television Executive, Assailing 'Waiting' Tactics, Sees Art Getting Public Acclaim

By JOHN F. ROYAL*

*NBC Vice-President in Charge of
Television*

After nearly 40 years in various branches of the entertainment world, I find it thrilling to approach the most exciting phase of public entertainment—the art of television. The year 1946 will see the launching of a service to the public on a large-scale programming schedule and a record-breaking sale of sets. The world—by a combination of sound with sight—will be brought into the American home. It will be a welcome visitor.

This will be accomplished despite the deliberate attempt to confuse the public mind by suggesting that television wait for some time in the distant future when we may have a new and somewhat mythical advancement in television methods. Never has the word "wait" been used in the vocabulary of the show world. It is not a part of a showman's philosophy. Back in 1912, Edison offered a talking picture gadget with the projector machine in the booth synchronized with a phonograph back of the screen by a silk thread. It was rather ghastly—but there was no waiting. When the Warner Bros. burst forth with Vitaphone, there was a raising of brows in the picture industry and some hesitation on the part of a few diehards, but Warner Bros. did not wait for miracles. They went smashing ahead and created an industry—and the others quickly jumped on the bandwagon. It is true the film method of sound recording was soon developed, and the changeover from recordings was accomplished in stride but the show went on as usual.

Television is much too important to have any broadcasters with a dull-glowing halo around their economic brows attempting to retard its progress by promises in slick double-talk with some mysterious miracle that is just around the corner.

That miracle has been around the same corner for the past two years. The great preponderance of engineers—all good men tried and true in the world of kilocycles—see nothing in the immediate offing to change their optimistic desire to have

1946 see the first big splash of television and to meet the miracle head-on when it decides to appear. It is these same tried and true men, and no pages of half-truths, double-talk and pretty prop art, which is not factual, who will bring about the miracle.

The public will tear down the dealers' doors to buy television sets. Of course, we know the pictures are not perfect, but I am willing to risk my professional neck by stating the pictures are far ahead of any other form of entertainment at its inception. Recently a writer about our Army-Navy game pickup said the picture detail was "only as good as 'A Birth of a Nation'." That is a greater tribute than we ever expected. That picture was an epoch in the film industry and a real sensation when shown.

It is amusing that, with all the chatter about the mechanical aspects of television, we hear very little about what's going to be put on the programs. Everyone—including the halo-wearer—can put down in his little book that, regardless of whether the sets are black-and-white, color or even if they find an electronic method of distributing odors—the success of television will depend upon the show. That is the challenge to the telecaster. At the present time there is too much consideration of television on the basis of radio background and operations. Except for a few minor similarities television is vastly different from radio and must be so considered in making plans for its future.

Our good friends in the movie industry know the good men and true of the laboratory will get out a picture to satisfy the audience, but they ask with a leering smile, perhaps a sneer, where will the

shows come from? To them we say, have no illusions. There will be shows—the greatest and most exciting programs in the world of clean, wholesome amusement—brought into the American home by television. And this will start in 1946.

This new form of entertainment will be supplementary to the existing forms, and will not disturb them in the least. That statement will be challenged by some who always see the new things destroying the present. I remember those who wailed that the movies and radio would kill the theatre. What casualties occurred in the theatre world were due to business suicide, short-sightedness and stupidity, not competition. Just try and get a ticket for a good show. Managers have the jitters trying to get good shows written—and I might add on the side, so have the artists. That is the basic problem in the show world in all its phases: Where is the material coming from?

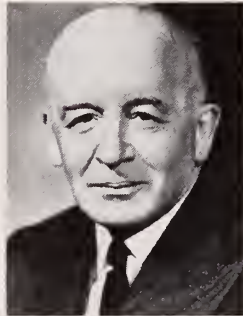
There will be much work done in television during the coming year, getting working conditions arranged with all participating groups. This will take careful planning and consideration on both sides. Television has not reached the bonanza stage, and it will carry a heavy financial burden for several years. This thought must be kept in mind by all concerned.

The Minute Men at Lexington and Concord could not throw aside their flintlocks to await the atomic bomb. They went forward to victory with the will to win with what they had.

Television is the atomic bomb of culture. The potentialities are beyond anything we have ever conceived. It will need the enthusiastic cooperation of everyone—because everyone will have a part in it.

Sculpture Promotion

NEW YORK.—A striking life-size portrait bust of Rod Hendrickson, WEAF philosopher, was put on display on the fourth floor of the RCA Building, Radio City, on January 8. On the same day, the sculptress, Virginia Rose McMaster of Belleville, New Jersey, came to Hendrickson's WEAF program, "This Business of Living," to tell the radio audience about her work.



John F. Royal

* Mr. Royal's article appeared originally in the January 9, 1946, issue of *Variety*.

State Government Series At WIS Has Many Tie-ins

COLUMBIA, S. C.—Station WIS took full advantage of the annual state legislative session to air a series of public service programs called “The Legislature is in Session.”

A brochure on the series was sent to high schools, women’s clubs, and other groups interested in public affairs—with the suggestion that the series could make an excellent project in the study of South Carolina government.

Outstanding leaders in state government are the “teachers” in the series. The Governor of South Carolina handles one of the programs. Illustrations in each program are drawn from the current session of the state’s assembly.

The series on the state legislative session is the first in a sequence of program projects under the general title “Your State Government at Work.” The WIS program department is producing the programs as part of a broad base and variety of public service offerings.

Mayors’ Wives Visit NBC

NEW YORK.—A group of 120 wives of mayors attending the three-day session of the Annual Conference of Mayors at the Hotel Astor was entertained December 11 by NBC. A specially guided tour of the Radio City studios was arranged by Peter M. Tintle, assistant manager of the NBC guest relations department.

ONE FOR RIPLEY



“Boston from Boston to Boston.” That tells the story of Miss Merrick Boston, of Boston, England, whose U.S.A. address is Boston, Massachusetts. In this country on a lecture tour after working with the British Army during the war, Miss Boston is interviewed by Tom Matheus, news editor of WFLA, Tampa, Florida.

WIDE COMMUNITY TIE-UPS MADE FOR CHILDREN’S SERIES



SOUNDING OFF—KPO Sound Technician Bill Brownell demonstrates sound effects for the “Books Bring Adventure” studio audience. The youngsters’ party was arranged by Catharine Sibley, KPO public service director, and emceed by Dudley Manlove, KPO staff announcer, seen in left background.

SAN FRANCISCO.— Under the sponsorship of the San Francisco Junior League and the Group Work and Recreation Council, “Books Bring Adventure,” dramatizations of children’s books which have proved their popularity, is heard each week over Station KPO.

The quarter-hour program, heard every Saturday morning, brings young listeners of Northern California compact, colorful glimpses of books in which adventure and imagination play a large part.

At intervals during the series, audiences composed of school children are invited to participate in a “studio party.” After the regular broadcast, the children are

entertained by a program built to pertain as closely as possible to the dramatization they have just heard. The visitors are entertained with demonstrations of sound effects and other backstage phases of broadcasting.

The KPO series, arranged by Catharine Sibley, public service director of the station, is endorsed by numerous youth and community agencies including the Girl Scouts, Y.M.C.A., Y.W.C.A., the Parent-Teacher Association, the Recreation Commission, the Jewish Community Center, and libraries. Margaret Girdner, supervisor of texts and libraries for local public schools, is coordinator.

“Information E’s”

FORT WAYNE, IND.— Station WGL formulated an “Information E’s” program to freshen the government’s bond-buying plea. This program copied the “Information Please” format but turned the emcee into a poet.

Six members of the Fort Wayne War Finance Committee acted as the experts in answering questions concerning “E” Bonds. This program was presented as a public service by WGL as a part of the Victory Loan Drive.

Child Welfare Talks

TRENTON, N. J.— “Understand the Child,” a weekly 15-minute feature conducted by Clarette Sehon, of the Vineland Training School, over Station WTTM is arousing considerable interest.

Miss Sehon and her guests discuss the many problems connected with slow-learning children. These problems are approached by educators, physicians, psychologists, parents, welfare workers and others interested in this particular group of handicapped children.



Archbishop John Glennon, the first American West of the Mississippi to be designated a Cardinal, faces the KSD microphone with interviewer Frank Eschen. This was his first air appearance since announcement of his elevation.



KCRA (Sacramento), brought its mike to the Army H. H. Arnold at Western Aviation C national fig



"Congratulations . . . nicely done!"—Another soldier receives his discharge from the Army at the Davis-Monthan Army Airfield, near Tucson, Arizona, as KVOA records the ceremonies.



On the occasion of the "Grand Ole Opry" 20th birthday, Harry Stone (manager of WSM, Nashville)—cuts the cake. Onlookers, l. to r., include: R Duke of Paducah, Minnie Pearl, and Ken MacGregor, William Esty acco



Lieutenant-General Doolittle and some of his "Tokyo Raiders" are interviewed by WIOD Announcer Brooks at Miami Beach. L. to r.: Lt.-Col. David Jones, Lt.-Col. R. O. Joyce, Col. C. R. Greening, Gen. Doolittle, Brooks, Lt.-Col. R. Wilder and Maj. H. A. Potter.



RCA and WTAM officials meet in Cleveland. I Corporation of America; V. H. Pribble, mana M. K. Pitts, J



he Hotel Senator to pick up talk of General of . The station is always on the alert to catch g the city.



NBC Announcer Charles Lyon (left) interviews Walter Berry, v.p. of General Mills, at a party held for the NBC serial, "Woman in White," in Chicago. The sponsors were also represented by Mrs. Marjorie Husted, waiting her turn at the mike.



Another birthday was celebrated in Cincinnati for the NBC "World Front" panel. L. to r., in WLW studios: Maj-Gen. J. E. Edmonds, William Hassler, Howard Chamberlain (program moderator), Will Lenay (announcer) and Milton Chase.



General Jonathan Wainwright and his niece, Betty Mears, a KOMO (Seattle) writer, pose for a photo after a broadcast.



P. Shandy and Virgil K. Lewis, Radiomarine W. AM; Harold M. Winters, RCA Victor; and communications.



When Seattle newspapers went on strike, KOMO expanded its news service. The enlarged staff above added considerable help to a local Victory Loan "Queen" contest current during the strike. KOMO was prepared for emergency public service.

A Transmitter Bio:

'DOT-AND-DASH' KITCHEN TINKERING PROVED BASIS FOR S. W. BARNETT'S RADIO CAREER

GRAND RAPIDS, MICH.—Last September marked the 10th anniversary for Stanley W. Barnett as manager of WOOD, the NBC outlet in Grand Rapids, Michigan. That month also completed 10 years of NBC affiliation for the station. Hence, it was a big month at WOOD.

Complete coordination of all departments and a "long-range" policy are the two essential principles in successful radio station operation, according to Barnett. As a 23-year veteran of broadcasting, Barnett has ample experience upon which to base his observations.

In 1935 when he took the helm of the Grand Rapids station, his entire background was one of ideal preparation for the Station WOOD managerial post. From the days he spent tinkering with dot and dash equipment in a corner of his mother's kitchen at Kittanning, Pennsylvania, until the present, love of radio has been the driving force in his life. He saw broadcasting grow from a hobby into an industry.

To satisfy the "radio bug" which had taken hold of him, Barnett went to Carnegie Tech and then served apprenticeships with Western Electric and Westinghouse. He left the latter to enlist in the Navy in World War I. Before going into active service, he attended the U. S. Navy radio school at Harvard.

After the Armistice, Barnett assisted in the installation of a high-powered trans-Atlantic Navy station at El Cayey, Puerto Rico. And then it was back to Pittsburgh where an interest in KDKA started him on the broadcasting career that was to make him one of the industry's well-known figures.

Through his efforts Dr. J. B. Palmer became interested in radio and founded Station WOC at Davenport, Iowa—later combined with WHO, Des Moines. In 1924 Barnett sold one of the first commercial programs to an account that is still on the air. When WOC increased its power to 5,000 watts—the first station West of

the Mississippi to do so—it was another highlight in the life of the former "Kitchen Marconi"

Radio was a growing giant in 1925 and a young man with the background and experience of Barnett was considered a tried and true veteran. So he was offered the job of installing and managing the Consolidated Gas and Electric Company's Station WBAL in Baltimore. After 10 years, during which WBAL became one of the leading stations in the East, Barnett was selected by George W. Trendle as Grand Rapids Manager for the King-Trendle Broadcasting Corporation.

Highlight of his Grand Rapids tenure was on December 1, 1942, when WOOD became a 5,000-watt station. In the past three years Barnett and WOOD have strode forward in an aggressive program to win the designation of "Outstate Michigan's Greatest Station."

Underlying this success is the fact that Barnett and the King-Trendle Company have held to the two essentials—departmental coordination and long-range planning, believing that lasting public regard can be built only on a firm and lasting base of good service.

With his wife, two daughters and a son, Barnett is active in Grand Rapids civic affairs. What spare time is left to a radio executive in these reconversion days is spent on his pet hobbies: fishing, sailing and photography.

His Grand Rapids affiliations include the Masonic Order, Rotary Club, Peninsular Club, Advertising Club and Chamber of Commerce. He was a member of the Michigan Radio Committee for recent War Loans. He is also a member of the H. V. Kaltenborn Twenty Year Club.

New Home for WTTM

TRENTON, N. J.—Station WTTM has purchased a three-story building opposite the State House in Trenton. After remodeling it will be the future home of the station.

Youth 'Betterment' Is WSB 1946 Aim, Executive Says

ATLANTA, GA.—Dedication of WSB to the betterment of Southern youth was adopted as the station's program for 1946, according to a recent announcement by John M. Outler, Jr., WSB's general manager.

"Realizing that the rising tide of juvenile crime is a serious and many-faceted problem," Outler said. "WSB, through its own programs, and through cooperation with various community agencies, will attempt to focus the energies of youth into constructive channels through positive guidance and appreciation of the many wholesome and worthwhile activities of youth."

"Of the many post-war problems confronting us, the youth one demands immediate attention. . . . WSB is putting its resources behind a program to build up for our youth healthy minds in healthy bodies."

Outler went on to point out that the Georgia Citizen's Council broadcasts, which are aired each Thursday, have as part of their platform a youth program which dovetails with WSB's format. Many of the council's broadcasts have included local authorities. The programs tie-in promotionally with other community youth "betterment" endeavors.

The station's new year policy was decided on in a joint meeting of WSB executives.

LONG SERIES



R. W. McDowell, vice-president and general sales manager of Mid Continent Petroleum Corporation, and Hale Bondurant, sales manager of WHO (Des Moines, Iowa), at the January 10 dinner party and hour-long celebration broadcast celebrating the 3,000th consecutive newscast under the oil company's sponsorship.

"HVK" 20-Year Club Added 21 New Members in 1945

NEW YORK.—The Twenty Year Club, an organization founded in 1942 by NBC commentator H. V. Kaltenborn, and composed of men and women who have worked a score of years in the radio broadcasting industry, added 21 new members to its roster in 1945. They are:

Ben Gross, radio editor, New York Daily News; George C. Biggar, general manager WIBC, Indianapolis, Indiana; Harold K. Bergman, WGY, Schenectady, New York; R. J. Coleman, director WKAR, East Lansing, Michigan; Dave Edelson, co-owner, Commercial Broadcasters; J. Leslie Fox, manager, Paul H. Raymer Company; Howard S. Frazier, director of engineering, National Association of Broadcasters.

Other new members are Henriette K. Harrison, national radio director, National Council of YMCA; Wilbur M. Evans, president WMBG, Richmond, Virginia; Russell S. Hoff, WLW, Cincinnati; S. E. Leonard, engineer-in-charge WTAM, Cleveland; W. C. Little, supervising engineer, Canadian Broadcasting Corporation; Ruth Lyons, director "Your Morning Matinee," WLW, Cincinnati; William F. Ludgate, KWK, St. Louis.

Also included were John T. Mitchell, director of radio production, Morse International; N. R. Olding, operations engineer, Canadian Broadcasting Corporation; G. R. A. Rice, CFRN, Edmonton, Alberta, Canada; Lieut.-Colonel Keith S. Rogers, CFCY, Charlottetown, Canada; B. Gale Swift, supervisor of musicians, NBC, Chicago; Verl Thomson, program director, KSOO, Sioux Falls, South Dakota; Dr. Edwin J. Van Etten, Dean, Cathedral Church of St. Paul, Boston.

To NAB Women's Post

TOLEDO, O.—Mrs. Norma Richards, director of women's activities of WSPD, has been appointed acting-treasurer of NAB's Association of Women Directors. Appointment was made December 20 by Dorothy Lewis, NAB coordinator.

At present she is the producer-director of "Homemaker's Institute," a daily woman's feature; the hostess of "Housewives' Quiz," the "Kiddie's Story Lady," and the producer-director of a daily sponsored studio show.

GIFT TO HERO



During a radio interview by Howard Pyle of Station KTAR at Phoenix, Arizona, Gen. Jonathan M. Wainwright, hero of Corregidor, admires a fancy Western riding crop presented to him by Pyle. It replaces a cane which the general formerly carried as a cavalry officer.

Tie-in With Druggists

EVANSVILLE, IND.—Cooperative promotion project has been arranged by station WGBF, NBC affiliate of this city, with Charles Leich and Company, wholesale druggists, to inform druggists of the Tri-State area (Indiana, Illinois and Kentucky) about drug-sponsored radio programs.

Medium is a two-page hectographed sheet appearing every other Saturday. Publication mentions both network and locally sponsored shows. Stations WSON, Henderson, Kentucky; WAOV, Vincennes, Indiana; and WEBQ, Harrisburg, Illinois, are cooperating in the promotion.

Music Post Changes

CHICAGO.—Joseph Gallicchio, NBC staff conductor for 13 years, has been named musical director of the NBC Central division, replacing Dr. Roy Shield, recently appointed musical contractor for NBC in New York. Whitey Berquist, also a veteran staff conductor, has been appointed assistant musical director here.

EVANSVILLE, IND.—Under sponsorship of Station WGBF, 45 elementary school children in this city who sold the most bonds in the schools' Victory Loan campaign will receive three-day, all-expense trips to Chicago in May.

NASHVILLE, TENN.—John McDonald, WSM farm director, created plenty of smoke at the recent meeting of farm directors in Chicago. He distributed corn-cob pipes and Tennessee burley tobacco.

Postwar Gardening Series Gets Big Promotional Push

SAN FRANCISCO.—Cognizant of the trend back to ornamental gardens from the "victory garden" era, KPO has inaugurated a new program "How Does Your Garden Grow?" naming Albert Wilson, widely known garden authority, listeners' consultant.

Wilson is heard over KPO every Sunday with factual information for the gardening public on California gardening, with the purpose of interesting novice gardeners in better techniques, and of assisting the professional with new tricks for earth, seeds and cuttings.

Far in advance of Wilson's initial broadcast, KPO had placed pictures in leading botanical journals and garden magazines and sent letters to a complete list of nurseries throughout the San Francisco area and Northern California in an effort to interest leading garden authorities and organizations. Wilson also was interviewed by Henry Schacht, KPO agricultural expert, whose early morning program reaches throughout the Northern part of the state.

"How Does Your Garden Grow?" went on the air with the endorsement of various well-known nurserymen and gardening societies. Wilson was introduced to his listeners in his first broadcast by Mrs. Walter Brindell, President of California Garden Clubs, Inc.

NEW SITE



WKBH, La Crosse (Wisconsin), was recently granted a construction permit to increase power from 1,000 to 5,000 watts, day and night. The picture shows the turning of the first shovelful of dirt, marking the beginning of construction for the new WKBH facilities. Left to right: Steve Pavela, contractor; Howard Dahl, WKBH manager, and Al Leeman, the station's chief engineer.

25th "MARKET NEWS SERVICE" BIRTHDAY OBSERVED



PITTSBURGH SALUTE—A quarter-century of the "Market News Service" feature was marked at KDKA with a special broadcast. At mike are Homer Martz, KDKA farm director and J. K. Boyd, Pittsburgh representative of Federal-State Market News Service. In control room are Charlie Bickerton and Ward Landon, engineers who handled first broadcast in 1921.

PITTSBURGH, PA.—Radio saluted the United States Department of Agriculture "Market News Service" on its 25th anniversary in December when the "National Farm and Home Hour" had as its guests W. A. Wheeler, and E. J. Rowell, both of the department, and J. K. Boyd, writer of the first marketing report for commercial broadcasting, as its guests.

Wheeler, of the agricultural marketing service, and Rowell, head of agricultural marketing broadcasting, were heard from Washington, while Boyd was interviewed by Homer Martz, KDKA director of agriculture, in Pittsburgh. From Chicago came the voice of Everett Mitchell, NBC farm commentator, presenting the latest farm market reports.

Though established earlier, the "Market News Service" did not become a radio feature until May 19, 1921, a date which marked the inauguration of one of the most important KDKA services.

For it was on this date that the first government market reports were broadcast, thus laying the groundwork for all future farm programs. Prices included: eggs, 30 cents a dozen; butter, 37½ cents a pound, and potatoes, \$1.75 a bushel.

By the following Summer, the demand for additional and more comprehensive farm programs had become so great that on July 1, KDKA placed all farm broadcasting under the direction of E. S. Bayard, Pennsylvania editor of The Na-

tional Stockman and Farmer (now The Pennsylvania Farmer), who brought a young Sioux City, Iowa, farm editor East especially to take over this radio work.

That editor—in the radio business ever since—was Frank E. Mullen, now vice-president and general manager of the National Broadcasting Company.

Under Mullen's direction, the KDKA Farm Service introduced many new features, among them cotton quotations, added at the insistence of listeners in the deep South; and a regular schedule of recipes and homemaking hints for farm kitchen recipes and homemaking hints for farm wives.

In August, 1923, a special microphone was installed in Mullen's office in the East Liberty section of Pittsburgh as a convenience in handling these programs and the following January it was moved to the magazine's adjoining auditorium.

Today the program is known as the "KDKA Farm Hour" and is broadcast Monday through Saturday. And the two engineers who handled that first broadcast back in 1921—Ward Landon and Charlie Bickerton—are still on the job.

In fact, they were at the controls when Pittsburgh joined the network to salute the United States Market News Service. And they remembered J. K. Boyd who has been Pittsburgh representative of the market service so long that he recalls reports which were sent out by Morse code.

Sportscaster's New Game Makes Washington Debut

WASHINGTON.—Arthur J. "Dutch" Bergman, WRC sports commentator and former Redskin coach, is back in the coaching business. This time he is coaching fans instead of players and all the playing will be "home games." The "coaching" is via a new indoor sport, "Dutch Bergman's Football Game," which was conceived and designed by the famed sports figure.

Designed for popular appeal, the game does not require all the technical "know-how" of football, but it is scientific enough to provide lively sessions for the "Monday morning quarterbacks." It is a simple affair consisting of a cardboard field and a deck of play cards. "Plays" are called and executed by the cards drawn with regular football regulations the rule.

"It is so simple," says Bergman, "that to play it fans need to know only four football fundamentals—running, passing and kicking and that the team must make ten yards in four downs in order to keep the ball."

Due to a limited supply, the games were merchandised first in the Washington area through the People's Drug Stores. National distribution will begin as soon as supply permits. A large supply of the "Dutch Bergman's Football Games"—ideal amusement for shut-ins—will also be presented to the various military hospitals in the Washington area.

Program and station are both given promotional mention on the game's wrapper.

"PARADE" ADS



Walter O. Miller, WGAL manager, looks over a part of the 11,438 lines of NBC Parade of Stars newspaper promotion inserted by the Lancaster, Pennsylvania, station to support the current "Parade" campaign.

WTMJ TELEVISION STATION PLANS USING NEW MILWAUKEE-CHICAGO MICROWAVE LINK

MILWAUKEE, WIS.—Plans for a chain of microwave radio relay stations between Milwaukee and Chicago which will be employed for television transmission in cooperation with WMJT, The Milwaukee Journal television station, were announced in December by the American Telephone and Telegraph Company.

Applications for permission to build the high frequency system and to operate it on an experimental basis were filed with the Federal Communications Commission, the company said.

The service also will be available to any other broadcaster who might be able to use it. The relay system will cost about \$500,000. If the FCC approves, it will be ready for tests in the spring of 1947.

Early experiments will be on frequencies in the 4,000-megacycle range, far above the frequency of ordinary radio broadcasts. These super-high frequencies travel in straight lines, like light, necessitating high antenna towers so they will clear buildings, hills, woods, and relay stations to bring them around the curvature of the earth.

Three relay stations, consisting of a tower and a building to house power and other equipment, will be built about 25

miles apart—near Barrington, Illinois; near Wilmot, Wisconsin; and at Prospect, Wisconsin. At the center of the 25-mile path between stations, the earth's curvature amounts to about 104 feet. The towers will be 120 feet high to assure sufficient clearance for the microwaves.

No relay system like the projected Milwaukee-Chicago chain is in existence today, although construction is under way on one to link Boston and New York.

On a national scale, the relay systems are expected to play an important part in future communications in combination with a nationwide network of coaxial cables, capable of carrying television as well as the more ordinary radio programs and telephone messages.

A nationwide coaxial net is now under construction and the future Bell television networks probably will consist of interconnected coaxial cables and radio relay channels.

The coaxial lines are to be expanded for the next five years at a rate of 1,500 miles per year, it was announced. They will connect Chicago and New York, but the Milwaukee-Chicago relay system is expected to be completed before the New York connection is laid.

WBEN Gives Big Blizzard 'All-Out' Air Coverage

BUFFALO.—Blanketing Buffalo like the 60-inch record snowfall that covered the city in mid-December, Station WBEN broadcast more than 2,000 individual storm items including announcements proclaiming the need for snow shovelers and milk deliveries.

In addition, during the four-day period, more than 3,000 telephone calls, concerning questions about school openings, bus and trolley service and work schedules, were answered by WBEN personnel.

Other steps taken by WBEN to meet this crisis were the utilization of station breaks for brief storm bulletins, and a full hour of storm bulletins. In addition, many WBEN announcers, news writers, engineers and switchboard operators remained at their station posts day and night one week-end.

Milwaukee FM Station Has Its Fourth Christening

MILWAUKEE, WIS.—The first FM station west of the Alleghenies underwent a fourth christening in December when WMFM, the Milwaukee Journal Station, became WTMJ-FM.

The change was made in anticipation of eventual duplication of programs on WTMJ, the Journal's standard wave outlet, and on the FM outlet.

The Journal's FM station went on the air February 23, 1940, under an experimental grant, and was known as W9XAO. With the advent of commercial operation of the station, it became W55M.

When the Federal Communications Commission discontinued this system, the station took the unique call letters of WMFM. The change on December 1 to WTMJ-FM will be the fourth set of call letters identifying the station.



WINNER—Campbell Arnoux, general manager of WTAR presents a plaque to Coach Bill Story in recognition of the brilliant record of the champion Granby High School football team at dinner given by WTAR.

WTAR Fetes Local School Team for Unusual Record

NORFOLK, VA.—As a tribute to the sportsmanship and exceptional record rolled up this season by the Granby High School football team which won 21 consecutive games and became State champions, Station WTAR in December gave a banquet in honor of the boys.

More than 200 guests, including the boys' parents, sports fans and civic leaders, attended.

Bill Stern planned to attend the dinner but was held in Philadelphia when planes were grounded by foul weather. He said in a remote pickup "piped" to the banquet, that "I don't think there's another team in the country with such a record." Speakers praised the team, which averaged 44 points per game and was never held to a score of less than 33 points.

Campbell Arnoux, managing director of WTAR, presented a plaque to the team. Acting on behalf of a committee of sports fans, Blair Eubanks, chief announcer and sports commentator at the station, presented a check for \$1,355 to Coach Bill Story, for a new car. Admirers of Coach Story contributed to the fund.

WEAF Executive Honored

NEW YORK.—Former Mayor F. H. La Guardia presented Certificates of Merit to WEAF and to De Lancey Provost, the station's assistant director, at a luncheon given by the Office of Civilian Defense.

The certificates were awarded "in recognition of devoted and distinguished service to your country and the City of New York during World War II, and to the cause of civilian defense, by promoting participation in all phases of home front activity."

NOTABLES PARTICIPATE IN TOY CAMPAIGN

WASHINGTON.—WRC's "Doll House" campaign to provide dolls and toys for Washington's underprivileged children, was revived this Winter and, despite shortages of toys, proved one of the most successful campaigns yet with nearly 5,000 toys and dolls collected.

Margaret Truman, daughter of the President, launched the campaign by presenting twin baby dolls, "Mary" and "Margaret," to Bill Herson, WRC "Timekeeper" who headed the holiday toy-collecting campaign.

A special dedication program featuring District Commissioner Guy Mason, Mrs. Carl Spaatz, wife of General Spaatz, Milton Berle, comedian, and Carleton D. Smith, WRC general manager, were also part of the opening ceremonies.

The toys were later distributed by the Washington Council of Social Agencies to needy children.

The Doll House, located at Washington's busiest intersection, 14th and F Streets, was a structure of colonial design large enough to house hundreds of toys plus broadcasting equipment. Throughout the campaign, from December 3 through December 22, Herson broadcast his regular "Timekeeper" program plus a daily 15 minute "man-on-the-street" program from the spot. Programs of Christmas carols by high school Glee Clubs and "broadcasts to Santa" by Washington's youngsters were other features from the Doll House.

Among the contributors to the Doll House were such personalities as FCC Commissioner Paul Porter, Admiral of the Fleet Chester W. Nimitz, new chief of Naval Operations, the members of the Washington Redskin Football team, and various members of the diplomatic set including Madame Diamantopoulos, wife of the Greek Ambassador, Madame Morgenstierne, wife of the Norwegian Ambassador and Miss Luz-Plaza, daughter of the Ecuadorian Ambassador.

Government agencies also cooperated to put over the successful campaign with hundreds of toys being collected by employees of the O.P.A. and State and Commerce Departments.

Miniature doll houses were used as collection depots to push the campaign by O.P.A. employees. In addition to their individual donations this department also



AIDING THE NEEDY—"She's not just an ordinary doll—she's a Navy doll," says Fleet Admiral Chester W. Nimitz, new Chief of Naval Operations, and Mrs. Nimitz as they add their contribution to WRC's "Doll House" campaign to collect dolls and toys for needy Washington youngsters. Bill Herson, conducting the campaign, agrees with the Admiral for the doll, a pert little blonde, is wearing a Navy blue and white sailor cap and a Navy pea-jacket.

turned over two truckloads of toys, all manufacturer's samples. Washington clubs and fraternal organizations also made large donations.

Started several years ago by WRC's Gordon Hittenmark, the "Doll House" soon became a Washington Yuletide "landmark" and aroused considerable public interest. It was discontinued during wartime because of the scarcity of dolls. However, its success in 1945, not only as a public service, but as a station promotion effort, proved that the WRC Doll House is still a definite part of the Washington Christmas scene and so will continue to be an annual station project.

W. E. Webb Returns to NBC

NEW YORK.—William E. Webb has returned from two years' service as Lieutenant-Commander in the United States Navy to NBC as manager of public service promotion, it was announced January 4 by Charles P. Hammond, network director of the advertising and promotion department.

Arthur Forrest, who handled Webb's work during the war, is now in charge of national promotion for NBC-owned and operated stations.

Webb joined the Navy in 1943 and served as an air combat intelligence officer aboard an aircraft carrier.

6-DAY VIDEO

NEW YORK.—Swinging into its most ambitious week-long schedule, NBC's television station WNBT on December 10 began a six-day operation. On the air every day except Tuesdays, the network's video outlet in New York thus extended time on the air to about 17½ hours a week. Thus, in less than a year, WNBT will have doubled its time on the air. Largely responsible for this increase is the pickup of major sports events from Madison Square Garden.

Kaltenborn in S. America

NEW YORK.—For the first time in 10 years the voice of H. V. Kaltenborn, dean of American commentators, is absent from the airwaves. Following his regular broadcast on February 1, Kaltenborn was to leave for South America to gather background material and interview outstanding personalities in Brazil, Uruguay, Argentina, Chile and Peru. He is expected to return to New York on Sunday, March 3.

During Kaltenborn's absence, Richard Harkness of NBC's Washington staff, substitutes for him.

Kaltenborn has the unusual record of having broadcast, during the past 10 years, without missing a program.



CUT UP—Perry Como, singing star of NBC's "Chesterfield Supper Club," cuts himself a piece of birthday cake during the celebration of the program's first anniversary, December 10. Looking on, in the usual order, are Lloyd Shaffer, conductor of the "Supper Club" orchestra, screen actress Gene Tierney and Byron Foy, motion picture producer.

RADIO SHOWMANSHIP CONTINUES TO BOOST UNCLE SAM'S SAVINGS BOND SALES



Don Hill (right), of WAVE, auctioned an "atomic driver" to Victory Bond buyers.



When Chief Yeoman and Mrs. Clarence Gethers, of Coloma, Wis., appeared on a "Truth or Consequences" broadcast, Emcee Edwards promised them a \$1,000 bond, if listeners' purchases reached the million-dollar mark. They received the bond at WIBA.



KVOO (Tulsa) is host to Ralph Edwards and his "Truth or Consequence" staff as a salute for his Victory Bond sales efforts. Edwards is at head of table with KVOO News Editor Ken Miller.



James Melton, Metropolitan Opera tenor, is shown accepting a \$1,500 check from a bond buyer at sale conducted by Station WOOD, Grand Rapids, Michigan.



Mrs. Pat O'Brien, wife of the screen star, is interviewed by Verne Johnson, KOMO news announcer, during her visit to Seattle to boost bond sales.

from **NBC**

Perfection in Performance

. . . for your listening pleasure

Today, tonight—every day and night—NBC brings to your home the thrilling genius and finesse of its own most talented artists. You who revel in the great classic compositions . . . who are stirred by romantic and colorful music . . . or who prefer light selections—all hear an impressive array of such superb programs as . . .

THE NBC SYMPHONY

Sunday, 5:00 to 6:00 p.m. EST

GEORGE CROOKS, Organist

Sunday, 8:00 to 8:30 a.m. EST

NBC STRING TRIO

Sunday, 10:30 to 11:00 a.m. EST

NBC CONCERT ORCHESTRA

Sunday, 12:30 to 1:00 p.m. EST

DAYTIME CLASSICS

Monday thru Friday, 9:30 to 10:00 a.m. EST

THE FRED WARING SHOW

Monday thru Friday, 11:00 to 11:30 a.m. EST

RHAPSODY IN THE ROCKIES

Saturday, 6:00 to 6:30 p.m. EST

SKETCHES IN MELODY

Monday, 6:15 to 6:30 p.m. EST

Tues., Wed. and Thurs., 1:00 to 1:30 p.m. EST

Friday, 1:30 to 1:45 p.m. EST

ECHOES FROM THE TROPICS

Tuesday thru Friday, 6:15 to 6:30 p.m. EST

THE STORY OF MUSIC

Thursday, 11:30 to 12:00 mid. EST

ORCHESTRAS OF THE NATION

Saturday, 3:00 to 4:00 p. m. EST

NBC broadcasts these musical programs as a public service. It offers many other outstanding productions in the fields of drama, religion, literature, public affairs and homemaking to provide the utmost in entertainment and inspiration for you and for all America's listening millions.

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

**IN THIS
ISSUE:**

*Aiding College
Radio Course*

*Promotion Via
Grocery Chain*



CLAIR R. MCCOLLOUGH

The general manager of the Mason-Dixon Radio Group (six Eastern NBC affiliates) who has been elected chairman of the NBC Stations Planning and Advisory Committee.

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UNO PROJECTS

Geared to the swift pace of world events, NBC—in cooperation with the State Department and United Nations information services—has announced plans for a long-term project of international broadcasting and educational activities designed to promote world amity.

The project, made public on February 15 by Dr. James Rowland Angell, embraces:

1—A United Nations Week observed nationally by the network and locally by NBC's independent affiliated stations.

2—A conference in New York, arranged by NBC, for broadcasting educators and program executives of member nations of the United Nations, and development of an exchange of cultural programs among broadcasters in these nations.

3—Use of the entire NBC University of the Air in an integrated, inter-nation educational campaign.

The week of the first meeting in the United States of the General Assembly of the United Nations, scheduled for early September, has been selected by NBC as its United Nations Week.

Announcement of its adoption by the National Education Association for observance in the schools of America was made by Dr. Willard E. Givens, executive secretary of the NEA.

The NEA, which has 850,000 teacher-members, will coordinate its activities—special assemblies and programs—with those of NBC and its independent affiliated stations, to stress the need of unity and understanding based on the theme of the United Nations.

The voluntary cooperation of the American Association for the United Nations in NBC's long-term United Nations project was announced February 19 by Clark M. Eichelberger, director of the AAUN, and Sterling Fisher, director of the project and head of the NBC University of the Air.

Complete details of NBC's UNO project will be included in future issues of The Transmitter.

STUDENTS TAKE OVER KVOO OPERATION FOR A DAY

TULSA, OKLA.—The students of Central High School here realized the fruits of a year of hard work when they appeared before the KVOO microphones and took over the duties of the announcers for an entire day on January 17.

Seven regularly featured programs were conducted by the talented youngsters in which they did all announcements, newscasts and the live music. Much of the program writing was also done by the students.

William B. Way, vice-president and general manager of KVOO, inaugurated the plan to have the schools take over the station for a day 11 years ago. This was done to assist those students who had taken a two-year speech course at Central High School to put into practice their classroom training. The plan was an immediate success and the numbers of students increased annually, with over 150 participating this year.

The kids had a grand time and went through a strenuous schedule with a minimum of assistance from the regular announcers who supervised them. Students who went on the air were chosen from the



OPPORTUNITY—High school students in Tulsa operated Station KVOO for a day. Here Bob Ragland and Glorene Fraser get a "big time" audience.

entire speech class by instructors and the students themselves at a series of eliminations held at Central High School.

The day's activities culminated with a jamboree written and directed by the students. This show was broadcast for 1 hour and 15 minutes over KVOO.

Way feels that this is not only a fine public service feature, but will also help train future announcers and talent.

218 Per Cent Mail Gain Tallied by Station KYW

PHILADELPHIA.—Taking an amazing 218 per cent increase, the mail count at KYW reached a high of 51,737 during 1945. This represents a jump of 35,470 mail pieces over the 1944 pull.

A check shows that letters were received from 96 counties in 10 states with areas far from the KYW primary zone being represented.

Much of the credit for the soaring increase goes to Promotion Director William Rambo who made the KYW performers "mail conscious." Rambo argued that no town is "mail tough" if handled correctly and then set about proving his point. On one promotion, "KYW Day at Willow Grove Park," Rambo through the KYW talent pulled nearly 16,000 pieces of mail and had 20,000 KYW listeners at the local amusement center that day.

Another solid mail puller on KYW is Betty Jordan, conductor of a weekly women's program. Recently on a one-time announcement, she received 5,501 responses within four days.

WLW Launches 4th Annual Music Scholarship Award

CINCINNATI, O.—Audition application forms are being distributed for the Fourth Annual \$1,000 WLW Scholarship at the Cincinnati College of Music, provided annually by James D. Shouse, vice-president of the Crosley Corporation in charge of broadcasting, and a member of the board of trustees of the college.

Applicants, between the ages of 18 and 25, must live in Ohio, Indiana, Illinois, Kentucky, Tennessee or West Virginia.

Songs required for the audition are two arias in a foreign language and four songs in English, either light classical or light operatic selections. Final auditions will be held May 25 at the Cincinnati College of Music.

Commenting on the scholarship award, Shouse said: "We believe it is fitting that radio should contribute to the cultural development of America's most promising young singers. There is a great field of opportunity for gifted singers not only in radio, but also in concert, opera and, very soon, television."

S. Carolina Public Service Programs Launched by WIS

COLUMBIA, S. C.—Station WIS has inaugurated several new programs of an informative nature, according to an announcement by G. Richard Shafto, the NBC affiliate's manager.

"Palmetto Landmarks" is a new sustaining series dealing with places and persons of note in the Palmetto State. Written by Jean Brabham, WIS program department, and supervised by Ray A. Furr, program director. "Palmetto Landmarks" each week tells three separate stories about a site of interest, or a person of note. Civic leaders of the capital city have made frequent appearances on the program recently.



Jack Knott

Designed for group listening in the high schools of the state. "Your State Government at Work" tells listeners about the latest happenings in the State Legislature. Here again political leaders often appear on the program to discuss topics before the State Assembly.

"Assembly Report" is presented as a weekly feature, and many state speakers of note appear on the new WIS series. Governor Ransome J. Williams and several senators and representatives were scheduled for one program in the series, which was designed to serve as "an educational feature dedicated to the WIS listening public."

Jack Knott, WIS newscaster currently conducts a program restricted to news of the Palmetto State. "Today's News," at 2:45 p.m., Mondays through Fridays. Taking brief quips from editorials in South Carolina dailies and weeklies, Knott's commentaries sometimes agree, sometimes disagree with the local press. Much enthusiasm has arisen over the program throughout the WIS listening area, since the listeners like comment on their hometown newspapers' editorial policies.

CHICAGO.—William Ray, director of the NBC Central division news and special events department, has been elected president of the new Chicago Radio Correspondents formed on January 9.

KTSM MEN SUPERVISE MAJOR COURSE IN RADIO AT TEXAS COLLEGE OF MINES AND METALLURGY

EL PASO, TEX.—Under the supervision of Virgil Hicks, director of extension service of KTSM, the Texas College of Mines and Metallurgy—a branch of the University of Texas—now offers a major course in radio.

In order to make the course well-rounded and complete, the school built its own radio studio with Hicks supervising its construction as well as instructing the classes.

The idea for developing the radio branch of journalism at Mines was conceived just before the outbreak of World War II and the development of it is due largely to the efforts of J. F. Williams, dean of student life at the college and head of the journalism department. Also prominent in civic activities, Williams realized the value of such a department and went to Karl Wyler, vice-president and general manager of KTSM, for suggestions and advice.

Wyler immediately appreciated Williams' thought and the next major development found him completing arrangements

to take Dr. D. M. Wiggins, president of the college, and Joseph Bennis, prominent El Paso attorney, to New York to study the future of such a plan with National Broadcasting Company officials.

NBC had at that time recently appointed Dr. James Angell, president emeritus of Yale University, as public service counselor. Consultations with NBC officials and prominent educators of Eastern schools were held.

Returning to El Paso, thoroughly convinced about the idea, Wyler appointed Hicks to begin laying the groundwork of the radio department at the college. Lecture classes began at once and due to an immediate manpower shortage in the vicinity of El Paso, caused by conscription, KTSM found radio students efficiently filling those positions left vacant.

Auditions were held at the college for both men and women, and out of them came student announcers, continuity writers, newscasters and publicity assistants. Radio had taken the campus by storm.

(Continued on page 12)



SPAC SESSION—The recently elected 1946 NBC Stations Planning and Advisory Committee met in New York on January 24 and 25. Clair R. McCollough, of WGAL, Lancaster, Pa., was elected chairman. Standing, left to right: Karl O. Wyler, KTSM, El Paso, Tex.; William B. Way, KVOO, Tulsa, Okla.; Walter Damm, WTMJ, Milwaukee, Wis.; Campbell Arnoux, WTAR, Norfolk, Va., and William B. Ryan, of KFI, Los Angeles. Seated: Nathan Lord, of Station WAVE, Louisville, Ky.; Chairman McCollough; and Harold Wheelahan, of Station WSMB, New Orleans, La.

INVITATIONS TO GOOD LISTENING EXTENDED BY THESE STATION PROMOTIONS



The "high school set" in Columbia, South Carolina, is reminded by Kohn's window display to tune in on NBC's "The Teentimers Club" show carried Saturday mornings by WIS.



Hal Renollet, KOA "Mile High Farmer," and his secretary dispense data at National Western Stock Show. Poster proclaims American Meat Institute sponsorship of "Fred Waring Show."



An estimated 850,000 persons see 10 such promotional billboards located in Tulsa, Oklahoma, and surrounding key cities where KVOO is busily plugging "Oklahoma's Greatest Station."



"Salesman Sam" at W-SAM's model sales office, lets no one miss the fact that the Saginaw, Mich., station's sales force is "on the ball." National products advertised over the station are on display.



It's an obvious caption here: KTAR (Phoenix, Arizona), utilizes its new coaxial antenna system tower to advertise itself to the city's downtown population.

IDEAS AND DISPLAYS HELP TO PUT ACROSS NBC AFFILIATES' MESSAGES



It's a pun, son, that brings in fines to the March of Dimes. Von Weed, Winifred Searles and Lillian Markkanen collect at the gag desk of KGW, Portland, Ore.



In Trenton, New Jersey, Ernie Kovacs, of WTTM, opens "Dime Square" for the March of Dimes fund with Mayor Andrew Duch officially proclaiming the community's aid to the campaign against polio.



This display in an Easton, Pennsylvania, store keeps listeners aware of the NBC "Parade of Stars" carried over Station WEST.



The "Parade of Stars" catches the eyes as well as the ears of WKBH (Wilkes-Barre, Pennsylvania) listeners by an impressive photo display outside the studios.



WKBH (La Crosse, Wisconsin) is rightly proud of its public service programs, and proclaims that fact from large billboards—and car cards, too.

KSTP TIES UP WITH GROCERY CHAIN TO ISSUE PROGRAM PAPER; 100,000 COPIES DISTRIBUTED BY MAIL WEEKLY

MINNEAPOLIS.—A fan publication with a circulation of more than 100,000 copies every week is a KSTP solution to the problem of getting greater publicity. The publication was developed through a tie-up with the Western Grocery Company and their Jack Sprat stores throughout the KSTP coverage area, and has been in existence since last fall.

Titled KSTP Radio Reporter, and using the reverse side of the Jack Sprat Stores' weekly advertisements, the publication is not a door-to-door throwaway or a counter giveaway, but is actually mailed to the stores' customers. Because of this, and because of comments received by both the stores and the station, readership of The Radio Reporter is estimated to be quite high.

KSTP's Radio Reporter is printed in two editions each week, with a two-page paper for distribution in the Twin Cities and nearby territory, and a one-page edition for the rural coverage area. The one-page rural edition is the same as the first page of the Twin City edition.

Because of KSTP's policy regarding its contents, many problems confronted the station in publication of The Radio Reporter. With an issue dated Saturday of each week, the station attempts to restrict the first page to news of programs and personalities heard over KSTP the succeeding week. "Time copy" is seldom used on that page.

This policy was evolved because of KSTP's belief that radio program promotion is most successful in wooing new listeners when it motivates a tune-in at a given time by providing specific information about a show. For example, the station feels that persons not in the habit of listening to a given program might tune in on learning that a favorite performer is guesting on a certain night, and that the program may succeed in retaining many of those listeners as regulars.

Of the total copy on the first page, there is an average of six pictures and 14 stories. More than 75 per cent of the material to date has had to do with specific happenings on programs heard the week following publication. A regular feature of the page is the "1500 Club," a column



Jerre McCue, KSTP stenographer, looks over a copy of the new station paper, The Radio Reporter.

of gossip about radio personalities and programs. The paper is composed of five column pages, 17 inches in height.

The two-page edition carries releases that reach the station too late for inclusion in the big-run edition, and publicizes location dates of such KSTP traveling shows as the "KSTP Barn Dance" and "Main Street, Minnesota."

The publication has values other than that of audience-promotion; it has a prominent place in sales promotion and merchandising, giving the station a chance to promote local, spot or network shows at will.

Award to "Duffy's"

NEW YORK.—NBC's "Duffy's Tavern" was the only radio program selected for the Honor Roll of Race Relations of 1945, according to an announcement by Dr. L. R. Reddick, curator of the Schomburg Collection of Negro Literature, a part of the New York Public Library.

Each year a poll is conducted to choose the 12 Negroes or Negro organizations, and the six white persons or organizations, which distinguished themselves during the previous year in improving race relations.

Duffy's was cited because it "demonstrates that Negro actors may be featured in comedy without the use of jokes that are offensive to any racial group."

Mountaintop Golf Contest Proves Ace KVOA Promotion

TUCSON, ARIZ.—The law of gravity came in for near-top billing January 29 when 10 of the nation's golfing greats competed in a novel long-distance driving contest from atop Tucson's "A" Mountain, with KVOA sponsoring and broadcasting the stunt, conceived by Fred Gerletti, station publicity director.

With weather and 550 feet of leverage in his favor, strong-armed Leo Diegel completed the best drive of the morning when his entry sailed 410 yards down the mountain before it came to rest. Prize for which the ten pros competed was a \$100 Victory bond donated by co-sponsor Max Klinger of the Rainbo Baking Co.

Staged from the road circling the mountain, officially known as Sentinel Peak, the novel contest attracted a crowd of well over 200 spectators as KVOA's Ben Slack fed the mike audience the details, through the station's mobile short-wave unit, KAOU. The golfers, placing their single allotted ball on a mat in the roadway, were carefully pointed down a marked-off course facing away from the city.

Sentinel Peak, the popular mountain on which the contest was held, gets its nickname from the large whitewashed "A" painted on the north side overlooking Tucson. The huge letter, meticulously re-whitewashed each fall by a corps of freshmen boys and coeds, stands for the University of Arizona.



SPORTS PROMOTION—Ben Slack, KVOA program director, mans the mike as Max Klinger (left), of the Rainbo Baking Company, hands over the \$100 Victory Bond prize to Leo Diegel, Tucson pro, for his winning 410-yard drive down the side of Tucson's "A" Mountain in station-planned stunt. The novel event served as jumping-off publicity for the Tucson \$7,500 Open Tournament, which started the following day.

WHIS Program Director Airs Big Mine Story to Nation

BLUEFIELD, W. VA.—Melvin Barnett, WHIS program director—recently discharged from the Signal Corps—was on



Melvin Barnett

his way from the mouth of the mine at Havaco, West Virginia, where 13 men had just lost their lives and 254 more had miraculously escaped death, when he was stopped by a member of the station staff and told that

in one hour and 50 minutes, WHIS was to feed NBC with an eyewitness account of the mine explosion.

Mental calculations revealed that in that hour and 50 minutes there were 39 miles of icy mountain roads to travel back to the studios. Then there was the business of writing the script.

Melvin reached the station in time to prepare his script and enter the studio just in time to see the lights flash, "On the Air." Melvin stepped to the mike and told the world via NBC about the terrible mine tragedy, thus giving an eyewitness account without a hitch.

Minnesota School Series

MANKATO, MINN.—What modern education is accomplishing in a typical Midwestern city was told in a series of 15-minute broadcasts, "Mankato Schools on the Air," five mornings a week at 8:45 a.m. during February on Station KYSM here.

Designed to familiarize parents with the many-sided activities at Mankato High School, the series included interviews, round tables, classroom discussions, student government meetings, assembly programs and concerts.

Planning the broadcasts with Bob Gardner, KYSM program director, were two faculty members, C. J. Arnold, who heads the department of audio-visual education, and Lucy Joyce, director of the radio workshop.

Arnold believed that the series would develop into an all-inclusive community educational service through the medium of broadcasting.

WIOD Celebrates Twenty Years Of Service



MIAMI ANNIVERSARY—Local and state officials turned out January 19 to extend their congratulations to WIOD on its 20th birthday. At the microphone, left to right: Mayor Perrine Palmer, Jr., of Miami, Congressman Pat Cannon, Mayor T. C. Mayes of Coral Gables, Mayor H. A. Frink of Miami Beach, and J. M. LeGate, general manager of WIOD.

MIAMI, FLA.—Station WIOD presented a 90-minute broadcast January 19 as the climax to the observance of its 20th anniversary of broadcasting in Greater Miami. Congressman Pat Cannon, Mayor Perrine Palmer, Jr., of Miami, Mayor Herbert A. Frink of Miami Beach and Mayor Thomas C. Mayes of Coral Gables headed a group of 18 prominent civic, military and religious leaders who participated in the broadcast.

Congratulatory telegrams were read from Senator Claude Pepper of Florida;

Julian F. de Solorzano, secretary of the presidency, in the name of President Ramon Grau San Martin of Cuba; Dr. Carlos Prío Socarras, Prime Minister of Cuba; Dr. Miguel Suarez Fernandez, President of the Cuban Senate, and G. J. Gallego, Consul General of Costa Rica.

At the conclusion of the program, Daniel J. Mahoney, president of WIOD and vice-president and general manager of The Miami Daily News, read messages from Niles Trammell, NBC president and Frank A. Mullen, NBC vice-president.

NBC's Margaret Cuthbert Honored by Press Women

NEW YORK.—Margaret Cuthbert, NBC director of programs for women and children, has been chosen as one of the 10 women cited by the Women's National Press Club as "makers of news and promoters of progress."

Miss Cuthbert joined the staff of NBC's key station, WEA, New York, in 1925. She was named director of women's activities in 1935, and in 1942 was appointed to her present post.

To her credit may be listed the "Galant American Women" program series, presented in cooperation with the United States Department of Education, which told the story of women who helped to develop the American way of life and were named co-makers of history; the "American Story" series; "Consumer Time," presented by the United States Department of Agriculture; as well as "The

World's Great Novels" series of the NBC University of the Air, and "Story to Order."

Recipients of the award were feted at an "achievement dinner" held by the press club on February 9 at the Hotel Mayflower, Washington, at which President and Mrs. Truman were honor guests.

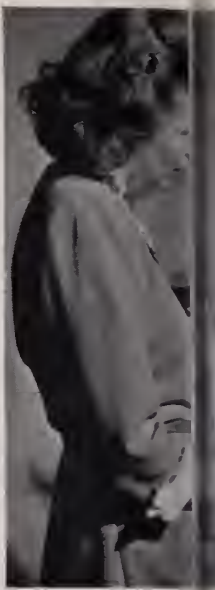
The outstanding women so honored for their work in the arts, professions, business and government were: Virginia Gildersleeve, Dean of Barnard College; Agnes de Mille, the dance expert; Mary Norton, Congresswoman from New Jersey and chairman of the House Committee on Labor; I. A. R. Wylie, author; Ruth M. Leach, vice-president of International Business Machines; Georgia O'Keeffe, artist; Anne O'Hare McCormick, of The New York Times, and Dr. Esther Loring Richard, of Johns Hopkins University.



Here is Clint Buehlman at WBEN (Buffalo), emerging from under an avalanche of 85 mail bags with more than a million Christmas cards for use again in rural school art classes.



W'LV (Cincinnati) brought in almost 50,000 Christmas cards through an appeal by Katherine Fox and Robert E. Dunville.



Anne Collins, prepared script read her.



At Homestead, Pa., W. W. Chaplin, NBC's roving reporter, reported the steel strike picture a few minutes after work had stopped. He teamed with Charles Earley, KDKA news editor, who phoned a running account for Chaplin's broadcasts.



Sen. Alben W. Barkley, John McDonald, W'SM farm d O'Neil, president of the American Farm Bureau, chat Farm Bureau Federation at Louisvil



Pamela Davis and Mary Whitaker, hostesses on KYW's "Lunch Time with a Punch Line," bestow a garland of fresh vegetables on their host Peter Roberts.



Perry Como, singing star and emcee of the "Supper Club" show, receives a scroll from Don Walker, commander of the Disabled War Veterans who chose Perry their favorite singer.

H
to



ents announcer for WWJ, arranges specially Karen Oaks, Detroit polio victim. Mrs. Oakes Dimes appeal from her iron lung mirror.



Sen Kaney, of NBC Chicago; John Alexander, KODY, North Platte, and Frank E. Chizzini, NBC Radio Recording, congratulate John J. Gillin, Jr., of WOW, Omaha, who was reelected director of the 10th District, NAB, at Omaha.



d Edward Kentucky

Leading citizens of Nashville, Ga., watch their Mayor G. W. Gaskins talk with Mayor Tom Cummings, of Nashville, Tennessee, over WSM facilities. Singer Jack Baker is behind Mayor Gaskins and announcer Ernie Keller behind Mr. Cummings. On the station's Dixie Nightcap show, Jack is shown "defending" with a knife, the "onslaught" of Keller, whose gun is not seen.



Py again, steering a bobsled at Lake Placid, N. Y., with his guests (back Eddie Eagan, 1932 Olympic sled champ; NBC commentator Lowell Thomas, and Jo Stafford, Como's singing partner.



Corporal Bob Warren, KYW's announcer before the war, rehearses with Sara Churchill, Winston's daughter, and Pauline Grouse for an English production of a play for an RAF benefit.

RESTORATION OF CHICAGO "TO PROPER PLACE IN RADIO PICTURE" IS AIM OF NBC PLAN

NEW YORK. — Clarence L. Menser, vice-president in charge of programs for the National Broadcasting Company, announced on February 13 that his department is taking several steps to restore Chicago to "its proper place in the radio picture," including the origination of additional network programs.

In outlining these moves "to take full advantage of the excellent studio facilities and the competent staff in our Chicago office," Menser admitted that the importance of Chicago in the program production field has decreased somewhat in the public mind "through circumstances quite beyond the control of the people responsible for Chicago's excellent record."

"First of all," Menser said, "we are budgeting the sum of \$100,000 for 1946 to be allocated solely to talent development. This amount is to be distributed among our M. and O. stations throughout the country, and Chicago will be given a considerable proportion. The money will be used not for sustaining programs but

solely for the development of radio talent of all types.

"In order to stimulate production activities, we are now scheduling for Chicago production shows which are currently being done in New York, and some which we have hitherto been unable to place in our schedules. Two dramatic shows of special importance in this category are 'The World's Great Novels' series and the 'Easy Money' series. Nelson Olmstead, who returns from the service, will also originate his program in Chicago. Other changes are to be announced in the near future.

"In recent conferences in New York, Mr. Jules Herbuveaux, program manager in Chicago, worked out plans for the production of a number of audition programs which NBC will offer for Summer replacements. These will also be Chicago produced."

Menser was in Chicago the week following his announcement for sessions concerning the new plans.

KSD Newsman in Europe

ST. LOUIS. — On-the-spot broadcasts from European capitals by KSD's director of special news events, Frank Eschen, were planned to give St. Louis direct radio coverage of the consistory at which John Cardinal Glennon of this city and three other new American Cardinals were invested with their robes of



Frank Eschen

office in traditional, colorful ceremonies. KSD is the first local station to send a staff member abroad for direct broadcasts to St. Louis. Interest in the appointment of Cardinal Glennon is high in this city, for he is the first Cardinal from West of the Mississippi.

Broadcasts from Rome, Dublin, London, Paris, and, probably, Berlin, were planned by Eschen.

RCA's O. E. Dunlap, Jr. Author of "Radar" Book

"Radar—What Radar Is and How It Works" by Orrin E. Dunlap, Jr., published on February 27, is the first popularly written story of this new miracle of science which played an important part in the Allies' victory effort.

Dunlap, a veteran of wireless, formerly radio editor of The New York Times and now a member of the executive staff of Radio Corporation of America, has added "Radar" to a list of 10 books which he has written in language the layman can understand.

The story of radar is presented as a most fascinating and amazing narrative of science. The author traces the history of radar—the art of radio detection and ranging—from the early reflected wave experiments of Hertz and Marconi right up through the application of the radio "echo" to push-button warfare. He then looks ahead to radar's bright future in peacetime applications.

KOA Stock Show Tie-ins Boost NBC Presentations

DENVER, COL.—Hal Renollet, KOA's "Mile High Farmer," spent a very busy week during Denver's National Western Stock Show in January.

The National Western is a big event here and KOA is on hand every year to give it complete coverage as a service to our agricultural people.

Again this year KOA had a booth prominently located where visitors have learned to come for information regarding the stock show, Denver and KOA.

This year KOA tied the American Meat Institute's purchase of two Waring shows a week in with its work at the National Western by using posters and on-the-air promotion.

KOA's "Mile High Farmer," Hal Renollet, offered a trophy for the Champion Junior Showmanship. This award has nothing to do with the animal that is shown but goes to the entry for poise and showmanship. The trophy was presented to Gwen Ann Jones of Huntley, Wyoming, by Lloyd E. Yoder, general manager of KOA. This trophy was to be on display in a Wyoming department store, thus providing additional promotion and publicity results.

Renollet also originated 10 minutes of the "National Farm and Home Hour" program from Denver on January 19. His portion of the net show consisted of interviews with stock show champions.

In addition, Hal broadcast 49 local programs and made numerous transcriptions of special events.



YOUNG EXPERT—Lloyd E. Yoder, general manager of Station KOA, Denver, presents the KOA "Mile High Farmer" trophy for Champion Junior Showmanship to Gwen Ann Jones of Huntley, Wyoming. Hal Renollet, KOA's "Mile High Farmer," is at mike.

H. Q. Cox Named Manager Of Station KGW, Seattle

PORTLAND, ORE.—M. J. Frey, general manager of the Oregonian Publishing Company, on February 8 announced the appointment of H. Quentin Cox, former assistant manager of radio station KGW, to the post of station manager. He succeeds Arden X. Pangborn, who becomes business manager of The Morning Oregonian.



H. Quentin Cox

Cox has won an outstanding reputation in Western radio circles. He joined the station as traffic, merchandising and promotion manager in 1936. was promoted to program director in 1938. and became assistant manager in 1941.

Long active in the Oregon Broadcasters' Association and public service organizations, Cox is vice-president of the Oregon Advertising Club board of governors, a member of the Multnomah Club, Chamber of Commerce, Kiwanis Club, and Y.M.C.A.

Last August he was selected from the entire nation to serve as special consultant to the Radio Section of the War Finance Division of the United States Treasury during the Victory Loan, and won national acclaim for his success in handling the honorary assignment. Cox was on loan to Washington four months.

30 Program Experts of NBC Affiliates Meet in N. Y.

NEW YORK. — A two-day meeting of more than 30 program managers and production directors of Eastern affiliates of NBC with program planners of the network to study actual programming procedures and effectuate better co-ordination between the network and its stations, was held in New York February 15 and 16.

The agenda of the meeting, the first of a series which Clarence L. Meiser, vice-president in charge of programs, plans to extend to include program directors of all NBC affiliated stations, emphasized demonstrations and question-and-answer periods. Also included were orientation talks by department heads of the company.

POPULARITY

LANCASTER, PA.—The postman always rings twice, they say, but at WGAL here on February 8, it's a wonder he rang at all. On that date Ken Kreider, WGAL's Musical Clock announcer, received through the mails a penny postcard that was completely devoid of writing on the address side. On the reverse side was this request: "Dear Ken, would you please play 'Stars in Your Eyes'?" Thanks to the popularity of Ken and of WGAL the card arrived at its proper destination without one moment of delay.

Teen-Age and Adult Forums Get Prominent WIS Spots

COLUMBIA, S. C.—There is no shortage of forums at WIS and they're all winning public favor.

On Saturdays the boys and girls of the WIS area have their say on "Youth Speaks," a 30-minute sponsored program. A council of students representing five high schools picks the teen-age topics and participants. A member of the WIS staff produces and acts as moderator of the program.

Promotion materials include a monthly printed brochure which goes to all high schools in the state. listing topics for discussion for the month ahead. Posters in high school lobbies over the state are a continuing reminder to boys and girls of "their" program. These visual promotions are proving their worth.

Then on Sundays, adults of the area have an opportunity to share their opinions with listeners on South Carolina problems. The "WIS Public Forum," nearing the end of two years on the air, prefers such topics as "Should South Carolina Have a New Constitution?" and "Should South Carolina Exempt Us From Gas Taxation?"

Such topics are the problems the people of the station are talking about. So, the WIS forum council, composed of seven leading citizens of the state. meets monthly to pick topics. selecting those that would appeal to big audiences.

The council is presided over by the WIS program director.

WEAF Now 'Separate Entity'; J. M. Gaines Named Manager

NEW YORK. — Appointment of James M. Gaines as manager of WEAF, NBC key outlet in New York, and establishment of the station as a separate operating entity with a programming and sales status similar to its other owned and operated stations, was announced January 24 by Frank E. Mullen, NBC vice-president and general manager.

Gaines, who was formerly manager of the planning and development department, will report directly to Mullen.



James M. Gaines

In his new post, Gaines will have the same functional relationship to the company as the managers of the other owned and operated stations. He will have the responsibility for the acceptance or rejection of program and sales offerings

by the network program, sales and national spot sales departments, as well as program offerings by the news and special events and the public service departments.

The following WEAF personnel will report directly to Gaines: de Lancy Provost, program manager; W. O. Tilenius, sales manager; C. H. Philips, advertising and promotion manager; Donald G. Lerch, Jr., agricultural director; and Marian Chapman, press manager.

A production department is established for the station and Gaines also will direct WEAF activities of all contract artists.

Additional personnel, including announcers and production and sound effects men, will be made available.

Gaines joined NBC in February of 1942 in the station relations department after serving for four years as personal representative for Major Bowes. Prior to that he was associated with the Automobile Merchants Association, the Hearn and Bamberger stores, and the International Business Machines Corporation.

In January of 1944 he was made assistant advertising and promotion director for NBC, a position which he held until September, 1945, when he was named manager of the planning and development department.

NBC Video's Film Policy Set; Bock Gets Television Post

HOLLYWOOD.—NBC will draw from the entire industry rather than sign up with any one motion picture producer to make films for television, said John F. Royal, NBC vice-president in charge of television, in a press conference here February 1.

Royal said that his visit to the film capital was in the nature of a survey of the picture industry's facilities.

"NBC does not want to produce its own films," Royal declared. "That's not our business. We want to take advantage of the experience and background of the men whose business it is."

Royal and O. B. Hanson, NBC vice-president and chief engineer, said that the start of television transmission by the network from Hollywood would get underway within a year after the FCC granted NBC the license it has applied for. The NBC transmitter, which will probably be located on Mount Wilson, will cost in the neighborhood of \$750,000, Hanson said.

Meantime, creation of a television department for Hollywood and the appointment of Harold J. Bock as manager was also announced by Royal and Sidney N. Strotz, vice-president in charge of the Western division.

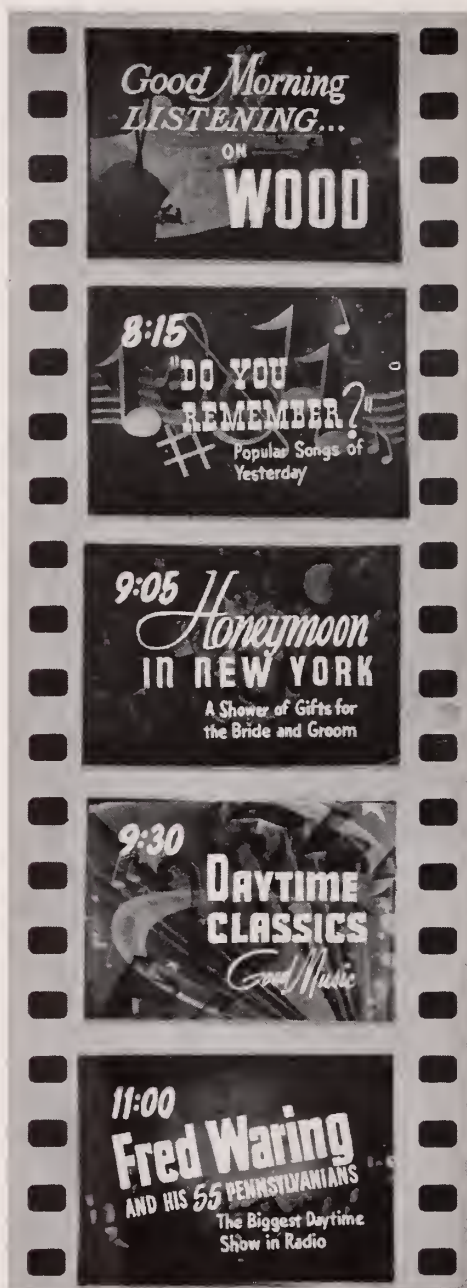
Bock will act as liaison between NBC and the various motion picture producers whose films are becoming an increasingly important part in video programming. He has spent some 11 years in Hollywood in close contact with the film talent, theatrical and radio groups. Bock will continue as director of public relations for the Western division, and in a supervisory capacity over the press department.

Leslie Raddatz, former assistant, will be acting press manager and Richard Eisinger, news editor, moves up as assistant manager of the press department.

Merryman in New NBC Post

NEW YORK.—Appointment of Philip I. Merryman as assistant to the director of the NBC research department was announced February 11 by Frank E. Mullen, NBC vice-president and general manager.

In his new post, Merryman will manage the planning and development division, which is now attached to the research department, and will report directly to Hugh M. Beville, director.



SCREEN PROMOTION—These cinematic frames show how WOOD (Grand Rapids, Michigan) exploits NBC and local programs. The trailer had a two-week run in five downtown theaters.

MAJOR RADIO COURSE

(Continued from Page 3)

Blue prints for the studio were started. In a matter of months, the radio department had its own "station." Special broadcasts originated from all over the Mines' campus and some were broadcast from the campus studio over KTSM. Plays were produced, musical programs worked out and even sound effects had their place.

More classes were organized, and now, still under the guidance of Hicks, Mines offers one of the most complete radio courses of any college in the country.

WOOD Tie-Ins Draw Ears To "Honeymoon in N. Y."

GRAND RAPIDS, MICH. — Station WOOD knows a good thing when it gets it, and tells the world, or at least its listening area.

Mrs. William K. Knapp, the former Mary Albert, recently of the station's program department, went with her husband on a plane flight to New York to participate in the hospitality of the NBC "Honeymoon in New York" program. Her trip was plugged in many interesting media.

For two weeks a movie trailer ran in five theaters here. A five-inch ad ran daily in the local press. On the air were heard 20 promotional spot announcements plus a 15-minute street interview with the honeymoon couple, a story on a daily women's show and four mentions on newscasts.

Pictures aplenty were taken at a farewell party given at the Pennsylvania Central Airlines airport. Even during a three-hour stopover in Detroit, WOOD capitalized promotionally with a PCA soiree at the Penobscott Club.

Plan for Vision 'Previews'

NEW YORK.—The first definite step to expand the market for dramatists and to provide television with pre-Broadway productions has been taken by the Dramatists' Guild and the National Broadcasting Company, according to an announcement made February 6 by Richard Rodgers, president of the guild, and John F. Royal, NBC vice-president in charge of television.

The project entitled "Broadway Preview," and entered into by the guild and NBC cooperatively, calls for the NBC television department to produce over its television station WNBT full-length plays written for Broadway production by members of the guild.

N. Y.-D. C. Coaxial Link

NEW YORK.—The first long-distance television broadcast from Washington to New York was made February 12 in a Lincoln's Birthday observance. Carried in New York by NBC's television station WNBT and by the DuMont station WABD, the program was also seen by viewers in Schenectady through the facilities of Station WRGB, which picked up the WNBT broadcast.

FIRST PERMANENT VIDEO EDUCATION SERIES SET

NEW YORK.—The first permanent series of educational broadcasts in the history of television will be inaugurated by NBC the week of April 7.

A feature of the series will be its experimental use by the New York City Board of Education. Titled "Your World Tomorrow," the weekly educational series will be produced with the cooperation of the NBC University of the Air.

It will deal with the fields of physical sciences and their outstanding developments. Among the subjects for early telecasts will be "The Mighty Atom," "Jet Propulsion," "Huff-Duff, the Radio Detective" and others.

As television network facilities develop, the programs will visit the nation's capital to bring viewers scenes from the Smithsonian Institution.

Programs will be kept highly flexible—while some telecasts may consist of unusual laboratory demonstrations by many of America's leading scientists, others are expected to combine with such demonstrations the use of drama for historical background. In still other instances, programs will rely heavily upon special events and other types of field pickups by NBC television's mobile equipment. Extracts from educational films also will be used.

Dr. Joseph Mindel of the science department of William Howard Taft High School, who is well-known as a science writer for some of the leading radio series including "Cavalcade of America," will write the scripts for the new series.

Boost Section of City

TRENTON, N. J.—WTTM has a unique daily program called "Bank and Business" which, while sponsored by a group of merchants actually carries no usual commercials.

The program is conducted by Wes Hopkins of the announcing staff and is promoted by W. Ray Sims and Mort Lownes of the sales department for merchants in the East Trenton section.

Although 21 merchants are paying for the time on the air, the only commercial brought into the program is "East Trenton Shopping Center."



Dr. Ernest M. Ligon, chairman of psychology at Union College, Schenectady, N. Y., has received an anonymous pledge of \$50,000 to be used for further expansion of W'GY's character research project program, "The Future Begins Now." Dr. Ligon is director of the program now in its 12th year.

KTBS Overhauled Schedule Wins Southern Listeners

SHREVEPORT, LA.—Overhauling completely KTBS programs, Judith Lawton, program director, has gained for the station listeners in every possible category.



Judith Lawton

"For radio's best . . . it's KTBS . . . in Shreveport!" is the general theme of Miss Lawton's promotion. On the air, the words "comedy," "music" or "variety" are slugged in for "radio," according to the type of show in progress.

For the farmers and oil production workers in the area served by KTBS, weather reports, including the know-how in forecasting, is offered each morning by a government meteorologist.

For the people who take their religion deeply seriously in this section, KTBS provides a half hour of transcribed religious songs every day. Twice a week a Negro sextet—the Gospel Voices—present their specialty in music. One hour on Sundays is devoted to programs by the various faiths, on a rotating basis.

"Music to Read By" for 25 minutes rounds out the listening day.

Miss Lawton reports a Junior Round Table being considered, format all ready, in her plans for the future development of KTBS and its new program setup.

3 NBC PROGRAMS GET TOLERANCE CITATIONS

NEW YORK.—NBC was awarded three of the seven citations of merit presented by the National Conference of Christians and Jews during National Brotherhood Week, February 16 to 23.

The NBC programs cited are "Mr. District Attorney," "The Eternal Light" and "The Catholic Hour."

These citations are given for the fostering of religious tolerance and brotherhood. The committee for Brotherhood Week includes Captain Harold E. Stassen, Dr. Henry Noble McCracken, former President of Vassar College; David O. Selznick and Basil O'Connor.

"Mr. District Attorney" received its citation for "steadfastly exposing the criminal character of those forces of hate which would divide America along racial and religious lines."

"The Eternal Light" program was cited because "it demonstrates that intolerance on the part of any group of our people is a threat to the unity of America and because it promotes understanding and the spirit of brotherhood among Americans of all faiths."

The third NBC citation was for the dramatic presentation, "Letter from Paul," on "The Catholic Hour." It stated that "this program about a Protestant, written by a priest, furthered understanding and mutual respect among members of the religious groups in the United States." "Letter from Paul" was written by the Rev. Timothy J. Mulvey.

KDS Aids Educators

ST. LOUIS.—Superintendent of Schools Philip J. Hickey suggested to parents that they have their children listen to radio programs during the strike of school custodians and matrons which forced 107 schools to close due to lack of heat.

St. Louis radio stations promptly came to the aid of the school system, with KSD, the St. Louis Post-Dispatch station, first to grant use of its facilities to the Board of Education.

KSD immediately scheduled a series of educational programs for children, starting with Hickey's statement and continuing during the week with descriptions of points of interest in and about St. Louis.

THREE MAJOR NBC CHANGES: WITMER MADE STAFF V.-P.; KOPF NEW SALES V.-P.; SHOWERMAN HEADS NBC—CHICAGO



EXECUTIVES PROMOTED—Harry C. Kopf, Roy C. Witmer and I. E. Showerman.

NEW YORK.—Three major organizational changes in the executive management of the National Broadcasting Company were announced February 4 by its president, Niles Trammell.

They were: Promotion of Roy C. Witmer, for almost 15 years vice-president in charge of sales for the network, to staff vice-president reporting to the president; promotion of Harry C. Kopf, vice-president of Central division in Chicago, to vice-president in charge of network sales, and elevation of I. E. Showerman, Eastern sales manager, to manager of Central division.

All appointments are effective April 1.

Witmer, in the newly-created post of staff vice-president, will carry out such assignments as are given him by the president. Kopf and Showerman will transfer to New York and Chicago, respectively.

Witmer began his lengthy business career after attending Leland Stanford University in California. For 17 years prior to his first association with the network he managed manufacturing plants in

New England. He joined NBC in 1927 as an advertising salesman, was promoted to assistant sales manager in 1929, and became sales manager in 1930. A year later he was appointed a vice-president.

After his graduation from the University of Illinois in 1925, Kopf became a member of the Hearst organization's advertising sales department in Chicago until 1927, when he joined the A. W. Shaw Publishing Company as Middle West representative of System magazine. He joined the NBC sales staff in Chicago in 1931, was made sales manager of the Central division in 1939, became manager of the division in 1940 and was appointed a vice-president in 1941.

Showerman was graduated from the University of Illinois in 1923, and after five years with newspaper and agency advertising departments joined the NBC Chicago sales staff in 1928. He became sales manager of the Central division in 1930 and in 1936 was promoted to assistant Eastern sales manager. He became Eastern sales manager in 1940.

WMAQ Civic Series

CHICAGO.—Mayor Edward J. Kelly of Chicago has started a series of weekly broadcasts entitled "Mayor Kelly Reports" on Station WMAQ, discussing important civic problems and explaining how the city is acting to meet them. Mayor Kelly discusses such general issues as crime, the city budget, housing, public health and other topics of general interest to Chicago citizens.

Legal Aid Post to Ashby

NEW YORK.—Judge A. L. Ashby, NBC vice-president and general counsel, has been named chairman of the radio broadcasting division for the Legal Aid Society's 1946 drive for funds.

The Legal Aid Society is composed of prominent lawyers who donate their services to worthy residents of the huge New York City area who are in need of free legal aid.

Alertness Rewarded When KSD Gets Big News Scoop

ST. LOUIS.—An alert news department at KSD rendered a valuable public service January 25, when the station remained on the air an hour overtime to announce the latest news about a strike of 1,500 truck-drivers which had paralyzed shipments to, from, and within the St. Louis area for 18 days.

This alertness paid dividends when the union and trucking firms announced the end of the strike at 1:05 a.m., a time when every St. Louis radio station except KSD was off the air.

The end of the strike was good news to hundreds of St. Louis business concerns and to thousands of individual St. Louisans, for the strike had caused critical shortages of medical supplies and food, and had forced many factories to shut down for lack of raw material. The prompt announcement of the end of the strike enabled businessmen to plan shipments early the following morning, and make it possible for trucking firms to resume operations promptly that morning.

Negotiators at the meeting were constantly bothered by telephone calls from persons who wanted to know if a settlement had been reached. So that they could get on with their meeting, union and company officials told questioners to tune to KSD for the news. Other stations had reporters at the meeting, but only KSD stayed on the air after hours on the chance that an agreement might be reached, thus giving KSD a major newsbeat.

EXPERTS CONFER



O. B. Hanson, NBC vice-president and chief engineer, confers with A. H. Saxton, NBC Western division engineer, on the site of the new studios at Hollywood Radio City.



The NBC studios in New York were first on the itinerary of Eileen Shea, crowned "Queen" in a New Youth movement at St. John's, Newfoundland.



Winston Churchill records a message exclusively for WIOD just before he left from Miami Army Air Field for Havana. Larry Mansfield, WIOD announcer, described the event.

Salt Lake City's KDYL head, S. S. Fox was guest of honor at a birthday party given by his staff. The proud lady receiving a piece of cake from Mr. Fox is his mother.



The reason why he buys Victory Bonds brought to S. L. Groff an auto given by Raleigh Cigarettes through its division manager, P. J. Cecil (right), telling about it over KYW.



Mrs. Floyd Miller tells Ross McConnell, news chief at KOMO (Seattle), of her plans for an air trip through Alaska, the prize in a Victory Bond promotion stunt.



THE NBC UNIVERSITY OF THE AIR

Magazine Digest's 1946 Merit Award

The National Broadcasting Company appreciates the honor conferred upon its UNIVERSITY OF THE AIR . . . of the citation's incisive words implying a challenge for continuing a high standard of program excellence:

"Trail blazer of liberal education for the masses, regardless of their economic level, scholastic status or place of residence . . .

"This pioneering college of the ether has brought tens of thousands, via the air waves and co-ordinated booklets, a university course in citizenship, world history, music, literature, home economics . . . To most of its students, this

education of college calibre could not have been obtained in any other way."

To Magazine Digest, NBC owes a debt of gratitude for recognizing the aims and accomplishments of the University of the Air. And NBC shares this honor with scores of national and international organizations—with hundreds of world leaders who have participated in presenting educational programs to the American people.

The NBC University of the Air—currently offers these four entertaining and instructive courses:

The Story of Music Thursdays
The World's Great Novels Fridays
Home Is What You Make It Saturdays
Our Foreign Policy Saturdays

National Broadcasting Company

America's No. 1 Network



APRIL • 1946

NBC Transmitter

Devoted to the Interests of NBC and Its Affiliated Stations

IN THIS ISSUE:

*NBC Gets Top
Poll Honors*

FDR

*Documentary
Album Issued*



JOHN H. MACDONALD
NBC Vice-President in Charge of Finance

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NBC Transmitter



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TELEVISION NOW

A survey released on March 27 by Radio Daily revealed that an overwhelming majority of newspapermen covering the United Nations Security Council sessions in New York indicated that the general public will accept television as soon as reasonably-priced receivers reached the market.

Questioned in the "overflow" chamber at Hunter College, where 12 RCA television receivers were installed to accommodate newspapermen in their coverage of the conference, 80 per cent of the correspondents polled indicated their preference for black-and-white television.

"I wouldn't wait a minute," said one correspondent.

"Black-and-white television is always going to remain a very valid medium," asserted another newspaperman. "In black-and-white, the emphasis is on action."

Correspondents who had been overseas during the war and were seeing television for the first time in five years were unanimous in praising the "tremendous improvement" in image quality since Pearl Harbor. Staunchest advocates of monochrome video were editorial cartoonists, reporters and columnists, the poll revealed.

NBC Television cooperated with RCA in bringing proceedings of the sessions to interested persons by video. In addition to the 12 sets installed at Hunter College, six were installed in NBC's Radio City studios and one in the NBC newsroom.

Color television is far from ready for public acceptance at this time, said John F. Royal, NBC vice-president in charge of television, in an address on March 22 before the Greater Cleveland Federation of Women's Clubs.

"There are some who—crying in the wilderness—are suggesting that television should wait for color," Royal said. "I feel that to be an absurd statement. Our country was not made great by waiting. Progress never waits."

NBC Produces 12-Disc Record Albums of Excerpts From Franklin D. Roosevelt's Historic Speeches

NEW YORK.—Production of a two-volume record album of excerpts from the speeches of Franklin Delano Roosevelt has been announced by the National Broadcasting Company.

Titled "Rendezvous with Destiny," the 12-disc album, which consumes approximately two hours' playing time, is the first in a series of NBC Documentary Recordings produced under the editorial advisorship of Dr. James Rowland Angell, NBC public service counselor and president emeritus of Yale University. Production standards meet high-quality radio specifications.

Timed for national release before April 12—the first anniversary of the late President's death—the album was designed expressly for educational use. In addition to schools and colleges, it is also available to radio stations and individuals.

Most of the historical speeches of Mr. Roosevelt, from his first inaugural address on March 4, 1933, ("... the only thing we have to fear is fear itself") to his March 1, 1945 report to Congress on the Crimea Conference, ("... I hope that you will pardon me for an unusual posture of sitting down...") are represented



DISTINCTIVE AWARD—Great interest was shown in the citation, presented by the National Conference of Christians and Jews to the Jewish Theological Seminary's program series, "The Eternal Light" broadcast by NBC on Sundays. The scroll was presented by Charles Tuttle (right), trustee of the Greater New York Federation of Churches and member of the Board of Higher Education of New York City to Rabbi Moshe Davis, registrar of the seminary's rabbinical school.

in the excerpts transcribed to 78 rpm discs as "living history" that can be played on home-type phonographs and record-players.

The title of the album is taken from Mr. Roosevelt's acceptance of the second Presidential nomination—"This generation of Americans has a rendezvous with destiny."

The 24th side in the album is devoted to two events following the President's death: Mr. Roosevelt's prepared Jefferson Day address spoken by Carleton Smith and the final tribute in Congress delivered by President Harry S. Truman.

The talks are indexed by date and subject as well as by identifying quotations.

Editor of the album is Cesar Saerchinger, whose commentaries on national and international affairs are broadcast over NBC under the auspices of the American Historical Association. The excerpts are augmented by an orchestral score based on a symphony dedicated to the late President, composed by Tom Bennett, an NBC production director. The orchestra is conducted by Norman Cloutier. Network narrators include Carleton Smith, Ben Grauer and Ed Herlihy. The album was produced by H. H. Wood, program manager of the NBC Radio Recording Division.

In the editor's foreword accompanying the album, Saerchinger declares: "The purpose of this album is to provide a permanent word-picture of the years preceding and during the Second World War, highlighted by significant excerpts from the speeches of President Franklin D. Roosevelt. I have aimed to recapture the spirit of those decisive years of our history in the actual words and the familiar voice of America's Chief Executive, as broadcast by the National Broadcasting Company and recorded at the time."

The albums will be available through the NBC Radio Recording Division. They are priced at \$15 each, plus transportation, with discounts for quantity orders.

"Rendezvous With Destiny" a documentary program presented as a memorial to the late Franklin Delano Roosevelt, was planned for NBC's "Our Foreign Policy" series, Saturday, April 13.

WDAY Wins Acclaim For Role in Storm Emergency

FARGO, N. D.—Seldom has the public service rendered by a radio station been so clearly impressed upon its general public as it was during the emergency created by the historic "snow-blockade" which hit the Middle Northwest on February 5.

North Dakota experienced its worst blizzard in 25 years. So great was the impact of the storm that transportation was completely paralyzed, telephone and wire communications partially disrupted, and WDAY went on a 24-hour emergency basis, offering uninterrupted service in carrying storm warnings and personal messages, standing by as a beacon of help for all those in distress. The wind reached a peak of 63 miles per hour along with an avalanche of snow.

During the storm emergency WDAY remained on the air continuously in order to handle all hardship messages. In appreciation of their splendid public service, the station received a deluge of letters and telephone calls.

By five o'clock on that day those who had not already arrived home did not get home. Instead, cafes, clubs, theatres, hardware stores, photographic studios—all manner of business places remained open to house the overflow of citizens marooned in downtown Fargo (North Dakota)-Moorhead (Minnesota).

Naturally, in the midst of such conservation, all of the WDAY phone lines were deluged with telephone calls from all points in its listening area. So WDAY disrupted its entire program schedule for three days in order to broadcast all of the emergency announcements: warnings of roads closed, buses stalled, school children being cared for, schools being closed, schools housing children over night, messages telling of the safety of individuals, urgent messages to have neighbors look after children who were necessarily untended, requests for neighbors to feed and water cattle for people stranded many miles from home, messages for aid, etc.

WDAY interrupted all programs—commercial and sustaining, network and local—so that all of these messages were transmitted as quickly as they were received by WDAY.

A paper published by the St. Mark's English Lutheran Church here said: "Dur-

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NBC CAPTURES 14 OUT OF 21 FIRST PLACES IN BILLBOARD MAGAZINE'S POLL OF RADIO EDITORS



CITATION—Smiles were in order on H. V. Kaltenborn's March 6 newscast. "HVK" (center) had just been officially informed by Joseph Koehler (left) radio editor of Billboard Magazine, that he was chosen the nation's "Most Interesting Commentator" in Billboard's 1946 Radio Editor's Poll. The man behind the smile at the right is Announcer Lyle Van.

NEW YORK. — Results of Billboard Magazine's 15th Annual Radio Editors' Poll, released March 6, revealed that the National Broadcasting Company's programs and stars scored an even greater success than in last year's poll.

NBC, which won 10 out of 18 titles last year, accounted for 14 first places and nine runner-up positions in the 21 divisions included in this year's poll. CBS scored four firsts and seven seconds, while ABC rated two firsts and two seconds.

The poll, conducted by Billboard among radio editors, is the oldest tabulation of this type. It was conducted for 12 years by The New York World-Telegram, and was taken over by Billboard two years ago when wartime newsprint shortages forced the newspaper to discontinue the survey.

Fred Allen won the coveted "Program They Hate to Miss" classification. Bob Hope repeated as "Favorite Comedian," and Bing Crosby as "Favorite Male Singer."

Dinah Shore was another repeat winner, scoring as "Favorite Female Singer." Bill Stern again was selected as "Favorite Sports Announcer." A newcomer to the winners' circle was Kenneth Delmar who, as Senator Claghorn, was named "Radio's

Newest Star." H. V. Kaltenborn took first-place honors as the "Most Interesting News Commentator." Don Wilson was top man in the "Favorite Studio Announcer" category. John Charles Thomas won out as "Top Male Singer of the Classics."

NBC programs honored in the Billboard poll were "Information Please," winning again in the "Favorite Quiz or Contest Program" division; "The Army Hour" as "Top War Program," and the "Chesterfield Supper Club" as the "Favorite 15-Minute Program." The National Broadcasting Company was named "Top Network in Public Service."

The Johnson Wax Co., through its "Fibber McGee and Molly" program on NBC, was the winner in the "Air's Top Commercial" category.

A Promotional "Click"

COLUMBIA, S. C.—Apparently the promotion photographs of the NBC "Fred Waring Show" displayed so prominently in the WIS window display were unusually effective. Witness this incident:

Door opens, elderly gentleman enters. "Where do I get my picture taken?" he asks. "I saw the fine pictures in the window and decided to have mine taken."

BASKETBALL WINS LISTENERS

Coverage of Cage Events Proves Promotion Feature

RICHMOND, VA.—In bringing the sports-minded people of Richmond and Virginia the play-by-play account of basketball games scheduled by the University of Richmond this season, Station WMBG continued its service in the interest of its Southern audiences.

With seating space in the city limited, the WMBG special events department undertook to bring to those basketball fans who couldn't get in to see the games, a play-by-play version of the games by means of the magnetic wire recorder.

This wire recording was then broadcast later the same night in order that even the fans who had seen the games could hear the details which perhaps they had failed to catch due to the crowded conditions.

After every game that was recorded, the opposing teams came by the studios of WMBG to hear the games in order that they might pick up any mistakes made, and thus correct these errors in future games.

In fact, U. of Richmond basketball coach, Mac Pitt, used one recording of a game to so inspire his team that they came from behind and completely trounced a highly favored U. of Virginia team by a score of 50-39. Coach Pitt pointed out to his team their mistakes, and told how many shots each man had missed in the previous game. By means of this, the players knew what they had to do, and they did it so well that they overwhelmed a favored Virginia team that was sailing along expecting to win the State championship hands down.

This defeat by Richmond knocked Virginia out of the running and while the Spiders didn't win the title themselves, they had the satisfaction of knowing they had knocked off one of the leading teams in the South.

In conjunction with the various coaches in the state, WMBG presented on the air the official All-State basketball team. The next night, the WMBG wire recorder was on hand to present the Richmond-Randolph Macon game wherein Captain Freddie Gantt of the Richmond team was told that he had made the All-State team for the third straight year, and in addition had been named captain.



A WINNER—Freddie Gantt, University of Richmond basketball star, is pictured as he was informed by WMBG Sportscaster Allan Phaup of his selection as captain of the All-State basketball team.

In the final game of the season, the U. of Richmond tackled V.M.I., in what was to be the last game of a brilliant college career for Freddie Gantt. In the first half of the game, Gantt made 16 points to push himself over the 300 mark for the season and thus become the highest scoring player ever to play for the Richmond Spiders.

The WMBG wire recorder was again on hand to present the play by play account of this game, and covered the half time presentation of a gold watch to Captain Gantt by the student body of the U. of Richmond in appreciation of his services to the school and to the team. After the game was over, Captain Gantt, Dean Raymond B. Pinchbeck of Richmond College, and several other Spider players were presented in an informal interview by Allan Phaup so as to give the words of a gallant player to his fans and to the people of Virginia.

In this final game, Gantt scored a total of 31 points to run his individual scoring to 319 for the season and to set a 1946 scoring record for the state in collegiate basketball.

By covering these games throughout the season, WMBG became the first station in the city of Richmond and in the state to carry basketball in a play-by-play

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NBC Station Meetings Held in Five Cities

NEW YORK.—The first of five three-day sessions of the 1946 NBC stations meetings in separate cities was held here March 4, 5 and 6. Discussions and talks by network executives and representatives of 39 affiliated and managed-and-owned stations keyed the assemblies that followed in Atlanta, March 13, 14 and 15; Fort Worth, March 19, 20 and 21; Chicago, March 25, 26 and 27, and Los Angeles, April 1, 2 and 3.

Niles Trammell, NBC president, led groups of network executives in attending all sessions in all the cities. He was accompanied by C. L. Menser, vice-president in charge of programs and department executives, including E. C. Woolley, director of stations relations; S. B. Hickox, Jr., manager of station relations; N. E. Kersta, manager of television; C. P. Hammond, director of advertising and promotion, and R. E. Shelby, director of technical developments in television.

At the closing meeting here, Mr. Trammell spoke on "Broadcasting in the Future—Television and FM." The conferences were held in the Starlight Roof room of the Hotel Waldorf-Astoria under the chairmanship of Clair R. McCullough, of WGAL, Lancaster, Pennsylvania, chair-

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Niles Trammell, NBC president, greets delegates to the opening session of the NBC stations meeting in New York on March 4. The meetings succeeded the "war clinics" of recent years. Clair R. McCullough (left), of WGAL, chairman of the NBC stations' planning and advisory committee, presided over the New York sessions.

WFAA Starts Year-Round Plea For Safe Driving

DALLAS, TEX.—“You Homer K. Saphead, you!” will be fighting words in Texas from now on.

WFAA, Dallas, has started an all-out program to make Homer, comedy symbol of the reckless driver, the most unpopular guy in the state.

A year-long traffic safety campaign made its debut on WFAA in February, with the introduction of Homer K. Saphead (the “K” is for “Killer”). For the rest of the year, Homer will be the villain at the wheel in spot announcements, “cartune” jingles, and a regular weekly quarter-hour program dramatizing specific traffic offenses and the casualty results.

Though as imaginary as Harvey the Rabbit, Homer will become very real to Texans through his air antics, and a cartoon character which will swagger its way on street car cards, mailing pieces, and perhaps billboards.

Some 100 traffic authorities and civic leaders were guests of WFAA and the Citizens Traffic Commission for the opening broadcast. The script was written on the “And Sudden Death” angle to emphasize the tragedy of carelessness. Guest speakers included Colonel Homer Garrison, Jr., head of the Texas Department of Public Safety, and John S. Redditt, chairman of the State Highway Commission and representative of Governor Coke Stevenson.

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SAFETY CAMPAIGN—“Homer K. Saphead,” WFAA’s new character symbolizing reckless drivers, is introduced by Martin B. Campbell, general manager of the Dallas station, to Carl J. Rutland, president of the Dallas Citizens’ Traffic Commission. Homer will be the central figure in a year’s campaign for traffic safety. (Story above.)

CARNIVAL TIES IN WITH “PEOPLE ARE FUNNY”



ROYAL PROMOTION—Mrs. Harold Bannister is the pretty gal at the left, seated beside “King” Boreas and Queen Shirley Peterson, of the St. Paul Winter Carnival, flanked by the smiling Mr. Bannister at the Icecapades premiere. The couple came from Hollywood via Chicago to be the “People Are Funny” show’s specially chosen royal couple. The grinning group’s arrival was plugged aplenty by alert KSTP.

MINNEAPOLIS.—When KSTP’s sales promotion director Sam Levitan puts an original hook into an idea, it pulls through all possible media.

Mr. and Mrs. Harold Bannister, of Chicago, were chosen on the “People Are Funny” show to be King and Queen of the St. Paul Winter Carnival and were scheduled to appear in the Twin Cities area. Train arrangements were inadequate, so air-minded Levitan persuaded the busy Northwest Airlines to pick up the royal couple at Chicago, making a special trip. The line obliged and that started the well-exploited stunt.

When the King and Queen arrived at the Twin Cities’ Airport they were royally received by the carnival’s King Vulean. Their coming was waxed for playback on

Sev Widman’s “Let’s Turn the Tables” show that same evening. Advance plugs were planted before they were set down, keying the audience on both their identity and their imminent arrival.

They were driven to St. Paul atop a fire truck, with “People Are Funny” signs displayed prominently. At the “Icecapades” premiere they occupied the royal box. They were on Randy Merriman’s “Fun For Your Money” program, netting still more of the attention-getting photo and column space.

This tie-in promotion before, during and after the arrival of the Bannisters netted KSTP 10 local newspaper stories, thousands of words in air plugs, and picture displays used directly in connection with the Winter Carnival.

Program Service Guide

BOISE, IDAHO—A guide to KIDO program services is being distributed to all educational, religious, agricultural, social and governmental leaders by the Boise station.

Printed on India book paper and using a brown ink, the guide promotes the KIDO slogan—“Community Service”—and the fact that the station has served Southern Idaho and Eastern Oregon for over 18 years. Programs are listed under education, music, religion, current events, news, agriculture and drama.

KIDO Aids Air Crew Rescue

BOISE, IDAHO.—A plane crash in the mountains near Boise brought an urgent appeal to KIDO from the United States Forest Service for a toboggan to complete rescue equipment.

A seven-second announcement, spotted between two NBC evening programs, provided the rescue crew with not one—but 12 toboggans—in five minutes.

Later the next morning the crew of the crashed plane was rescued—and the story was first reported by KIDO. Complete coverage of the accident was broadcast.



William M. Tuck, Governor of Virginia, receives pictures of his inauguration coverage by WMBG, from Allan Phaup, of the Richmond station's program staff.



Anna Marie Genovese, 16, a polio victim since infancy, was wheeled to the WSYR mike daily for the March of Dimes. Stars she visited at the Syracuse, New York, station, surround her desk.



Quenton Cox, manager of KGW (Portland, Oregon), advises his about-to-wed staff to "keep the upper hand," as he presents rolling pins to Lillian Markkanen, Ella Perala and Ivah Buxton.



WBZ, Boston, and WBZA, Springfield, Mass., listeners heard a description of special ski events at North Conway, New Hampshire, by shortwave from this booth overlooking the ski run.



"Chick" Morris, news director at WBZ, interviews 10-month-old Irene Matthews, British-born war baby.



The girls who have the social situation happily in hand with the Navy in tow are some of the employees of NBC's Central division headquarters in Chicago. They recently entertained more than 600 servicemen at the USO center there.

TELLING THE WORLD

—And Selling It, Too; NBC's Promotion Staff Geared For Ideas That Get Attention

NEW YORK.—Even with the obvious audience-capturing appeal of survey-leading NBC network shows, advertisers still are told how and why these favorites click. The network advertising and promotion it is done, they promptly plunge into another big assignment.

With Charles P. Hammond, director, at the helm, the department staff sails along smoothly. The promotion personnel set their sights on the objective of a punch-packed promotion piece, and when it is done, they proudly stand by for their leader's approval.

Briefly, and without any attempt to dramatize the busy, orderly production, here is the story of how it is done. One piece—"Oh, What a Beautiful Morning!"—is a good point of contact with the machinery that made it.

First, the sales department conveys the notion that Saturday morning spots, let us say, need a bit more promotion. Charles B. H. Vaill, manager of NBC network sales promotion, and his assistant Ethel Gilchrist talk over the policy line and the general theme of the booklet.

Then there is a huddle of the department's key people. Copy chief Richard Blake, art director Parmelee W. Cusack and production head Aneita F. Cleary get together and consider the new problem. They talk and smoke and scribble and smoke and talk and scribble some more. The project begins to jog their minds. The thought is expressed that this "Saturday" booklet is based on bounding audience responsiveness, as determined by fan mail. The audience is interested, the staff is enthusiastic, and the promotion piece is on its way.

But hold on, it's not so easy. "Shall we use photographs or art work?" "Should the type matter be tight or leaded?" "Should copy be straight and formal, or bright and breezy?" "What color for the art work?"

The decision is art work because photos on the three shows chosen for illustration have been used before. The shows are those aimed at a teen-age audience, the buyers of "loads and loads" of merchandise. The copy is well leaded, bright and breezy.



COUNTER-POINTS—Charles Philips, promotion manager of W EAF (New York) and his assistant, Claude Barrere, created the "triple-feature" counter card plugging the dealer's service, RCA tubes and W EAF. The promotion is dignified and attractive, and—most important—right at the point of sale where radio listeners are bound to see it and act.

Now, call in a free-lance artist. Pick precisely the man for the job to be done—line cuts in a gay, amusing treatment, but definitely in good taste. That's it! He left neat little white islands in the bright, sunny yellow. It's a wonderful, bright Saturday morning on NBC, you know. "The Teentimers Club," "Smilin' Ed McConnell," and "Home Is What You Make It" keep the hours before Saturday noon cheery and helpful for the vast NBC audience.

Art work and copy are prepared. Bids are obtained from the best printers and one gets the job. Everybody sit back and beams, thumbs in vest armholes? Not a bit. A feeling of stage-fright creeps into the very marrows of those who wait for the finished job. Will it be right? Of course it will. It was planned unhurriedly, executed with precision, finished neatly, checked and double-checked.

But booklets about programs, created in halcyon times surely are not the only measure of the department's work. During

the war, promotion was at its peak, alert for every new angle on the war story and the part NBC played in telling the world its latest developments.

Against the shifty, world-changing background of the war, the story of the NBC news room operations was told in "The Fourth Chime." It was a volume of 176 pages, packed with newsworthy information by the network's promotion staff. The document had for its title the use of a fourth note in NBC's signature chimes in the musical notation G, E and C. The E is repeated after the C as a signal to NBC key personnel to report for work when big news breaks.

In addition to "The Fourth Chime," three supplementary booklets on the war's progress were issued. These were titled "H," describing the European invasion, "X," the wiping of Germany off the war map, and "V," the final victory over the Axis with Japan's defeat. Each booklet was done in about a week's time, the staff

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Walter E. Hastings, Red Cross voice on W'HAM, Rochester, watches Mrs. Edmund W. Marth cut cake for his 150th "Little Show." Mrs. Arthur May and Gene Zacher approve.



Surprise guests on WBEN's "Early Date" program were Mrs. Jacob R. Bolling, 70, and seven of her eight daughters-in-law. The Buffalo station's greeters are co-emcees Clint Beuhlman and Bob Smith.



To honor 50 per cent of its returned war veterans, WPTF's Ten Year Club—employees with the Raleigh, N. C., station 10 or more years—tendered them a welcome-home dinner. Each returning ex-serviceman was given a fountain pen by the station's manager.



"Exercise Muskox" for the RCAF at Church CBC's engineer, A. J. McDonald, who carries Ron Gadsby, walks easily in below-zero temperatures.



John F. Royal, NBC vice-president in charge of television; Hal Bock, West Coast video publicity chief and O. B. Hanson, NBC vice-president and chief engineer, discuss the Hollywood television site.



One staff meeting at KOA, Denver, Colo., was a surprise birthday celebration for Nelson (wise) are: Ellsworth Stepp, Cecil Seavey, Robert Owen, Hal Renollet, Jesse Sluss, Clarence Moore, Dale Newbold, Earl Ferguson, Margaret Barry, Hanson, Lloyd Perregrine. Hanson stopped over during his transcontinental trip.



Mr. and Mrs. Lauritz Melchior, with newscaster Jack Knott at WIS, NBC station in Columbia, S. C., before a Township Auditorium concert.



Ruth Welles, KYW, Philadelphia, woman's counselor, is honored at her "over 21" birthday party by the staff. The men are traffic manager Gary Linn and engineer Emil Taube.



ba, Canada, meant "Exercise Muscle" for scientific observations, while Ft. Lt. reports are flown to Toronto on wire spools.



Rabbi Frederic Doppelt, the Reverend Aron Gilmartin and Father Cross discuss "The Good World of The Future" over WGL's air for listeners in the Fort Wayne, Ind., area during National Brotherhood Week. Mr. Gilmartin acted as chairman of this program.



B. Hanson. Guests (clockwise from left) Young, James MacPherson, Audrey Crane and Clarence



John W. Elwood, manager of KPO (San Francisco) and Brig.-Gen. Ken R. Dyke, former NBC promotion executive now on Gen. MacArthur's staff, scan the radio log in a Tokyo paper.



Betty Bradford, commentator at WCSH (Portland, Maine) interviews Knowasheewawa Bleeding Arrow, a full-blooded Creek Indian, on a music appreciation show.

FCC APPROVES NBC WASHINGTON VIDEO

WASHINGTON.—NBC is accepting its responsibility to start regular television service in the nation's capital at the earliest possible date, it was stated by Frank M. Russell, the network's vice-president in charge of its Washington office, on March 7. The text of Russell's announcement follows:



Frank M. Russell

"Now that the FCC has approved our application for a television station in Washington, the National Broadcasting Company will put into operation its long established plans. In 1940 our company had an application approved to build a television station in the nation's capital and we entered into a contract for the location of the station at the Wardman Park Hotel. Construction was halted by the outbreak of the war.

"Since the end of the war, further negotiations have been in progress and in recent months district and federal authorities have given to us the various approvals necessary for the construction of the station with the formal and final approval by the FCC. A long-term lease between the National Broadcasting Company and the Wardman Park Hotel has just been signed. All details have been virtually agreed upon.

"Granting of a television application



CIVIC SERIES—Jules Herbeux (right), NBC Central division program manager, wishes Mayor Edward J. Kelly of Chicago good luck just before the mayor started a weekly series of broadcasts over WMAQ.

for Washington by the FCC is the second event within a month to bring this new art to the nation's capital. On Lincoln's Birthday, television interests inaugurated the coaxial cable by which programs can be interchanged between New York and Washington. This is the first link of a specialized cable facility which will be extended as rapidly as possible to give the people of this country a coast-to-coast television network.

"With the new cable facilities now available NBC will begin television service of regular programs from Washington to New York. We look forward to the time when these programs, together with programs now available from New York City, can be telecast to the people in Washington. Much of the equipment for a Washington station is now available. Manufacturing uncertainties make it impossible for us to state exactly when the station will begin service or when receiving sets in sufficient numbers will be on the Washington market. The FCC has acted on the Washington television application without delay in order that the advantages of this new art can be brought here. NBC accepts its responsibility to start service at the earliest conceivable date.

"Our new Washington television station will come under the direct supervision of Carleton D. Smith, manager of WRC. Anticipating this new service, specialized personnel is in the process of being trained by Mr. Smith and his staff. This training will be intensified and additional personnel with television experience will be obtained."

Strike News Coverage

RALEIGH, N. C.—On February 23, Station WPTF remained on the air until 1:30 AM to broadcast settlement of a 140-day-old cotton mills strike direct from Governor Gregg Cherry's office in the State Capitol. A transcription of the broadcast was played back later that morning. Three of the striking mills are located in WPTF primary territory.

NEW YORK—Bill Stern, NBC director of sports and star of NBC's "Colgate Sports Newsreel" program is the author of a book, "My Favorite Sport Stories," published by MacDavis Features.

CHAPEAU CHATTER



TALKING THROUGH HIS HAT—WGY engineers designed this crash helmet mike for sportscaster Howard Tupper when he broadcast from a bobsled run. But the last minute Tupper switched to a breast mike for reasons mentioned in the story.

SCHENECTADY, N. Y.—When Howard Tupper, WGY's sports commentator, agreed to make the VanHoevenberg Lake Placid one-mile hobsled run talking, engineers on the station's staff got busy contriving a special microphone.

The requirements were a pick-up that would not need the hands of the broadcaster to hold it in position, because his hands would be engaged in gripping the bobsled. Further the microphone must be near enough the speaker to keep the speaking voice louder than the wind and the chatter of sled runners on the icy surface of the hob run.

Pictured is the engineer's design of a bobsled microphone. Crash helmets are standard equipment for all bobsled riders.

At the last minute Tupper selected a breast microphone instead of the helmet microphone. His decision was influenced by the fact that three sleds had crashed over the track into the bordering forest and he preferred a microphone farther from his face. Tupper gave a fine running account of the mile-a-minute ride and today treasures a recording of his commentary as proof of his ability to talk under the pressure of wind and the possibility of a crackup.



HAPPY BIRTHDAY AT WGY—The 24th birthday of WGY at Schenectady, New York, brought these folks together on February 20. Left photo shows Edward A. Rice, orchestra conductor; Kolin Hager, station manager; Frances Lehnerts, singer; A. O. Coggeshall, program manager, and Donald Dame, tenor. Photo at right features Coggeshall cutting the cake. Heckling announcers (left to right) are: Wilbur Morrison, Howard Reig, Rodney Swift, Fred McCall, Bill Bradley, Earle O. Pudney and Howard Tupper. Leaning on table is Burrell Smith.

“Story to Order” Promotion

BOISE, IDAHO. — When nine-year-old Walter Jones of Boise won \$5 in war stamps for his suggestions of “a conductor’s baton, scrambled eggs and a tortoiseshell cat” for NBC’s “Story to Order” broadcast, Station KIDO put him on the air for an interview preceding the broadcast of “Story.”

Walter’s teacher then ran a competition among his third-grade classmates to submit their story ideas and KIDO awarded five dollars to the winner.

State Capitol Broadcasts

BOISE, IDAHO. — KIDO featured the opening address of Governor Arnold Williams before the opening session of the Idaho legislature.

KIDO news director Hugh Shelley broadcasts daily from the news room of the State Capitol featuring interviews with leading legislators.

Idaho’s State Capitol Building is more than convenient for KIDO facilities—being only one block away.

STATION MEETINGS

(Continued from page 4)

man of the NBC stations’ planning and advisory committee.

In addition to closed discussions of stations’ problems there were talks on procedures, public relations, publicity, planning, research, labor, news handling, program policy television, advertising and promotion, and network sales operations.

NEW YORK. — Max Jordan, NBC’s Eastern European news director, is complimented for his spectacular scoops in an article in the April issue of This Month magazine. Author is Ed Greif.

‘Ruling’ the Waves

SALT LAKE CITY.—In a novel promotional twist, S. S. Fox, head of KDYL is giving his clients pocket steel tapes, suggesting they “measure their advertising dollar.” An appropriate two-color label on each box adds that “Measure Your Advertising Dollar Any Way You Like, KDYL as Utah’s Popular NBC Station, Is Your Best Buy.”

BASKETBALL COVERAGE

(Continued from page 4)

capacity. Listeners’ comments were favorable, and it was the feeling of all concerned that WMBG did much to create public interest in the game of basketball, as well as to perform a valuable service to its listeners.

Next season, WMBG will again be on hand to cover the entire home season games of the U. of Richmond, as well as games of other colleges in the vicinity.

WEST COAST FM



On February 18, Earle C. Anthony, Inc. completed the first of three building units to comprise its FM station on Mount Wilson near Los Angeles. This first unit provides temporary housing for the FM transmitter and living quarters for the engineers.

WBZA Radio Workshop Graduates 13 Students

SPRINGFIELD, MASS. — Concluding a 16-week course of Wednesday night lectures and demonstrations, WBZA Radio Workshop, conducted under auspices of the Massachusetts Department of Education University Extension graduated 13 persons from the Springfield area at the High School of Commerce in February. Diplomas were presented by Harold Randal of WBZA.

Offered as a public service by Westinghouse Radio Stations, Inc., of Philadelphia, in all cities in which Westinghouse stations are located, the instruction is intended to provide a broad basic understanding of problems, benefits, opportunities and technics of radio.

The idea of the course was originated in 1942 by Gordon Hawkins, formerly of Westfield, who is now education director for all Westinghouse stations and a special lecturer in radio playwriting at the University of Pennsylvania. Hawkins was among leading figures in various branches of broadcasting who visited Springfield as guest lecturers during the 16-week period.

TELLING THE WORLD

(Continued from page 7)

working day and night. Copy and page proofs literally were whisked off desks while printers stood by ready to set type and to roll their presses.

Even in peacetime, there never is a dull moment in Room 217 in the RCA building. Surveys, booklets, ideas, ideas, more booklets, pamphlets, more ideas . . . they all add up to telling the right people about the “rightest” shows in radio.

NBC AFFILIATES PROMOTE SHOWS AND STARS THROUGH ORIGINAL IDEAS



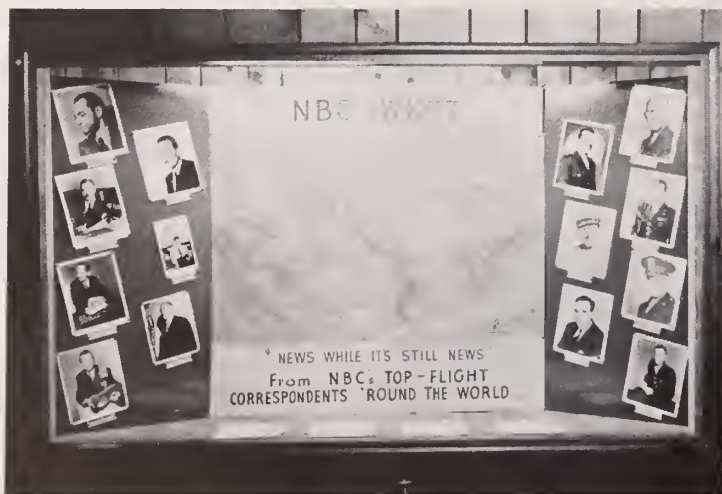
Customers of more than 100 independent retail grocery stores in Baltimore are reminded by WBAL's alert staff of NBC and local stars they can hear.



The display cards with pictures of radio stars in key store windows of Baltimore's grocers stay about two weeks. Most grocers request extended stays for WBAL displays.



Twenty pictures of NBC stars are given a whirl on this 22-foot float entered by Station WDAY in the Fargo, North Dakota, Fourth Annual Jack Frost Winter Carnival.



WKPT, Kingsport, Tennessee, pegs the attention of its listeners with pictures of NBC's top-flight correspondents in a snappy window display done with red, white and blue backgrounds.



"His Honor The Barber" here is the proprietor of the Lyric Shop in Richmond, Va., where WMBG distributed calendars promoting the NBC series of that name.

STATIONS USE DISPLAYS, STUNTS AND SIGNS TO WIN MORE LISTENERS



Lyle De Moss, program manager of WOW, Omaha, Neb., seems intent on creating more attention than the eye-pulling card promoting NBC's "Fred Waring Show."



This is the side of a bus in Kingsport, Tennessee, where WKPT tells Tennesseans about the "Red Skelton Show," brought to its listeners by the NBC network.



When WSYR, Syracuse, N. Y., started a recording program aired from 11:15 p.m. to midnight, the "Nite-Mayor" aroused curiosity touring all around town.



WBEN, Buffalo, New York, keeps its listeners well aware of its news service by means of more than 30 well-placed signs throughout the city. Here is one in the business district.

WEATHER SERVICE

SAGINAW, MICH.—WSAM kept students and teachers well informed of snow conditions during severe winter storms and told them not to come to school while transportation was disrupted. Chester F. Miller, superintendent of schools, commended the station's complete coverage of the situation in a letter to Milton L. Greenebaum, president and general manager of WSAM. Miller said that his teachers and their pupils depended entirely on WSAM's reports.

WEAF Promotion Paper

NEW YORK. — Promotion-minded WEAF now has a two-page easy-to-read review of its program news. "Vol. 1, Nos. 1 and 2" have already met with hearty approval from national and local advertising agencies and clients interested in WEAF's listening market area.

Format of the news letter is three columns on a single sheet with type and pictures on each side.

Publication date is the 15th of each month. The sprightly new sheet is done on paper which folds handily into a regular business envelope. The WEAF review is edited by Charles H. Philips, WEAF promotion manager, and his assistant, Claude Barrere.



Karl Wyler, executive vice-president and general manager of KTSM (El Paso, Texas), was elected chairman of the El Paso chapter of the American Red Cross at the organization's annual meeting and luncheon held recently in El Paso. Shown with him is Mrs. W. L. Wulfjen, executive secretary of the El Paso chapter.

KVOA Mikes and Discs Aid in Education Role

TUCSON, ARIZ.—KVOA has opened its mikes and transcription facilities in the interest of teacher-parent and student education.

The project is featured weekly in the elementary school classrooms and played back for PTA meetings and apprentice teachers at the University of Arizona. It features classroom work by teachers with bi-lingual classes, and was originated by Jonathan Booth, supervisor of the elementary grades.

At the El Rio school the system has been found effective in teaching Spanish-speaking first-graders essentials of English. The transcriptions show the PTA members progress in their schools and point out proper techniques to student-teachers.

Playbacks also are set up weekly for participating classes so that they may review their efforts and discover shortcomings. Some of the more ambitious, planned programs are broadcast by KVOA. "There is a definite educational value," explains Booth. "in the mere fact that a group studies to put something on the radio."

SAFE DRIVING

(Continued from page 5)

At a dinner following the broadcast, local and state authorities pledged their support to the WFAA campaign, citing the need for public driving education.

Among first results of the program inauguration was a request from the chief of police for a transcription of the first program to be heard by every member of the city police and traffic force. And titles of honorary deputy sheriff have been bestowed on WFAA staff members who created "Homer."

STORM EMERGENCY

(Continued from page 3)

ing last week's blizzard WDAY rendered the people of our Red River Valley a most remarkable service. Who knows how many lives were saved, how many hearts relieved because of the service rendered by this station? To the staff of WDAY we say 'bless you.'



It was a happy reunion when these three got together recently at the annual dinner of the Philadelphia Club of Advertising Women where they were guests of KYW. Left to right are: Frank Bowes, former sales manager of WBZ who is now connected with sales at KYW; F. M. Sloan, former chief engineer at WBZ and now assistant manager of Westinghouse Radio Stations, Inc., and W. C. Suartley who recently returned from the armed forces to take over his post as manager of WBZ.

Comedy Held Key Toward Video Program Success

NEW YORK.—Imagination and showmanship will be more important in the development of successful television than in any other medium of entertainment, asserts John F. Royal, NBC vice-president in charge of television, in an interview published in Variety on March 13.

Blue-printing future requirements for television, Royal says that comedy will be the key to success of video, time segments will be shorter than in radio, and that "phony" politicians will be quickly exposed. He believes that increased leisure will benefit daytime television, department store merchandising will be of a new pattern, and television will revolutionize newsreels and will develop its own talent and stars.

The NBC executive, discussing the relationship of television to the stage, feels that the new medium will enhance rather than detract from the theater. Stressing the importance of comedy in television, Royal says that radio became adult because of comedy and also came into its greatest era of prosperity with the development of good comedy programs.

NBC Talent Leads In Milwaukee Radio Poll

MILWAUKEE.—With Bing Crosby setting the pace, NBC programs and stars rolled up a landslide margin in the 16th annual radio popularity poll conducted by The Milwaukee Journal. NBC programs and personalities won 10 of 14 possible first places, according to results announced by Bea Papan, radio editor of The Journal.

Crosby won with ease in the favorite program, favorite radio personality and male popular singer classifications. Other NBC champions are Fibber McGee, favorite comedian; "Hour of Charm," concert program; The "Fred Waring Program," daytime show; Dinah Shore, girl popular singer; Bill Stern, sports announcer; Harry von Zell, studio announcer, and "Truth or Consequences," favorite quiz.

NBC quiz programs took the first five quiz show places. They are "Truth or Consequences," "People Are Funny," "Dr. I.Q.," "Information Please" and "Kay Kyser's College of Musical Knowledge."

In addition to Fibber McGee, Bob Hope, Fred Allen, Edgar Bergen, Abbott and Costello, Red Skelton and Jack Benny gave NBC seven of the first 10 places under Favorite Comedian. Fibber McGee and Molly (second), Hope, Allen, "The Great Gildersleeve" and Skelton placed high in the favorite programs tally.

Other NBC placers included Hope (tied for second), Allen, Skelton and Benny in Favorite Radio Personality; John Charles Thomas and NBC Symphony, concert program; Perry Como and Larry Stevens, male popular singer; Jo Stafford (second), Frances Langford, Hildegard and Anita Gordon, girl popular singer; Waring, Tommy Dorsey, Kyser, Carmen Cavallaro and Wayne King, dance orchestras; Harlow Wilcox, Bill Goodwin and Ken Delmar, studio announcers.

Robert St. John (second), H. V. Kalenborn and John W. Vandercook, news commentator; and "Cavalcade of America," "Mr. District Attorney," "Mystery Theater," "A Date With Judy" and "Mr. and Mrs. North," dramatic show, were other high finishers.

BUFFALO, N. Y.—The "University of Buffalo Roundtable" resumed for its fifth season over WBEN on March 17.

PUBLIC SERVICE AWARDS



A. W. Robertson, Westinghouse official representing KDKA, and NBC newscaster Lowell Thomas scan their award certificates.

NEW YORK.—Lowell Thomas, noted NBC news reporter, has a new honor—the Alfred I. duPont Radio Foundation Commentator Award. It was presented to him at a dinner March 9 at the St. Regis Hotel here.

Other winners were KDKA, NBC affiliate, of Pittsburgh, and WNAX, Yankton, South Dakota, in the large and small stations categories, respectively.

The awards carry cash prizes of \$1,000 each. The commentator award is given annually 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 through the medium of radio."

The station awards are granted for "outstanding meritorious public service in encouraging, fostering, promoting and developing American ideals of freedom, and for loyal and devoted service to the nation and to the community it serves."

The presentations were made by the committee of awards representing the permanent foundation. The members are: Dr. Kathryn McHale, director of the American Association of University Women; M. H. Aylesworth, former president of the National Broadcasting Company; Dr. Francis P. Gaines, president of Washington and Lee University and chairman of the Committee of Awards; the Rt. Rev. Henry St. George Tucker, presiding bishop of the Episcopal Church, and Mrs. Alfred I. duPont. William H. Goodman is secretary of the committee.

Thomas has been an NBC commentator for 16 years.

New Transmitter Unit Launched by Station WMC

MEMPHIS, TENN.—WMC recently began the use of its new transmitter with a special dramatic program which reviewed the station's 23 years of uninterrupted service to Southern listeners.

The new transmitter was designed and built by Radio Corporation of America and installed by WMC technicians. It is the only transmitter of the kind in the entire South and the second of its specifications in the entire nation.

Although a 10,000 watt transmitter it operates on 5000 watts—the power permitted WMC under FCC regulations.

It is entirely air-cooled and automatic in operation and will produce higher fidelity, lower distortion and noise and use a minimum number of tube types. It will greatly improve radio reception for WMC listeners, according to the station's technical observations.

Heard on the special dedication program from the studios and transmitter were H. W. Slavick, general manager of the station, and E. C. Frase, Jr., chief engineer.

PEABODY AWARDS

NEW YORK.—NBC's "General Motors Symphony of the Air" and Edgar Bergen won George Foster Peabody Awards for outstanding contributions to American radio, it was announced on March 18. The "Symphony of the Air" was honored for outstanding entertainment in music, and Bergen for outstanding entertainment in comedy. The music award was a double one, the other part shared by Dr. Howard Hanson of the Eastman School of Music, Rochester, New York, and WHAM, Rochester, an NBC affiliate. 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. Dean John E. Dewry represented the journalism school at the meeting of the advisory board, which named this year's winners.



THE NBC UNIVERSITY OF THE AIR

*The National Education Association
will observe NBC's United Nations Week*

In order to stress the world's need for unity and understanding in the building of an enduring peace, NEA will join with the National Broadcasting Company in the observance of NBC's United Nations Week—September 1 through 7.

In schools throughout the country, NEA, with its 850,000 teacher-members, will co-ordinate its activities with those of NBC's affiliated stations in this worthy project: PEACE NOW—OR NEVER!

The National Broadcasting Company's United Nations project is long-term—beginning many months before its United Nations Week. With the en-

dorsement of the State Department, the co-operation of the American Association for the United Nations and the NEA, NBC launches this activity in early June.

Throughout the nation, NBC affiliated stations in every community will conduct local peace campaigns tying-in with the national project. Beginning June 7, the first of the *University of the Air* courses to be devoted exclusively to the fostering of United Nations understanding will be broadcast. The long-range activities of stations, NBC and participating groups will culminate in NBC's world-wide United Nations Week—a week of peace programs to make America peace-conscious.

National Broadcasting Company

America's No. 1 Network



NBC Transmitter

Devoted to the Interests of NBC and Its Affiliated Stations



John MacVane



Morgan Beatty



James Stevenson



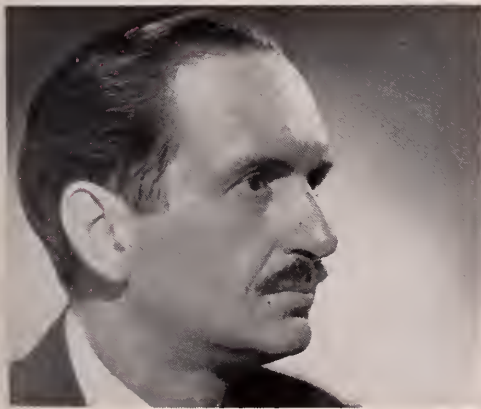
H. V. Kaltenborn



Maggi McNellis



John W. Vandercook



Richard Harkness



Robert St. John



Tyrrell Krum

The above top-flight NBC personalities are featured on the network's cooperative programs.

IN THIS ISSUE:

Cooperative Broadcasting • Servicing a Community

VOL. 11 MAY, 1946 No. 5

NBC Transmitter



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Samuel Kaufman—Editor

TELEVISION SCOOP

"Springboard for the greatest boom television has ever seen."

That's what John F. Royal, NBC vice-president in charge of television, terms video coverage of the Joe Louis-Billy Conn fight from the Yankee Stadium June 19 which NBC Television has scheduled under the sponsorship of the Gillette Safety Razor Company.

"This will be by far the most elaborate and comprehensive coverage of a sports event in the history of the medium," Royal said. "The latest equipment and the most up-to-date techniques will be employed. NBC is privileged to bring this championship match to the homes of viewers."

Royal's remarks were made at a press conference in radio city where it was also revealed that NBC and Gillette have obtained television rights from the Twentieth Century Sporting Club, Inc., to all the fights it promotes at Madison Square Garden and outdoor parks in the New York area.

Mike Jacobs, head of the sporting club, declared: "Having watched television for years, I am convinced it will be a great boon to the fight business. We are happy to bring the best in boxing to the television audience through NBC and Gillette."

Five cameras, the greatest number ever employed in a video broadcast, will be used to cover the fight, O. B. Hanson, NBC vice-president and chief engineer, announced. Three of these will be NBC cameras employing the super-sensitive RCA Image Orthicon camera tube, which is capable of picking up scenes by the light of a match.

Two of the cameras, Hanson disclosed, will be located on a specially-erected platform, two in the NBC Television box on the mezzanine floor between first base and home plate, and the fifth will be placed alongside the ring.

Here, indeed, is television history in the making.



DISCUSS NBC-UN PROJECT—RCA and NBC were hosts to a group of distinguished officials of the United Nations at a dinner April 4. Brigadier-General David Sarnoff (right), RCA president and NBC chairman, chats with (left to right) Benjamin A. Cohen, UN assistant secretary general for public information; Quo Tai-chi, president of the UN Security Council; Trygve Lie, UN secretary general; and Benjamin V. Cohen, counselor to the U. S. State Department. Details of the NBC-UN project are on page 14.

U. of Rochester Presents Atomic Age Talks on WHAM

ROCHESTER, N. Y. — Informing the public on the nature of atomic energy, the terrible destructive power of the atomic bomb, and the great benefits that may accrue to humanity if atomic power is used wisely is the aim of a series of half-hour broadcasts on "This Atomic World" sponsored by the University of Rochester in cooperation with Station WHAM.

The program began March 31, and is to continue each Sunday for nine weeks, it was announced by Alan Valentine, president of the university.

"Nations of the world suddenly and without preparation find themselves plunged into the atomic age," Valentine said. "It is an age that holds possibilities for the greatest advances in medicine, industry and other fields that the world has ever known. It also holds possibilities for unthinkable catastrophe if war is not eliminated. It is essential to the future of civilization that a knowledge of the true potentialities of atomic energy be disseminated as widely as possible. It is hoped by the university and WHAM that these broadcasts will aid in that program."

Development of the atomic bomb, done under the incentive of self-preservation, has made atomic energy available perhaps 10 to 20 years sooner than it might have come otherwise, he pointed out. The form in which that energy was presented to the world—the atomic bomb—shocked

all nations into realizing that they must hereafter maintain world peace, or face annihilation, he said. The choice, he added, may be "one world or none."

The broadcasts are in as non-technical language as possible to help the layman understand fundamentals of atomic energy.

Speakers include Dr. Lee A. DuBridge, head of the university's physics department; Dr. Robert E. Marshak and Dr. Sidney W. Barnes of the physics department, both of whom worked for several years at the New Mexico laboratories of the atomic bomb project; Dr. Curt Stern, professor of experimental zoology; Dr. Robert D. Boche, chief of the radiology division of the university's atomic medical research project, and Dr. John F. Flagg, of the chemistry department.

Dr. Marshak gave the first three lectures. The first on March 31 was on the subject, "Within the Atom," the following Sunday on "Methods of Releasing Atomic Energy and the Atomic Bomb," and the third on "What are Atomic Energy Piles?" Others in the series include: "Possible Defenses Against the Atomic Bomb," with Dr. DuBridge as speaker; "Atomic Bomb and the Future," Dr. Barnes; "Atomic Bomb and the Scientist," Dr. Stern; "Industrial and Chemical Applications of Atomic Energy," Dr. Flagg; "Biological Effects of Atomic Radiations" and "Medical Applications of Atomic Radiations," Dr. Boche.

"CO-OP" BROADCASTING

Plan for Local Sponsorship of NBC-Produced Shows Proves Valuable to Clients and Affiliates

NEW YORK.—Less than three short years ago NBC, in an effort to serve its stations and broaden the listening scope of its world-wide news coverage, inaugurated its first cooperative programs. Since then, the cooperative program division has become just about the fastest-growing baby in radio.

Now there are nine "network-quality" programs available to stations for local sponsorship, plus two others for the West Coast only. In this group are most of NBC's leading news personalities on programs which would be impossible to build locally. This fact, plus the cooperation of the stations' sales departments, has resulted in a sales record nothing short of mercurial. The following facts give some idea of what has been accomplished along these lines:

Morgan Beatty is sold by 38 of the 67 stations carrying him, "News of the World" by 28 out of 82 stations, "World News Roundup" by 42 out of 72. Richard Harkness by 36 out of 90, Sunday "World News Roundup" by 13 out of 98, H. V. Kaltenborn by 13 out of 56, "Maggi's Private Wire" by 8 out of 35, "Veterans' Advisor" by 7 out of 85 and Robert St. John by 7 out of 35. These are the figures as The Transmitter goes to press, but it probably will be higher by the time this issue reaches readers.

Morgan Beatty's program was the first of the co-ops, closely followed by the "News of the World" and "World News." The "Private Wire" and "Veterans' Advisor" programs are relatively new and Robert St. John's "Facts and Faces" is brand new. St. John, in fact, had five sponsors before he went on the air with this new series.

There are nine programs altogether, which have been carefully built to provide overall balance in news programming, under the supervision of both C. L. Menser, vice-president in charge of Programs, and William F. Brooks, director of news and international relations.

Burton M. Adams of the stations relations department, acts as coordinator of cooperative programs in presenting these offerings to NBC's affiliated and managed-and-owned stations for local sale.

Three of these shows, the morning

"World News Roundup," the evening "News of the World" and the Sunday "World News Roundup," offer world-wide news pickups. They feature James Stevenson, John W. Vandercook and John MacVane respectively in New York, and the network's entire international news gathering organization.

There's an NBC man wherever the news is hot, working out of bureaus in London, Paris, Berne, Moscow, Tokyo, Manila, Shanghai, Honolulu, Puerto Rico, Rio de Janeiro and Buenos Aires, plus the newsrooms in this country.

These overseas men include such famous correspondents as, Merrill Mueller, Ed Haaker, Max Jordan, Roy Porter, Henry Cassidy, George Thomas Folster, Robert Magidoff, Guthrie Janssen and many others. Also serving those programs in this country is W. W. Chaplin, NBC's roving reporter, one of the world's ace newsmen.

John W. Vandercook had a long career as an explorer, author and reporter before coming to radio as a news analyst. He covered the war for NBC both at home and abroad. John MacVane, before re-

turning to this country, was one of the foremost war correspondents, making over 2,500 broadcasts for NBC to the U. S. under combat conditions. He is the author of "Journey Into War."

James Stevenson was named as Detroit's most popular news commentator before an Army career. A disability incurred in the line of duty resulted in his retirement to inactive duty a year ago and he joined NBC soon afterwards.

Three cooperatives originate in Washington, offering specialists in the complicated coverage from the nation's capital.

Morgan Beatty, with a long career as a political commentator behind him, also has served NBC as an overseas reporter. It is he who represents NBC on White House stories and Presidential trips.

Richard Harkness is the bellwether of NBC's political reporters. He is present at political conventions of every type, and at any locality that might be in the political limelight.

Tyrrell Krum specializes in veterans' affairs on his "Veterans' Advisor" program, a new offering of the NBC cooperative. (Continued on page 13)



TONSorial PROBLEM—Publicity on NBC's cooperative personalities is as timely as the news they broadcast. Here Robert St. John springs to the defense of Uncle Sam's beard during the recent controversy on that hirsute subject. Such attention-getting pictures appeared in newspapers from coast to coast.

NBC AFFILIATES MEET WITH NETWORK EXECUTIVES IN VARIOUS PARTS OF THE U. S. A.



Pick 'em out! How many faces do you recognize in this assemblage of owners and executives of NBC affiliated stations and network officials in Hollywood? The NBC men crossed the country for a series of station meetings patterned after the "war clinics" of recent years.



Fifty autographed dollars go to NBC President Trammell (center) in a gag by affiliates who heard facts on operating costs at NAB Fort Worth session. WKY's P. A. Sugg and WBAP's Harold Hough scan gift.



KDKA (Pittsburgh) General Manager J. E. Baudino (left) and Oliver Morton, NBC Central division national spot sales manager, chat during the dinner following second day's session of NBC stations' meeting in Chicago.



Kenneth Hence (left), v.-p. and assistant manager of KSTP, and Hale Bondurant, W'HO sales manager, talk over Midwest radio topics at the dinner held in conjunction with the station sessions in Chicago.



The camera caught this foursome in a shoptalk huddle at the Chicago stations' meetings. L. to r.: Lyle De Moss, W'OW; NBC Vice-President C. L. Menser; Harold Fair, W'HO, and Bill Wiseman, W'OW.

COMMUNITY SERVICE

WSMB's Walter Williams Sets Pace in Welfare Achievements

NEW ORLEANS, LA. — "A man who remembers."

That phrase describes Walter Williams, news commentator of WSMB, New Orleans, whose great listening audience has admirably responded time and time again and continues to respond to suggestions and requests in the interest of service to the community.

Walter Williams has been commenting on the news of the day since 1940 over WSMB. He expresses freely his own opinions on all subjects of public interest and from the beginning of his daily commentaries he warned of the dangers of Hitlerism and of the imminence of war.

With the United States' entry in the war Walter Williams worked tirelessly toward a greater effort on the home front and his broadcasts resulted in outstanding achievements for the comfort, morale and convenience of service personnel and veterans. He spent much of his air time and effort in recruiting war workers to speed up the building of those famous PBY Catalinas.

Just three months after Pearl Harbor, Walter Williams learned how big a heart his WSMB audience had when he requested a piano for the recreation room at Camp Plaque. From that one request he received 21 pianos which were placed in various service centers. To date WSMB listeners have contributed 275 pianos for service men and hospitals as a result of Walter Williams' one request.

Subsequent appeals to listeners resulted in the receipt of the following:

More than 750 radio sets for Naval and Merchant Marine ships, hospitals and the USO.

A total of 250 phonographs for ships, hospitals and recreation centers.

More than 50,000 phonograph records for ships, camps and hospitals.

About 20,000 decks of playing cards for hospitals.

A total of 125 sets of golf clubs and equipment for the enjoyment of service men and women.

Numerous books, sewing machines, typewriters and stopwatches for Army and Navy personnel.

Williams has raised through popular subscription \$3,000 which was used to install a recreation room for psychiatric patients at LaGarde Hospital, \$2,500 for

the installation of a recreation room for the regular patients at this same military hospital, and more than \$10,000 for servicemen's phone calls home. At present he is master-of-ceremonies at a monthly party for veterans at the Naval Hospital where he features phone calls as contest prizes.

As head of the New Orleans' Elks War Service Committee he supervised the expenditure of \$500 monthly for 18 months in the reconditioning department of LaGarde Hospital.

His radio broadcasts have resulted in such personal achievements as the recovery of a dog lost by a serviceman passing through New Orleans within two hours after announcement, the recovery of a pet kitten belonging to the son of a service man within five minutes after making the announcement, and the recruitment of more than 100 blood donors for Kid Bridges—an old time prize fighter who was putting up a battle for his life at Charity Hospital in New Orleans.

In the interest of reconversion, Williams is presently serving as chairman of the New Orleans Committee for Collection of Tin and is conducting a successful campaign with the cooperation of the New Orleans public schools.

In cooperation with the United States Employment Service, Williams devotes practically all of his Saturday programs to interviews with ex-GI's.



GIFT TO MAYOR—James M. Gaines, manager of WEAf, presents a copy of the two-volume "Rendezvous With Destiny" album to Mayor O'Dwyer at New York's City Hall. The album, made by NBC's radio recording division, highlights excerpts of speeches by the late President Franklin Delano Roosevelt.

A SMASH HIT

NEW YORK.—NBC talent staged "The Story of Bill Hawkins," at the annual Boy's Day program of the Rotary Club here. The moving drama of a lad who won the Congressional Medal of Honor was written by Wade Arnold, assistant manager of the script department, and produced by Charles Urquhart. Arnold himself took the leading role and sat at the speakers' table in a Marine uniform wearing the C.M.H. ribbon for the occasion through special permission of the Navy Department. The play started when Arnold arose to speak. The cast was on a platform following his cues. The Wheel, Rotary publication, complimented Arnold and Urquhart for "the beauty of the portrayal" and "the lessons taught. NBC Vice-President William S. Hedges, network representative at the Rotary Club, arranged for presentation of the dramatic feature.

Army Plans Use of WRC Radio Manual in Japan

WASHINGTON.—"The WRC Producer-Announcer Manual" has gone a long way—to Tokyo, in fact. According to word just received at WRC the book is being used by Brigadier-General Ken Dyke, General MacArthur's information and education officer, as a guide to teach the Japs something about radio. General Dyke, not only has control over all radios in Japan, but also supervises schools, churches, newspapers and motion pictures.

General Dyke, before becoming one of General MacArthur's right-hand men, was associated with the National Broadcasting Company. On a short leave from Tokyo, he chanced upon the manual and immediately put in an order for the booklet to be used as a "text" for would-be Japanese announcers and producers.

NEW YORK.—Maggi McNellis, star of "Maggi's Private Wire" on WEAf has been appointed cafe society editor of "Go" magazine, it was announced April 8 by Arthur G. Brest, the publication's editor and publisher.

STARS AND PROGRAMS GET PROMOTIONAL BOOSTS IN NBC AFFILIATES' CAMPAIGNS



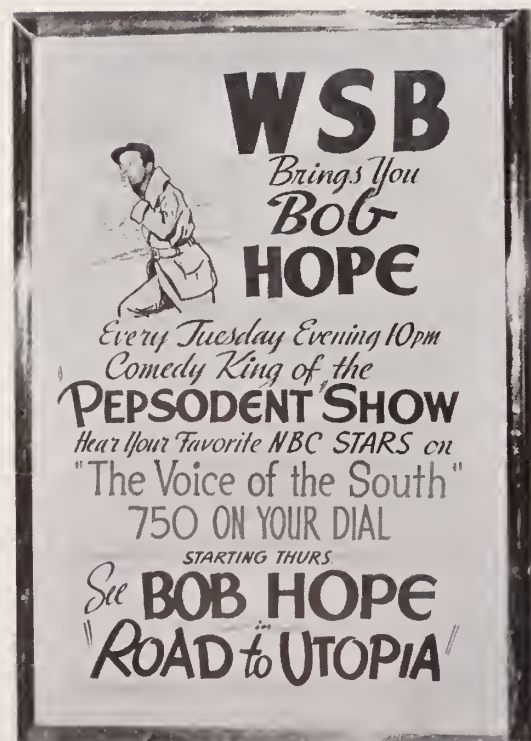
When Bing Crosby's film, "The Bells of St. Mary's," was booked at the Fox Theater in Atlanta, promotion-minded Station WSB erected this billboard in the lobby. The display called attention to the star, the sponsor, the station, the network and the movie. The theater is one of South's largest.



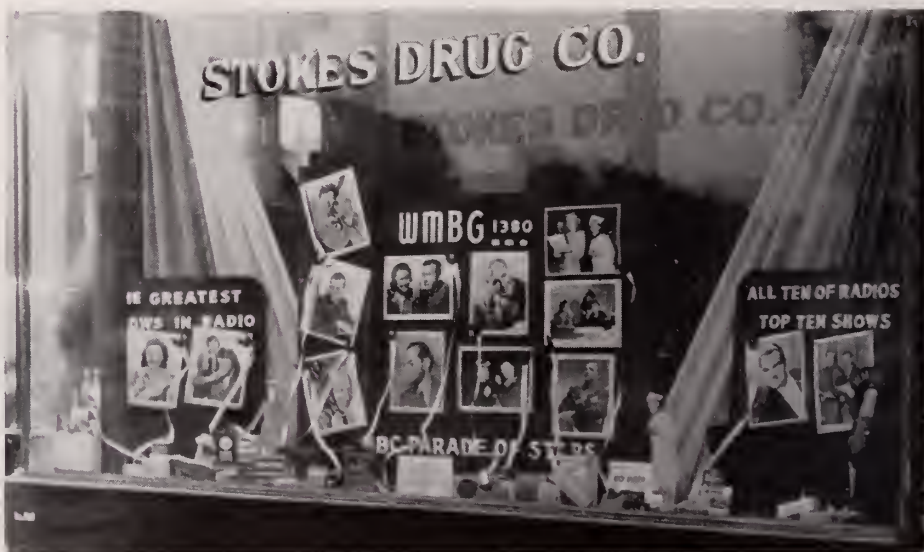
Eight billboards like the one above were erected in the Detroit area by Station WWJ to call attention to the station's world-wide news coverage. The displays will continue for a three-month period.



The WOAI bulletin board in the foyer of the San Antonio (Texas) Municipal Auditorium devoted space to the First Piano Quartet when the musicians visited the city on their concert tour.



Bob Hope, Pepsodent, WSB, NBC and Paramount's film, "The Road to Utopia," shared billing on this lobby display in the Fox Theater, Atlanta, in a movie-radio tie-in series.



NBC stars and the products they advertise are plugged in this drug store window arranged by WMBG on one of the busiest street corners in Richmond, Virginia. The store owner reported that even motorists stopped to look.

Week-End in London Is Prize in WSYR's Contest Promoting World Neighborliness

SYRACUSE, N. Y.—With a unique new show and a sensational contest WSYR, Syracuse, is going all out to further the cause of world neighborliness.

The weekly half-hour show called "The New Horizon," made its debut on WSYR March 23, announcing a week-end trip by air to London as the prize for the best essay of 250 words or less on the subject: "What Can Great Britain and the United States Do to Be Better Neighbors?"

The contest is run as a gimmick addition to the real purpose of the show—to stimulate serious thinking on the part of the public on the matter of bettering world understanding.

The winner, chosen by a citizens' committee, will leave Syracuse on a trans-

Atlantic plane on a Thursday afternoon, have two full days in London as guest of the English-Speaking Union, and be back in Syracuse the next Monday. Such speed of travel will point up the theme-idea of the show, that here is a "new horizon" which was only a dream yesterday.

Abundant use of transcribed messages is made by WSYR in bringing messages directed to its audience from prominent current events headlines in America and other countries.

Working in close cooperation with BBC, WSYR has unified its efforts here with similar efforts in England and BBC is enthusiastic in its support of the project.

The program is a multiple-voice show written around the theme that "today is already tomorrow."

"Operation Baggage Car"

NEW YORK.—NBC's three broadcasts from the train carrying President Truman to Chicago for his Army Day address marked the first time that a broadcast had been made from a Presidential train in motion. A highly complex set of radio facilities stood behind NBC news commentator Morgan Beatty as he sent out his first description of the activities aboard the Presidential train on NBC's "News of the World" program April 5. Beatty's voice was fed from the train to a point near Harrisburg, Pennsylvania, whence it was short-waved to the RCAC receiving station at Riverhead, Long Island. From there it was relayed to NBC for the network. The same procedure was followed the next morning when Beatty sent out another description of the Presidential journey to the "World News Roundup." The final broadcast of the series was transmitted Saturday, April 6 via Army transmitter, as the train left Chicago bound back for Washington. NBC technicians dubbed the broadcast assignments "Operation Baggage Car."

NEW YORK.—The Horn & Hardart "Children's Hour," a WEAJ feature program heard every Sunday, has been chosen by "Two to Six" magazine as the outstanding children's talent program on the air for parents of children in the two-to-six age range, as well as for the children themselves.

TRENTON, N. J.—A radio workshop was conducted over a seven-week period by Station WTTM here. NBC cooperated with the classes and 55 teachers enrolled. The course was climaxed by a panel discussion on "Radio and Education."



DISC VAN—Ontario Premier George Drew inspects CBC mobile recording van which made wartime transcriptions right on the scenes of European battles. CBC's Don Fairbairn hands the Premier souvenir discs.

WHAM Again Commissions Special Air Compositions

ROCHESTER, N. Y.—Two distinguished modern composers—Dr. Roy Harris and Dr. Wayne Barlow—have been commissioned by Station WHAM to write music especially for radio use. This is the second consecutive year the Rochester station has sponsored such original broadcast music.

WHAM pioneered with the idea of special compositions for radio. Last year Dr. Howard Hanson, director of the Eastman School of Music, and two members of his faculty—Dr. Paul White and Bernard Rogers—received the commission, and their three works received wide attention.

Specifications of the commission state the original works must be playable by the average studio orchestra of 18 to 20 musicians. Works must be of seven to nine minutes' duration and limited to standard rehearsal time.

U. of Air School Series

NEW YORK.—A new 13-week dramatic series, "The Schools Are Yours," will be presented by the NBC University of the Air, beginning June 15. The dramatizations, written by Osmond Molarsky, will be broadcast Saturdays in cooperation with the National Education Association.

Each episode will present, from the average citizen's standpoint, a documented story of the American school system, and will include information on the many problems of educational reforms, improvements and conditions in both urban and rural schools.

"The Schools Are Yours" will be supervised by Sterling Fisher, assistant public service counselor and director of the NBC University of the Air.

Educational Demonstration

BOSTON.—A special demonstration of the "Listen and Learn" series of broadcasts for in-school listening, originated and broadcast on school days over WBZ and WBZA, was heard at the state-wide conference of teachers and headmasters held at the Horace Mann Memorial, Bridgewater State Teachers College, April 15. This series is prepared by WBZ and WBZA in cooperation with the Massachusetts Department of Education. The demonstration was arranged by Commissioner of Education John J. Desmond, Jr.



NBC commentator Alex Dreier (left) interviews Lt.-Col. H. T. Meyers, President Truman's pilot, during presentation of National Safety Council Award to Air Transport Command. Announcer Henry Cooke is at right.



Ruth Lyons and Frazier Thomas, of the WLW (Cincinnati "Matinee," visit store with little Carol Mangold to select children in Cincinnati, Louisville and Indianapolis h



When nylon stockings go on sale in Saginaw, Michigan, it's news. Hence when the local Sears Roebuck store put them on sale, the station's commentators were there.



Red Cross officials check the talent list of Glenn and Lenore, of WOOD (Grand Rapids, Mich.), as the pair leaves for its 60th hospital show.



A gold medal for is awarded to John Platte, Nebraska)



A group of high school students who took over operation of KPLC (Lake Charles, La.) pose with David Wilson, the station's general manager. The tie-in was part of a student program to acquaint the youngsters with civic affairs.



WBOW (Terre Haute, Ind.) Announcer John Marshall, M-G-M; C. L. Shideler, chamber of Carl Crew, Announcer Roedel, M



KTBS (Shreveport, La.) broadcast from the city's annual azalea tour. Prominent visitors were interviewed. At the microphone are Mayor Sam Caldwell, Special Events Man R. Worthington and Announcer M. Roppolo.



Lyle DeMoss, WOW (Omaha) program chief, mimicks Diet Smith of the Dick Tracy comic strip, with his baby foods and telephones.



War Bond activity leader, KODY (North Carolina) W. D. Newberry.



Bill Stern, NBC director of sports, presents an autographed copy of his new book to screen star Marie McDonald.



Layne Beaty (left), WBAP farm editor, and Bill Drips, NBC agriculture director, interview 15-year-old Stuart Henderson with his champion steer at the Southwestern Exposition in Fort Worth, Tex.



War bonds recruiting drive. Left to right: Harold ...; H. J. Arnold, local theater manager; Lieut. ... and Captain Jirou Prutzman.



Harriet Pressly of WPTF (Raleigh, N. C.) utilizes her "We the Women" program to assist ex-GI's at N. C. State College combat the housing shortage. The veteran and his wife in the photo landed an apartment through the series.

A Transmitter Bio:

COMMERCIAL AND NAVAL CAREER LEADS TO SUPERVISION OF WGL



Capt. Pierre Boucheron

FORT WAYNE, IND.—Captain Pierre Boucheron has been appointed general manager of the broadcast division of the Farnsworth Television and Radio Corporation and placed in charge of Station WGL here.

Captain Boucheron's duties entail the management of Farnsworth's Fort Wayne AM station—WGL—as well as a proposed FM station, if the license now pending is granted by the FCC. By late Spring it is anticipated that he also will operate Fort Wayne's first television station to which the experimental call letters W9FXT already have been assigned by the FCC.

Captain Boucheron is a pioneer in the radio industry, his activities dating back to 1912 when he began his career as a wireless operator with the Marconi Wireless Telegraph Company. In 1917 he enlisted in the Navy and after the first World War was managing editor of Radio News until 1920 when he became associated with the Radio Corporation of America.

For 15 years he held various executive posts with that company in advertising and sales. He also played an active part in RCA's early broadcasting days of the 1920's, notably with WDY at Roselle Park, New Jersey, and later with WJZ when it was first located on New York's 42nd Street. In 1939 he joined Farnsworth as general sales manager.

A veteran of World Wars I and II, Captain Boucheron is considered one of the Navy's foremost specialists in international communications. When he was called to active duty in the Naval service in 1941, he secured leave of absence from the Farnsworth Corporation and was assigned to Greenland to establish a communications base. After spending 14 months there, Boucheron returned to the United States and was assigned duty as an assistant to the Director of Naval Communications in Washington.

In July, 1943 Captain Boucheron was

sent to Casablanca to be Communications Officer for the Moroccan Sea Frontier. For meritorious work there, he received the Order of Ouissam Alaouite Cherifien, Grade of Commander, awarded him by the Sultan of Morocco.

In August, 1944, when Vice-Admiral Alan G. Kirk, now Ambassador to Belgium, became Commander of United States Naval Forces in France, he requested the services of Captain Boucheron as Staff Communications Officer and to undertake the difficult task of organizing the complex Naval Communications Network in France.

In July, 1945 the Naval command in France was dissolved and Captain Boucheron returned to the United States for terminal leave and to resume his business career with the Farnsworth Corporation, acting as director of public relations.

He was recently awarded the Legion of Honour, Rank of Chevalier, by the French Government for distinguished service during the liberation of France. The citation praised Captain Boucheron for "his outstanding services as Communications Officer for the Commander of American Naval Forces in France, and the skillful and unfailing support which he devoted to the organization and efficiency of the communications branch of the French Navy during the course of combined operations against the common enemy."

The citation also carried the following notation: "for perfection of the difficult communication set-up required for the Naval operation on the German-held pockets of the Gironde and Ile d'Oleron which permitted excellent results during the period of combat."

Captain Boucheron is a member of the following: the Radio Club of America, the Institute of Radio Engineers, the Veteran Wireless Operators Association (life member), the American Legion; the Explorers Club, and the Army and Navy Club of Washington, D. C.

Washington FM Station

WASHINGTON.—Granting of an FM license to Station WRC was announced in March by the FCC.

The license gives WRC the "green light" on its FM plans which Carleton D. Smith, WRC general manager, outlined at the recent FM hearings. Smith explained that WRC, an NBC owned-and-operated station, would follow NBC's FM policy and duplicate all of its standard broadcasting programs on WRC-FM. This will be done at no additional cost to the advertiser, he said, and will be the policy while FM is still in the developmental stage.

WRC-FM studio activities will be located with the standard broadcasting station in the Trans-Lux Building. Some facilities at the Wardman Park Hotel, which is to be the home of WRC's television station, will also be used.

WASHINGTON.—Four members of the WRC staff, led by General Manager Carleton D. Smith, have been cited for outstanding services during the war. The United States Treasury Department has presented Smith with a silver medal for "patriotic service during the war in the war finance program." The silver medal award was also presented to Nancy Osgood and Bill Herson. A Navy citation went to Jim Sweet, WRC salesman.



SEAL OF APPROVAL—When de Lancy Provost, WEA program manager, brought his staff backstage at the circus's annual visit to Madison Square Garden, one of the highlights was an aria on musical horns played by trained seals. Announcer Herb Sheldon gives a word picture of the event while a seal gives his own "blow-by-blow" version of a well-known tune.

U. S. Audiences Can Now See Famed Toscanini OWI Film

NEW YORK.—Arturo Toscanini's only film, "Hymn of the Nations," has been released for its first showing to American audiences.

Made two years ago by the Bureau of Motion Pictures of the Office of War Information's Overseas Branch, the film has been shown in 45 countries and in 28 languages to millions of our allies, as well as to many men in the armed services overseas.

In the film, Toscanini directs the NBC Symphony Orchestra with the Westminster Choir and Jan Peerce, tenor soloist. The major portion of the half-hour film is given over to a performance of Verdi's "Hymn of the Nations." The "Garibaldi Hymn" and the Verdi "Forza del Destino" Overture also are heard.

Produced in NBC's famed Radio City studio 8H, the picture was made over a period of several weeks under Irving Lerner's direction. Walter Toscanini, son of the conductor and a member of the NBC music division, was technical adviser to Lerner.

Toscanini, who had turned down an offer of \$250,000 to make a film for Hollywood, donated his services when the government needed them during the war. Lifelong enemy of oppression, he was eager to render service in the struggle against fascism, and his film is described as a musical and dramatic blow against fascist aggression.

The picture is to be distributed on a non-profit basis by Arthur Mayer and Joseph Burstyn.

The "Hymn of the Nations," composed by Verdi in 1862, was performed for the first time in America by Toscanini at an NBC Symphony concert in January, 1943.

FDR Album Price Change

NEW YORK.—The list price of the "Rendezvous With Destiny" album featuring excerpts of speeches by the late President Roosevelt is \$16.65, plus transportation costs. This rate includes the federal excise taxes not embraced by the price quoted in last month's NBC Transmitter. NBC's radio recording division, producers of the discs, announce a discount for quantity orders.



SCREEN CONTRACT—Agreements to film NBC's "One Man's Family" were signed at Hollywood's Radio City by the National Broadcasting Company, Carlton E. Morse Productions and Cinema Century Productions. Signatories to the contract included Sidney N. Strotz, NBC Western division vice-president (seated, right), Carlton E. Morse, writer and producer of the air show (standing, right); Abe Silk, president of the motion picture company (seated, left), and Edward Kovacs, executive producer (standing, left). Story at right.

KYW Aids "Sandlotters"

PHILADELPHIA, PA.—KYW again is lending a helping hand to Philadelphia's Sandlot Sports Association, a civic organization formed to supervise and better the playing conditions of Philadelphia's sports-minded youth, by giving radio time and use of its facilities in an effort to aid the Sandlotters' fund drive.

Guest speakers have been spotted on KYW's Ruth Welles broadcast, "Valley Forge Caravan," and a special program on March 21, immediately followed the Bill Stern broadcast. Also, the KYW auditorium was made available for the initial meeting of the association's "Connie Mack Baseball Conference."

Safety Program Award

BUFFALO, N. Y.—Clint Buehlman, sunrising disc jockey of WBEN here, received an award for "meritorious service and outstanding work in the field of public safety" during his program of March 26 from Arthur S. Phelps, president of the Western New York Safety Conference.

During 1945 Buehlman made several broadcasts from busy intersections, cooperating with traffic policemen. He gives regular safety reminders to children.

Two NBC Series Signed For Screen Production

NEW YORK.—Clarence L. Menser, vice-president in charge of programs for the National Broadcasting Company, and Armand S. Deutsch, president of Story Productions, Inc., on March 20 announced the purchase by Story Productions of the motion picture rights to NBC's "Honeymoon in New York."

Under the terms of the deal, which was negotiated through Ted Lloyd, Inc., NBC and Story Productions will work jointly in promotion and publicity of the radio program and the advance buildup of the feature picture.

"Honeymoon in New York" is broadcast from Mondays through Fridays, over the coast-to-coast stations of the NBC network and has attained a rating higher than any previous NBC show broadcast at the 9:00 to 9:30 a.m. Eastern time.

Menser stated that this is the first time NBC has sold to a motion picture company the film rights to any of its programs of which it is the sole owner.

Deutsch announced that a new affiliated company of Story Productions is in process of formation for production of "Honeymoon in New York" as well as other films based on radio programs. Details of this new company, he said, will be announced shortly.

Durward Kirby is emcee of the program and Joy Hodges the "singing bridesmaid." Music is by Jerry Jerome and his "Best Men." Herb Sheldon announces and George Voutsas produces "Honeymoon."

HOLLYWOOD.—NBC's "One Man's Family," will come to life on the motion picture screens of the nation.

Agreements to film the famous "family" were signed March 19 at Hollywood's Radio City by the National Broadcasting Company, Carlton E. Morse Productions and Cinema Century Productions. Signatories to the contract included Sidney N. Strotz, Western division vice-president of NBC; Carlton E. Morse, writer and producer of the air show, and Abe Silk, president of the motion picture company.

The film series will be directed by Alfred Green.

"One Man's Family," heard Sundays on NBC is sponsored by Standard Brands, Inc. The J. Walter Thompson Company is the agency.

WIS's G. R. Shafto Named State's "Man of the Week"

COLUMBIA, S. C.—G. Richard Shafto, general manager at NBC affiliate WIS, Columbia, S. C., was chosen South Carolina's "Man of the Week" for the week of April 14, it was disclosed on April 15 by Fred "Dink" Williams, editor of the South Carolina division of the United Press.

The 600-word tribute to the well-known Southern radio executive was carried by all UP wires throughout the Palmetto State. Williams further announced.

Each week the South Carolina UP bureau selects an outstanding citizen "on the merits of past accomplishment, and on behalf of current outstanding work." Williams cited Shafto's current diligence on the daylight saving time situation in the state, which, according to the UP bureau chief, "would not have been introduced in the state or the city without the excellent series of display posters, lithographed brochures and lectures prepared under the direction of the WIS general manager."



WASHINGTON VISION—Frank M. Russell, NBC vice-president in charge of the Washington office, hands the pen to Frank E. Weakley, president of the Wardman Park Hotel, after signing NBC's long-term lease on Wardman Park facilities for the network's Washington television station. The National Broadcasting Company, which proposes to spend \$520,000 on construction and engineering equipment at the Wardman, will take over the hotel's theater and Garden Room. The theater will be remodeled into studios and the Garden Room will serve as the transmitter room. Standing are (left) Carleton D. Smith, WRC general manager who will serve in the same capacity for the television station, and Humphrey Lloyd, vice-president and secretary of the Washington Properties, Inc., owners of the hotel.

WTIC AIDS HIGH SCHOOL STUDENTS' RADIO PROJECT



Paul W. Morency, WTIC general manager, buys shares in youths' organization.

HARTFORD, CONN.—An enterprising member of the newly formed Junior Achievement project, Air Productions, is shown above selling four shares of stock in the company at fifty cents a share to Paul W. Morency, vice-president of the Travelers Broadcasting Service Corporation and general manager of WTIC, the station sponsoring the project. Standing in the background is WTIC's Bob duFour, Air Productions' adviser.

Morency officially launched the project in March. In addressing the students he said that radio, now on the threshold of a great expansion, is becoming more and more specialized and that radio is beyond the days when a one-man-staff announcer would find his sponsor, write the script, broadcast it, and then go out to collect the money.

The advice he gave Air Productions' members was to decide on one of the many phases of broadcasting and then to

point their education in that one direction.

He told the students that the end result of the combined efforts of a radio staff is what comes out of the speaker, and the combined job of all the phases of radio is to seek ways of improving the result.

The Junior Achievement project was organized by 19 enthusiastic high school students to learn how a radio station operates through actual experience.

After a series of lectures by WTIC department heads, Air Productions will begin to function under the guidance of Bob duFour. Ultimately the company expects to find sponsors for the programs they will write and produce. The students will then buy air time and broadcast shows. The engineering details will be the only phases of broadcasting handled by WTIC staff men.

Morency's purchase of four shares of stock brought the paid-in capital stock of the organization up to \$150.

Election Service Series

RICHMOND, VA.—On March 25, Station WMBG began the first in a new series of four programs called "Know Your Candidate."

With election of candidates for positions on the city common council and the board of aldermen just a week off, the program department of WMBG contacted all of the candidates for the 41 seats in the election, asking them to write in and give a condensation of their qualifications and the platforms upon which ran.

When all replies were in, the new programs were formulated.

Score Card Promotion

COLUMBIA, S. C.—Station WIS has utilized the score cards of the Columbia Reds as a method of publicity for its sports broadcasts.

Occupying a prominent quarter-page on the front cover, the WIS ads point out that Sportscaster Frank Harden's two daily shows give the finals in the Sally League, as well as major leagues.

Inside the card is a conspicuous picture and personal history of Harden.

The score card will serve as publicity all during the baseball season. G. Richard Shafto, WIS general manager said.

Variety Showmanagement Survey Awards Honor NBC

NEW YORK.—Two NBC stations—WLW of Cincinnati, and KOA of Denver—were winners in Variety's 13th Annual Showmanagement Survey. NBC's Bing Crosby, Ralph Edwards and the "Duffy's Tavern" program also won special awards in the annual review.

WLW was honored with WNAX of Yankton, S. D., in the "Contributing to the World's Bread Basket" division, for "helping the farmer to do the job" of feeding America and needy foreign nations. KOA shared honors in the "How to Run a Radio Station" category with KLZ, also of Denver, and KMBC, Kansas City, Missouri.

Crosby was cited for all-around showmanship on "Kraft Music Hall," while Edwards was given an award for his creative inventiveness on the "Truth or Consequences" program, and for his work in various wartime causes. "Duffy's Tavern" was named for its contribution toward improving race relations.

In addition, NBC's staff writers and production men, for the special one-hour "Theatre's Tribute to FDR" program, and Tony Leader as director of NBC's "Words at War," were cited by Variety for outstanding work during 1945.



RED CROSS BROADCAST—Lieutenant-Colonel Harold R. Smethills, Commanding Officer of the Civil Air Patrol of Colorado and Edward Weber, KOA news and special events man, in the cockpit of the Army plane that flew over the city of Denver to aid in boosting Red Cross donations for 1946. Plane was in radio contact between Lowry Field, KOA and another plane in flight. The undercarriage was fitted with a huge red cross, neon lighted, that could be seen for many miles. This has been the fourth successive year that KOA has helped the Red Cross with a broadcast from a plane.

WBZ Education Plan to Be Used by U.S. Pacific Forces

BOSTON.—Station WBZ has been asked by the United States Army Forces, Western Pacific, for permission to use "The Massachusetts Plan" of education by radio over AFRS stations from Okinawa down through New Guinea.

The Boston Station, working with the Massachusetts Department of Education, will furnish scripts for the series of 26 broadcasts. In addition, the Massachusetts Department of Education will grant two points of college credit, good in any Massachusetts educational institution, to all GI's who complete requirements of the broadcast course.

"The Massachusetts Plan," developed by radio stations WBZ and WBZA, in cooperation with the Massachusetts Department of Education, has been hailed as a significant step in modern education. Recently, it has been approved for use by both California and Wisconsin.

"CO-OP" BROADCASTING

(Continued from page 3)

tive division. In addition to providing information on veterans' rights and latest veterans' legislation, he interviews military leaders, and has scored many scoops as a result. He also presents a very popular public service in announcing landing schedules of troop ships.

Then, of course, there is H. V. Kaltenborn, the dean of commentators and founder of radio's 20 Year Club. He consistently runs high in all popularity polls for commentators. "Maggi's Private Wire," starring Maggi McNellis, "column-miss of the air," provides something new in cooperatives. She lists among her friends almost every celebrity in the country. She tells inside stories about them and brings them to the microphone.

The newest member of the NBC co-op list is Robert St. John, whose "Facts and Faces" program covers the human interest aspect of news. His experiences as a reporter, foreign correspondent and war reporter have resulted in a great mass of human interest material. His fund of stories is replenished also through his frequent lecture trips.

Promotion of current programs rather than expansion of the portfolio is planned by NBC. Every effort will be made to aid stations in the sale of cooperatives.



BACK TO EARTH—WSB (Atlanta) Farm Editor Bill Prance (right), lost no time after returning from service in getting back to work. Here he's looking over the sweet potato situation on a South Georgia farm.

Big NBC Representation At Education Convention

COLUMBUS.—Fifteen NBC executives were due to participate in the 10th Annual Institute for Education by Radio, conducted by Ohio State University here, May 3 through May 6.

Delegates were to take part in panels and forums on all phases of broadcasting, including programming in the fields of news, homemaking and children's and women's interests; publicity and promotion, international radio, radio research, technical radio, and public relations.

New York representatives listed included Dwight B. Herrick, manager of public service; Doris Corwith, his assistant; Jane Tiffany Wagner, director of home economics; Sterling Fisher, director of the NBC University of the Air and the new NBC-United Nations project, as well as assistant public service counselor; Hugh M. Beville, Jr., director of research; Robert W. Friedheim, manager of radio recording; Thomas McCray, national program manager; and Sydney H. Eiges, press department manager.

Delegates from NBC's Central division in Chicago were to include Judith Waller, director of public service; William Drips, director of agriculture; William Ray, manager of news and special events; and Elizabeth Hart, commentator.

Jennings Pierce, director of public service and manager of station relations for NBC's Western division; Clarence Moore, program manager of KOA, NBC Denver affiliate, and Gene Juster, assistant program manager at WRC, Washington, also were to attend.



NBC TELEVISION AT UNITED NATIONS SESSIONS—RCA's Image Orthicon camera swings into action in the Hunter College chamber where the United Nations Security Council meets (left) to bring clear pictures of all proceedings to press and radio representatives gathered before television sets in the "overflow" room. (Right) Robert St. John, NBC news commentator, watches the television screen installed in the NBC newsroom as an aid to covering the UN meetings.

70 National Organizations Cooperate With NBC's United Nations Project

NEW YORK — Seventy organizations representing the fields of education, women's activities, religion, law, youth, labor, industry, agriculture and government, will cooperate in the promotion of NBC's United Nations project, it was announced recently by Margaret Cuthbert, NBC director of programs for women and children.

Miss Cuthbert, who is in charge of national organization relations for the project to further world amity, said that these groups, aligned with the American Association for the United Nations, have an approximate membership of 15,000,000.

Organizations that have already accepted the invitation to cooperate in this project are:

American Bankers Association, American Bar Association, American Farm Bureau Federation, American Home Economics Association, American Peace Society, American Council on Education, American Jewish Committee, American Jewish Conference, American Labor Education Service, American Library Association, Americans United for World Organization, American Women's Voluntary Services, Association of Urban Universities, Association of Junior Leagues of America, Catholic Association for International Peace, Christian Council on Palestine,

Church Peace Union, Citizens Conference on International Economic Union, Civic Education Service, Commission to Study the Organization of Peace, Common Council for American Unity, Council on Christian Social Progress Northern Baptist Convention, Council for Democracy.

Council for Social Action, Congregational Christian Churches; Education Department, International Ladies Garment Workers Union; Farmers Union, Federal Union, Food For Freedom, Foreign Missions Conference of North America, Friends of Democracy, Friends Peace Committee, General Federation of Women's Clubs, Girls' Friendly Society of the United States, Girl Scouts of America, Hadassah, International Film Foundation, International Order of the King's Daughters and Sons, Joint Council for International Cooperation, League for Fair Play, League for Industrial Democracy, Lions International, National Congress of Parents and Teachers, National Conference of Christians and Jews, National Council of Farmer Cooperatives.

National Council of Negro Women, National Council of Jewish Women, National Council of Women, Inc.; National Council of the Young Men's Christian Association, National Council of Women of the United States, Inc.; National Federation of Business and Professional Women's Clubs, National Federation of Temple Sisterhoods, National Grange,

NBC-UN SCHEDULE

Cooperation of the National Education Association with a teacher membership of 850,000 was announced by Dr. James Rowland Angell, NBC public service counselor, who designated Sterling Fisher, director of the NBC University of the Air and assistant public service counselor, to act as director of the project.

The schedule of programs follows:

Thursdays, beginning June 6, "Concert of Nations"; Fridays, beginning June 7, "Tales of the Foreign Service"; Sundays, beginning June 9, "The Pacific Story"; Saturdays, beginning June 15, "Our Foreign Policy"; and Saturdays, beginning June 29, "Home Around the World."

National Jewish Welfare Board, National League of Women Voters, National Peace Conference, The Salvation Army, The Southern Council of International Relations, Southern Baptist Committee on World Peace, Synagogue Council of America, Union for Democratic Action, United Council of Church Women, United Nations Youth, United States Student Assembly, Women's Action Committee for Victory and Lasting Peace, World Alliance for International Friendship through the Churches, Woodrow Wilson Foundation, Workers Education Bureau of America, World Government Association, World Wide Broadcasting Foundation, and Young Women's Christian Association, National Board.



Three bear cubs appeared over WGFM (WGY, Schenectady, N. Y. FM affiliate) in an appeal by C. B. Seagers (right), conservation official, not to harm young animals.



Meet Nicholas Library, the cat who delivered a commercial for Duz on "Truth or Consequences" recently. Here he is jod by WIS (Columbia, S. C.) newscaster Jack Knott.



When school editors of the Glens Falls (N. Y.) Junior High visited Radio City recently, they took special interest in the television display on the NBC studio tour.



NBC's Judith Waller and Jennings Pierce (right), visit KTSM clinic at Texas College of Mines. Seated: Dr. D. M. Wiggins, college president. Standing: KTSM's K. Wylar and V. Hicks.



Mary Jane McLean WBEN (Buffalo, N. Y.) receptionist, is first to be X-rayed by mobile unit of tuberculosis association. Announcer F. Keller and J. A. Rains, designer of the unit, are shown.



NBC Commentator Edward Tomlinson chats with Ross McConnell, KOMO (Seattle, Wash.) news chief, during a recent lecture and broadcast tour to the Pacific Northwest.



Each year, NBC devotes approximately half
of all its time-on-the-air to Special Service

Actually, *all* NBC's time-on-the-air is devoted to the public's welfare and enjoyment . . . devoted to genuine entertainment, information and inspiration.

But more than three thousand hours . . . approximately half of NBC's entire time-on-the-air is non-commercially employed in the public interest at NBC's expense.

Like many a good citizen, like many an American institution, like many a member of Government, NBC recognizes the importance of Education, Art and Science, Religion, Justice and man's understanding of his fellow men and contributes to their advancement.

Special Service broadcasting on NBC treats a wealth of subjects in a variety of ways . . . includes such programs as *The National Hour* . . . *Our Foreign Policy* . . . *Veterans' Advisor* . . . *Home is What You Make it* . . . *The NBC University of Chicago Round Table* with its famous discussions . . . *The National Radio Pulpit*, *The Catholic Hour*, *The Eternal Light* which spread messages of the Protestant, Catholic and Jewish faiths. . . .

And these are only a few of the outstanding, non-commercial programs made possible by the success of NBC commercial programs, but sponsored and produced by NBC.

America's No. 1 Network



...the National Broadcasting Company

NBC Transmitter

Devoted to the Interests of NBC and Its Affiliated Stations

IN THIS ISSUE:

*NBC-UN Project
Launched*

*Radio's Service
Keynote*



FRANK M. "SCOOP" RUSSELL
NBC Vice-President in Charge of the Washington Office

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NBC Transmitter

Samuel Kaufman - Editor

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Niles Trammell, President; Lewis MacConnach, Secretary, and R. J. Teichner, Treasurer—all addressed at RCA Building, Radio City, N. Y.

NAMES TALK

NBC and 138 of its affiliated stations participated in the recent 13-week series of 15-minute transcribed programs produced as a promotional endeavor under the title, "The Name Speaks." The series, adjudged to be a huge success, was the network's and affiliates' contribution to the intensive brand name campaign conducted in many branches of advertising.

Built and produced by NBC in cooperation with the Brand Names Foundation, "The Name Speaks" dramatized brand names' value for identification, and revealed efforts to keep them a fixed part of America's vocabulary. Without mentioning specific trade marks, the program defined the meaning of product labels, reminding NBC listeners of the significance of brand names.

Ford Bond, well-known announcer, introduced the theme of "The Name Speaks" through a brief biography of a selected "name" composer. Norman Cloutier and his orchestra took their cues from Bond, playing compositions by great modern names in music, such as Gershwin, Kern, Herbert, and Berlin.

Thomas Hayward of the Metropolitan, was the featured singer. A "name" newsman, Quentin Reynolds acted as intermission commentator, telling a different story for each recording on what American brand names meant to people he had seen in his travels.

Manufacturers of brand-identified products, advertising agencies, printers and packagers, and others close to the brand name method of distribution joined forces in supporting the Brand Names Research Foundation, Inc., an agent whose sole function is to provide the machinery for research into modern brand name methods of merchandising and to spread the information to the public.

PRESIDENT RECEIVES RECORDS OF OWN AND F. D. R. ADDRESSES



President Truman receives the historical albums from Niles Trammell, NBC president. Carleton D. Smith, manager of WRC, is in center.

WASHINGTON.—Niles Trammell, NBC president, on May 10 presented to President Harry S. Truman at the White House albums of recordings of the addresses of the late President Franklin D. Roosevelt and those of Mr. Truman since he became President.

The album of the recordings of Mr. Truman's addresses was bound in blue leather and carried the Presidential seal.

The recordings of Mr. Roosevelt were

contained in the album entitled "Rendezvous with Destiny" recently issued by the NBC Radio-Recording Department. These albums constitute a documentary record of Mr. Roosevelt's tenure in the White House, including actual recordings of his major official addresses.

Mr. Trammell was accompanied by Carleton D. Smith, manager of Station WRC which NBC owns and operates in Washington, D. C.

Reaching Out to Serve

RALEIGH, N. C.—WPTF is featuring remote broadcasts, recently carrying 41 of them in one month, two events originating over 100 miles from the transmitter.

In line with the station's policy to bring programs of interest direct from the source, the WPTF staff has gone far afield for on-the-spot market information, live stock shows, a strawberry auction, major league baseball exhibitions, street interviews, barn dances, and a concert.

WPTF scooped the local press with a broadcast direct from the Wake Forest College as the board of directors voted to move the 112-year-old institution to Winston-Salem.

Headliner Award to Jordan

NEW YORK. — Dr. Max Jordan, NBC European correspondent, has been awarded the Headliner Medal for "the most outstanding exclusive foreign broadcast" by the National Headliners' Club. Jordan's exclusive over NBC last August 14 on the surrender of Japan won the unanimous vote of the 14 judges.

For Jordan, the broadcast that won him the award was one of a long list of brilliant world news beats. He gave the first news of the delivery of the Japanese reply to Government House in Berne. A few minutes later he followed his beat with a report of the transmission of the news from Berne to New York.

NBC-UN SERIES STARTS

Project in Full Swing With Special Broadcasts; 83 National Organizations Cooperating

NEW YORK.—Months of constructive planning and research have gone into the NBC-United Nations Project and its special program series.

The project, receiving the approval of 20 radio councils in the country and the support of the National Education Association representing 1,000,000 educators, recently received word from the American Association of the United Nations that the AAUN places at 83 the number of major national organizations cooperating with NBC in its United Nations plan.

Sterling Fisher, director of the NBC-UN Project, estimates that these 83 organizations represent some 50,000,000 people.

The world conference of radio executives and educators, called by Dr. James Rowland Angell, public service counselor for NBC, is planned as a major accomplishment of the NBC-UN project. Protocol involving the 51 embassies of the United Nations members has been worked out and formal invitations are on the way to the various countries involved. Word has already been received from the BBC that England plans to send her top men to the conference. Russia, France, Australia, and Canada are also expected to be represented. Replies are coming in from Latin America indicating enthusiastic Pan American participation.

United Nations Week (September 3 to 9) will be celebrated from coast to coast. Ideas, plans, suggestions, and myriad details are clearing through Radio City from all of the NBC affiliates throughout the country. Guest stars, exploitation, and special events are being mapped out by Dwight B. Herrick, manager of public service, and his department.

Brazil, through its Ministry of Education, has contacted NBC and plans to extend United Nations Week to that South American country.

The first major event in the NBC-UN Project took place May 23 when the United Nations Security Council and Secretariat accepted an invitation from NBC to attend a private showing of American, British, French and Chinese documentary films in the NBC Radio City studios.

Arturo Toscanini's "Hymn of the Nations," the representative American

documentary on the program, was the featured film. Made during the war by the OWI, the film has been seen in 45 countries in 28 languages.

The first of the NBC programs tied into the United Nations Project was scheduled to start June 6. It is titled "Concert of Nations" and is bringing Thursday night audiences the works of composers rarely heard in North America. The July 4 program will be built around the theme "Freedom," in tribute to all democratic nations. A special broadcast September 5 will be dedicated to United Nations Week. The series, under the supervision of Gilbert Chase, is stressing throughout its broadcasts the international unity long since achieved through music with special emphasis on composers who have been attracted by the rhythms and melodies of countries other than their own.

"Tales of the Foreign Service," opening the secret files of the United States Department of State through 170 years, scheduled its first broadcast Friday, June 7. Under the supervision of Judith Waller and Margaret Cuthbert, the series will reveal such tales as the Athenia sinking, United States diplomatic adventures in Spain, the hitherto untold story of John Francis Adams in foreign affairs during the Civil War, and similar State Department stories. The program is being pre-

sented with the full cooperation of the State Department.

Other programs forming a part of the NBC-UN Project are the "Our Foreign Policy" broadcasts Saturday, with Sterling Fisher, project director, as moderator; "The Pacific Story," the noted Sunday series from the West Coast by Jennings Picree and Arnold Marquis, and "Home Around the World" on Saturdays, in which the peoples of the United Nations figure in dramatizations. Under the supervision of Jane Tiffany Wagner, this NBC series is aimed at "a clearer understanding of our fellow architects of peace."

Twenty radio councils in major American cities have accepted the invitation of NBC to participate in the project for fostering the cause of world amity.

These councils represent all sections of the country. They include the Radio Council of Greater St. Louis (Missouri), the Radio Council of Greater Boston (Massachusetts), the Radio Council of Greater Cleveland (Ohio), the Radio Council of Des Moines (Iowa), the Rockford (Illinois) Radio Council, the Cedar Rapids (Iowa) Radio Council, the Louisville (Kentucky) Radio Council, the Winston-Salem (North Carolina) Radio Council, the Pioneer Radio Council (Springfield, Massachusetts), the Rocky Mountain Radio Council (Denver, Colorado), the Minnesota Radio Council, the Toledo (Ohio) Radio Council, the Radio Council of Omaha (Nebraska) and the Kalamazoo (Michigan) Radio Council.

Sterling Fisher, who is NBC assistant public service counselor and director of the NBC University of the Air, in addition to his NBC-UN post has been appointed to the committee to advise the State Department on international shortwave broadcasting by the United States. It was announced by Assistant Secretary of State William Benton.

The committee which met for the first time May 13 will appraise the content of the overseas "Voice of America" broadcasting, which is carried on in 24 languages and totals over 400 program hours a week. It will study this broadcasting in terms of the quality, effectiveness and objectivity of the programs.



SIGHT-AND-SOUND AERIAL—New antenna atop Empire State Building, New York City, for Television Station W^NB^T and FM Station W^{EAF}-FM.

\$500,000 STUDIO BUILDING BEING ERECTED FOR KOMO; FACILITIES PROVIDE FOR FUTURE GROWTH

SEATTLE, WASH.—Marking the beginning of a project to give Seattle and the Pacific Northwest a vastly expanded center of radio broadcasting activity, construction of a \$500,000, two-story building on the north fringe of the city's metropolitan business district was due to start late in May, it was announced by O. W. Fisher, president and general manager of Station KOMO, NBC affiliate here.

Property adjacent to the new building, which will house all operating and broadcasting studio facilities of KOMO, has already been purchased to permit the construction of another building of similar size in the future, to keep pace with the growth of the Pacific Northwest, Fisher announced. Plans for sub-street offices and studios, as well as for an additional floor in the new structure, have also been completed, he stated.

Construction has been approved by the Civilian Production Administration.

The new building, strikingly modern in design, will be finished in concrete in modern texture design with terra cotta trim, surmounted by a slim tower rising 120 feet above the street level. Facilities for both FM broadcasting and possible television are included in the plans. The building will contain six studios, one of which will seat an audience of 200. All-glass doors in the lobby and main entrance will give visitors a comprehensive picture of radio station and broadcasting operations.

Full accommodations will be provided for audience participation and stage shows, Fisher said. All the street floor will be devoted to studio activities, except for the entrance lobby. All studios are grouped around and under the control of the operations center and so placed that the operation entrance of each studio is under constant visual control at all times. The operations center contains the master control room, the recording room, and studio entrances.

A somewhat radical development will be the locating of the operations and control unit immediately adjoining the entrance lobby which leads directly to the street entrance. A second feature in plan-



Architect's sketch of new KOMO studio building in Seattle.

ning is the placing in parallel of the larger group studios, with control booth and conductor's booth between. Though each studio is planned to operate singly, it is intended that both can be operated as one unit, with artists in both studios performing under a single director.

The larger of the group studios will house complete facilities for organ music, with organ components installed in a specially-designed chamber so shaped and acoustically treated to yield full tonal range.

The news room adjoins the entrance lobby with its plate glass windows presenting an interesting operation picture to the lobby spectator. Lounge areas are provided for guests and performers. The public lounge area will be located adjoining the lobby. The other lounges will be located where convenient to artists and operating personnel.

LITTLE ROCK, ARK.—A top Hooper rating for audience leadership goes to KARK in Little Rock. Their rating of 43.0 for "Fibber McGee and Molly" during the period of October 1945 through February 1946, was the highest in the entire nation for any radio program. They topped CBS and ABC outlets in the same town by 10 points or more.

NEW YORK.—C. L. Menser, NBC vice-president in charge of programs, received a doctor of letters degree from Heidelberg College in Tiffin, Ohio, at commencement exercises there Monday, June 3.

10 Religious Fellowships In Radio Awarded by NBC

NEW YORK.—The 10 winners of the 1946 Religious Radio Fellowships offered by the National Broadcasting Company and the Joint Radio Committee of the Congregational Christian, Methodist and Presbyterian U.S.A. Churches, to ministers and other religious leaders for advanced radio study, were announced May 17 by Dr. James Rowland Angell, NBC public service counselor. They are:

Dr. J. Edward Carothers, minister of Calvary Methodist Church, Albany, N. Y.; Rev. J. H. A. Warr, Kootenay Presbytery, Creston, British Columbia, Canada; Rev. Clifford R. Lanman, member of the radio committee of the Indianapolis (Ind.) Federation of Churches; Rev. James Comfort Smith, who is the acting news commentator for the Sacramento (Cal.) Council of Churches; Rev. William H. Ruhl, chairman of the radio committee of the Portland (Ore.) Council of Churches; Charles Bryant, writer, producer and announcer of religious programs presented by the Tacoma (Wash.) Council of Churches; Rev. Louis A. Gales, supervisor of "Catechism Comes to Life" over Station KSTP, Minneapolis-St. Paul; Rev. Edward H. Jensen, radio chairman of the San Antonio (Tex.) Council of Churches; Rev. John G. Hindley, radio chairman of the Ashtabula (O.) Ministerial Association; Rev. Robert L. Main, Will Rogers Memorial Methodist Church, Tulsa, Okla.

Each Religious Radio Fellowship provides the recipient with the opportunity to study at his choice of the Summer Radio Institutes conducted by NBC. The courses are held in cooperation with Northwestern University at Chicago, the University of California at Los Angeles, and Stanford University at Palo Alto.

The awards, made on a non-sectarian basis, were open to both men and women. The committee includes Dr. Angell, Dr. Truman B. Douglass, executive vice-president, the Board of Home Missions of the Congregational Christian Churches; Dr. Quinter Miller, associate general secretary, the Federal Council of the Churches of Christ in America; Rev. James Flint, director of the Congregational Christian Service Committee; Rev. Everett C. Parker, director of the Joint Radio Committee, and NBC's Judith Waller and Sterling Fisher.

'SERVICE TO LISTENERS' IS KEYNOTE OF STATION ACTIVITIES THROUGHOUT U. S.



Sidney N. Strotz, NBC Western division v.-p., receives Treasury citation for employee cooperation in War Loan drives from F. H. Johnson. Frank Dellett, NBC auditor, is at right.



Father Edward A. Breen and KOA engineer Aubrey Blake are pictured during a two-hour broadcast of a solemn pontifical mass over KOA in Denver.



Ralph Maddox, program supervisor of WFAA, Dallas, receives the War Department Certificate of Appreciation from Lieutenant-General Walton H. Walker.



Eddie Cantor, on a special trip to San Francisco confers with Public Safety Council executives E. Johnson, J. D. Baker, and C. Seeley. Eddie made transcriptions on safe driving for KPO.



The "Veteran's Housing Clinic" on WSAM is helping homeless servicemen. Listeners call in with solutions after hearing veteran problems. Here Mr. and Mrs. Fred Ellis of Saginaw, are interviewed by Fred Krell.



To increase understanding of police problems, the Raleigh, N. C., chief of police, steps before a WPTF microphone for an interview by Ted Leeper.

PROGRAMS AND STATIONS WIN LISTENERS THROUGH PROMOTIONAL DISPLAYS



WSPD is celebrating its 25th anniversary on the air. The Toledo, Ohio, station is plenty promotion-minded as the display above proves.



An old-time sod house was to be used for KWBW broadcasts during the 75th birthday celebration of Hutchinson, Kansas. William Wyse and Vern Minor of KWBW flank early settlers.



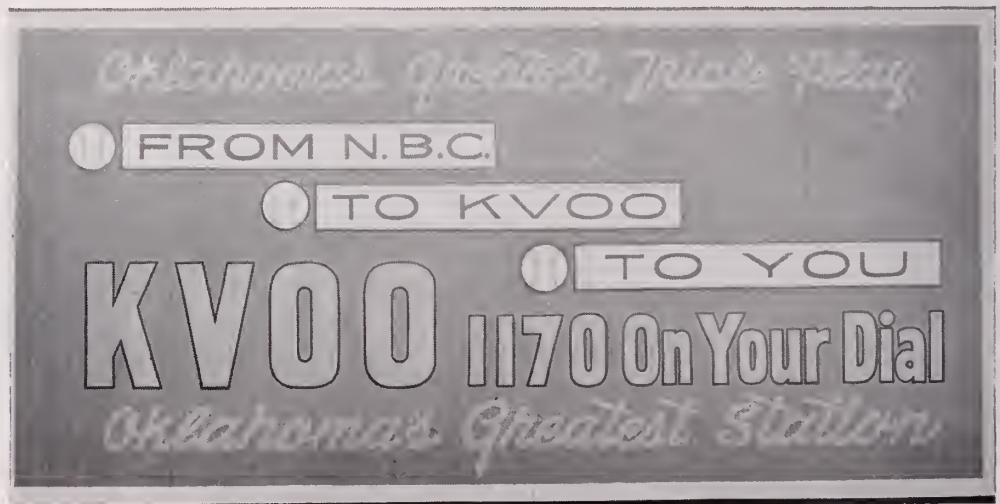
A sporting store in Terre Haute, Indiana, displays winning letter of baseball contest held by WBOV, and mentions "The Great McGraw" recently heard on NBC's Cavalcade of America."



Brentano's in Chicago, features Dr. Ralph W. Sockman's new book, "Now to Live." The clergyman is presiding minister of NBC's "National Radio Pulpit."



Daily rotation of program pictures by WOPI (Kingsport, Tenn.), has been achieved by using slotted display boards.



The Tulsa, Oklahoma, ballpark has a sign 14-feet high promoting the home-town station, KVOO. A total of 106 events at the field meant over 300,000 people have seen the sign. Note to art lovers: it's done in bright blue and yellow.

KOA Helps Vets Find Denver Homes and Jobs

DENVER, COL.—KOA has joined the search for living quarters and employment for veterans returning to civilian life in the mile-high city of Denver. Featured in this campaign during April were two broadcasts seeking employment and one which was designed to find living quarters for discharged servicemen.

The housing broadcast originated at the business offices of The Denver Post and was undertaken in cooperation with that publication.

Denver landlords were invited to call The Post and offer living quarters for veterans interviewed by KOA special events man Ed Weber.

The American Woman's Voluntary Service provided station wagons to drive the veterans to the places offered. Twenty-seven people called The Post and offered accommodations. The paper published the names of all persons offering veterans places to live in an "honor roll."

WTAR's Walkie-Talkie Golf

NORFOLK, VA.—Cooperation on the part of both the Army and the Coast Guard resulted in walkie-talkie coverage of the Virginia Open Golf Championship on April 13 and 14 at Virginia Beach by Station WTAR.

The Coast Guard loaned the instruments to the station, but had no batteries. Major John Jaycox, of the Norfolk Army Recruiting Station, volunteered to obtain some. He had to borrow a plane and fly down to Fayetteville, N. C., to find them, however.

Five announcers, headed by Sports-caster Blair Eubanks covered the matches.

WPTF Starts "Roundtable"

RALEIGH, N. C.—WPTF on May 21 started its own roundtable, "The North Carolina Viewpoint." It originates from the University of North Carolina studios at Chapel Hill with Dr. J. C. Lyon of the university's foreign language department as moderator. Guests are outstanding authorities on the topics set for discussion.

WPTF also inaugurated a children's story hour on May 11. Program originates from the Children's Library in Raleigh where librarian Dorothy Lou Dickey, tells the stories to a group of boys and girls.

SAFETY SESSION



PLANNING CAMPAIGN—Ten million dollars in property damage and 11 square miles of forest lands consumed every year by fire is just too much for a state like Connecticut. So, Governor Raymond E. Baldwin, Paul W. Morency, WTIC's vice-president and general manager, and Edward J. Hickey, head of the state's commission on fire prevention and control, put their heads together and decided to do something about it.

Predicts Greatest Public Relations Medium in Video

PHILADELPHIA, PA.—Television will have a profound effect on the nation's political life, exposing mountebanks, demagogues and "phonies" as no medium has ever done before, asserted John F. Royal, NBC vice-president in charge of television, in a talk before the National Association of Manufacturers here May 2.

"Many of the old-school type of political spell-binders will have difficulty holding your attention and interest," said Royal in his address on "Television—A New Public Relations Medium."

"Television will become the most important public relations medium in our history and will have an important share in bringing about a better world," Royal declared.

In discussing the political nature of the medium, Royal said: "It is not beyond the realm of possibility that a video viewer can observe his congressman debating a measure and then, as the vote approaches, inform him how to vote."

The NBC executive added that in the field of public affairs and in the handling of controversial subjects television will have a sensitive public relationship. "The professional public relations counsel or company official will do well to study television thoroughly," he said. "because it will present an entirely new technique for his message."

Fire Prevention in State Promoted by WTIC Campaign

HARTFORD, CONN.—

When driving along, think why and wherefore
Your car has ash trays, and what they're there for;
Only God can make a tree!
This is Hartford, WTIC.

Even station identification at WTIC is tied-in with the extensive fire prevention campaign being conducted by the station. Short jingles, such as the above, with serious messages about different fire hazards are used at frequent intervals as station identifiers.

The idea for the most extensive fire prevention campaign ever conducted in the State of Connecticut was conceived by Paul W. Morency, vice-president of the Travelers Broadcasting Service Corporation and general manager of WTIC.

The campaign will continue throughout the entire year.

Governor Raymond E. Baldwin has given the station the full cooperation of all departments in the state government. In a radio broadcast launching the campaign, Governor Baldwin called on all of the people in Connecticut to back the drive, and asked residents to join in the effort to reduce the fire loss in the state. He told the people of Connecticut's great forest fire problem. Every year over 7,000 acres amounting to nearly 11 square miles are consumed by fire.

The station is broadcasting interviews with fire chiefs, fire inspectors, electricians, contractors, and other experts in fire prevention. Plans for outstanding remote broadcasts are underway.

Part of the campaign is aimed at vacationists. To warn them about the fire menace, billboards have been placed on roads leading to favorite vacation spots.

WTIC prompted this year's statewide Clean-Up Week, May 12 to May 18, as part of its overall fire prevention campaign. Chief Announcer Bernard Mullins, who heads the entire project, sent a letter to all Boy Scout leaders in Connecticut asking them to round up their troops for participation in Clean-Up Week. Under the station's leadership, Boy Scouts in all of the principal towns and cities in the state organized to conduct house-to-house canvasses asking residents to remove fire hazards in the home.



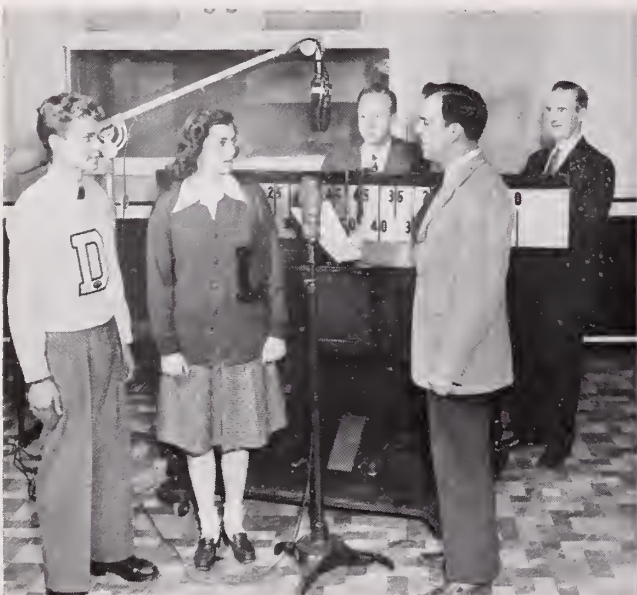
Secretary of Commerce Wallace was guest of Massachusetts Grocers' Association. Mildred Carlson, of WBZ, and W. C. Waugh welcome him.



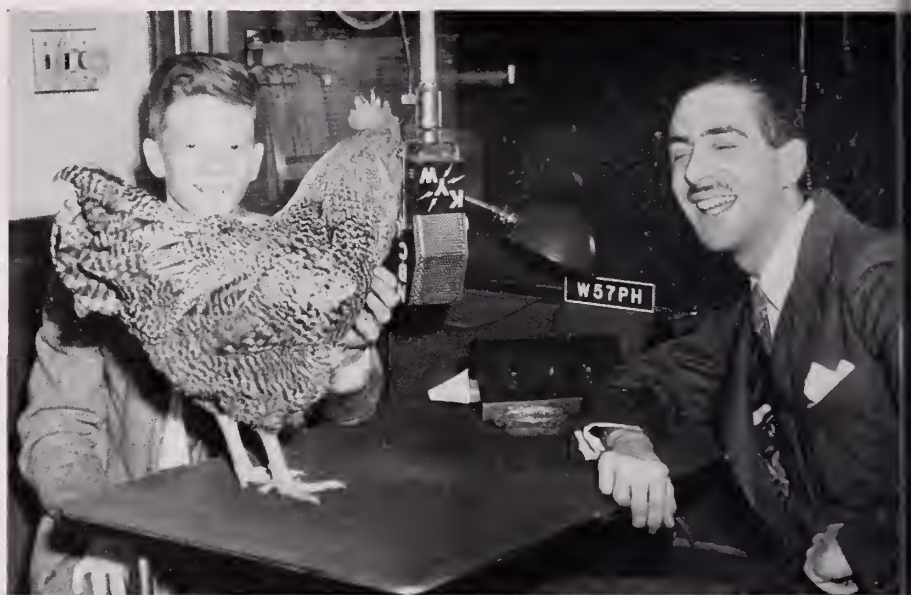
The men at WOW, Omaha, held a pie-baking contest. Wilma Swatek samples Tom Chase's winning pie.



Discussing progress made in broadcast were Dr. A. Fisher,



Buffalo youngsters are playing "Radio Football," the latest quiz idea on WBEN. Jim Wells, center, keeps score. Fred Keller is quizmaster.



Morning Saluter Peter Roberts uses a recorded rooster to mark the five-minute time on his early morning show over KYW. Thirteen-year-old James Roth brought his pet to meet Roberts' rooster. The real thing was enthusiastic enough, but u



WPTF went to the fair when Wake County, North Carolina, put on a live stock show. At the microphone, Frank Jeter, farm editor for WPTF, interviews several youngsters, members of the regional Four-H Club, who entered cattle in the show.



Bertha Walburn Clark, founder and conductor of Knoxville (Tenn.) Symphony Orchestra, receives WROL recordings of concerts from Betti Henri.



Education of the Japanese for a recent KYW round-table discussion, superintendent of Philadelphia schools; NBC's Sterling; William C. Galleher and Gordon Hawkins.



Kindergarten pupils in Lancaster, Pennsylvania, broadcast over WGAL as part of the educational program series presented throughout every school term in cooperation with the Lancaster School Board.



James M. LeGate (WIOD) receives public service award from OPA's B. C. Goodwin.



Eight-year-old Marcia Tibbs, in Cincinnati, listens to a six-year-old English girl speak to her from the BBC in London. James D. Shouse, Crosley vice-president, holds a microphone for Marcia's reply. Marcia's mother looks on.



WBZ and WBZA cover the 50th Boston A. A. marathon. Announcer Streeter Stuart broadcasts latest bulletins as State Police check the race's progress, reported by cruising radio patrol cars.



Fred A. Green requires one-and-a-half pounds of sugar daily to live. W'SAM broadcast an appeal. Lee Chetek, of W'SAM, turns over the contributions of one day—700 pounds—to Mr. Green.

A Transmitter Bio:

NEWS AND AGRICULTURE ACHIEVEMENTS BROUGHT F. M. "SCOOP" RUSSELL TO NBC

WASHINGTON, D. C. — Frank M. "Scoop" Russell, NBC vice-president in charge of the Washington office, is a journalist, agricultural expert, an unofficial radio advisor to the government, and a former poultry farmer.

Russell's varied career started in Lohrville, Iowa, where he was born June 23, 1895. However, early in his life his parents moved to Rockwell City, Iowa, where he attended grammar school. Later the Russell family moved to Ames, site of Iowa State College.

In 1915, having graduated from high school and having spent a year in the cow country of Montana, Russell entered Iowa State College, taking agriculture and specializing in journalism. College was interrupted by World War I but by 1919 Russell, after a year in the army, had completed a full list of journalism courses.

Then, as he says, "Ames did not then offer a degree in agriculture journalism so I went to work."

His first job after college was in the Omaha stockyards as a writer on a live-stock daily. He also worked as a publicist for a couple of farm organizations and did some writing for Midwestern farm papers.

It was as a newspaper man that Russell acquired the nickname "Scoop" by which he is generally known in Washington and in broadcasting circles. At the time, during World War I, Russell was working for The Omaha Bee and actually scooped his newspaper colleagues on the attempt, by German spies, to dynamite an important Midwestern bridge. Russell, with an exclusive beat on the story, immediately acquired the nickname.

Through this work Russell became friendly with Charles W. Pugsley, editor of The Nebraska Farm Journal, the gentleman who brought him to Washington. Pugsley, in 1921, came to Washington as Assistant Secretary of Agriculture and Russell was invited to follow along as an

assistant. He organized and ran the Department of Agriculture press service.

"When I look back on those early days," says Russell, "everything seemed important, but now I am sure the only thing I contributed was the establishment of the first radio news service in any government department."

After setting up that first radio news service in government, Russell moved up in the agriculture department to serve as assistant to Secretaries of Agriculture Wallace (the elder), Gore, Jardine, and Hyde. Early in 1929 M. H. Aylesworth, then president of NBC, asked Russell to become NBC vice-president in charge of the Washington division.

Serving as a Washington v.-p. is only a part of Russell's job. He does considerable work for the industry through his membership on the board of directors of the National Association of Broadcasters, upon which he has served continuously for nearly 13 years. He is also a member of the board of directors of the Broadcast Measurement Bureau and is a frequent consultant to the FCC.

Through his extensive Washington experience, Russell has become an unofficial "Mr. Radio" to Congress, government officials and to the press. His counsel on radio matters is frequently sought by lawmakers and other government leaders.

Russell, father of four (his youngest, Morgan Niles, is nearly 6 months old) lives in an attractive South Shore home near Annapolis, where he is unofficial mayor of his suburban "Epping Forest."

Outside of his former poultry farming, Russell says he has no freak hobbies—"In fact no hobbies except a desire to get as far away from radio as I can as often as I can."

In addition to his industry membership, Russell is also a member of Phi Delta Theta, Sigma Delta Chi, Theta Nu Epsilon, the Metropolitan Club and the National Press Club of Washington.

KPO Executive Goes On Air With Alcatraz Scoop

SAN FRANCISCO—He never took a lesson in his life—but a first-rate com-



Wendell Williams.

mentator lies hidden beneath the executive exterior of Wendell Williams, KPO program manager, who scooped wire services, newspapers and other radio stations on the first official, behind-the-scenes

story of the Alcatraz Prison riot.

By a quirk of circumstance Williams was the only NBC representative permitted to land on Alcatraz and attend the warden's press conference at the conclusion of the grim three days' battle with desperate convicts. He got on the air less than half an hour after the conference ended and broadcast the NBC report which proved a real scoop.

Not until his smooth ad lib job was finished did the KPO program manager reveal he had never been on the air before in his life.

Youth Forums Featured On WTTM School Series

TRENTON, N. J.—A new weekly feature over Station WTTM attracting wide attention is the "Youth Forum" conducted once a week by students from four Trenton High Schools, under the direction of faculty advisors.

Subjects for debate are set up a month in advance by a joint school committee and are of current interest.

Every week each of the schools sends a boy or girl to the WTTM studio to meet with one of the faculty and the program is then constructed. On Saturday morning the group meets again for the final rehearsal and broadcast. In addition to the four debaters, there are two questioners on each program, also students.

The four schools which are cooperating include Trenton Central High, Boys' Catholic High, Hamilton High and Villa Victoria Academy. Dean Andrews, WTTM's program director is planning to have additional high schools in the plan when the Fall semester starts.

NBC PRESIDENT FETES RADIO FOLK WHO STARTED IN GR POSTS



Left: President Trammell addresses guests at the cocktail party. Right: A close-up of some of the GR "graduates."

NEW YORK.—The first official reunion of all former members of the NBC guest relations department including guides, pages and messengers who have improved their positions in the network, was held at the Waldorf-Astoria Hotel, May 15. They gathered at the cocktail party at the invitation of Niles Trammell, NBC president.

The invitation was extended to both the 150 men and women still members of the NBC staff, and the more than 400 others who had taken positions in other networks, independent stations and agencies.

The reunion served to highlight NBC's continuing practice of employing the highest type of personnel to fill guest relations

positions. These have been men and women who had definite ambitions for a radio career and were willing to start at the bottom to work their way up.

The 150 "graduates" of guest relations now holding responsible positions in the network are the results of this policy. All NBC departments were represented.

KSD Host to Chicago Journalism Students

ST. LOUIS, MO.—Two Northwestern University journalism students recently completed a two-day study of KSD's newscasting and general broadcasting activities. Their aim was to find out if a station could carry out a rigid policy for accuracy and impartiality in broadcasting news.

Benjamin H. Baldwin and Alice Methudy of Northwestern's Medill School of Journalism, wrote to the station for information. KSD suggested the two students come to St. Louis from Chicago at the station's expense and watch the news department in action. The suggestion was accepted by Dean Olson of the School of Journalism and the two students spent two days in a full-scale study of radio news gathering, writing and broadcasting.

They interviewed KSD department heads; were guests at an Advertising Club luncheon; covered the City Hall, the courts and police beats with a KSD reporter, and attended Mayor Aloys P. Kaufmann's press conference.

WOW's Farm Plans

OMAHA, NEB.—Station WOW has set up a new farm service department. Mal



Mal Hansen

Hansen, recently discharged from the Navy, has been appointed director.

All major farm events within range of WOW will be covered with interviews being made in the field for the farm broadcasts.

An early morning farm program will include markets, farm news, weather reports, and information of interest to WOW's farm listeners.

KGW Gives the Answers

PORTLAND, ORE.—A public service forum "Now Take My Case" on KGW is serving as a clearing house with the puzzled postwar public for questions on housing, building restrictions, OPA regulations and similar problems. The program brings local authorities to the mike.

Cantor and Safety Council Sponsor Safety Contest

HOLLYWOOD.—Eddie Cantor, in cooperation with the National Safety Council, launched a national safety contest during his "Eddie Cantor Show" broadcast of May 1.

All residents of American cities of more than a quarter million population were eligible contestants. Cantor planned to take his air show to the winning city for presentation of a gold trophy June 19, during his regular Wednesday broadcast.

"Ever since V-J Day, traffic deaths have increased alarmingly," said Cantor. "Safety-minded people, from the President to individual traffic officers, are fighting to hold down this rising toll. But we must all help.

"I will present a beautiful gold trophy to the city of 250,000 or more population which, during May, shows the biggest percentage of reduction in its traffic death toll from the toll it had in April. You can personally help your city win this award by avoiding a traffic accident."

KGW and Northwest Voters To Send 2 Students to UN

PORTLAND, ORE.—Announcing his station's cooperation with the NBC-United Nation Project, June 6 through September 9, H. Quenton Cox, general manager of Station KGW, disclosed that KGW, in conjunction with the Portland League of Women Voters would send two Northwest college students to visit the United Nations' Conference.

The students were to be chosen from among the 62 delegates who attended the Pacific Northwest Student's Congress at Reed College in Portland, April 5 and 6 to discuss and formulate resolutions determining the "Student's Place in the Atomic Age."

Of the 31 colleges represented at the congress, one student was to be chosen from student bodies of more than 1,000, and one from the smaller schools to forward their findings to the UN sessions.

The students competing for the expense-free trip were to be judged on the following points: their success in publicizing on their home campus the findings of the UN; the percentage of home campus students voting in the poll of student opinion on the congress's resolutions (this poll to be conducted by the contestants, using ballots prepared by the Portland League of Women Voters); the completeness and clarity of the written reports; and the speed with which they were submitted.

The judges for the student's contest include: KGW's H. Quenton Cox; Mrs. E. W. St. Pierre, president of the League of Women Voters; and Ted Gamble, former national director of the War Finance Division, Treasury Department.

Thomas Wins Safety Award

NEW YORK.—Lowell Thomas, NBC commentator, received a plaque for his "outstanding contribution to the cause of highway safety" at a banquet here May 15 given by the American Transit Association.

The award was presented during his broadcast which was made from the speaker's table. Guy C. Hecker, executive manager of the American Transit Association, made the presentation.

A one-reel motion picture, "It's Wanton Murder," was shown during the evening. Thomas was the narrator of the film.

Educator Sees NBC-Columbia U. Radio and Television Courses Making "Definite Contributions" to Industry

NEW YORK.—Dr. Russell Potter, director of the Institute of Arts and Sciences of the Columbia University Extension Division, paid high tribute to the cooperative efforts of NBC and the university for presenting courses in radio and television, in a letter made public May 13 by Dr. James Rowland Angell.

Dr. Potter's letter to Dr. Angell, NBC's public service counselor, stated: "As we approach the end of this academic year, I want you and your associates at NBC to know that we in this academic community have found the courses in radio offered by the University Extension in cooperation with NBC to be thoroughly satisfactory. I think we may safely conclude that the project, launched two years ago, is now beyond the experimental stage."

Continued Dr. Potter: "It has proven itself to be as we all hoped it would, the truly cooperative venture in the field of adult education, and it is already making very definite contributions to American radio.

"Proof that there is a definite need for such educational offerings in the field of radio is furnished by the fact that from the very outset applications for admission have been far in excess of the actual number of students that could be admitted to the courses by about four to one. This situation has made it possible to select for

admission only the very highest type of student."

The NBC-Columbia University Extension courses have covered such subjects as, radio music, advertising and publicity, radio acting and production, television, sound effects, home economics broadcasting, script and dramatic radio writing, radio and television news service script writing and broadcasting, and general announcing.

The 1945-1946 roster of instructors for the courses included: Wade Arnold, assistant manager, script division; William F. Brooks, director, news and special events; Gilbert Chase, supervisor of music, NBC University of the Air; Sydney H. Eiges, manager, press department, and Charles P. Hammond, director of advertising and promotion.

Also Patrick J. Kelly, head of the announcing staff; Frederick G. Knopfke, manager of the sound effects division; Ross Filion, Charles Urquhart, Jack Hill, Walter McGraw and Frank Papp, producers at NBC; John F. Royal, vice-president in charge of television; Adolph J. Schneider, news editor and acting manager of operations of NBC's news and special events department; Jane Tiffany Wagner, director of home economics for NBC, and Ferdinand A. Wankel, Eastern division engineer.



A CAPITAL PARTY—It's "Happy Birthday to You"—to Bill Herson and his "Coffee With Congress" program which recently celebrated its first anniversary on a special breakfast program from Washington's Mayflower Hotel. Left to Right: Senator Clyde Hoey (D. of North Carolina); Senator Homer Ferguson (R. of Michigan); Congresswoman Emily Taft Douglas (D. of Ill.), Herson, Senator William Langer (R. of North Dakota); Robert Bartlett, delegate from Alaska; Congressman Hugh DeLacy (D. of Wash.); and Congressman J. Percy Priest (D. of Tenn.). All the legislators had been past guests on Herson's shows.

WKY Sets Local Precedent With Health Air Series

OKLAHOMA CITY, OKLA.—To cooperate with city, county and state health authorities, WKY has inaugurated a 13-week dramatic series focusing attention on the scourge of syphilis.

The dramatic series was inaugurated April 19 and gets the 9:45 to 10 p.m. segments Fridays. The programs avoid use of the word syphilis until the closing two minutes of each program.

Locally, the series is tied in with a concerted drive for Oklahoma City citizens to take blood tests, which was in progress at the time of the first broadcast. Public and private medical authorities heartily endorsed the series after hearing the first program on record.

Robert Anderson of the United States Public Health Service was so enthusiastic about the series he persuaded P. A. Sugg, WKY manager, to offer the programs on platters, without charge, to all Oklahoma stations, and at a non-profit fee to any station in the nation.

The platters carry no plugs for WKY or its talent. The Oklahoma State Medical Group thought so highly of the series that it notified its members of the radio time, and offered to have county presidents urge other Oklahoma radio stations to broadcast the 13 programs.

Idea for the series was Sugg's and came as the blood test campaign got under way in Oklahoma City. WKY was the first Oklahoma City station to accept a spot campaign.

WKY has received several commendations, but no complaints on the campaign.

Acceptance of the campaign was an innovation in local radio. Heretofore the word syphilis had been "hush-hush."

Scripts for the series were written by E. D. Harvey, WKY's chief scriptwriter, and the station's best talent was assigned to the roles.

Conversation Topic

OKLAHOMA CITY, OKLA.—WKY is now giving the official temperature and humidity readings every hour and half hour from 5:00 a.m. to 7:00 p.m. daily. The feature was inaugurated by P. A. Sugg, station manager, because of the popularity of weather as a conversational topic in Oklahoma.

WHAT DO LISTENERS LOOK LIKE? WIOD FINDS OUT



LOOKING AT THE "UNSEEN" AUDIENCE—WIOD (Miami, Florida) "Dreambuster" Kirby Brooks got the chance of seeing what his listeners looked like when he asked them for their pictures after they asked him for his. Here, the photos are shown on display in one of WIOD's studios the day Brooks had all picture-senders in for breakfast. One of his fans, Frances Gunter, is shown with Brooks as he locates her picture on the display board.

MIAMI, FLA.—At the suggestion of one of his fans, Kirby Brooks, WIOD "Dreambuster," asked his early-morning listeners to send in snapshots or photographs of themselves so he could tell what they looked like. Previously they requested approximately 3,000 copies of the WIOD "Programs and Personalities" booklet which features his picture.

The response was so spontaneous that Brooks decided to invite by ticket, all who sent in their photos, to a coffee and doughnut "Breakfast with Brooks."

Some 250 listeners appeared at the WIOD studios in the News Tower.

A musical half-hour, featured Brooks

with organist Clark Fiers and other staff talent. Brooks led in community singing.

Members of the "Kirby Brooks Fan Club"—42 children from the Little River Junior High School—turned out in force.

Three of Brooks' fans from Kingston Jamaica, who were passing through Miami, attended.

Brooks interviewed the first arrivals and the ones who had come the greatest distance that morning.

Four dozen rolls, 11 dozen Danish pastries, 15 dozen doughnuts, 45 bottles of milk and more than 200 cups of coffee were downed during the broadcast. Most guests remained for later broadcasts.

News Tips Pay Off

EL PASO, TEX.—KTSM employees are competing for a weekly award of five dollars given to the employee turning in the "hottest" news tip, either local or national, to the newsroom. KTSM has a well-established reputation for coverage of El Paso events and news editor Charlie Amador believes this idea will stimulate even wider and more complete local coverage.

Medal to WBZ Man

BOSTON, MASS.—The United States Treasury Department has awarded a silver medal to George W. Slade, WBZ and WBZA director of education, for his "efficient and courteous service" in helping the Treasury to finance World War II. Slade promoted an impressive number of special War Bond programs for the Boston and Springfield stations.

Trammell Calls for Self-Supervision for Radio Industry in Proprietary Association Address

NEW YORK.—Freedom of enterprise and expression and freedom from government control of programs have given this country the finest, best balanced radio program service in the world. Niles Trammell, NBC president, told the Proprietary Association of America at a meeting at the Biltmore Hotel here May 14.

Calling for continued self-control and self-supervision for the radio broadcasting industry, Trammell declared that the broadcaster should be obedient to the dictation of public opinion and not that of a government bureau.

"By the very nature of his business," he said, "every broadcaster is extremely sensitive to the tastes and wishes of the listening audience. Those tastes and wishes are his surest guide to success in rendering a genuine public service."

In appraising the value to the public of radio programs, the NBC executive declared, no distinction can be drawn between programs that are commercially sponsored and those that are not.

"If you take the size of the listening audience as a standard of measurement," he explained, "then there is no comparison—the public votes overwhelmingly in favor of the commercial program. But, if you take the opinion of some of the critics of the American system of broadcasting, only the unsponsored, non-commercial program can render a public service.

"Many of these critics are people who, while they protest they would not favor having our broadcasting facilities taken over lock, stock and barrel by the government—would like to see the government supervise and control programs that go on the air. In many instances, they are the same people who are critical of trademarked merchandise and would prefer that the contents of every package and every bottle should be dictated by government specifications and identified, not by a brand name, but by a government formula."

Trammell urged members of the association, who are among radio's major advertisers, to give serious attention to the problem of improving commercial announcements on the air.

"If advertisers and agencies will put as much brains and imagination and creative ability into the commercial as they put into the show itself, the audience will enjoy listening to one as much as the other," he said.

"In our policy code we set definite limits on the amount of time allowed by commercial announcements in quarter-hour, half-hour, and full-hour programs. Those time-limits are arbitrary; nobody knows whether they are ideal or not. I am certain, however, that in considering the relation of the commercial to the rest of the program, there has been too much emphasis on quantity and not enough emphasis of quality. The listener does not hold a stop-watch on the commercial. Nobody complains about an interesting or entertaining commercial; but any commercial—regardless of the time it takes—that bores an audience is too long."

Trammell gave credit to advertisers for making it possible for this country to lead the world in number of radio-equipped homes and for also making possible the free-enterprise system of broadcasting.

TRENTON, N. J.—A radio forum "Trenton Talks It Over," sponsored by a group of outstanding citizens in the state's capital city, made its debut over station WTTM, June 1.



BEDSIDE HARMONY—Earl Moreland, production manager of WMC (Memphis, Tenn.), holds the mike while four patients of the Crippled Children's Hospital sing their favorite hillbilly tunes. The children were heard direct from the hospital during National Crippled Children's Week.

Three Winners Share \$1,000 Wisconsin Music Scholarships

MILWAUKEE, WIS.—Three young Wisconsin musicians were named winners in the third annual "Starring Young Wisconsin Artists" series, and presented with music scholarships totaling \$1,000 by The Milwaukee Journal radio stations, WTMJ and WTMJ-FM, and the Wisconsin Federation of Music Clubs.

First prize winner of \$500 is Virginia Drake, 24-year-old dramatic soprano of Madison. James McCrory, 17-year-old Pewaukee pianist, placed second and won a music scholarship award of \$300. Third award winner of \$200 is Kathryn Oaks, 28-year-old lyric soprano of Waukesha.

The "Starring Young Wisconsin Artists" contest series was a joint presentation of The Milwaukee Journal stations and the Wisconsin Federation of Music Clubs with the purpose to encourage and develop musical talent among young Wisconsin artists. Auditions were held throughout the state and 30 young musicians were chosen to appear on 10 recital-broadcasts Sunday afternoons on WTMJ.

The three winners were selected from these 30 by a board of judges.

This is the third consecutive year WTMJ and the Wisconsin Federation of Music Clubs presented the "Starring Young Wisconsin Artists" series and the first year cash scholarship prizes have been offered.

Novel Ticket Promotion

FORT WAYNE, IND.—When "Farnsworth Night" was celebrated at the Fort Wayne Civic Theatre's first performance of "Lightnin'," the sales promotion department of Farnsworth Station WGL provided identification tickets in the form of miniature car cards, photographed from those used currently in Fort Wayne buses.

Robert Storey of the WGL staff starred in the leading role of "Lightnin'" and a full house was made up of Farnsworth Television & Radio Corporation employees including the staff of Station WGL.

News Series For Women

ST. LOUIS, MO.—News about homes of the future, fashion trends, careers for women, and of the changeable woman's world in general, is now featured on Station KSD's new series, "Presenting Peggy Cave."



Highlights of Safety Month are presented by Barney Oldfield, pioneer racing driver, as Hugh Shelly and Ray Mellish of KIDO interview him. That's the legendary Oldfield at right.



Maggi McNellis, NBC "column-miss," visited W MAQ to interview Assistant Postmaster-General Sullivan, Mayor Kelly, Ira Kappinet, of Chicago Times, and Otis Bryan of TWA.



NBC V.P. C. L. Menser Addresses Reading, Pa., Kiwanis. L. to r.: Club President H. D. Klohs, C. M. Chafey, of Hawley Broadcasting Co., Mr. Menser and WRAW's Ray Gaul.



NBC Correspondent Bert Silen, on way back to Manila to rebuild station he blew up before Japs arrived, visits John W. Ehcood, KPO general manager in San Francisco.

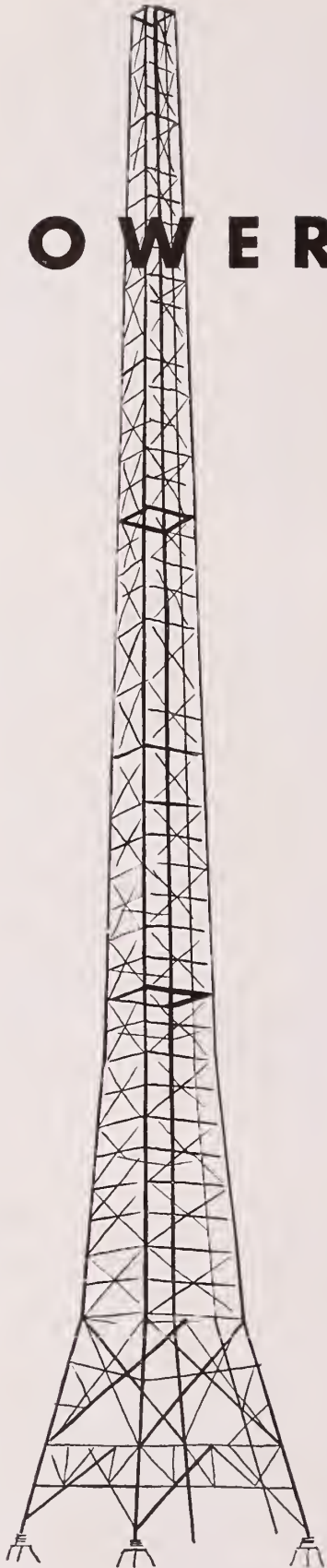


Secretary of the Treasury Vinson appears on a "World Front" broadcast over WLV (Cincinnati). He is with WLV's Robert E. Dunville, Howard Chamberlain and James D. Shouse.



Salt Lake City high school girls follow the news more closely than the boys judging from KDYL's "Inquiring Editor" series. The girls held an 8-4 lead after a dozen sessions.

TOWER OF LEARNING



NBC's many cultural and informative programs, and its University of the Air, are significant factors in adult education.

From the radio towers of the NBC Network, systematic liberal education is being broadcast to American listeners through programs which make up the great majority of NBC's hours-on-the-air. They are programs of news, public affairs, discussion, drama, music, religion and specialized services which contribute to man's knowledge and understanding, his discrimination and faith.

Many of NBC's educational activities are centered in The *University of the Air*, supervised by Dr. James Rowland Angell, NBC's Public Service Counselor and President Emeritus of Yale. Implemented by dozens of national and international organizations and hundreds of world leaders, NBC's *University of the Air* is a major factor of the Special Service which prompted 300 editors in *Billboard's* annual poll to name NBC "Top Network in Public Service."

Since its inauguration in June, 1942, the *University of the Air* has presented 18 important courses of college caliber . . . in dramatic form or round-table format . . . on such significant subjects as classical music, homemaking, the world's great novels, and foreign policy. All *University of the Air* courses are now devoted to the fostering of United Nations understanding, in anticipation of NBC's United Nations Week—September 1 through 7.

Important as it is, The *University of the Air* is only a part of NBC's yearly total of 3043 non-commercial hours of broadcasting—hours made possible by the success of NBC's commercial programs but sponsored and produced by NBC in the special interest of its audience.

America's No. 1 Network



A service of Radio Corporation of America

... the National Broadcasting Company

SEPTEMBER 9, 1948

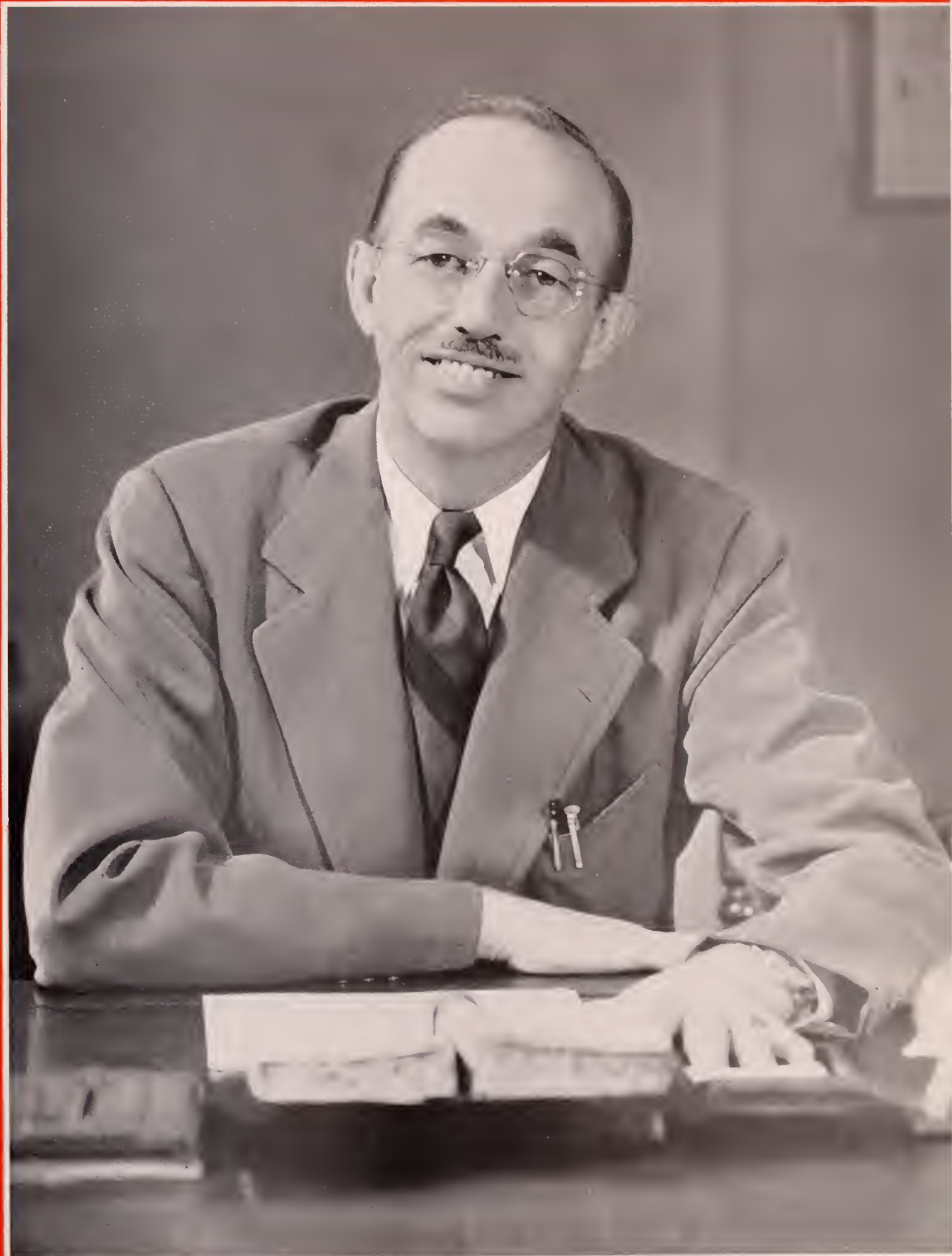
NBC Transmitter

Devoted to the Interests of NBC and Its Affiliated Stations

**IN THIS
ISSUE:**

*Promotion on
the March*

*Special Service
Programs*



O. B. HANSON

NBC Vice-President and Chief Engineer

VOL. 11 SEPTEMBER, 1946 No. 7

NBC Transmitter

Samuel Kaujman—Editor



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SPECIAL SERVICES

The time, expense and attention given to public service programs by NBC affiliates in all parts of the U.S.A. is indicated by a wide variety of photographs and stories in this issue.

The scope of public service topics covered and the ingenuity with which the ideas are executed speaks well for the programming and management personnel at the various outlets.

Most impressive of all is the high standard of showmanship injected into the public service program ideas. Not the least bit of entertainment value is sacrificed in broadcasts aimed at giving listeners constructive welfare and good citizenship aids.

NBC-UN PROJECT

NBC, in cooperation with the American Association for the United Nations and the National Education Association, initiated the United Nations Week, scheduled to coincide with the UN general assembly.

"It is a case of peace now—or never," states the announcement on the back cover of this issue. And that sentence sums up the importance of the UN to every individual everywhere.

Hence, it is encouraging to note the tremendous public response and acceptance of the project as evidenced by assistance of 100 national organizations. Local participation of schools, business and religious groups was also assured.

COMING OF AGE

The eyes had it at the recent Louis-Conn fight. They were NBC television's eyes and they brought to an estimated audience of 150,000 the biggest event in the medium's history. In a word, the title clash was the biggest spur television has ever received—in the virtually unanimous opinion of those who saw it.

KDYL Presents Child Cast In Public Service Dramas



ACTORS WITH A MESSAGE—Youthful performers on KDYL's dramas dealing with community topics. Left to right: Joan Sanderman, Carolyn Thompson, Kim Anderson, Harold Milner, Elbert Dansio and Virginia Welling.

SALT LAKE CITY.—Children's stories told by a children's dramatic group is winning widespread popularity in a new KDYL special service program presented in cooperation with the Primary Association of the Latter Day Saints Church.

Letters from boys and girls and many juvenile leaders from all over the state have poured into KDYL since it inaugurated the series.

The quarter-hour program is presented from the KDYL Radio Playhouse each Saturday morning, only a few minutes after the station presents another big audience show. The Primary Association issues tickets to its wards to attend the broadcasts and every performance brings a capacity audience into the studio.

All of the juvenile roles are portrayed by youngsters trained in radio technique over KDYL during the past five years by Mrs. Beckie Thompson and Mrs. Olive Milner. When the group was first assembled, a number of the youngsters were too young to read and had to be taught their lines, but to date not one of them has ever missed a cue on the air.

They have averaged two performances a month, covering a wide variety of public services. Their efforts made it possible to dramatize interesting stories about the

work of the Salt Lake Visiting Nurse Association, polio drives, and other topics.

Scripts for the children are written by Mrs. Milner and the youthful actors are directed by Mrs. Thompson.

The current series is entitled "Children's Friend of the Air."

Organized August 11, 1878, at Farmington, Utah, with 25 members, the Primary Association now embraces a membership of 130,675 spread entirely around the world. Its work in behalf of the children is under the direction of Mrs. Adele Cannon Howells.

Children are invited to send in original poems and one is read on each program. Eleven-year-old Kay Smith of Sandy, Utah, sent in one entitled "The Mormon Trail." He was invited to KDYL to read it himself and it drew so much response that Eugene Jelesnik, KDYL musical director, was prompted to set it to music.

Window Promotion

BOISE, IDAHO.—Falk's Department Store is cooperating with KIDO in promoting "The Teentimers Show" on NBC Saturdays. Seven windows in the downtown store are devoted to Teentimer fashions, KIDO and the program. Newspaper, direct mail and radio are also being used.

PROMOTION ON THE MARCH

Fifth Annual NBC Parade of Stars Hits High Marks in Showmanship and Salesmanship

NEW YORK.—To floodlight its stars, programs, facilities and audience, the National Broadcasting Company has gathered its entire resources to power this year's all-out Parade of Stars promotion. Weeks of conferences between network executives, plus a close tie-up between the advertising and promotion, press, stations and program departments and cooperation of the affiliated stations, have produced a far-reaching, year 'round program of high-g geared promotion.

Opening gun was a wire to NBC's affiliates July 15 from Charles P. Hammond, advertising and promotion director. It was followed the same day by a letter from Carl M. Watson, NBC station relations promotion coordinator, who pointed out highlights of the program and set forth this fifth annual Parade of Stars timetable.

The promotion started officially July 25 with closed circuit talks to station managers by Niles Trammell, NBC president; Clarence L. Menser, vice-president in charge of programs; Easton C. Woolley, director of stations departments; Sydney H. Eiges, manager of the press department, and Hammond. With Hammond as emcee, the network officials outlined the promotion objective, emphasized its range and importance, and discussed this year's big Parade of Stars' live network programs. Succeeding talks were given by additional NBC personalities.

Roy C. Porteous, audience promotion manager, who is in charge of the operation, announced that July also witnessed the first air and rail shipments of the new, distinctive Bandbox to the stations for combined use as a display piece and filing cabinet for the national network promotion kits. All stations received their Bandboxes before July 31. Made of plexiglas, the Bandboxes replaced the wartime chipboard, paper-covered boxes.

The new Bandboxes resulted from many weeks of investigation and experiment by the advertising and promotion department under the supervision of Anceita F. Cleary, promotion production manager. To produce the Bandboxes, Miss Cleary engaged a young New Yorker, George Held, who first studied plastics in German prison



SPRINGBOARD—Speakers at a New York trade press luncheon to announce the start of the 1946 Parade of Stars promotion. Left to right: Roy C. Porteous, audience promotion manager; Charles P. Hammond, director of advertising and promotion; Sydney H. Eiges, manager of the press department, who was toastmaster; C. L. Menser, vice-president in charge of programs, and Easton C. Woolley, director of stations departments.

camp where he was held for nine months after his plane was shot down over Vienna two years ago. A recent student at the Plastics Institute, he studied mechanical engineering before the war at the University of Southern California and Polytechnic Institute of Brooklyn. The NBC order enabled him to set up his own plastics business.

Planned as a showcase for NBC Fall programs are the two forthcoming giant live cavalcade-type shows, a major part of the Parade of Stars promotion operation. The format used so successfully last year will again be employed, with certain improvements. For these two shows, NBC is using prime time on October 13 and 14.

Also following the pattern set last year, the promotion kits to be used in the Bandboxes are printed in distinctive colors, each color to represent a day of the week. Intended for use locally by station promotion managers, each kit contains glossies, mats, and complete promotion material for one NBC program. The kits were in the hands of all station promotion managers by August 8.

An unusual feature of this year's Parade of Stars is a booklet, "Notes to a Promotion Manager," prepared by the advertising and promotion and the press departments to provide a promotion "refresher" to service-discharged promotion managers, and, at the same time, to brief

all promotion managers in the strategy of the Parade of Stars. The booklet discusses the new Bandbox, the kits, on-the-air promotion, space advertising, press publicity, exploitation, supplementary promotion and reporting procedure.

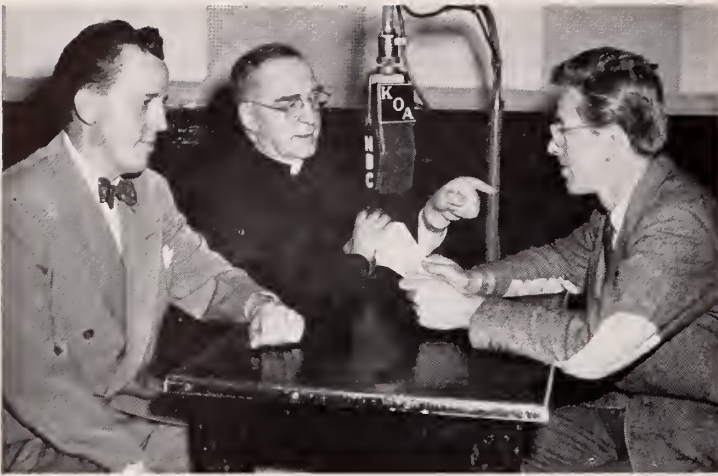
Being built as a follow-up for the huge live shows, and modeled after them, are recordings of half-hour programs for local promotion.

Stations will be kept informed of new developments and promotion possibilities on the Parade of Stars by direct mail as well as additional closed-circuit talks.

The annual Parade of Stars made its debut in the Fall of 1942 with the cooperation of 13 advertisers. For the second year's campaign, 47 commercial programs were covered in a large promotion booklet. In January, 1944, NBC built an elaborate display of promotional evidence sent in by all the stations. This made the rounds from New York to Chicago to Hollywood, and it was viewed by clients and agencies at Parade of Stars luncheons and dinners.

These reports spurred a number of non-participating accounts to jump on the Parade bandwagon. The third Parade featured individual promotion kits for 111 programs, all in a large shipping and filing container—the first Bandbox. Every NBC commercial program was repre-

(Continued on page 14)



Father Flanagan, founder of Boys Town, discusses juvenile delinquency with Denver's Judge Philip Gilliam over KOA. Both are known for their splendid work on behalf of youth. Announcer Tor Torland is at right.



Radio's "unseeing audience" became a reality for Jerry Burns of KDYL (Salt Lake City) when he spent an afternoon at the public library to read to a class of the city's blind. The group asked for encores of his broadcast recitations.



Judge Reva Beck Bosone, Salt Lake City's noted woman jurist, broadcasts over KDYL twice each week discussing traffic and police problems.



Eddie Cantor's aid to servicemen won an American Legion citation presented by National Commander John Stelle.



KVOA (Tucson, Arizona) covers a forest fire from air. Left to right: Engineer Howard Chambers, Pilot Chuck Marthens and Announcer Walfred Johnson.



The grain shortage prompted a special broadcast over WCSH (Portland, Maine). L. to r.: A. K. Gardner, Maine agriculture commissioner; U. S. Senator Owen Brewster; WCSH's L. H. Brofee; F. Reed, poultry expert, and E. C. Bean, State Grange.



KTSM (El Paso, Texas) promotes aid for the food collection with a broadcast from a local market by Announcer Jack Frye. Result: \$1,156 in cash and more than 10,000 cans of food for the needy abroad.

A PROMOTIONAL "ANGLE"

KSTP Scores Sensationally With Tagged Fish Campaign That Aids Minnesota Conservation Movement

MINNEAPOLIS, MINN.—KSTP has come up with a tagged fish contest which has been labeled by Mississippi Valley newspapermen "the greatest fish story since Jonah and the whale," and "the greatest story of buried treasure since Captain Kidd," with \$567,190 in prizes for devotees of the rod and reel.

The contest has been termed, by Governor Edward J. Thye of Minnesota, "Minnesota's number one tourist attraction." The state's conservation commissioner, Chester S. Wilson, has said that the greatest single thing done toward causing Minnesota anglers to return tags and information about fish caught is the KSTP tagged fish contest.

National publicity has come to Minnesota fishing, with mayors of cities as far south as New Orleans flying up to angle for tagged fish. Ralph Edwards sent a "Truth or Consequences" contestant to Minnesota to try to hook one, with Amos 'n' Andy sitting down with pencil and paper trying to figure out the chances of landing a prize fish, and with Bob Burns talking of the old fishing hole and KSTP tagged fish.

And the state has gone mad about the contest. With the season at the midway mark more than 100 fish had been landed, and thousands of dollars in prizes had gone to people from all over the Midwest.

Before the opening of the fishing season in Minnesota KSTP, with the State Con-



FISH STORY COMES TRUE—Sportscaster Jack Horner (left), helps KSTP pull a promotional plum as he extends the keys to a 1946 Dodge to Elmer C. Hauge (center) who is holding a check for \$1,000. Horner points to Elmer's \$6,350 prize fish which is in the hands of Chester S. Wilson, commissioner of the conservation department. Elmer is a vet working as a guide at Whitefish Lake, where he caught the fish.

servation Department, planted 1,000 specially tagged fish in the lakes of the state, throughout every major fishing area. The fish are marked with metal jaw tags numbered 1 to 1,000 and bearing the date 1946 or 46. For the return of the tags from these marked fish the anglers are sharing in a total of \$567,190 in prizes.

Each of the 1,000 fish caught brings the lucky fisherman \$560 in prizes, including a portable camp cook stove, camp refrigerator and utility light, an all-aluminum lawn mower, a year's supply—a case per week—of a popular soft drink, a goatskin leather coat, an outboard motor, a man's suit of clothes, a lady's fur coat and two wool blankets.

In addition, the first fish caught with a tag number ending in 00 or 000 brought the angler a \$1,000 check from KSTP, a 1946 car, an all-aluminum boat, a home freezer, a completely equipped camp trailer and a five day Winter vacation for two—including a flight to and from New Orleans. The total value on that fish was \$6,350, and it was landed in the middle

of June by a war vet who was working at Whitefish Lake as a guide.

Radio Station KSTP is conducting the contest to do an educational job for the fisheries research department of the Conservation Department in an effort to aid in the dissemination of information concerning the studies of longevity, migration and propagation, and to impress upon all fishermen the importance of returning information on all tagged fish caught.

The flood of publicity from papers in Minnesota and other Midwestern states has been such that the contest seems certain to put the station's call letters on the lips of every person in the area.

The contest ends at midnight of September 27, and the anglers of the state are out to bring the total of tagged fish as high as possible. Over 100 of them have been brought in. Just what the total will be is anybody's guess.

One thing is certain: when Minnesotans think of going fishing (and most of them do) they think of KSTP.

DELAYED HOLIDAY

LA CROSSE, WIS.—Jack Martin, veteran announcer of WKBH here, left for an eight-day vacation on July 24, thereby snapping his record of being on the air every day over WKBH for 5,000 consecutive days—just a bit less than 14 years. Martin started his mike marathon back in October of 1932, and has not missed a day including Sundays and holidays for his record run. Twelve years of his radio activity was confined to opening the station at six o'clock each morning. He's now assigned to news, sports and a barn dance program.

AUDIENCES RESPOND TO VISUAL INVITATIONS TO GOOD LISTENING



Eye-catching posters of Station WMBG (Richmond, Va.) at Miller and Rhoades department store helped win new listeners to "Maggi's Private Wire."



The Howard and Stofft window in Tucson, Ariz., was the setting for this display in a KVOA baseball letter contest. An autographed baseball was the prize.



The story of KDKA's (Pittsburgh, Pa.) "School of the Air," heard each weekday in classrooms, was ballyhooed by this display in downtown Pittsburgh. Photos, handbooks and promotional tear sheets are in the exhibit.



This revolving display in the lobby of Hotel Syracuse promoted WSYR's "New Horizon" series which recently sent essay-writers to London.



Stars and programs get plenty of attention at this window in the Syracuse-Kemper Building where WSYR is located.



J. P. Begley (in doorway), KYW (Philadelphia) program manager, brings talent to Pottstown GI party.

WLW Gets Club Plaque For Music Achievements

CINCINNATI, O.—WLW was the recipient on June 30 of a gold and silver plaque for “constantly fostering, encouraging and perpetuating the influence of fine music throughout the Middle West.”

The award, which was given by the American Symphony Orchestra League, was presented to James D. Shouse, vice-president of the Crosley Corporation in charge of broadcasting, by Mrs. H. M. Snow of Kalamazoo, Michigan, president of the league.

Presentation of the award took place backstage at the Summer Opera premiere and only the air audience heard Giovanni Martinelli, star of “Otello,” present Mrs. Snow, who, in turn, made the award on behalf of the league to Shouse.

Shouse was summoned from his box, where he was seated with Mrs. Shouse and his daughter, Cynthia, after conclusion of the third act and escorted backstage to meet the principals in the surprise presentation.

Mrs. Snow pointed out that during the last season WLW presented a series of “Wintertime Concerts” which featured, as guest conductors, the batoneers of a number of Middle West symphony orchestras.

She stated, in part: “For providing the facilities for the broadcasting of such cultural music—for the stimulating of interest in civic symphonies in communities throughout the station’s listening territory—for an active personal interest in the presentation of civic symphony and opera as a means of increasing public appreciation and support—and, in general, for fostering and perpetuating the cause of fine music throughout the Middle West, the American Symphony Orchestra League presents this plaque to you. Mr. James D. Shouse, as vice-president in charge of broadcasting for the Crosley Corporation.”

Royal Studies Foreign Video

NEW YORK.—John F. Royal, NBC vice-president in charge of television, returned to New York late in August for an extended tour of the European continent. Royal flew direct to Paris to attend the opening of the Peace Conference recently. The NBC television chief visited various parts of the continent, exploring television and film facilities.



AWARD FOR MERIT—James D. Shouse, vice-president of the Crosley Corporation in charge of broadcasting, accepts the plaque for WLW, presented by Mrs. H. M. Snow, president of the American Symphony Orchestra League. Giovanni Martinelli, star of “Otello” introduced Mrs. Snow to the radio audience who, in turn, made the presentation at a Summer Opera performance.

30 Michigan Educators Observe NBC Operations

NEW YORK.—As part of a field trip to examine personnel policies of several major Central and Eastern industries, 30 Michigan school superintendents and principals attended an all-day round-table meeting at the NBC Radio City studios on July 18.

The purpose of the field trip was to aid pupils in understanding the opportunities in the business and industrial world, and to provide educational programs which will aid Michigan students to meet present-day employment problems.

NBC officials who addressed the educators on various aspects of their departments were Helen M. Korday, NBC employment manager; Ernest de la Ossa, personnel director; Sydney H. Eiges, manager of the press department, and Doris Corwith, assistant to the manager of the public service department. Ashton Dunn, manager of the personnel department, presided.

Promotional Newspaper

COLUMBIA, S. C.—WIS will publish a monthly 3-page tabloid newspaper.

Tentative plans call for the initial issue to be released in mid-September. By so timing the first issue, WIS plans to cover the change from daylight to standard time, and tie in the fall promotion and publicity on the NBC Parade of Stars.

WIS promotion chief Steve Libby is editor of the paper.

Big Denver Promotion For Cantor’s Safety Campaign

DENVER, COLO.—In one of the biggest cooperative publicity campaigns ever conducted in the Rocky Mountain region by a newspaper and a radio station, The Denver Post and Station KOA on June 19 wound up a week-long build-up of the personal appearance in Denver of the Eddie Cantor troupe.

The Cantor show was originated here to honor the Mile High City for having tied with Newark, N. J., for the top national honors in reducing traffic fatalities 30 per cent in May over April. Cantor, in cooperation with the National Safety Council, aided in sponsoring a nationwide drive to check rising traffic deaths.

Mayor Benjamin F. Stapleton of Denver and Mr. John Keenan, city commissioner and director of public safety for Newark, were presented by Cantor with gold plaques during the program as official representatives of the winning cities.

The show originated at Fitzsimons General Hospital in Denver, before an audience of 900 wounded veterans and 200 civilians. The latter were awarded tickets to the broadcast by Denver traffic safety police for having demonstrated courteous and safe driving practices while unaware that they were being observed.

In publicizing the affair, The Post ran daily listings of drivers who won invitations to the broadcast. Additionally, there was a liberal sprinkling of pictures of safe drivers.

KOA’s on-the-air promotion of the event included mentions on every locally originated program for a week in advance, on both sponsored and sustaining broadcasts. Sponsors generously donated commercial time to promote safe driving.

In addition to promotion on regularly scheduled programs, KOA did two special broadcasts featuring Denver traffic department policemen and drivers cited by them. The station also played back a portion of Cantor’s preceding program on which he paid tribute to Denver, for the benefit of listeners who might have missed the original broadcast.

The Standard Oil Company of Indiana donated space on its station displays to further publicize the Cantor program. Additionally, The May Company, one of

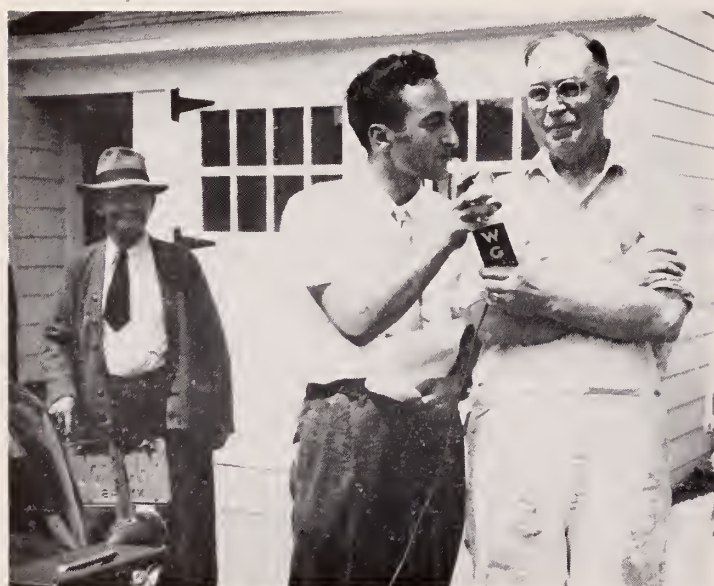
(Continued on page 12)



I. E. Showerman, manager of NBC's Central division, was on hand to welcome 400 representatives of women's clubs when they visited WMAQ to study daytime serials. NBC's Judith Waller is at left. Clubwomen are Mrs. Clyde Bickel, Mrs. Louella Laudin and Mrs. J. H. Jennings.



Ray Olson, W'OW (Omaha, Nebraska) Music Camp, Lincoln, when the station...



When Schenectady, N. Y., housepainters set a world's record by painting a six-room house in five minutes flat, W'GFM (WGY FM outlet) broadcast from the scene.



"Sorry, no more tickets," said the NBC Radio City receptionist when Rosie the Bear walked in one day. But Rosie and her trainer, Stanley Beebe, proceeded to the television studios for a telecast.



NBC V.-P. Sidney N. Strotz found his name on a dressing room door, when he appeared as a recent guest of George Burns and Gracie Allen. Gracie dropped by to wish him luck.



Gloria Colucci, NBC guidette, shows a group of visiting functions. The visitors were guests of Fred M. Bat...



manager, joined the young musicians at All-State half-hour concert from the project conducted by University.



Kay Kyser renewed friendship with Brig.-Gen. Ramey, in charge of AAF atomic bomb tests, recently in Hollywood. The two originally met when Kay entertained servicemen overseas.



NBC's Central European commentator, Max Jordan, is pictured before his jeep as he covered Arturo Toscanini's recent performances at La Scala.



A. M. Day, director of U. S. Fish and Wildlife Service, and Frank Mallants, WIOD (Miami) fishing commentator, confer on conservation problems at the reopening of the Oceanarium exhibit of salt water fish.



Journalists how the Radio City newsroom of NBC international department.



When two Yuma, Arizona, winners in a quiz contest won a trip to Phoenix, they were interviewed in front of a circus elephant by Paul Hughes of KTAR. Voices of Jack Bennett (left) and Barbara Vomocil were piped back to Yuma for a broadcast by KYUM.

WBEN and Buffalo News Promotion Aids Soldiers

BUFFALO, N. Y.—For the sixth consecutive year, The Buffalo Evening News packed Buffalo's Civic Stadium July 4 for its Smokes-for-Soldiers Fund show when 34,753 paid to see a three-hour entertainment featuring Spike Jones, circus acts, community singing, a parade of old cars and fireworks.

Clint Buehlman, WBEN's early-morning emcee, was master of ceremonies, WBEN. The News station, cooperated in sponsoring the voice contest in which five division winners—soprano, alto, mezzo-soprano, tenor and baritone—each won \$50 in Savings Bonds and the opportunity to appear later in WBEN series. More than 200 amateur singers entered the contest, engaging in preliminary, semi-final and final auditions. The latter were broadcast in weekly series over WBEN.

In the past The News has sponsored shows in Buffalo's stadium and Memorial Auditorium (seating 14,000) for its smokes fund, featuring Bob Hope, Mark Warnow, Tommy Dorsey, Fred Waring, Walter O'Keefe, Bob Hawk, Quiz Kids and Barn Dance. More than \$300,000 has been raised and spent in distributing cigarettes, cigars, pipes and tobacco to Buffalo and Western New York servicemen here and abroad. Fund is now devoted to distribution of smokes to hospitalized servicemen in Buffalo area hospitals.

SOUTHERN PROGRESS

• COLUMBIA, S. C. — When WIS—pioneer South Carolina NBC affiliate—celebrated its 16th anniversary on July 10, Leo Downs, veteran staffer, recalled that every WIS employee at the time of the station's "infancy" was by force "salesman, announcer, production man, control operator, musician and talent combined." Today, the sizably-staffed station, utilizing modernistic studios and excellent technical facilities, is looking forward to frequency-modulation and television and, according to General Manager G. Richard Shafto, is "hoping soon to move into new and larger studios, with a larger staff than ever before."



REACHING READERS BY AIR—Orvin R. Hall, editor of *The Mt. Vernon (Ind.) Democrat*, broadcasting the local news from the makeshift newsroom after fire had gutted the entire plant. (Story below.)

WGBF Aids Newspaper With Air Time After Big Fire

EVANSVILLE, IND.—A disastrous fire swept through a quarter of a block of the Mt. Vernon, Indiana, business district recently.

The plant of *The Mt. Vernon Democrat*, the only newspaper serving the Ohio River town and surrounding Posey County, was gutted completely isolating several thousand people from bulletins concerning the rampant Ohio River, weather information of vital concern to this rich agricultural region with crops awaiting to be harvested, and the oil wells upon which the livelihood of many people depend.

Upon hearing an account of the fire, Mr. Clarence Leich, secretary-manager of the Evansville Radio Stations, immediately called Frank J. Fessenden, production superintendent of the paper, who is also mayor of the town, and offered the services of WGBF for the purpose of broadcasting Mt. Vernon news for the time it took the paper to get into production.

During the emergency, Orvin R. Hall, editor, broadcast twice daily and all expenses were borne by Evansville On the Air, Inc., in furtherance of its tri-state good neighbor policy.

Hall stated: "You really don't know who your friends are until a disaster such as this strikes right in your own back yard."

BUFFALO, N. Y. — WBEN has been granted a construction permit by the Federal Communications commission for the erection of a new television station to be located in Buffalo.

Savannah Buses Carry WSAV and NBC Messages

SAVANNAH, GA.—Combining station and network promotion with maximum coverage on an exclusive basis is the dream of every station promotion manager. And Station WSAV, NBC's outlet here, has just achieved that goal in a hard-hitting campaign which carries the station and network message into every corner of this expanding coastal city.

Campaign is built around exclusive coverage on the outside of all city buses. Selling is done by a bold statement—"Everybody Listens to . . . WSAV." The blanks are filled in with an arresting caricature of an outstanding NBC star, followed by the program name, and day and time of broadcast. Campaign features outstanding NBC programs, with four to eight programs simultaneously sharing the promotional spotlight.

NBC shows featured during the Summer were: H. V. Kaltenborn, "Mr. District Attorney," Fred Waring, and "Dr. I. Q.," with other NBC headliners being readied for their showing upon their Fall return.

Decision to use outside bus space rather than billboards or other media was based in part upon the exclusive feature of this medium and upon its fresh appeal, since outside space was available for the first time. The fact that Savannah weather permits outdoor activity for practically twelve months each year, hence insuring wide and continued attention to the promotion, was another factor in the choice of this medium.

Entire campaign was designed to round out and point up current WSAV promotional activities which include regular newspaper use, direct mail and theater lobby displays, as well as extensive points of purchase promotion.



MOBILE PROMOTION—One of the WSAV posters carrying promotion messages throughout busy Savannah via local buses.

30 Air Courses Offered By NBC and Columbia U.

NEW YORK. — Thirty comprehensive courses will be offered in the radio school sponsored jointly by NBC and Columbia University which starts September 26. This compares with 20 courses last year and eleven in 1944, when the school was established by suggestion of NBC. Co-directors are Dr. Russell Potter, chairman of the university committee on radio, and Sterling Fisher, NBC assistant public service counselor.

Of the 10 new courses, four represent expansion of existing courses (two in writing and two in acting) and six are entirely new subjects, three of them workshops. The latter are in home economics broadcasting, musical programs and television. The other three new courses are a basic course in radio broadcasting, radio promotion and religious broadcasting.

Commenting that the "University community is sincerely pleased at the success" of the cooperative courses, Dr. Potter said further, "Begun two years ago in an experimental way, the courses have proven that this type of cooperation is possible, that a definite need is being met. Plans for next year indicate that nearly twice as many courses will be offered as were included in the original offering, and that registration will again be heavy."

Courses and instructors are:

Basic course in radio broadcasting; Mrs. Doris S. Corwith, NBC lecturer and assistant to the manager of the public service department.

Introduction to dramatic radio writing; Erik Barnouw, script writer, editor and former assistant manager of the NBC script division.

Introduction to dramatic writing (two courses); Zachary Metz, radio writer and director, instructor at Shrivensham American University, England.

Advanced dramatic radio writing; Wade Arnold, assistant manager, NBC script division.

Scriptwriting for radio and television news services; Adolph J. Schneider, assistant manager of operations, NBC news and special events department.

Broadcasting of radio and television news services; William F. Brooks, NBC vice-president in charge of news and international relations.

Radio publicity; Sydney H. Eiges, manager of the NBC press department.

Radio promotion; Charles P. Hammond, NBC director of advertising and promotion.

WBOW MARKS 4000TH FARM PROGRAM BROADCAST



Scene at Terre Haute affiliate's studio when the 4,000th farm program went on the air.

TERRE HAUTE, IND.—What is perhaps the nation's oldest continuous agricultural radio program recently celebrated the 4,000th broadcast over the WBOW microphone in County Agricultural Agent Charles L. Brown's office.

Present to give fitting expression to the occasion was the group shown above. Left to right are C. L. Shideler, executive vice-president of the Terre Haute Chamber of Commerce; Mildred Schlosser, county home demonstration agent; County Agent Brown; Ferrall Rippetoe, assistant manager of WBOW; Paul H. Hoffman, assistant county agent; and L. M. Busche, leader of the Purdue University agricultural extension department.

First on the air in 1932, the county agricultural agent's program has been broadcast by WBOW direct from the agent's office in the Federal Building since February, 1935. County Agent Brown even has taken to the air via short

wave relay, direct from Vigo County farm fields.

The regular program team consists of Brown, Hoffman and Miss Schlosser. Brown has been the Vigo County agent since February, 1940. Before that he was assistant 18 months, and taught vocational agriculture in the county for three years.

A graduate of Purdue, he was active in 4-H Club work in Tippecanoe County in his high school days, and was a national champion in various 4-H club activities.

Hoffman also is a Purdue man and a classmate of Brown.

Miss Schlosser graduated from Indiana State Teachers college.

The county agent's program is heard Monday through Friday mornings. News and information of importance and significance to farms and farm people are presented by the agent's staff of agricultural experts.

Speech for the radio (two courses); Jane Dorsey Zimmerman, author, and assistant professor of speech in Teachers College, Columbia University.

Radio announcing (two courses); Patrick J. Kelly, head of the NBC announcing staff.

Acting in radio; Garnet Garrison, NBC production director.

Acting in radio (two courses); Charles

Urquhart, NBC production director.

Uses of broadcast and television equipment; Ferdinand A. Wankel, NBC eastern division engineer.

Sound effects; Frederick G. Knopfke, manager, NBC sound effects division.

Production of radio drama (three courses); Walter McGraw, NBC production director.

(Continued on page 13)

Showmanship and Service Go Into WSOC Farm Shows

CHARLOTTE, N. C.—“Carolina Farm and Home News” is the program on WSOC that keeps the farm population of the Piedmont section abreast of new developments along the agricultural line.

The daily broadcasts are unusually comprehensive. Releases from the United States Department of Agriculture, North Carolina State College Extension Service, and Clemson Agricultural College supply the agricultural news of a regional nature, while timely talks by W. D. Reynolds, county farm agent, and Helen John Wright, county home demonstration agent, afford information which is of particular interest to local farmers.

Reynolds and Miss Wright compile material for the broadcasts from the suggestions and problems presented to them by the farmers and their families.

WSOC's mobile shortwave broadcasting unit performs a valuable service to the “Carolina Farm and Home News” in that it goes directly to the farms in broadcasting interviews and other features.

On a recent remote broadcast, Reynolds gave listeners a description of the spraying of a dairy barn and cows with an insecticide. Demonstrations of this and other types are broadcast frequently. Interested gatherings are always on hand to learn of the new farm aids.

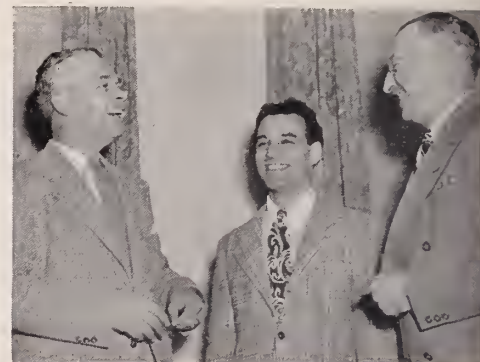
This program is heard five times weekly and NBC's “National Farm and Home Hour” is carried Saturdays to give the farmer an insight on national news.

FIRST TEST OF NBC TALENT FARM-OUT PLAN PROVES A SUCCESS AT WKY, OKLAHOMA CITY

OKLAHOMA CITY.—The first trial balloon of the new NBC farm-out plan has been sent up—in the person of ex-GI Tommy Allen—and has been pronounced a thorough success by all parties involved.

According to WKY, the farm-out plan is already a sock success. As already described in *Variety* and *Billboard*, the plan involves the sending of new, untried talent to NBC affiliates for training in radio work. So far, only vocalists have been sent out, but it is planned later to expand the program until all manner of radio personnel—engineers, producers, directors, writers—are included. This good, promising, but as yet inexperienced talent will go out into the hinterlands for set periods for commercial training, then will return to the network, being replaced by other farm-out talent.

In the case of Tommy Allen, baritone and overseas veteran who was discovered through NBC's “Welcome Home Auditions,” everything has worked according to plan. Selected by WKY upon receipt of four audition records, Tommy received an NBC contract and, what is more, a local sponsor, the Oklahoma Gas and Electric Company. Tommy is sponsored in three fifteen-minute programs weekly by the utilities company, but in addition his contract calls for a rigid daily training schedule. The educational-training program is being conducted personally by



TALENT FARM—Left to right are P. A. Sugg, WKY's manager; Tommy Allen, NBC singer in the first WKY-NBC talent farm-out experiment, and Paul Hoheisel, advertising manager of the Oklahoma Gas and Electric Company—Allen's sponsor.

Allan Clark, director of the WKY music department. Tommy practices with Clark one hour daily in addition to his rehearsal time and spends another hour daily in music selection and study. Present arrangements call for Tommy to remain with WKY for 26 weeks.

Though all parties—network, affiliated station, sponsor and star—have expressed enthusiastic approval of the plan, the most immediately affected is, naturally enough, Tommy Allen himself. “I'm the lucky one,” the young baritone says. “This arrangement gives me a swell opportunity to get training, study and additional commercial mike experience.”



FARM PICKUP—WSOC's Clyde Clem (at mike) interviews a county agent at spraying test.

BIG DENVER PROMOTION

(Continued from page 7)

Denver's largest department stores, used an advance window display of the plaque, together with pictures of Cantor's cast.

Mayor Stapleton and other Denver city officials honored Cantor and his troupe with a banquet the night before the broadcast. The city also arranged for street banners prior to Cantor's arrival, welcoming the comedian and his company.

Representing Cantor in advance of his arrival was Milt Samuel, Hollywood press chief for the Young & Rubicam agency. Bill Day and Randy Smith of KOA handled the voluminous details of the high-geared publicity and promotion campaign for the station.

New Judith Waller Book Covers Many Trade Phases

CHICAGO.—“Radio, the Fifth Estate,” a text covering all phases of the technical operations of the radio broadcasting industry, written by Judith Waller, public service director of the NBC Central division, has been published by Houghton Mifflin Company of Boston.

The 500-page volume has been incorporated in the curriculum of the NBC-Northwestern University Summer Radio Institute, and is the second of the Houghton Mifflin Radio Broadcasting Series to emanate from the institute. “Radio Production Directing,” by Albert Crews, a production-director of the NBC Central Division, was published in 1944.

The Waller book presents a clear and well-balanced picture of broadcasting and no item of network or station operation has been omitted.

The volume represents an expansion of a work study book on public service written by Miss Waller. Several chapters, dealing with special and technical subjects, were contributed by former NBC-NU Institute faculty members and network executives.

30 RADIO COURSES

(Continued from page 11)

Advanced production of radio drama; John E. Hill, NBC production director, and Frank Papp, NBC director.

Radio as related to home economics; Jane Tiffany Wagner, NBC director of home economics.

Home economics broadcasting; laboratory course; Miss Wagner.

Music in radio Gilbert Chase, supervisor, music series of NBC's University of the Air, music critic, author.

Producing the musical program; Edwin L. Dunham, NBC assistant production manager.

Religious broadcasting; Rev. Everett C. Parker, director of the Joint Radio Committee of Congregational, Methodist and Presbyterian Churches, director of the Religious Radio Workshop at the University of Chicago, director of religion for the NBC-United Nations project.

Survey of television; John F. Royal, NBC vice-president in charge of television.

Television writing and production; Richard P. McDonagh, manager of the NBC script division, and Warren Wade, executive producer, NBC television department.

Several books by members of the faculty of the NBC-Columbia U. courses are on the publishing calendar of McGraw-Hill.

Truman Endorses UN Week Of NBC, AAUN and NEA

NEW YORK.—President Harry S. Truman has endorsed the projected nationwide observance of United Nations Week scheduled for this Fall under joint sponsorship of the NBC, the American Association for the United Nations, and the National Education Association. The observance was designed to coincide with the United Nations general assembly.

In a letter to C. M. Eichelberger, head of the AAUN, the President said:

“It is fitting that the American people should in this way mark the opening of the first session of the United Nations Assembly in this country. The plans for a United Nations Week promise an important contribution to public education about the United Nations. Only through an increased understanding of the United Nations and a resulting support of its purposes and principles can we establish the solid foundation of peace upon which we must all place our hope for the preservation of our civilization.”

Plans for a nationally-observed United Nations Week were initiated by NBC in cooperation with the AAUN and the NEA.



IDEAS PAY DIVIDENDS—Suggestions to NBC management in Denver and Hollywood resulted in awards to several employees. Left photo: KOA recipients of suggestion awards (seated) included Lorin Weed, page; Florence McViren, secretary; Starr Yelland, announcer; Laura Belle Forman, secretary; and Joseph Flynn, mail clerk. In background (standing) are Robert H. Owen, assistant general manager in charge of engineering, who heads the KOA suggestion committee, and Lloyd E. Yoder, KOA's general manager. Right photo: Hollywood winners, pictured with NBC Vice-President Sidney N. Strotz (right), are Isabel Menden, H. M. Farrar, Dal Fasken and Isabella Logan.

NEWS CHIEF BROOKS NAMED AN NBC V. P.

NEW YORK.—William F. Brooks, NBC director of news and international relations, was elected a vice-president July 5 at a meeting of the board of directors.

Niles Trammell, president, made the announcement.

Brooks directed the news division of the network since Oct. 5, 1942, and international relations since Nov. 24, 1944, extending a distinguished



William F. Brooks

career in journalism that began in 1917.

He entered news work with his hometown (Sedalia, Missouri) paper. He attended Missouri University, worked on several other Midwestern papers, including The Kansas City Star, and then started upon a long and outstanding service with the Associated Press.

He joined the AP in Kansas City in 1926 and a year later was transferred to Washington as feature editor. He covered the political conventions in 1928, later moving to New York as executive editor of the AP feature service, and in that capacity traveled extensively in the U.S.A., South America and Europe.

Brooks then became executive assistant to the general manager, executive news editor in charge of the AP morning paper report, and in 1937 was sent to London as managing director of the AP for Great Britain, Ltd., supervising photographic coverage and news distribution in Europe, Australia and the Far East. He returned in 1940 and engaged in radio and magazine work until he joined NBC.

During the war Brooks made frequent flying trips to front areas to get first-hand knowledge for directing NBC news and special events.

With the war's end, Brooks announced that NBC's foreign staff would be maintained almost intact to adequately cover the major news stories which peace would bring.

"Scoops and other temporary news advantages," he has said, "lose all their value if accuracy is sacrificed."

PROMOTION ON MARCH

(Continued from page 3)

sented. The Parade grew that year (1944) into a year 'round effort, with 148 stations actively participating. Movie trailers, never before used on a national scale by any network, were shown in over 700 theaters in 111 station cities to highlight all of the full-network programs. With two special 30-minute live network evening programs and five morning programs, NBC pioneered the use of network radio for audience-building purposes.

The fourth Parade, last year, was marked by two coast-to-coast opening broadcasts, aired in commercial time. For more than three hours, practically all NBC's commercial artists entertained the country with a demonstration of what NBC's Parade of Stars means on the air-lanes.

This year brings the fifth annual Parade—and the greatest, to date. Stations, clients, agencies, artists, writers, producers, stars, have all joined with NBC to bring radio's most aggressive program promotion into every area served by NBC affiliates.

Great enthusiasm for the 1946-1947 Parade was expressed the moment the plans were disclosed. Stations leaped aboard the Bandbox bandwagon.

Tie-in promotions will be featured in future issues of The Transmitter.



SHOWCASE—The famed Bandbox, one of the promotional focal points of the 1946 Parade of Stars. At right is Aneita F. Cleary, promotion production manager of NBC advertising and promotion department, and left, George Held, Air Corps hero who aided in the development of the Bandbox.

NEW V. P. ASSIGNMENT FOR BRIG.-GEN. DYKE

NEW YORK.—Brigadier-General Ken R. Dyke returned to NBC September 2 in the newly-created post of vice-president and director of broadcast standards and practices.



Ken R. Dyke

In his new post General Dyke will devote himself to an intensive study of the effectiveness of radio as an entertainment, news, educational and advertising medium and the meth-

ods by which its public acceptance can be further increased.

He will administer NBC policies governing advertising and program presentations on the air and will maintain liaison with the program, sales, station relations, research and news departments of the network in effecting improvements in broadcasting techniques.

Before he left NBC in March, 1942, to enter government service, he was director of sales promotion and research. In Japan, as chief of civil information and education on General MacArthur's headquarters staff, he made an enviable record for his effective work in the reorganization of all Japanese information media, the radio, motion pictures and press.

A veteran of World War I, Dyke entered government service in 1942 in the Office of Facts and Figures, later becoming chief of the bureau of campaigns, Office of War Information. Here he was responsible for the planning and execution of all government information activities in conjunction with the War Advertising Council. He was commissioned a major in the United States Army in January, 1943, going overseas in September of that year to become chief of information and education for General MacArthur.

In September, 1945—just after Japanese surrender—he was selected by General MacArthur as chief, civil information and education. Dyke was commissioned a brigadier-general, Oct. 17, 1945. He is the holder of many military medals and citations.



KOA (Denver) Announcer Starr Yelland had a threefold problem on his hands when he interviewed seven-year-old triplets, sons of Mr. and Mrs. Clarence Barnes, of Cheyenne, Wyoming.



Gladys Swarthout (center), "Met" opera star, received a Musical America first-place for her season on NBC's "Voice of Firestone" from Editors Quaintance Eaton and Ronald Eyer.



WSAM (Saginaw, Mich.) picked-up its Uncle Lee when he chatted with the station's Birthday Club members during the annual Saginaw Valley Playday Celebration.



William S. Hedges (center), NBC vice-president, chats with I. E. Showerman, manager of NBC Central division, and RCA regional manager H. A. Renholm, at Chicago NBC-RCA get-together.



Realizing the impossibility of finding cabs enough to take such a large group to and from the Kungsholm Restaurant for lunch, a bus was hired to do the job for the program managers and production directors of NBC affiliated stations in the NBC Central division who convened in Chicago for a two-day session.



THE NBC UNIVERSITY OF THE AIR

NBC's United Nations Project:

Peace Now...or Never

“What attitude do we need most to get along with our neighbors? . . . (It) is a desire for understanding, based on . . . respect for the other man's point of view and not least on knowledge of his way of life . . . Every medium by which knowledge of other peoples is spread has a most responsible task in helping to create realization that we are living in . . . one world.

“That is why I was very glad to learn of the National Broadcasting Company's long-term plans for international broadcasting and educational activities aimed at fostering a spirit of unity and understanding among the United Nations.”

—BENJAMIN COHEN (Chile), Assistant Secretary General in Charge of Information, U.N.

As a listener to NBC programs, you have been made aware of NBC's United Nations project to promote via radio better understanding among peoples of the world. You have probably listened to the six University of the Air programs which use an international theme. These programs of world significance culminate in a nation-wide NBC United Nations Week

With the active co-operation of over 100 membership organizations the National Broadcasting Company is devoting seven days of its broadcasting schedule to programs and special events dedicated to a furtherance of understanding among the nations whose representatives compose the United Nations Assembly.

Wherever you are, lend your assistance to this worthy cause. *It is a case of peace now—or never*, and the United Nations organization is the instrument through which the objectives of obtaining peace will have to be achieved.

National Broadcasting Company

America's No. 1 Network



4.11 No 8

NBC Transmitter

Devoted to the Interests of NBC and Its Affiliated Stations

**IN THIS
ISSUE:**

*The Audience
Speaks*

*Premiums Bring
Housing Offers*



BRIGADIER GENERAL DAVID SARNOFF
President of RCA and Chairman of the Board of NBC

VOL. 11 OCTOBER, 1946 No. 8

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Samuel Kaujman—Editor

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Niles Trammell, President; Lewis MacConnach, Secretary, and R. J. Teichner, Treasurer—all addressed at RCA Building, Radio City, New York 20.

AGRICULTURAL SALUTE

The 18th anniversary of the "National Farm and Home Hour" was fittingly observed on October 5 when the pioneer agricultural program was extended to the full NBC network of 155 stations.

Public service achievements measured by performance as well as longevity helped establish the high regard with which the program is held by listeners in big cities as well as on rural farms.

It was a tribute to the series to have Secretary of Agriculture Clinton P. Anderson among the speakers on the anniversary program. Frank E. Mullen, NBC vice-president and general manager—the man who founded the series, and W. A. Roberts, vice-president of the Allis-Chalmers Manufacturing Company—sponsor of the series—also spoke.

The long run of the series is emphasized by the guest roster, which shows that Secretary Anderson is the fifth Agriculture Department chief to use the program's microphones to reach the vast farm audience. The program's history reaches back through the administrations of Secretaries Jardine, Hyde, Wallace and Wickard.

Many radio "firsts" are credited to the series. It was the first NBC network program from Chicago, the first farm program on a national network, the first program to use extensive remote pickups, and the first commercial program broadcast in cooperation with a government agency.

The series' present format—emceed by Everett Mitchell—is close to the original pattern, including farm market reports, farm news from Washington, and music highlighting folk tunes, marches and classical titles. Behind the scenes are NBC's director of agriculture, William Drips, and Herb Lateau, production-director of the program.



ANNIVERSARY ON "BIG MO"—In observance of the first Japanese surrender signing anniversary, WBZ led the NBC network Fleet Admiral Chester W. Nimitz' Labor Day address from aboard the Surrender Deck of the U.S.S. Missouri in Boston Harbor. After speeches by Admiral Nimitz, Governor Maurice J. Tobin of Massachusetts, Mayor James M. Curley of Boston, Commander-in-Chief Joseph M. Stack of the Veterans of Foreign Wars, and Captain Tom S. Hill of the Missouri, and prayers by the ship's chaplain, taps were sounded and a huge floral anchor of poppies was tossed overboard.

FOUR RADIO DECADES

Notables Join in Celebrating David Sarnoff Anniversary

NEW YORK. — Distinguished public officials and business leaders joined business associates of Brigadier General David Sarnoff, RCA president and NBC board chairman, in celebrating his forty years in radio at a banquet at the Waldorf-Astoria here on September 30.

Lieutenant General James G. Harbord, RCA board chairman, served as toastmaster at the event. Speakers included Dr. Karl T. Compton and Owen D. Young. General Sarnoff reviewed his two score years in radio and forecast some of the industrial marvels ahead.

Telegrams of congratulations were received from President Truman, Governor Thomas E. Dewey of New York and other prominent figures.

Born in Uzlian, Minsk, Russia, in 1891, General Sarnoff came to the United States in 1900 and became an American citizen when he reached the required age. In 1906, after serving as a messenger boy for the Commercial Cable Company, he entered the employ of the Marconi Wireless

Telegraph Company of America as an office boy. A year later he was a junior telegraph operator. Assignments on land and sea followed. While serving at the Marconi station at John Wanamaker's department store in New York in 1912, he picked up the startling message "S.S. Titanic ran into iceberg. Sinking fast." For the next 72 hours, young Sarnoff sat continuously at his post and not until he had given the world the name of the last survivor did he call his job done.

Executive posts with the Marconi Company followed and he was commercial manager of the Radio Corporation of America when it absorbed the Marconi firm in 1919. He was named general manager in 1921, vice-president and general manager in 1922, executive vice-president in 1929, and president in 1930.

He was appointed a lieutenant-colonel in the Signal Corps Reserve in 1924 and a colonel in 1931. In 1944 he was appointed a brigadier general of the United States Army.

THE AUDIENCE SPEAKS

Use of Schwerin Method at NBC Permits Reliable Study of Listener Likes and Dislikes

NEW YORK.—Audience reaction to all phases of NBC programs is now being analyzed by the Schwerin Research Corporation of New York under an agreement with NBC which is effective for the balance of 1946.

According to Hugh M. Beville, Jr., director of NBC research, the Schwerin system records audience reaction throughout each program tested, so that profile charts can be prepared showing how much each part is liked or disliked, and why. The audiences tested are large enough to permit cross-analysis in many different ways, and the appeal of each program to many different types of listeners can be studied.

The Schwerin system, as used in the present tests, is based on 11 years of commercial and Army program-testing experience by Horace Schwerin. Its primary function is that of a program-building tool for producers.

As presently carried out in New York, the tests begin with announcements broadcast in the metropolitan area, inviting listeners to attend audience reaction sessions. In return for their cooperation, each receives a free ticket to an NBC studio and television tour.

About 300 people attend each session, and final results are tabulated only after a program has been played before two sessions. This sampling of 600 listeners permits cross-analysis by sex, age, education, occupation, availability and many other factors obtained through detailed questionnaires filled out at the beginning of the sessions.

Each session starts with an introductory talk by the test director, who describes the purpose and importance of the tests and the method of scoring. He explains that programs will be played from transcriptions, during which numbers will be flashed on a screen at appropriate intervals. As each number is flashed on the screen, the audience checks on score sheets their reactions to the part just heard. Numbers are flashed close to the end of functional units or other reasonable divisions in the program. The audience has three choices on its score sheets—good, fair and poor.

After each session, an open discussion

is held, during which members of the audience comment on all aspects of the program. Their comments are then put in the form of questions to the audience and votes are taken. Statements with which the audience agrees or disagrees are used as an aid in interpreting the reasons behind the ups and downs of the profile.

Following the reaction session, the results are broken down by age, sex, education, profession, and the other categories revealed in the questionnaires. The groups are large enough so that an accurate graph of the audience's reaction to the program may be drawn up.

In this way, by comparing the tastes of the various population groups represented in the studio audience with the percentages of each one of those groups represented in the available home listening audience, an extremely accurate measurement of the program's strong and weak points can be derived.

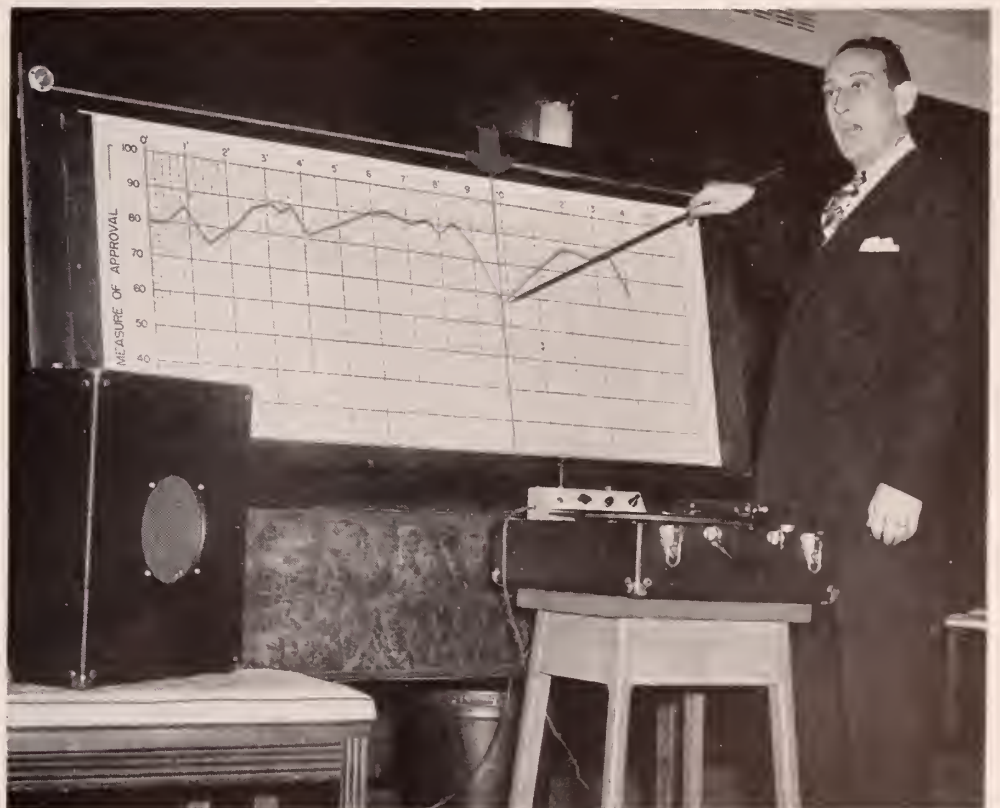
"The broadcasting industry," says

Beville, "has long realized that there is often a considerable difference in radio between 'listening' and 'liking.' What has been missing so far is a method that can study 'liking' on a rapid and large-scale basis. This system seems to us to be a long step forward in that direction."

Horace Schwerin, president of the Schwerin Research Corporation, devoted six years before the war to program improvement testing while a Manhattan advertising agency research director. Entering the Army in 1941, he was eventually placed in charge of testing programs and Quartermaster Corps training announcements broadcast to the armed forces.

The Schwerin system will later make use of a new audience reaction measurement device, the Reactocaster, invented by Paul Schwerin, father of Horace Schwerin and a prominent electronics engineer. The Reactocaster unit is to be attached to auditorium seats.

(Continued on page 10)



MEASURING APPROVAL.—Horace Schwerin demonstrates the method he is employing for surveys on NBC programs. Here, he uses a mechanical chart which automatically reveals listeners' likes and dislikes when tested programs are played back. A rule, attached to arrow on top rim of chart, moves along the surface in perfect synchronization to reveal how test audiences reacted to all parts of the broadcast. Schwerin uses the chart to reveal his survey results to NBC program directors at periodical meetings.

NBC AFFILIATES CONTINUE YEAR-'ROUND PROMOTION EFFORTS WITH TOP IDEAS



The 915-foot tower of WKY (Oklahoma City), already a landmark to ariators and motorists, gets additional advertising via a neon billboard on U. S. Highway 66.



KGW (Portland, Ore.) dispatched Lillian Markkanen of the station staff to the local airport when the NBC Parade of Stars plexiglass Bandbox arrived via United Air Lines from New York.



This window display, arranged by WSYR at a busy spot in Syracuse, N. Y., consists of permanent background units permitting a frequent change of stars' photographs. The round "On the Air" sign is illuminated.



Hal Renollet, KOA (Denver) "Mile High Farmer," greeted listeners when the station opened its display at the Colorado State Fair.



WIS (Columbia, S. C.) set up this Waring display when Fred was signed by the Florida Citrus Commission.



Resumption of American Legion baseball in Tampa, Fla., brought about establishment of a trophy by Station WFLA. Tom Mattheus (center) makes presentation to Dud Rushing (left) while Vince Grannell, Legion coach, looks on.

Four Omaha Stations Join In WOW-Initiated Campaign

OMAHA, NEB.—In an all-out effort to start the Fall-Winter season with increased "sets-in-use," all four Omaha network stations have joined in a cooperative advertising campaign. Always on friendly terms, this, however, is the first time Stations WOW (NBC), KFAB (CBS), KOIL (ABC) and KBON (MBS) have pooled money in such an effort.

The campaign, initiated by Bill Wiseman, promotion manager of WOW, the NBC affiliate, includes three phases. First, the October issue of WOW's monthly News Tower Magazine is carrying the Sunday afternoon and all evening schedules for all networks, as supplied by the four Omaha stations. This paper has a paid circulation among listeners of about 10,000 and the October issue includes a sampling job of an extra 10,000 copies.

In the News Tower, WOW stresses its own NBC and national spot programs, including the name of the program, the star and the sponsor. Only the name of the program is used for competitive stations' broadcasts.

The second phase of the campaign is an eight-page newsprint tabloid which was distributed to 62,000 Omaha homes along with an Omaha shopping guide on October 1. This includes the complete day and night schedule for all Omaha network stations, along with editorial matter urging listeners to put their sets in good shape immediately, and to save this complete Fall-Winter schedule. All four stations are using vigorous air support via courtesy announcements urging listeners to read the tabloid. Extra copies will be supplied gratis by mail for any listener who writes to any one of the four stations.

A two-by-twelve display ad in The Omaha World-Herald, also paid for by all four stations, called attention to the tabloid distribution. The World-Herald, Omaha's only daily newspaper, rejected the plan under which all schedules of all stations would be carried for seven days in a row in a series of full-page paid ads.

The final phase of the joint advertising campaign included a series of seven six-column ads in the Lincoln newspapers. Each day these ads gave the complete schedule of the network stations, with Station KFOR representing ABC in Lincoln in place of KOIL, Omaha.

FLYING STUDIO



Robert McCormick takes the mike in his new soaring studio which can hover like a hummingbird over busy Washington inter-sections to report on traffic conditions.

WASHINGTON, D. C. — In connection with the WRC public service series "Tomorrow's Washington," Robert McCormick, moderator of the program, has viewed Washington from aloft, to report on traffic conditions. The helicopter was provided by the Special Events Section, Army Air Forces, with the Civil Aeronautics Board giving permission to fly at low altitude over the main business sections of the nation's capital. The pilot, Lieutenant Wilton Bowman, flew up from his base at West Palm Beach, Florida, to take McCormick over Washington.

WMAQ Mat Promotion

CHICAGO.—Distribution has been resumed by Station WMAQ, NBC Chicago outlet, of "Town and Farm," a weekly matted newspaper column of agricultural news and information.

The column is written by Chester M. Campbell, farm editor of the NBC Central division press department, in collaboration with Everett Mitchell, agricultural director of the division, a well-known figure to farm audiences. It is syndicated by the sales promotion department.

Promoting Mitchell's "Town and Farm" program, broadcast Mondays through Saturdays over WMAQ, the matted column is distributed free of charge to more than 45 rural newspapers in the station's listening area.

The service was inaugurated in 1943 and continued for a nine-month period, with such marked success that many rural newspaper editors requested that it be resumed this year.

WEAF, Key NBC Outlet Changes Call to WNBC

NEW YORK.—After 20 years of identification under the call letters of WEAF, NBC has changed the designation of its key station to WNBC, conforming to the initials of the company, it was announced September 24 by James M. Gaines, station manager. The change which has been officially approved by the FCC will become effective about November 1.

At the same time, WEAF's frequency modulation station, WEAF-FM, will adopt the letters WNBC-FM.

"The changeover was decided upon," Gaines stated, "in order that listeners may simultaneously identify the station with the network of which it has been key outlet for 20 years, and with the network which broadcasts an overwhelming number of their favorite programs of entertainment, news, public events, culture and education."

Gaines also revealed that this step had been under consideration for several years but was delayed by war-time exigencies. The call letters WNBC have been in use on an NBC field transmitter since April 20, 1945, pending their move to the present assignment.

The new call letters will do nothing to interrupt an unbroken broadcasting service that extends back through the years to July 25, 1922, when the American Telephone and Telegraph Company launched a station called WBAY. On August 16, 1922, the letters were altered to WEAF and, as such, became NBC's New York outlet and key station when the network was founded in November, 1926. WNBC will continue at the 660-kilocycle spot which was assigned to WEAF on November 11, 1928.

WNBC takes over a background of many radio firsts scored by WEAF. The first commercial broadcast, sponsored by the Queensborough Corporation of Jackson Heights, New York, was carried by WEAF on August 28, 1922. The first simultaneous broadcasting by wire-connected radio stations was shared by WEAF and WNAC, Boston, on January 4, 1923. On June 21 of that year, WEAF carried the first radio address by a President of the United States, Warren G. Harding, from St. Louis.

WEAF was key outlet for the first coast-to-coast hookup on February 8, 1924.

STATIONS DONATE FACILITIES FOR MANY FORMS OF COMMUNITY SERVICE



Three-year-old Terry Wolf, recuperating from an eye injury, visited the WGAL studios for an interview in connection with the Lancaster (Pa.) Welfare Federation's series.



Sid Ten Eyck, WLW (Cincinnati) emcee, introduced a traffic safety contest on his program and supplemented his air efforts with demonstrations of safe driving.



G. R. Shafto (left), WIS (Columbia, S. C.) general manager, receives citation from J. A. Gresham, of OPA.



KGW (Portland, Ore.) announcer Bob Thomlinson, picks up answers of motorists in State Highway interviews.



Handmade articles are sold for benefit of handicapped members of WLV Mailbag Club at McAlpin's Store, Cincinnati.



Sergeant Tom Davis, Winston-Salem (N. C.) traffic officer, is commended by G. T. Ward, Jr., president of local safety council, for his tie-ins with NBC's "No Happy Ending" programs.



WIOD presented Miami citizens' utility and cigarette tax bill arguments. Left to right: R. Oelkers, A. Fuller, H. F. Cordes, Dr. H. F. Williams and J. I. Keller.

Station Offers Continuous Aids to Tobacco Farmers

RALEIGH, N. C.—It's tobacco time down in North Carolina, and Station WPTF, located in the heart of the Carolina and Virginia bright leaf belt, is on the spot again for the 11th consecutive year to serve tobacco farmers in its territory with up-to-date market information, probably carrying more market advertisements than any other station in the country.

Ninety per cent of the tobacco grown in North Carolina is grown in WPTF's primary area, and 91 per cent of this state's growth is sold in markets located in the station's territory. In addition, there is much tobacco grown and sold in WPTF's South Carolina and Virginia area for which there are no figures.

To capitalize on this tremendous farm audience, more than 20 markets, stretching across WPTF's primary all the way from South Boston, Virginia, to Dillon, South Carolina, year after year present their sales and price messages over the station.

This year, resuming a pre-war on-the-spot policy, WPTF has broadcast opening-day tobacco auctions from one of the markets in each sales belt. Fairmont, North Carolina, in the border belt; Smithfield, North Carolina, in the bright belt; Oxford, North Carolina, in the middle belt; and South Boston, Virginia, in the old belt, have all been covered.

WPTF's interest in the "golden weed" is a year-round interest. Already, even while the cured tobacco crowds warehouse floors, farm specialists have stepped before the WPTF microphone to advise the farmer about his seed beds for next year, about keeping his soil in condition, and about spraying his plant beds.

During the curing season, Ted Leeper, farm announcer, appeared on the scene in various curing barns to record special broadcasts. When the bright leaf markets were closed temporarily recently, J. Melville Broughton, former Governor, now general counsel for the Tobacco Warehousemen's Association, went on the air to explain the situation to WPTF farmers.

This year's crop is a record one, bringing higher prices than ever before, and WPTF takes pride in the fact that it has consistently urged farmers to grade their tobacco to insure top prices.

NEW KTSM SITE



FIRST SCOOP—There's plenty of reason for the big grin on the face of Karl Wylar, manager of Station KTSM (El Paso, Tex.). He's fondling a part of the first shovelful of dirt from the site for the new KTSM building, now under construction. Ground-breaking ceremonies for the new structure were held on the station's 17th anniversary. The new building, of modified Spanish architecture, will be located in downtown El Paso, at the corner of North Oregon Street and West Yandell Boulevard. The broadcasting building is expected to be ready for occupancy in the Spring of 1947.

WPTF Music Scholarship Offered to Young Artists

RALEIGH, N. C.—Station WPTF has inaugurated a "Stars of Tomorrow" contest to present promising young artists in the territory. A \$500 music scholarship is first and only prize.

The new contest series was scheduled to begin on October 5, and continue until all successful applicants have completed two air programs—possibly through the spring of 1947. The contest is limited to vocalists or instrumentalists between the ages of 15 and 20.

Each competitor's final broadcast will be recorded and judged by a committee of local music critics. A credit of \$500 will be placed with the school of the winner's choice, with the use of the scholarship being restricted to the study of music.

FORT WAYNE, IND.—WGL has announced the appointment of Marjorie Sheldon as director of civic events. Miss Sheldon was the winner of top honors at the fifth annual NBC-Northwestern University Radio Institute last August.

On-and-Off Air Community Service Stressed by WKY

OKLAHOMA CITY, OKLA.—To further develop its public interest activities, WKY has created a public interest unit with full departmental stature. As conceived by P. A. Sugg, WKY manager, the department will coordinate WKY's extensive public service activities.

Sugg named Ben Morris, announcer-producer, just back from overseas service, to head up the department. Morris devotes full time to the new spot, and is compiling a year-round public activities calendar for the station.

"For years WKY has been particularly active in the public interest, and now that the war has lessened the manpower shortage we feel we can assign one of our best young men to further develop our public interest activities," Sugg said. "We welcome the opportunity and responsibility of operating in the public interest."

WKY takes both on and off the air leadership in many civic activities. For example, recently it provided leadership for Oklahoma county's highly successful cancer drive.

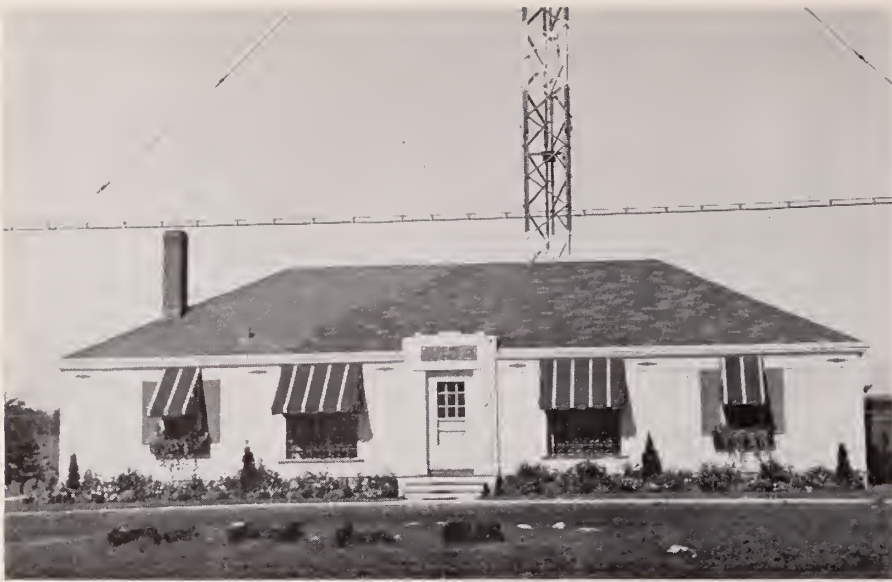
On the air, WKY devoted a talent-packed full-hour live program of entertainment, during which listeners were asked to call in to WKY with their addresses. WKY in turn dispatched city policemen to pick up the contributions. Off the air, WKY's secretary-treasurer, Edgar T. Bell, organized and directed the entire effort which turned the campaign into the most successful in the community's recent history.

Morris' first assignment was to coordinate WKY's activities in Oklahoma's observance of National Farm Safety Week. As a result WKY devoted 16 full programs, parts of 30 others and 15 spot announcements during the week to the observance of the safety campaign.

Safety Award to Mitchell

CHICAGO, ILL.—Everett Mitchell, director of agriculture for the NBC Central division and m.c. of the "National Farm and Home Hour," recently became the first radio personality to receive the National Safety Council's award of merit.

The citation was presented to Mitchell for his voluntary services as chairman of the council's farm radio committee for the last two years.



"WHLB" is spelled out in floral relief on the lawn in front of the station's headquarters at Virginia, Minnesota. The structure was designed along the lines of a Summer cottage. Awnings and landscaping aid the effect.



Louise Homfrey (left), Australian radio commentator, is viewed by KPO's Jane Lee in San Francisco. Both women have daily air columns based on topical news.



Samuel Cardinal Stritch receives specially-bound volumes of recordings of broadcasts referring to him from NBC's Jules Herbubeaux and I. E. Showerman.



Billie O'Day, WIOD (Miami) women's commentator, interviews Captain Felix Tandre, Mrs. Olly Kalpus and Voldemar Kalpus aboard the 38-foot sailing vessel which brought 18 Estonian refugees to Miami.



Justin Miller, NAB president, was recently interviewed over KOA (Denver). Tor Torland, announcer, is seated at right. Standing are KOA general manager, L. E. Yoder and news head W. R. Day.



High winds reaching 80 miles an hour levelled the smaller of two radiators at the KFVR (Bismarck, N. D.) transmitter.



Navy Reserve Lt. Tim O'Sullivan



WSB (Atlanta) presented sets of NBC's albums of speeches by President Roosevelt to schools. Marcus Bartlett (right), program manager, made presentations.



Wallace Kadderly, KGW (Portland, Ore.) farm program director, and Bob Thomlinson, special events director, are inducted into Indian tribe at Warm Springs Reservation. They are first white men to receive the honor.



Betty Miller was visited by WOW's Hansén, she was about to leave for lead in 4-H Club movie.



When "Mother" Georgia Benston celebrated her 81st birthday, WTAR (Norfolk, Va.) woman's director Alice Brewer White staged a studio party for the white-haired director of Norfolk's Three Score and Ten Club and her clubmates. The proceedings were broadcast.



Pierre Boucheron (right), general manager of WGL (Fort Wayne, Ind.) and Air Corp Reserve, WGL news editor, present a weekly veterans' service on nights. Both men had wide experience during World War II.



The WOOD (Grand Rapids, Mich.) team of Lenore and Glenn step into the engine of the new Pere Marquette Streamliner to interview the locomotive crew.

WDAY BROADCAST, WITH NYLON HOSE PREMIUMS, RESULTS IN HOME OFFERS FOR LOCAL CITIZENS

FARGO, N. D.—Everything was tried that had ever been tried before.

Emergency homes were built. People were asked to double up. The homeless were registered and pleas were printed and broadcast for homes for them. Army trailers and huts were imported and set up. All suggestions to relieve the situation were used—to little avail.

Then the Fargo Junior Chamber of Commerce got a brainstorm—the offer of a valuable premium for spare rooms, apartments and homes. For a premium, it picked the one article with the name that is magic to nearly everyone—nylons!

But the “jaycees” needed some powerful medium to get their message to the people—some way they could tell what they needed and what they would give for it, something hard-hitting that could clean up the project in one swoop.

The choice was Station WDAY.

A conference of Jaycees and WDAY officials evolved the idea of a special radio program which would explain the situation to Fargo-Moorhead residents and to tell them that nylon stockings would be given free as awards for places to live.

It was decided to broadcast the program one Sunday, and continue it as long as necessary—all night if need be—until as many dwelling units as could be obtained were procured.

A person offering a room for one couple received a gift of one pair of nylons. The offer of light-housekeeping rooms received two pair, and an apartment three pair.

Combining promotions on newscasts, in scheduled spots and non-scheduled inserts, WDAY broadcast during a five-day span a total of 110 plugs for the program.

WDAY used two of its display showcases for large posters blaring the fact that nylons would be available as gifts.

The program began as scheduled at 10:15 on the designated Sunday night. It ended at midnight—total broadcast time, an hour and three-quarters. The program featured interviews with persons who had a serious housing problem and short messages from prominent local citizens. The interviews were conducted both from studios and from homes.

A total of 31 persons were interviewed,

each telling his or her particular problem.

Listeners to the program were asked to call WDAY if they had rooms, apartments or homes to offer. At the conclusion of the program, they were told that the campaign would continue for some time, until as many people as possible were taken care of. Anyone with an offer was to call the chamber of commerce, with the prize offer still holding good.

During the program itself, 28 calls were received at WDAY. And the most surprising thing was that a good share of the calls offered not only apartments or rooms, but entire homes. And some of the calls came from near-by towns, which was neither expected nor planned for, but the calls were taken with thanks.

Within a few days after the program had been presented, 23 pairs of nylons were given away, and over 30 people were housed.

Those people were taken out of places unfit for living quarters and put into comfortable rooms, apartments and homes. Any part WDAY played in locating better homes for them was well worth the time, money and effort.

But the campaign was not yet over. The special WDAY broadcast was the kick-off, acquainting Fargo-Moorhead citizens with the acute need for housing. The “jaycees” took over from there, and are still finding new places every day. Before they are finished, it is expected that many more of the cases will be taken care of.

THE AUDIENCE SPEAKS

(Continued from Page 3)

When a member of the audience likes a portion of the program, he pulls a lever toward himself; when he dislikes a part, he pushes the handle away. The likes and dislikes are electrically registered for instant tabulation, thus permitting speedier analysis of findings than has hitherto been possible. The combination of new research methods and machines will make it possible to render reports to producers of programs within 24 hours, so that changes and improvements can be made in programs between final rehearsals and actual broadcasts.

J. H. MacDonald Heads Controllers Institute

NEW YORK.—John H. MacDonald, NBC vice-president in charge of finance, was named president of the Controllers Institute of America at its convention in New York in September.

A member of the institute since 1932, MacDonald has been active in the organization. For three years, beginning in 1939, he served on the national board of directors, and he recently ended five years' service on the advisory council. He was also chairman of the national executive committee for 1941-42, and had served as chairman of the national committee on education for the 1937-41 terms. He was also active in the local group, having been a member of its advisory council through the 1945 term and president of the New York Control during 1938-39.

MacDonald joined NBC in 1936 as head of the cost accounting department, serving thereafter as budget officer, business manager of the radio recording division, assistant treasurer, assistant to the vice-president and general manager and, since 1942, vice-president.



WGY GOLF COVERAGE — Radio, too, has its caddies. This shot shows Howard Tupper, WGY sports commentator, covering the Schenectady-Albany Blue Ribbon Tournament. In foreground is caddy carrying the 35-pound pack transmitter. “Tup” bears the microphone and a cue check receiver, as he records blasting from the trap. Transportation from tee to green was made via WGY’s jeep.

Crews and Chase Add To Books by NBC Staff Men

CHICAGO, ILL. — "Professional Radio Writing," second radio textbook by Albert Crews, an NBC Central division production-director, is being published this month by the Houghton Mifflin Company of Boston, Mass.

Crews' first book, "Radio Production Directing," was published by Houghton Mifflin in 1941. His second text is the third volume in the Houghton Mifflin Radio Broadcasting Series to emanate from the NBC-Northwestern University Summer Radio Institute. "Radio, the Fifth Estate," by Judith Waller, public service director of the NBC Central division, was published a few weeks earlier.

Crews, who holds an M.A. degree in speech from Northwestern, joined NBC in 1943, after several years of experience in journalism, free-lance radio writing and radio education. While Crews was associated with Northwestern's radio department, he and Miss Waller originated and put into operation the first NBC-NU Summer Radio Institute in 1941.

"Professional Radio Writing" covers all phases of radio scripting, and includes sections on general continuity, commercial continuity and dramatic writing. The text contains excerpts from all types of radio scripts, including several of the author's own creative efforts.

Crews has scripted for such programs as "First Nighter," "Author's Playhouse" and the "Screen Guild Theater."

NEW YORK. — "Music in Radio Broadcasting," the first book of its kind,—edited by Gilbert Chase, supervisor of music for the NBC University of the Air—was published September 3.

The 152-page volume, published by McGraw-Hill, is a compilation of lectures delivered by NBC musical authorities during a music course conducted by Chase at Columbia University this past year. The book traces the history of radio music, a field newly opened to the musical student, and is intended to serve as a guide to students in a field which has no published background references.

The 10 chapters are:

"Music in Radio" by Samuel Chotzinoff, manager of the NBC music division.

(Continued on page 14)



STAR QUIZ — Clyde Clem, Jr., tests passersby on their knowledge of NBC stars on WSOC's schedule. Idea resulted in a good program as well as an ace promotion stunt.

Quiz Show Boosts NBC Stars in Charlotte, N. C.

CHARLOTTE, N. C. — "Are you wise to the best in radio entertainment?"

That's the familiar interrogatory greeting listeners to WSOC hear each Tuesday and Thursday morning at 11 o'clock as Clyde Clem, Jr., goes on the air with the unique man-on-the-street program entitled "Are You Wise?"

Contrary to the usual question-and-answer remote broadcasts, participants are asked questions pertaining to NBC shows in order to better acquaint Charlotte radio audiences with the fine network schedule.

Persons interviewed on the broadcasts receive as prizes for their participation, an assortment of products advertised on NBC programs and national spot announcement accounts. Attractive weekly program schedules of WSOC and NBC are also distributed to the participants.

WHAM's Rural Paper Tie-in

ROCHESTER, N. Y. — Tom Murray, WHAM's farm service director, each Saturday presents a 15-minute program featuring local news of this vicinity. News for the program is gathered from 41 rural papers and concerns the people of this and neighboring counties.

Each week Murray brings an editor of a rural paper into the studio to chat about his community.

Promotions Herald New WKBH Transmitter

LA CROSSE, WIS. — An intensive publicity and promotion campaign designed to emphasize the part WKBH plays in the life of its region spotlighted the opening of the station's new five-kilowatt transmitter here in September.

The new RCA transmitter, uses non-directional antenna during daytime hours, and a directional pattern evenings.

Included in the publicity campaign were billboards, newspaper ads in dailies and weeklies in the area covered, bus advertising, and a direct mail campaign including 32,000 rural advertisements. In addition, the station carried on a vigorous spot campaign, plus special broadcasts on the formal opening of the new transmitter.

In one of its special broadcasts, the station carried a "Salute to the Coulee Region," introducing stars of its live talent shows to new listeners. The station's "Barn Dance" has also been booked for a number of free appearances at county fairs throughout the area as part of the get-acquainted effort.

The station's news department announced that it is expanding its staff of correspondents, now located in five counties, to include six more counties in the region. This expansion of news coverage is bound to win many new listeners.

Sportsmen's Service

DALLAS, TEX. — Texas outdoorsmen are getting latest tips on where best hunting and fishing may be found, in a new series of WFAA broadcasts titled "Texas Game and Fish."

From the Texas Gulf Coast and from major fishing lakes and streams, specially-instituted information stations are sending last-minute bulletins on fishing conditions for the program. Similar on-the-scene data will be supplied later for hunters, according to the station's plans.

The show is presented exclusively in the state by WFAA, through the cooperation of the Texas Game, Fish and Oyster Commission. Robert M. Busfield compiles and airs the material.

Boise Window Displays

BOISE, IDAHO. — Display boards to frame large portraits of NBC stars have been built by Station KIDO here and installed in downtown store windows.

KSD SENDS OWN PLANE ON GOOD-WILL TOUR



PROMOTION FLIGHT—Passengers and crew of KSD-St. Louis Post-Dispatch plane on the Missouri-Illinois "aerocade."

ST. LOUIS.—When the Aviation Council of Metropolitan St. Louis sponsored a series of "aerocades" to neighboring cities in Missouri and Illinois, The St. Louis Post-Dispatch and its radio station, KSD, sent along their own airplane.

The purpose of the flights by groups of 10 to 15 privately owned and operated planes was to popularize the use of aircraft in business and pleasure trips from St. Louis to such cities as Cairo, Marion, Duquoin, and Springfield, Illinois, and Hannibal, Mexico, Columbia, and Jefferson City, Missouri.

At each city the visiting flyers were greeted and entertained by civic leaders. Shown above are the passengers on the Post-Dispatch and KSD plane during the second of three trips. From left to right:

KSD reporter Ed Woods; pilot William Schilbe; co-pilot Richard Short; H. C. Martin, Jr., administrative assistant to Mayor Kaufmann of St. Louis; Mrs. Martin; Col. James Howard in charge of the development of air facilities for St. Louis; and three members of the welcoming committee of the Hannibal, Missouri, Chamber of Commerce.

At each stop on the tours, Woods telephoned his story to KSD, and the reports were broadcast on regular KSD newscasts. Persons in the crowds that welcomed the fliers told Woods that they first heard of the events through KSD, which was the only St. Louis radio station to send a reporter on each of the "aerocades." The plane's fuselage was neatly lettered with its sponsors' names.

OFF BASS

The story headed "A Promotional Angle" in the September Transmitter posed the query as to what variety of prize fish Elmer C. Hauge was photographed with. KSTP's Sam Levitan promptly gave us the answer. The fish was a wall-eye pike. Other varieties in the competition included northern pike, sun-fish, bass and crappies.

Report Fashions From N. Y.

NORFOLK, VA.—A new idea for "on the spot" fashion reporting was inaugurated here when WTAR assigned its woman's director, Alice Brewer White, to do three sustaining broadcasts direct from NBC's Radio City studios.

Mrs. White held court for more than a dozen Broadway, Hollywood and international celebrities and fashion stylists. Several NBC stars whom Mrs. White interviewed on her programs invited her to appear on their shows.

30,000 Fans Turn Out For KYW Day in Park

PHILADELPHIA, Pa. — More than 30,000 radio listeners packed Willow Grove Park August 21 for the second annual "KYW Day at Willow Grove Park." The crowd was the biggest midweek attendance in the history of the famed suburban Philadelphia amusement center. This was a tribute to KYW promotion showmanship.

An hour-and-a-half show featuring all the staff talent, announcers and musical combinations: a chance to meet favorite KYW performers, jitterbug contests, prizes, safety demonstrations, free and reduced fares on all rides, and a gigantic fireworks display were part of the entertainment proceedings lined up by the Philadelphia Westinghouse Station and the park operators.

The event was staged to give the listening public an opportunity to see and meet their favorite KYW performers and to afford a showcase for various programs and shows heard over the station. KYW promotion manager Bill Rambo and Elmer Foehel, general manager of Willow Grove Park, arranged for the joint-promotion for the first time last year. And the stunt was so successful that they decided to make it an annual day. Last year's "KYW Day" drew some 20,000 people—also an impressive figure.

WHAM Special Service Head

ROCHESTER, N. Y.—Homer Bliss was recently appointed director of special service programs for WHAM here.



Homer Bliss

Bliss, after a three-year absence as an officer in the United States Army, returned to resume his duties at the station.

He will be connected with all educational, civic and community interest programs. Among these are "School of the Air," "This Is the United Nations," "Eastman School Symphony Orchestra," and many others.

Bliss will try to improve these programs both in production and from the listener's point of view.

Bay State Educators Meet At WBZ to Discuss Radio

BOSTON, MASS.—Over 50 leading Massachusetts educators met in the Boston studios of WBZ and WBZA September 20 to witness the dress rehearsal of "Let Freedom Ring," a dramatic series which opened the third season of "Listen and Learn," the daily educational feature of the Boston and Springfield stations.

John J. Desmond, Jr., Massachusetts Commissioner of Education, addressed the group, which included the Massachusetts Committee on Script Outlines and Teachers Handbook, Governor Tobin's Committee on Racial and Religious Understanding, the Massachusetts Fair Employment Practices Commission and the New England Committee on Radio and Education.

"Let Freedom Ring," a dramatic program intended for in-school listening by social studies students of junior high and high school ages, is presented by members of the Brookline High School dramatic department under the guidance of Samuel B. Gould, head of the department of speech arts at Brookline. It is directed by WBZ production manager Stephen Burke.

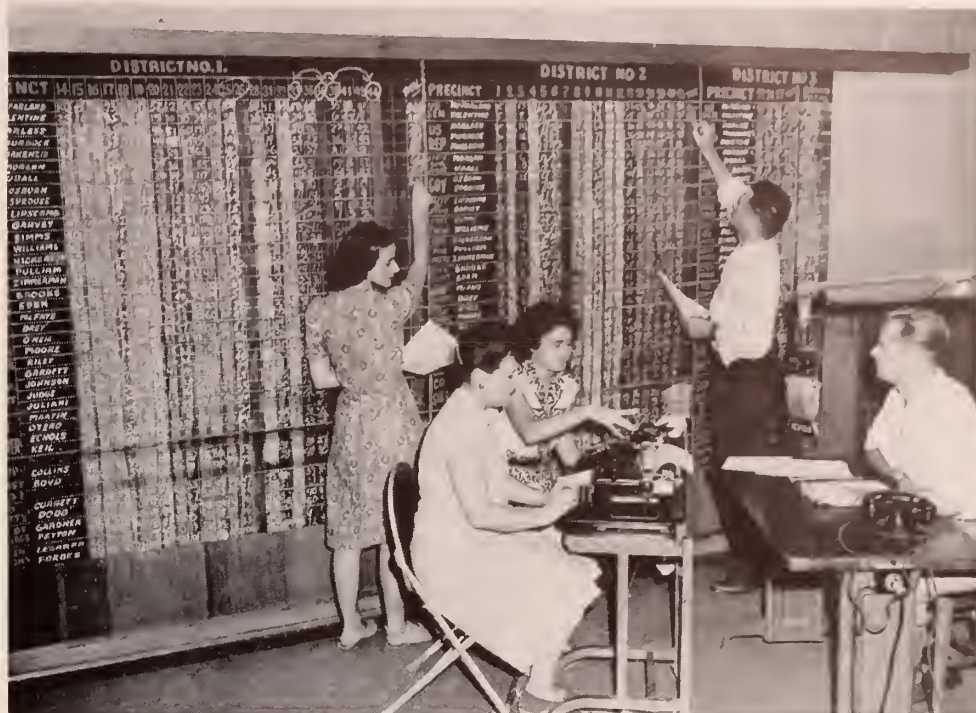
The Westinghouse film, "Music on the Air," the story of broadcasting, was shown to the large group. W. C. Swartley, general manager of WBZ and WBZA, addressed the educators, while WBZ educational director George W. Slade led a roundtable discussion on radio and education.

Participants in the discussion were Mrs. Mildred H. Mahoney, chairman of the Massachusetts Fair Employment Practices Commission; A. Russell Mack, chairman of committee on script outlines and supervisor of secondary education, Massachusetts Department of Education; E. Everett Clark, director of Massachusetts Division of University Extension and chairman of the New England Committee on Radio in Education.

Stars in Alabama

BIRMINGHAM, ALA.—As an NBC Parade of Stars feature, Station WBRC here had six drum majorettes from the high schools in the Birmingham area appear in the business section of the city clad in brilliantly-colored satin short-skirted uniforms. The association of the girls with local parades tied-in easily with the Parade of Stars.

Streamlined Election Return Service in Arizona



A hotly-contested primary in Tucson called for erection of this election tallying board at KVOA. This supplemented other methods of quick reporting. Jack Underwood and Jean Barry chalk up totals, while Janet Child types hourly summaries. June Mewshaw is at one of the totalizers, and Wally Johnson is ready to make a summary. These are just five of the 97 persons who were busy at KVOA from 6:00 p.m. until dawn.

TUCSON, ARIZONA.—From the huge, specially-constructed tabulation board set up in the main studio, KVOA, local NBC outlet, kept an eager public informed of the latest developments in what was probably the most hotly contested primary election in Tucson's history.

When it was decided to broadcast a running, up-to-the-minute account of the election returns, a survey showed a tremendous organizational job ahead, so it was departmentalized and divided among the staff. Announcing and analyzing trends and figures were done by the program department; the procedure for computing totals was planned by the auditing department; keeping of the master election board was the commercial department's duty; there were special telephone operators in the studio, working under direction of the technical department; finally, precinct coverage was directed by the promotion department.

The first consideration, of course, was to get the vote count to the studio, so KVOA reporters were stationed in 37 of the 44 Pima County precincts. Each reporter was armed with a sheaf of special charts and sat where she could hear the votes being tabulated, marking them on

the chart as they were called. During a pause in tabulation the reporter would rush to a telephone, call the station and give the figures to the special operators on duty, then return to the precinct room and repeat the process until the votes were fully counted.

The remaining seven precincts were situated in outlying districts where it was impractical to have a special reporter. In these precincts KAOU, the shortwave mobile unit, was used, and as the totals were received they were transmitted to the technical department of the studio.

As soon as special station operators took the totals, they were relayed to the auditing department, where quick totals were made, as well as percentage analysis figures. From there the figures went to the main studio to be put on the master election board. After that it was a simple matter for the announcer to read the totals, precinct by precinct, comparative figures, and the like.

The comprehensive coverage was instituted as an experiment, but because of its unusual success and enthusiastic public reaction, it is to become a permanent feature of KVOA. In all future elections the same organization will swing into action.

WFBG Man Named Altoona's 1945 "Outstanding Citizen"

ALTOONA, PA. — Roy F. Thompson, managing director at WFBG here, was named Altoona's "outstanding citizen for 1945," at a luncheon at the Penn Alto hotel on September 11. A Kiwanis plaque accompanied the designation.



Roy F. Thompson

This honor to the executive of Altoona's NBC affiliate was the subject of an editorial in The Altoona Tribune of September 12. Headed "Outstanding Citizen," it stated:

"The Altoona Kiwanis Club yesterday named Roy Thompson the outstanding citizen of this city for the year, 1945.

"The Kiwanians' choice was well made. Altoona owes this tribute to Mr. Thompson. As general manager and chief announcer of radio station WFBG, and as an active participant and leader in every worthwhile civic campaign and event, Roy has become one of the best known and most popular of Altoona figures.

"Throughout every year, he gives unstintingly of his time and efforts in the various drives for the betterment of the community. He is one of the most faithful attendants at all meetings connected with such campaigns.

"As a result of such constant efforts, he is one of the busiest men in town, and, without doubt, one of the most appreciated, for he is constantly in demand to aid in some activity.

"Roy is a former member of The Tribune staff, having served as Associated Press news wire telegrapher here for some time. He left the service of the AP in 1920, but ever since, has been a frequent and welcome visitor to The Tribune news room.

"Roy is an unceasing booster of Altoona and the community welfare. And any enterprise to which he gives his support also receives the benefit of his vigorous personality and endless enthusiasm.

"We are happy to join in congratulating Mr. Thompson on this honor, and to congratulate the Kiwanis club, too, upon its excellent choice of an outstanding Altoona citizen."

BOOKS BY NBC MEN

(Continued from page 11)

"Building the Musical Program" by Ernest LaPrade, director of music research.

"Production of Musical Programs" by Edwin L. Dunham of NBC's production staff.

"Composing for Radio" by Morris Marmorsky, composer of special music for many NBC dramatic shows.

"Conducting for Radio" by Dr. Frank Black, general music director.

"Arranging Music for Radio" by Tom Bennett, director of NBC's Fred Waring Show.

"Musical Continuity for Radio" by David Hall, NBC continuity writer for musical programs.

"Music Rights in Radio" by Thomas H. Belviso, head of NBC's music rights division.

"Musicology and Radio" by Gilbert Chase.

"Opera in Television" by Herbert Graf, director of operatic productions for NBC's television department.

Other books based on the NBC-Columbia courses will follow soon.

SOUTH OF BORDER



AT HISTORIC EVENT—E. B. Canel (at microphone) director of Latin American programs in the NBC international department, covers the inauguration of Jesús T. Piñero as Governor of Puerto Rico, in San Juan. Piñero is the first native-born Governor of the Island. Canel, who is known throughout Puerto Rico and the rest of the Caribbean area because of his sports broadcasts, spent three weeks in Puerto Rico, where he did a series of daily baseball broadcasts over NBC Pan American Network Affiliate WJEL, of San Juan.

KDYL Head Plans Adding Promotion Specialists

By increasing its promotion staff, KDYL will intensify its merchandising service to its clients and enlarge its program promotional work, according to S. S. Fox, station president and general manager.

"KDYL long has been aware of the importance of merchandising radio displays," Fox explained, "and our work on this score has become so vital, that we figure we can do it more efficiently by having this sort of talent on our payroll and under our own direction instead of contracting that work."

An immediate result of Fox's plan was the addition to the KDYL promotion staff of Mark Hamson, an experienced window display and show card man.

Hamson served with the Merchant Marine during the war, and before that was employed in display work with the Walgreen Drug Company for eight years. Since the war his affiliation with a commercial artist brought him considerable KDYL work.

With the addition of Hamson, KDYL will utilize four persons to coordinate its program promotion efforts with its clients' sales endeavors.

KOA Goes to Fair

DENVER.—KOA was represented at the Colorado State Fair in Pueblo, August 26-31 by Hal Renollet, the station's agricultural director, who is known throughout KOA's coverage area as the "Mile High Farmer."

Hal made daily broadcasts from KOA's booth and also made many important recordings of outstanding events for future use on his "Mile High Farmer."

KOA's Grand Champion Junior Showman Trophy was won by John Frezieres of Colorado Springs. Renollet made the presentation on August 26. This trophy is awarded strictly for the showmanship of the entrants and gives the youngsters, regardless of the animals shown, an equal chance of winning.

Seattle FM Campaign

PORTLAND, ORE.—KGW uses a quarter-hour curbstoone quiz program, "So This is FM," to acquaint Northwest listeners with Station KGW-FM.

The broadcast originates on a busy Portland street corner.



WAPO, NBC affiliate in Chattanooga, Tenn., entered its own soap box auto in the community soap box derby run in August. The young chauffeur's name is Charles Grant.



WTAM Sportscaster Tom Manning interviews Dick Zoller, winner of the Cleveland News-Chevrolet Soap Box Derby. A crowd estimated at 40,000 witnessed the race.



Gathered at the WEAU booth at the Northern Wisconsin District Fair are Fred Zimmerman, Secretary of State; Archie Putnam, fair director, and Jack Kelly, WEAU program director.



San Francisco's Mayor Roger D. Lapham (left) and his mother face the KPO microphone with KPO general manager John W. Elwood following a recall election.

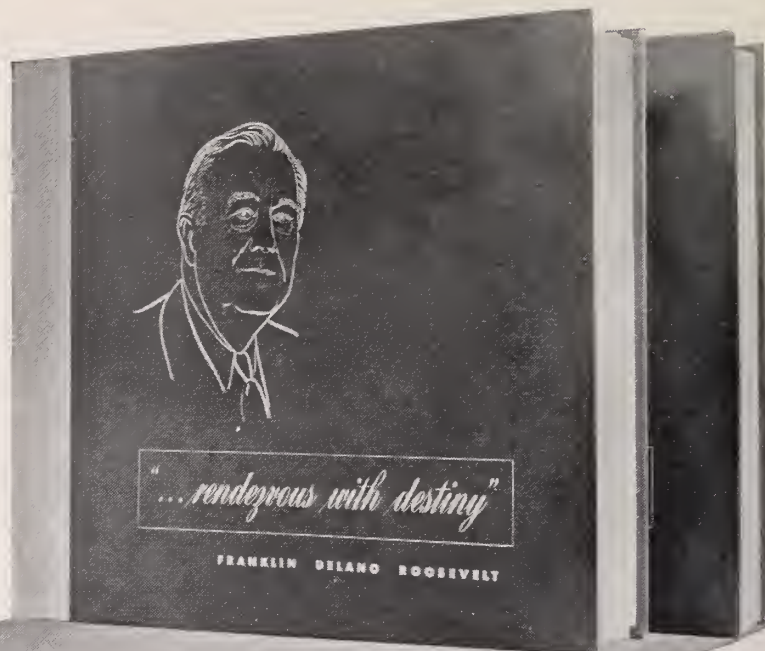


Yvette Gagne, "Queen of Maine's Potato Blossom Festival," faces mikes with L. H. Brofee, the stations' agriculture director; J. S. Atwood, WRDO manager, and J. Roberts, WLBZ announcer.



Hal Bowie, WSYR (Syracuse, N. Y.) farm editor, interviews a local farmer in the field. Bowie spent over three years in a Jap prison camp in the Philippine Islands.

1933-1945



a mighty era in American History
lives forever in this **NBC** album

"... rendezvous with destiny"

EXCERPTS FROM
THE SPEECHES OF

Franklin Delano Roosevelt

"... the only thing we have to fear is fear itself . . ."

From the first stirring words that marked the opening of a new era in America—to the posthumous address, "The work, my friends, is peace . . .", this thrilling new NBC documentary album presents the story of our times through the words and voice of our great leader, Franklin Delano Roosevelt.

Schools, colleges, libraries, club groups, as well as individuals will want to keep this living record of twelve decisive years. The records contain excerpts

from 23 radio addresses . . . all of valuable aid in teaching—in radio workshops, in speech, diction, drama and history classes.

With an original music score and with narration written by Cesar Saerchinger—special commentaries are narrated by well-known NBC announcers: Carleton Smith, Ben Grauer and Ed Herlihy.

You can obtain your two-volume album . . . titled " . . . rendezvous with destiny" . . . by filling in the coupon below and sending it to NBC.

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the National Broadcasting Company

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30 Rockefeller Plaza, New York 20, N. Y.

Please send me " . . . rendezvous with destiny" (twelve 12-inch recordings, playing time, 2 hours)

No.	Sets	Cost	Total
	1 to 9	16.65	
	10 to 24	15.00	
	25 to 49	14.45	
	50 or more	13.90	

Plus
shipping
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NBC Transmitter

Devoted to the Interests of NBC and Its Affiliated Stations



NBC-UNITED NATIONS PROJECT GETS WIDE SUPPORT

Left: Ceremonies opening United Nations Week in Rockefeller Plaza. Speaker is Benjamin A. Cohen, of Chile, UN Assistant Secretary-General for Information. Stuyvesant High School Band is in foreground. Upper right: The Leontovitch Chorus performing during the Folk Festival in the plaza. Lower right: Lois Putnam and Troy Strong, student winners of the KGW (Portland, Oregon) United Nations contest, chat with Eleanor Roosevelt and Helen Gahagan Douglas, United States delegates to the UN.

IN THIS ISSUE:

United Achievement

Traveling Advisor

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NBC Transmitter

Samuel Kaujman—Editor



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Niles Trammell, President; Lewis MacConnach, Secretary, and R. J. Teichner, Treasurer, all addressed at RCA Building, Radio City, N. Y. 20

VIDEO ACTIVITY

RCA and NBC made headline television news in recent weeks.

As described in the article on this page, RCA gave a press demonstration of its all-electronic color television system in Princeton, New Jersey, and the results revealed amazing laboratory achievements that promise for consumer use of such apparatus within a few years.

Of especial significance was the fact that the electronic color system can be applied to present black-and-white receivers in the hands of dealers and consumers. This avoidance of obsolescence should prove a big boon to immediate consumer demand.

The remaining stages in the time-table of laboratory demonstrations of electronic color television were outlined as follows:

Live-action studio scenes by the middle of 1947.

Outdoor action scenes by the latter part of 1947.

Large-screen theatre-size pictures in 1948.

Public demand for video receivers had been growing right along. Such top-notch special events as the Louis-Conn fight and the Army-Notre Dame game carried by WNBT, New York, and the steady output of high-quality studio offerings at Radio City have constantly built-up public interest and sets had been eagerly awaited.

Hence, another important step in video progress was marked when RCA announced new post-war models with deliveries beginning in November. Two table models won immediate public favor and dealers' displays and demonstrations drew huge crowds. Console models will be available early in 1947.

RCA DEMONSTRATES ALL-ELECTRONIC COLOR TELEVISION; SIMPLE ADAPTER PROVIDED FOR BLACK-AND-WHITE SETS

PRINCETON, N. J. — Color television transmission of still and motion pictures, achieved by all-electronic means, was demonstrated publicly at the RCA Laboratories here October 30.

The demonstration, revealing a revolutionary development in radio science, proved that flickerless, all-electronic color television is practical without rotating discs or other moving parts.

This new system, the engineers explained, is a complete departure from mechanical color, shown in various forms since 1925. In announcing this important advance, RCA officials pointed out that the time period estimated by their engineers in December, 1945, when they said five years would be required to bring any color system to the present status of black-and-white television, still holds.

It was further disclosed that a simple inexpensive radio-frequency converter makes it possible to introduce this all-electronic color television system without causing obsolescence of black-and-white television receivers.

A new color slide television camera, developed by RCA and used in the demonstration, produces signals from 35 mm.

Kodachrome slides. Transmission of the picture on the slide is achieved in natural colors when a light beam from a kinescope is focused through the slide and separated into component colors by a system of mirrors and photo-electric cells.

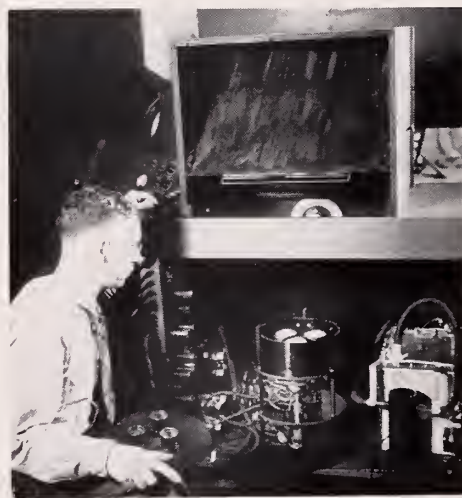
Officials of RCA pointed out that a station owner can begin with a black-and-white broadcast service. He may operate a monochrome transmitter on low frequencies and also an electronic color transmitter on ultra-high frequencies using the signal of the color camera to operate both transmitters. With such a dual arrangement, the problem of obsolescence for the broadcaster as well as the viewer is reduced to a minimum. In fact, the broadcaster would thereby be able to render service in both black-and-white and color from the same station.

Brigadier-General David Sarnoff, RCA president and NBC board chairman, in commenting upon the development, said:

"The realization of this universal system of television, which transmits and receives both color and black-and-white pictures with equal quality, is as far-reaching as was the creation of an all-electronic television system which supplanted the mechanical discs used in black-and-white television when it first began. The realization of all-electronic color is as significant in television as electronic recording was over mechanical recording on phonograph records, or the present color movies over the early mechanical color on the screen."

Niles Trammell, NBC president, commented:

"As a broadcaster, I am delighted with the news that an all-electronic color television system has been achieved at RCA Laboratories. We are mindful, as the scientists at the laboratories have pointed out, that new apparatus must be built and field-tested before color television can be brought to the home in a state of practicability to serve the public. In this task our engineers with their practical knowledge of broadcasting, will cooperate in every way with the scientists. We will include the new RCA electronic color system in our plans to establish nationwide television, for this practical color system can be fitted into an expanding service."



NEW COLOR SET—Karl Wendt, research engineer, checks component parts in the new all-electronic television receiver developed at RCA Laboratories. Appearing in the center of the lower part of the cabinet is the Trinoscope projection assembly. It consists of three 3-inch kinescopes which separately receive signals representing red, blue and green images and project them optically as a composite color picture on the 15 by 20-inch screen at the top and front of the set.

UNITED ACHIEVEMENT

Impressive Number of Tie-Ins Helped Make NBC-United Nations Project a Memorable Event



UN WEEK HIGHLIGHT—The United Nations dinner at the Waldorf-Astoria, climaxed UN Week. Left: Warren R. Austin, head of U.S. delegation to the UN, and David Sarnoff, RCA president and NBC board chairman. Center: Speakers at the dinner included Clark M. Eichelberger, director of AAUN; Austin; Dr. James Rowland Angell, NBC public service counselor, and Nelson A. Rockefeller, chairman of the dinner. (Right) John D. Rockefeller and Frank E. Mullen, NBC executive vice-president.

NEW YORK. — The United Nations Project, originated last Spring by NBC as a public service enterprise, was the first attempt made by radio to promote among the American public support and understanding of the United Nations. Co-sponsors with NBC in the project were the American Association for the United Nations and the National Education Association. In addition, more than 85 national business, civic, educational, and religious groups pledged their active support of the work.

The climax of the first phase in NBC's continuing efforts to inform the public about the UN was United Nations Week, October 20-26, timed to coincide with the opening of the UN General Assembly in New York. President Truman endorsed the week, and the Governors of most of the 48 states made it an official week of UN observances. Upwards of 10,000 business and civic groups participated in the week's activities.

The AAUN through its 61 branches and 12 district offices, coordinated UN Project work with national and local organizations, endeavoring to develop interest in the UN. Throughout the country schools, libraries, churches, stores, and clubs prepared exhibits and special programs.

As examples, the Stamford, Connecticut, village green was the scene of a display of flags and plaques. In Boise, Idaho, Boise Junior College prepared sym-

posiums and special UN Week meetings.

The Delson Candy Company put 25,000 UN Week enclosures in its candy boxes. General Mills made up a special UN poster and letter for all its clients. The Book-of-the-Month Club distributed special bookmarks with all its books. National retail store associations in all 48 states, the District of Columbia, Honolulu, and Canada, prepared special displays and promotion.

The NEA, representing almost 1,000,000 teachers and educational executives, carried on an extensive campaign among schools, colleges, and other educational institutions to promote special rallies, forums, study groups and projects.

To promote as wide an observance as

possible, NBC, through its 162 affiliated stations, prepared numerous programs and projects which were heard during UN Week.

Starting October 20, the network presented a roster of public service programs of all types developing the UN theme.

On the official program opening UN Week, Niles Trammell, NBC president, made the opening address. The United Nations were represented by Trygve Lie, UN secretary-general, and Dr. V. K. Wellington Koo, vice-president of the General Assembly. Acting Secretary of State Dean Acheson spoke from Washington. Following the opening program the NBC Symphony Orchestra presented a concert for UN delegates and their staffs, who were assembled in NBC's Studio 3H.

The five programs of the NBC University of the Air, throughout the week, offered special UN Week programs. "Home Is What You Make It" presented a special program on The Netherlands, broadcast from Rockefeller Plaza. Included in the program were exchange conversations between Dutch people in New York and friends or relatives in Holland. A goodwill message from Princess Juliana of The Netherlands was broadcast.

Affiliated stations arranged their own special programs. In Washington, Acting Secretary of State Dean Acheson and the ambassadors and representatives of sev-

(Continued on page 14)

UN VIDEO

A battery of five NBC television cameras swung into action at the opening sessions of the United Nations Assembly, to bring viewers in New York and Philadelphia clear pictures of the entire meeting, including the opening address by President Truman. The program was carried over NBC's New York Station, WNBC, and Phileo's Philadelphia station, WPTZ. RCA Victor receivers were placed at strategic locations in the Assembly Building.

DISPLAYS, DEMONSTRATIONS AND STUNTS HIGHLIGHT NBC AFFILIATES' PROMOTIONAL ACTIVITY

NBC AFFILIATE

A Worthwhile Station



"A Worthwhile Station in a Worthwhile Community" is the message proclaimed by WJAC (Johnstown, Pa.) in its high-g geared promotional campaign. Above: the station's display at the Cambria County Fair. Panels of NBC stars' photos are arranged by days of the week. The billboard in left photo carries a plug for the NBC Parade of Stars.



WCOA erected this booth at the Pensacola (Florida) State Fair and used it as a setting for personal appearances by its top-flight talent. Neal McCormick and his Barn Dance Troubadours are shown above.



On the eve of the first anniversary of NBC's "Teen-Timers" Club, the Saginaw (Michigan) Teen Club members were guests at Wiechmann's Department Store through arrangements made by W'SAM.



Here's the manner in which KV00 (Tulsa, Okla.) used window displays to call attention to "Footballistics," the station's program of gridiron predictions.

KMJ LAUNCHES RADIO SCHOOL FOR LOCAL TEACHERS; GOAL IS TO DEMONSTRATE CLASS USE OF PROGRAMS

FRESNO, CALIF.—Station KMJ, NBC affiliate of the McClatchy Broadcasting Company here, recently launched the KMJ Radio School for Teachers.

The network is cooperating with the project by contributing some of its executives to the school's faculty. NBC representatives on the instructors' list includes Jennings Pierce, public service and station relations manager, Western division; John Camaron Swayze, manager of news and special events, Western division, and Judith Waller, public service director, Central division.

KMJ representatives on the faculty include Frances Frater, educational director, Emil Martin, program director, Norman D. Webster, technical director, and Hamilton L. Hintz, agricultural director.

Chief object of the five-week course which started October 22 was to bring teachers useful suggestions on how to utilize radio in the classroom.

The KMJ Radio School for Teachers originally was scheduled for last Summer but was postponed at the request of numerous teachers. Classes were scheduled in the KMJ studios on Tuesday and Thursday evenings.

The classes were made available without cost to the public school teachers of Fresno City and Fresno County.

In distributing tickets to teachers, KMJ included the following message:

"To the original three Rs—reading, writing and arithmetic—there has been added a fourth—radio.

"Radio is revolutionizing classroom procedure, giving the teacher a new and potent tool of instruction.

"The KMJ Radio School for Teachers is intended to introduce you teachers of Fresno City and Fresno County to this challenging field in education, giving you the opportunity actually of working with the instruments and facilities of a modern broadcasting station.

"It has been endorsed by Roy E. Simpson, California state superintendent of public instruction; the Fresno City Schools Board of Education and Edwin C. Kratt, school superintendent, and Walter G. Martin, superintendent of schools of Fresno County.

"Fresno city school teachers will be given one professional growth credit. All teachers who attend the course will be given certificates."

Judith Waller Honored

CHICAGO.—In recognition of her achievements in the educational phases of radio broadcasting, Judith Waller, public service director of the NBC Central division, was awarded the honorary degree of doctor of letters by MacMurray College at Jacksonville, Illinois.

The presentation was made during the college's recent four-day centennial celebration. Miss Waller addressed the student body and centennial guests on "Radio as a Career for Women."

Miss Waller has been active in radio since 1922 when she was named the first manager of Station WMAQ in Chicago. Among her radio achievements is establishment of the "University of Chicago Round Table."

She was a leader in the inauguration of the annual NBC-Northwestern University Summer Radio Institute.



DEEP-SEA MIKE—CBC Commentator Bob Kesten prepares to get "inside story" on Lake Ontario. A small tank microphone is fastened to headphone bands. The whole rig is secured to a small dog harness strapped around Kesten's head. Earphones are part of regular diving equipment.

150 Farm Agency Men Attend WSM Classes

NASHVILLE, TENN.—WSM was host to 150 agricultural agency representatives who registered for a special radio school October 10 and 11.

Working in conjunction with the University of Tennessee and the United States Department of Agriculture, experts from the WSM staff conducted a concentrated two-day course in farm broadcasting. In charge of arrangements was John A. McDonald, farm director for the station.

Prime objective of the WSM classroom was to teach the agency representatives to prepare scripts and news stories, not only for WSM, but for farm radio programs and newscasts throughout the state. In addition to the WSM staff, Joe Tonkin, of the Department of Agriculture, came to Nashville to handle some of classes.

After an opening talk by E. W. Craig, president of the National Life and Accident Insurance Company and WSM, Inc., the objectives of the station's farm broadcasting service were explained to the assembled delegates by Harry Stone, vice-president and general manager of WSM.

Jack Harris, assistant general manager of the station, and Jack Stapp, program director, spoke on the background of the American system of broadcasting. Harris, who was a colonel on General MacArthur's staff, gave a comparison of radio in America and the Far East. A similar theme, approached from the European angle, was the subject of the talk by Stapp.

Following this, the group was divided into sections for a close study of script writing. These were analyzed and presentation techniques were discussed.

The second day of the radio school opened with a talk by McDonald on "RFD and Its Relation to Farming." Following this opening address, the delegates were again divided into groups for the study of news stories. Under the supervision of Joe Tonkin, the stories best suited for radio presentation were selected and a period of judging and criticism was held by Harris, Stewart and Tonkin.

Promotion of farm radio programs was studied in the final afternoon session, and an open forum, at which WSM staff members answered questions, ended the course.

BROADCASTING IN THE PUBLIC INTEREST IS AN EVERYDAY GOAL OF NETWORK OUTLETS



St. Louisans were able to sit in, via KSD, on a conference in Mayor Kaufmann's offices, when Federal Housing Expediter W. W. Wyatt discussed local housing problems with a Mayor's committee. Wyatt is shown speaking into mike. On his right (leaning back in chair) is the Mayor's administrative assistant, H. C. Martin, Jr.



General Omar Bradley, head of the Veterans Administration, appeared recently on "When the Boys Come Home" over KOA (Denver), said to be nation's oldest series of programs for vets.



The Denver Post and KOA jointly present "These Kids of Ours," a series which brings six different youngsters to the mike each week to discuss current events.



Harry Stone, v.p. and general manager of WSM (Nashville, Tenn.) addresses radio school conducted by the station. Story on school is on page 5.



WJSR (Winston-Salem, N. C.) conducted a radio quiz among children during the Community Chest Drive to present facts to youngsters who, in turn, would relay them to parents.

“RIGHT ARM”

That's What Advertising Is to Free Press and Free Radio, Niles Trammell Tells NAB

CHICAGO. — Advertising is the right arm of a free press and free radio just as it is the right arm of distribution. Niles Trammell, president of the National Broadcasting Company, declared here on October 24 in an address before the National Association of Broadcasters, in which he



Niles Trammell

told the assembled delegates that advertising is essential to our economy and our way of life.

In the case of the vast majority of newspapers and magazines, Trammell said, advertising makes all the difference between progress and poverty, between editorial freedom and slavery, between printing news that has been sought out and news that has been handed out.

“The accurate, detailed reporting by American news services and radio correspondents of events as they occur all over the globe, and the rapid, nationwide dissemination of news, are such a regular feature of our daily life that they are simply taken for granted by the public. These tremendous news facilities and services are largely made possible by advertising.”

In the United States, the NBC executive stated, all radio programs—whether called “commercial” and sponsored directly, or called “sustaining” and sponsored by the broadcaster—are made possible through advertising.

Pointing out that while in other countries, where the radio system is a state monopoly, the listener has to pay for his listening, in America, Trammell said, he gets more news, information and entertainment than anywhere else, and is thanked for his listening.

The NBC president warned the NAB delegates that “if we are to continue to raise the American standard of living and expand our free economy, the elevation of advertising standards must keep pace with the growth of advertising volume. Constant vigilance must be exercised to

control abuses and maintain a high ethical concept of the advertising function.

“Our basic standard must always be ‘Truth in Advertising,’ good salesmanship is not enough. It must be truthful salesmanship—truthful not only in what it says but also in what it implies. This maintenance of truth is a responsibility which must be shared, not only by the advertiser who pays the bill, and by the advertising agency which prepares the copy, but also by the broadcaster who accepts and transmits the message to the public.”

Nowhere has advertising risen to so high a position of responsibility and influence as in the United States, he declared.

“It has released human energy at a rate which was inconceivable in any previous time, and still is inconceivable in most other nations.

“I think we can and must boldly say that:

First: Advertising has become one of the strongest motivating factors in our economic and social progress.

Second: Advertising, because it has made mass consumption and production possible, has raised our standards of living and increased employment.

Third: Advertising has become one of the essential elements of our society because it gives expression better than anything else to the hope, the enterprise and the ambition of the American people.”

In reply to some criticism that there is too much advertising on the air, Trammell said:

“Since American broadcasting is entirely supported by advertising and the press not entirely so, it might be natural to expect that advertising messages would occupy a larger proportion of radio program time than they occupy in the white space of newspapers or magazines. The reverse of this is true.

“In the case of the great majority of successful newspapers and magazines, 50 per cent or more of their total space is occupied by advertisements. In the case of a network with which I am familiar, only 6.8 per cent of the network’s total

program time is devoted to commercial announcements. In other words, out of the 1,080 minutes this network is on the air each day in the week, the commercials take an average of only 74 minutes.”

Advertising in our competitive economy is not only necessary to the operation of modern industry, Trammell said, but it is the very keystone of the expression of the free competitive spirit which has made our standard of living. There can be no freedom without competition and no competition without freedom, he added.

“Therefore, not only is advertising in the public interest, but it is the very expression of that interest—interest in all that is new, all that is better, all that inspires, stimulates, and drives us to make this a world of peace, of strength, of freedom, of equal opportunity for all.”

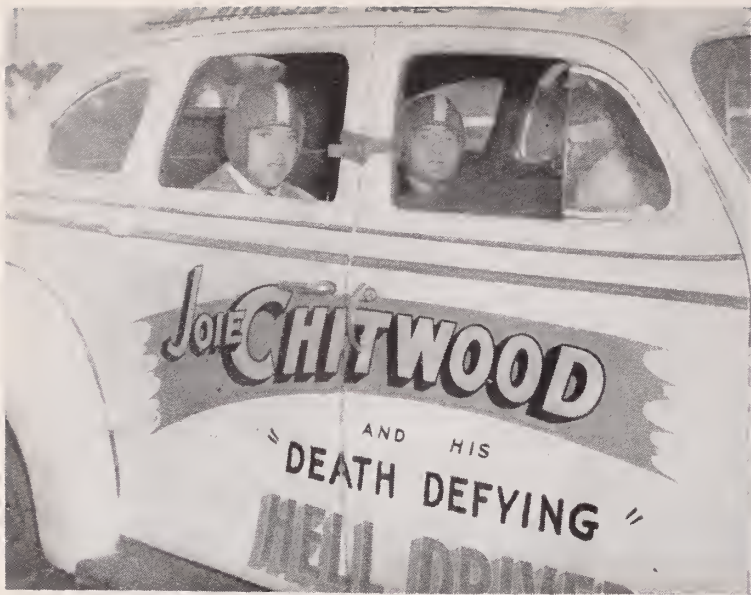
WTMJ Boosts Voting

MILWAUKEE, WIS. — When Milwaukee announced one of the largest voters’ registrations in its history, Walter Gaedke, secretary of the election commission, attributed the record to the drive put on by Station WTMJ.

From September 18 until October 23 WTMJ made available 337 courtesy station breaks and announcements urging registration of eligible voters. In addition, six leading citizens, representative of various school, church, labor and other groups were given broadcast time to stress the importance of registering and voting.



PLANTED PROMOTION.—WTMJ announcer Gordon Thomas (left) looks over the harvest of the seeds which he distributed early in spring. He promised listeners an exhibit with prizes for the longest and most unique novelties made out of gourds.



Wearing a safety helmet, WTTM (Trenton, N. J.) sportscaster Fulton Arnold joins Joie Chitwood, daredevil driver, in an automobile leap through a wall of flame at the Trenton State Fair.



When Roy Rogers and his troupe visited Philadelphia for a rodeo show, the "King of the Cowboys" presented his NBC program from the KYW studios.



WTAM help p



KVOO (Tulsa, Okla.) sportscaster Johnny Ryan interviews Clara Callender Sherman and Mildred ("Babe") Didrikson Zaharias, after the latter won a stellar links match.



Lined up in Hollywood for a closed-circuit talk to NBC stations: P. Bates, Inc.; Z. W. Griffin, of Berg-Allenberg; Walter Tetley, of NBC v.-p. Sidney Strotz; T. H. A. Lewis, Young and Rubicam, a



Officials of the President's Cup Regatta Committee face the NBC Washington television camera as Merlyn Culver (left) receives the NBC television annual trophy from WRC and WNBW general manager Carleton D. Smith (center).



While on an official visit to the Navajo Reservation, Sec. of the Interior J. A. Krug faced the KTAR (Phoenix, Ariz.) phone for an interview by program director Howard



and) Commentator Tom Manning uses an old form of mobile unit to worthy cause. Station sponsored an "Ice Capades" performance for benefit of the local zoo.



Harvey S. Firestone, Jr., prominent industrialist, made a special recording during a recent visit to the studio building of Station KYW in Philadelphia.



in Peterson, Ted at Gildersleeve"; Jennings Pierce.



Betty Lou Ball is first winner in WSJS "Search for Stars." She won audition trip to New York.



KOMO introduced editors of Ad-Lib, new radio weekly, on a special program. Announcer Cliff Hanson presents an egg from the farm editor's desk to Ad-Lib editors Jerry Hoek and Wally McKay.



When Major L. W. Cumpston of the Australian Signal Corps visited WMAQ he was taken on technical tour of NBC's Chicago studios by divisional chief engineer H. C. Luttgens.



Pierre Boucheron (left) manager of WGL, presents Hans Schwieger, conductor of the Fort Wayne Philharmonic, with recordings of his Summer concert with the NBC Symphony.



BOOSTING NBC STARS—In keeping with the NBC Parade of Stars campaign, WBRC (Birmingham, Ala.) worked out a promotional idea for participation of drum majorettes. Permission was granted by the superintendent of schools to use a majorette from each of the high schools in the Birmingham area. There were six of them working in three groups of two. In addition to the story carried on the banner they gave out about 7,000 brochures containing pictures and facts about NBC and WBRC.

WIS ENCOURAGES FREE AND OPEN DISCUSSION ON DEBATE SERIES DEALING WITH PUBLIC ISSUES

COLUMBIA, S. C.—South Carolina has its local problems and issues. It is to provide a statewide rostrum from which to talk about those problems and issues that the "WIS Public Forum" exists.

Forum topics are chosen because of their special South Carolina interest.

Four persons participate in each forum—the regular chairman and three guests. The three guests are chosen because of their particular interest in the topic of the day and because of their general interest in helping to bring about a better informed public opinion in South Carolina on matters that concern public welfare. One of the three is, as often as possible, a member of the faculty of the University of South Carolina.

Forum participants are chosen at least two weeks before they go on the air. Each participant gets an outline of the topic, as it is to be developed. At least one week

before the discussion is scheduled, he gets a list of questions that may be asked. There are no scripts on a "WIS Public Forum," though each person taking part may bring full notes on any point he wishes to make. A participant talks only when he wants to. He may offer an opinion, make an observation, ask or answer a question at any time his interest moves him to do so. It is the responsibility of the forum chairman to steer the discussion along the road outlined for it.

The forum seeks to inform, not persuade, its listeners. It attempts to present important differences of opinion, without trying to weigh them for a decision.

The series urges listeners to suggest topics and participants. It wants opinions for later digest, and invites civic clubs, women's organizations, and student classes to use its topics locally and to correlate their own studies with forum discussions.

WTMJ Launches Campaign To Educate Public on FM

MILWAUKEE, WIS.—Frequency modulation is some new-fangled contraption that has something to do with radio but, of course, it's too involved technically for one layman to explain to another layman.

That, in a nutshell, seemed to be the prevalent hazy conception of FM as explained to would-be buyers of sets in various retail outlets according to a survey conducted by WTMJ-FM, The Milwaukee Journal FM station.

To remedy the situation WTMJ-FM, the first FM station west of the Alleghanies, is pioneering a series of educational dinner meetings which stress a better understanding of frequency modulation.

All department store and leading retail outlets for frequency modulation sets—everyone from the radio salesman and girls at the record counter to the service men who adjust radio sets—are invited to participate in the meetings. Each session concludes with a question-answer period during which salespeople may ask WTMJ-FM engineers the queries put to them by John Q. Public who wants to know: "What's FM got that my regular radio hasn't, and how does it work?"

They are told simply that frequency modulation is a new system of radio operating on a new high-frequency band designed to remove all interference, or static, from radio reception, and to give high-fidelity reproduction.

Pamphlets incorporating FM information will be supplied to the dealers in the Milwaukee area for distribution with every FM set sold.

The pamphlet explains to the new FM set owner that WTMJ-FM is in the process of erecting a 50-kilowatt transmitter which, within a year, will serve FM sets tuned to 92.3 in Wisconsin 90 miles in any direction from the transmitter, situated 21 miles northwest of Milwaukee. That will include the city of Green Bay. This will be accomplished with a new 550-foot tower with an 80-foot antenna atop it. The hill on which it is located is approximately 1,040 feet above sea level so that, when completed, the transmitter will tower 1,000 feet over Lake Michigan.

FM dealer reception of these WTMJ-FM meetings has indicated widespread enthusiasm for the plan.

WHO-Sponsored Field Day Draws Crowd of 50,000

DES MOINES, IOWA.—The fourth annual Corn Belt Plowing Match and Soil Conservation Field Day, held in Marion County, Iowa, September 21, attracted a crowd conservatively estimated at 50,000. Sponsored by station WHO here, beginning in 1939, the event was resumed after five years vacation enforced by war.

Forty plowmen from six states, all winners in regional or state contests, vied for honors and \$1,000 in cash.

Contour open competition winner was Charles Long, Gilman City, Missouri. Top man in contour champion class was Clarence Robuck, Hamilton, Iowa. Level land open class champion was 60-year old Fred Jones, Colo, Iowa, oldest man in the contest. Winner in level land championship class was Paul Stiefbolt, Naperville, Illinois. Other states represented were Nebraska, Indiana and Kansas.

Added feature of the day-long event was the "face lifting" of a 160-acre farm in one day, normally a 10-year task. Two hundred farmers and conservation workers with 37 pieces of heavy duty equipment converted the farm from conventional type of tillage to modern contour conservation practices.

WHO broadcast one 15-minute and two half-hour programs from the 500-acre site of the event, and also originated part of NBC's "National Farm and Home Hour" which featured as guest of the day, Dr. Hugh H. Bennett, chief of United States Soils Conservation Service. Dr. Bennett remarked: "I think it (this event) is perhaps the most important thing that has taken place on American farm lands for 350 years—since the first agricultural operations took place over near the Atlantic coast."

WOW, Omaha, Nebraska, and KMA, Shenandoah, Iowa, also made several pickups from the event.

WHO's farm service director, Herb Plambeck, and his assistant, Bill Diamond, were in charge of the affair, assisted by hundreds of community workers and members of the soil conservation staff. Speakers, in addition to Dr. Bennett, included Governor Robert D. Blue of Iowa and Congressman Paul Cunningham. WHO stars entertained.



"W ONDERLAND" CONTEST.—*Mary Jane Pitts, 13-year-old winner of the KGW (Portland, Ore.) contest to select a leading lady for the radio dramatization of "Alice in Wonderland," poses with other members of the cast. Professional actors were costumed for the benefit of the capacity crowd of children in the studio audience. The contest and radio show were designed to promote children's interest in the regular Saturday morning broadcast of "Reading Is Fun," a program sponsored by the Portland Library Association and the Portland Junior League for the education and enjoyment of a teenage audience. With the approval of the superintendent of Portland public schools, the contest and radio broadcast were publicized in all grade schools and high schools.*

KYW Educational Series

PHILADELPHIA, PA.—In line with KYW's educational policy, Ruth Welles, women's commentator on the Philadelphia Westinghouse station, has been devoting her Thursday morning programs to a series of stimulating discussions dealing with parent-child problems.

Prominent speakers, all well-qualified specialists and educators, were invited to participate. Those appearing included Dr. Emmett A. Betts, director of the reading clinic at Temple University; Allen Witter, assistant to the superintendent, school-community relations; Dr. Mabel Farson, supervisor of special education; Leah Gingrich, of the Board of Education; Mr. Meyer Efraemson, principal of the Key School, and Russell Leonard, principal of the S. Weir Mitchell School.

Subject matter embraced the emotional development of parents and children, child care centers, adjustment of nationalities, child psychology, home and school co-workers, etc.

The series was arranged through the cooperation of Presco Anderson, special assistant to the director, division of school extension of the Board of Education.

WBZ Educational Efforts Extended to FM Affiliate

BOSTON.—For the first time in the 110-year history of the Lowell Institute, Lowell Lectures are being heard in the home—via radio.

The twice-weekly lecture series are carried by the Westinghouse frequency modulation station, WBZ-FM.

The Lowell Institute, founded by John Lowell, Jr., in 1836, has sponsored public lectures in the city of Boston since 1839. This year's series is being delivered in the lecture hall of the Boston Public Library in Copley Square.

Ralph Lowell, trustee of the Lowell Institute, gave introductory remarks on the occasion of the initial broadcast. Overseer of Harvard College, president of the Boston Safe Deposit and Trust Company, and a trustee of the Massachusetts General Hospital, Lowell succeeded Dr. A. Lawrence Lowell, former president of Harvard University, as the fourth trustee of the institute.

Dr. Harlow Shapley, prominent director of the Harvard College Observatory, was scheduled to deliver a series of lectures beginning January 14 on the "Unsolved Problems of Astronomy," to be followed by G. Wallace Woodworth, professor of music at Harvard University, and Dr. Benjamin Fletcher Wright, professor of government at Harvard.

Westinghouse radio stations have long pioneered in the field of education. Station WBZ instituted its first educational program 23 years ago, and today with its Springfield affiliate, WBZA, features especially-devised programs for in-school listening, out-of-school listening and adult education.

Community Service Series

BOISE, IDAHO.—"Your Hometown," a series of community service programs, is now presented weekly over KIDO. The programs dramatize the growth and development of towns in the KIDO listening area. Transcriptions of each broadcast are played before various groups in the town dramatized.

A series of programs dramatizing the growth, development and future plans of community chest organizations was prepared for presentation on KIDO during a forthcoming drive.

TRAVELING ADVISOR

NBC's Tyrrell Krum Crosses U. S. for Talks to Veterans Arranged by Network Affiliates

WASHINGTON, D. C. — "Believe you me, there's a lot of truth to the old cliché that there's only one way to find out what the people are thinking and talking about. Get out among them and actually see and hear for yourself."

Thus asserted Tyrrell Krum — retired Lieutenant Commander whose weekly "Veterans' Advisor" program is carried on more than 100 NBC stations and short-waved overseas by AFRS—at the conclusion of his recent nationwide "one-man-fact-finding" mission.

Commander Krum, veteran of both World Wars with service as a private of marines in 1918 and more than three years' active duty in World War II beginning 18 months before Pearl Harbor, not only "saw and heard for himself" but he blazed a trail of station relations unique in the history of broadcasting.

Traveling by automobile, Ty covered more than 10,000 miles through 30 states in which he talked personally about veterans' rights, benefits and privileges with more than 3,000 ex-servicemen and women in all walks of life.

While en route, he visited 41 NBC affiliates where he made local broadcasts on a wide range of veterans' affairs and discussed problems with scores of veterans among the stations' personnel.

"I talked to every wearer of a discharge button I met along the way," Krum reported. "But mostly I did a lot of listening. There wasn't a veteran I came

across who didn't have some personal postwar problem to discuss."

During his six-week automobile marathon, Ty appeared before the annual encampment of the Veterans of Foreign Wars in Boston and the American Legion's annual convention in San Francisco. At other times, he was guest at Rotary Club Luncheons, addressed several Lions and Kiwanis Clubs, talked to assemblages of GI students at universities and colleges and held conferences with professional veterans' advisory groups in several places—all arranged by local radio stations in the communities visited.

"At every turn of the road, I saw demonstrated in dramatic fashion the widespread demand that exists for accurate, clearcut, up-to-the-minute easily understood information on veterans' affairs," he said. "And I'm convinced radio is the best media for doing this job because of its close personal contact right in the veteran's home where the problems exist.

"Most local sources are behind the times in their knowledge of veterans' rights and benefits because it takes so long for the various regulations and directives originating in Washington to seep down through official channels. By the time they do, another change has probably come along to alter the entire situation.

"A weekly report direct from Washington, gathered in the offices where veterans' affairs are formulated and defined is the speediest and, undoubtedly, the

most feasible manner in which the 20,000,000 veterans of all wars throughout this country can best be served."

Krum was high in his appreciation of the warmth of the hospitality extended him by station personnel and management as he moved along.

"In every instance, I received the finest welcome I've ever imagined could be extended to a stranger. They just seemed to take the day off in making me feel at home, many of the cooperative sponsors of 'Veterans' Advisor' came over to meet me and on other occasions I went right over to their offices and talked to them at first hand. In several instances, they were veterans, themselves—and had a problem to ask me about."

Krum said he was so impressed by the success of his venture that he intends to go out again before long and continue the job of station relations with the view of eventually visiting every NBC affiliate.

The retired commander has been doing his show for more than 19 months, during which he made a special trip to Germany for the Secretary of War to determine in person how demobilization was coming along and to investigate the morale problems among American troops in the occupied zone. He broadcast twice from overseas during the trip.

Krum has been an active newspaper man in Chicago, New York and Washington between wars and was the nation's first veterans' editor on a daily newspaper.



Left photo: During his tour, Ty Krum (center) broadcast one NBC program from KYW, Philadelphia. Participating in the open discussion are: J. V. Bacon, director of the local Veteran's Center; C. Pierce Taylor, director of the veteran's service bureau of The Philadelphia Evening Bulletin; James P. Begley, KYW program director, and Charles Schwartz, of the American Veterans Committee. Right photo: In Seattle, Krum was guest of KOMO's new director, Ross McConnell.

Fire Safety Campaign Gets Results Via WTIC



PUBLIC SERVICE SHOWMANSHIP—Robert Gerrish prepares to take over his duties as “fire chief for a day.” Greeting him are: (l. to r.) James F. Looby, editor of the “Parade of Youth”; Bernard Mullins, chairman of WTIC’s fire prevention campaign, and Chief Henry G. Thomas of the Hartford Fire Department. In the foreground (back to the camera) is WTIC announcer Bob Tyrol who described the entire event.

HARTFORD, CONN.—In an effort to make youth fire safety conscious, WTIC is directing part of its all out, year-round fire prevention campaign at boys and girls.

One of the promotions to enlist the cooperation of young people was a search for a junior “fire chief for a day,” won by 16-year-old Robert Gerrish of Hartford, who held his office on October 12, the last day of Fire Prevention Week.

The “Parade of Youth” section of The Hartford Courant cooperated with the station, and people were invited to write letters nominating boys and girls who had done outstanding work in fire prevention and protection. Bob Gerrish won the office because of letters which told of his exceptional work as deputy fire chief in the Hartford High School.

Ceremonies organized by WTIC to honor the junior “chief” included a

parade down Main Street, and the “chief” rode in one of the city’s newest pumpers, leading a display of fire department apparatus. A WTIC shortwave transmitter followed along to broadcast the entire event.

The parade terminated at the Old State House in the center of Hartford, and waiting to greet the “chief” were Chief Henry G. Thomas of the Hartford Fire Department; Bernard Mullins, chairman of WTIC’s fire prevention campaign; and James Looby, “Parade of Youth” editor.

After extending his congratulations, Chief Thomas gave young Gerrish a chief’s fire helmet which had seen service in Hartford fires. He told Bob that young people can do a lot to help in preventing fires, and in answer the junior “chief” read his proclamation to all boys and girls of school age.

“It’s up to us, the high school and grade

Catholic Teachers’ Radio Council Assisted by KYW

PHILADELPHIA, PA. — About 1,300 parochial school teachers and educators attended the first radio council of Catholic teachers of the Philadelphia area held September 21 at the Little Flower Catholic High School for Girls here. Advantages of the proper utilization of radio for educational purposes was the general subject of the meeting.

Westinghouse Radio Station KYW, a pioneer in the field of school broadcasts, aired a portion of the proceedings. The broadcast included a talk by the Reverend Dr. Edward J. Reilly, superintendent of Philadelphia’s Catholic schools. Dr. Reilly also introduced Franklin P. Dunham, radio chief of the United States Office of Education. The orchestra of the Little Flower High School was heard.

KYW has a year-round program of educational activities in cooperation with the public, parochial and private school systems in Philadelphia.

Among those present were a number of Catholic educators who attended sessions of the nationally-known radio workshop held at KYW. This cooperative project, which has completed its fourth year, is designed to acquaint principals and teachers with the various phases of radio with emphasis laid on its use as an educational medium.

Gordon Hawkins, educational and program director of Westinghouse Radio Stations, attended the council together with W. C. Galleher, KYW educational director, who participated in the discussions.

school youth, to do everything in our power to stop the spread of fire disasters,” said Bob.

Local merchants donated gifts to go with the honorary office and Bob was given an Indian fire pump type of fire extinguisher, a two-pound carbon dioxide fire extinguisher, a length of hose, a first aid kit, a rubber coat, a pair of rubber boots, a hatchet, a flashlight, and a book on fire-fighting.

For the “fire chief for a day” promotion, WTIC received commendations from the State Board of Education, the Fire Department, and officials who organized Connecticut’s campaign during National Fire Prevention Week.

"Welcome Home Auditions" Ends After Two Big Years; War Veterans Still Tested Under "Open Door" Policy

NEW YORK — The "Welcome Home Auditions," set up by NBC as a war project to give men and women veterans the opportunity to audition in music, drama and announcing, concluded its operations as a separate unit on its second anniversary, October 9.

"'Welcome Home Auditions' proved an extremely successful and gratifying project," said Clarence L. Menser, NBC vice-president in charge of programs. "Widely publicized throughout all branches of the service, it brought to the veterans a concrete plan under which their talents might be heard and evaluated by experienced directors, in the hope of finding employment in radio.

"The response was immediate and tremendous. Almost 16,000 have been interviewed and more than half that many auditioned. Twenty-three percent of those who passed the auditions have been given employment in some phase of radio."

He disclosed that the number of veterans applying for auditions had dropped off to the point where NBC felt it should close this specific activity and refer applicants to the regular audition system.

"We are grateful to the various branches of the service," he said, "for

their splendid cooperation in making this work effective, and are happy to bring it to a close at this time with a feeling that its mission has been accomplished."

A summary of "Welcome Home Auditions" shows that more than 100 veterans have been placed in jobs as announcers, engineers, directors, pianists and research workers. About 200 more found employment in dramatic and musical programs. NBC's "National Hour" cast was composed almost entirely of veterans.

In addition, more than 150 aspiring script writers among the veterans submitted samples of their work for judgment by the NBC script department. Some were placed, and the others received detailed, constructive criticism and suggestions.

The whole project has been closely tied in with the work of NBC affiliated stations and with the advertising agencies. Nearly 1,000 recordings, accompanied by statistical data, were sent out to station managers and to advertising agencies.

Menser pointed out that the closing of this particular activity does not indicate a lack of continuing interest in the veteran, and that the open-door audition policy which NBC has maintained for years is now available to him as a civilian.



UN GUESTS—Winners of KGW (Seattle) contest are shown starting their UN Week tour with Olav Pans Grunt (center), chief of the UN educational services section.

UNITED ACHIEVEMENT

(Continued from page 3)

eral of the United Nations made brief talks over WRC during UN Week.

Governor Frank J. Lausche of Ohio spoke over WTAM at a UN rally. KELO in Sioux Falls, South Dakota, put on a UN project in connection with schools.

In Portland, Oregon, NBC station KGW, together with the Portland League of Women Voters, sponsored a United Nations contest among 62 contestants from 31 Pacific northwest colleges. The contest prize was a trip to New York, and the UN General Assembly meetings. More than 65 of the NBC affiliates carried special UN messages recorded by more than 50 government, United Nations, and well-known movie and radio personalities. The sponsors of numerous NBC programs offered their cooperation.

In New York, scene of the General Assembly opening on October 23, WEAJ (now WNBC) prepared a week-long schedule of events which were held in the Lower Plaza at Rockefeller Center.

On Monday noon in the Plaza the week's presentation opened with ceremonies at which Herbert Lehman, former New York Governor and recent head of UNRRA, greeted the UN General Assembly to the city. Acknowledgment for the UN was made by Benjamin A. Cohen, of Chile, UN's assistant secretary-general for information. Programs during the rest of the week included band concerts, choral singing and a folk festival.

On October 25, a United Nations dinner was held under the auspices of the AAUN. Chairman of the evening was Nelson A. Rockefeller.

New NBC Audition System Aids Applicants' Chances

NEW YORK.—To enhance the opportunities of the more talented applicants for auditions at NBC, several changes have been made in the company's audition system, it was announced October 21 by Clarence L. Menser, vice-president in charge of programs.

One of the principal changes calls for a permanent library of audition recordings which will be available at all times to NBC directors as casting aids. All directors will also be assigned special periods, during which they will hear auditions. An audition recording library of this scope will make for both greater efficiency and assistance to directors.

Because the new system will require an enlarged audition staff, Menser has appointed James Haupt, a production director, to interview applicants for music auditions, and Edward King, a dramatic

director, who will interview actors and announcers. Announcers' auditions will still be heard by Pat Kelly, supervisor of announcers.

Supervising the plan under Menser's direction are Robert K. Adams, production manager, and Arch Robb, production department operations manager.

Haupt first handled radio auditions in 1924 for Station WEAJ (now WNBC), and he has been with NBC since it was organized. He has had vast musical experience both in radio and on the stage.

King came to NBC in 1941 from the Yale Graduate School of the Theater. His first assignment was as a production director for NBC in Chicago. During his Army service, he was production chief for the American Forces Network in London and Frankfurt. He returned to NBC last March.



It was a tremendous reception Abbott and Costello received in Grand Rapids, Michigan, when Station WOOD arranged many events for the visiting NBC comedy team. Here the guests of honor ride with WOOD stars Glenn and Lenore following a broadcast performance.



It's farewell to W EAF and hail to W NBC as NBC's New York key station changes its call letters. W NBC manager James M. Gaines, and commentators Maggi McNellis and H. V. Kattenborn inspect an historic mike display.



NBC commentator Robert McCormick discusses international affairs with Jesus Pinero, newly-appointed Governor to Puerto Rico. McCormick flew to Puerto Rico to cover the inauguration.

Coming in on his own beam. That was the unusual experience enjoyed by KPO general manager John W. Elwood (second from left) when he and 17 other business men were flown from Honolulu after an "industrial indoctrination" cruise by the Navy. The plane followed KPO's beam all the way to San Francisco.





the picture is brightest at NBC

However you look at television, whether it's from a viewer's seat at home, or a broadcaster's position behind the studio scenes, the picture looks bright for 1947.

With new television stations coming into operation; television networks serving the East and poised for expansion; television sets already moving off production lines and programming advancing steadily in hours and excellence, it's becoming more and more apparent the new year will be the biggest yet for television—and NBC.

The same program, production and technical expertise that today receives trade and audience applause for NBC television is ready to win NBC leadership for 1947. For NBC directors, producers,

writers, camera crews, technicians and engineers know their television well. They have skill, ingenuity, an understanding of showmanship and a practical knowledge of the fast-growing medium. They are backed by the finest facilities in television broadcasting and the longest, continuous experience in the business.

Reflecting the features of leadership and the reputation for consistent excellence in performance, no wonder the television picture looks brightest at NBC.

NBC TELEVISION

NATIONAL BROADCASTING COMPANY

A SERVICE OF RADIO CORPORATION OF AMERICA