

NBC TRANSMITTER

OCTOBER 1943

IN THIS
ISSUE:

"IN THE PUBLIC
INTEREST"

•
RADIO PULPIT'S
21st YEAR



STARFACE COMES TO LIFE

Paul M. Havens, WIRE Announcer and Newscaster, Looks the Part as He Broadcasts "Your Radio Reporter," Highlighting the NBC Parade of Stars in Indianapolis

NBC TRANSMITTER

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NEW RADIO HORIZONS

● As this issue of The NBC Transmitter goes to press, Niles Trammell, NBC president, and John F. Royal, NBC vice-president in charge international relations and television, are preparing to hop off to the battlefronts of the world with the purpose of creating and re-establishing network correspondents' posts in territories re-occupied or conquered by the United Nations. The move spells public service on a scale unprecedented in news broadcasting and the action will also have important bearings on extending the foreign audiences regularly following NBC programs.

Decision of the NBC executives to make the trip emphasizes the importance of the job ahead. With key NBC officials on the spot, there will be no need for even a temporary delay in putting into effect the constructive changes and important additions to NBC services from distant shores. Instantaneous changes can be made and the NBC executives will be right on hand to see them put into effect.

Trammell and Royal plan to have NBC move right along with the armies of the Allies as new victories are gained; the resulting pattern for world-wide news pickups should make newsgathering as well as broadcasting history.

"After this war is over," Trammell commented, "broadcasting as we know it today will undergo great changes. Our Jack Bennys and Bob Hopes will have audiences not only in this hemisphere but in other hemispheres as well. There will be, we hope, a much greater and a much freer exchange of news by international radio. Our NBC correspondents now on the front lines at the war fronts, once the suffocation of Nazi occupation is dispelled, will bring us the full story of the war from countries now closed to them."

BIG NEWSCASTING GAIN

One-Sixth of NBC Operating Time Devoted to News Events

● NEW YORK.—Maximum air time commensurate with good programming has been achieved by NBC in a gradual increase of news reports, news analyses and special events since 1938, William F. Brooks, NBC director of news and special events, told AP managing editors at a meeting September 9 in the Drake Hotel, Chicago. The time given over to such pro-



WILLIAM F. BROOKS

grams represents a gradual increase from 3.8 per cent of all broadcast time to 15.4 per cent.

Yet with nearly one-sixth of the network's operating time devoted to news and special events, he continued, NBC has its space problem.

"With so many momentous stories breaking," he said, "we sometimes feel that we don't have much room to turn around in. Our men overseas frequently radio us for special time on the air when news breaks unexpectedly in their areas, or when they have turned up some feature they believe merits broadcasting over the network. The NBC news room has from six to a dozen different offerings every day for which we would like to find time but it would be bad programming to overemphasize the news angles. Such a move probably would result in the loss of listeners."

News of the peace, he prophesied, will not be less important than news of the

war. "As a matter of fact," he added, "I think it will be even more dramatic in some respects and will affect more people directly than news of the actual fighting. Both radio and the press will have one of their biggest jobs keeping people informed of the readjustments and compromises which will have to be made before the world can completely disarm and embark on any safe program for the future."

Brooks explained that a majority of NBC's news and special events staff and the 50 radio reporters assigned to foreign posts, were veteran newspapermen, and praised them for the high principles and awareness of responsibility to the public which they have carried over into radio from their newspaper days.

In speaking of post-war prospects, Brooks mentioned some of the new service facilities that wartime activities have developed.

"We are on the verge of new services and a new industry through the wider use of ultra-high frequencies in the fields of television, frequency modulation and facsimile," he said. "These services are certain to assert a revolutionary influence upon our social and economic life in the years to come. It is just as certain that both the press and radio will adapt these new discoveries in their respective fields for greater service to the listening and reading public."

DOING THEIR BIT

● NEW YORK. — At the hour of going to press, returns were incomplete on the NBC New York staff contribution to the Red Cross blood donor drive, but pledges tallied over 80 with several departments still unreported.

Known to have donated five times are Sydney Eiges, press department, and Paul Wandell, Jean Collins and Frances Reilly, all of research, where there seems to have been a concentration both of rich blood and good intentions.

"IN THE PUBLIC INTEREST"

Public Service Goals of NBC Outlined at Two-Day Department Meeting in New York

● NEW YORK. — Attainment of public service programs of still higher quality than in the past is the goal of the NBC public service department, stated Niles Trammell, president, at the two-day meeting of the department September 14 and 15. William Burke Miller, department manager, said that in the nine months that public service has operated as a separate department within NBC, there has been a 60 per cent increase in programs under its jurisdiction.

Judith Waller, manager of the central division public service department; Jennings Pierce, director of public service, Western division, and Albert Crews, of the central division production staff, reported on the success of NBC Institutes last Summer in cooperation with Northwestern University, U.C.L.A. and Stanford University.

Doris Corwith, assistant to the public service counselor, reported that in the past eight months she has addressed 198 meetings with a total audience of 53,340. Plans for promotion were outlined by Arthur Forrest, public service promotion manager. Publicity plans were also discussed.

John F. Royal, vice-president in charge of international relations and television, declared that public service programs would play an important role in the development of television. According to Lewis H. Titterton, manager of the script department, NBC's public service programs had succeeded in reaching new high levels in program format.

Dwight B. Herrick, assistant to the manager of the public service department, explained the status of the NBC listener's advisory panel and demonstrated the extensive promotion for public service programs through the NBC Parade of Stars. Margaret Cuthbert, director of programs for women and children, revealed plans for a children's daytime program on a high educational level, and for a program dealing with juvenile delinquency.

Dr. James Rowland Angell, public service counselor, presided at the meeting and was host at a luncheon.

Among others attending the sessions were David Sarnoff, RCA president; Frank E. Mullen, vice-president and gen-



SERVICE MEETING.—Taking part in the two-day NBC public service department meeting were (seated, from left): Albert Crews, director of NBC-Northwestern University Summer Radio Institute and a member of the Chicago NBC production staff; Dr. Max Jordan, director of research for the Inter-American University of the Air and director of religious broadcasts; Judith Waller, public service director of the central division; Dr. James Rowland Angell, public service counselor; William Burke Miller, manager of the department, and Jennings Pierce, director of public service for the Western division. (Standing): Edward L. Greif, press department; Arthur Forrest, public service promotion manager; Dwight B. Herrick, assistant to the manager; Doris Corwith, lecturer and assistant to the counselor; Sterling Fisher, assistant public service counselor and director of the Inter-American University of the Air; Jane Tiffany Wagner, director of war activities for women, and Margaret Cuthbert, director of programs for women and children.

eral manager; Clarence L. Menser, vice-president in charge of programs; William S. Hedges, vice-president in charge of stations; Frank E. Mason, vice-president on leave with the Navy Department; John Elwood, manager of KPO, San Francisco; Charles B. Brown, director of advertising and promotion; Sterling Fisher, assistant public service counselor and director of the NBC Inter-American University of the Air; and Gilbert Chase, music specialist.

A plan for a public service series which would invite the cooperation of outside groups at different intervals through the year was suggested by Clarence L. Menser and received hearty endorsement.

Sterling Fisher reported the wide acceptance by colleges of "Lands of the Free" and "Music of the New World" and the acceptance by the New York Board of Education of courses for teachers based

on the programs. He also reviewed the cooperation of 600 national organizations on promotion of "For This We Fight."

Max Jordan, director of religious broadcasts, told of the new studios which had been built for religious broadcasts and plans for the coming year.

A. L. Ashby, vice-president and general counsel, reviewed the status of public service broadcasting in the light of the Supreme Court ruling on the FCC regulations, and Albert E. Dale, director of information, brought the meeting up to date on political developments in Washington.

Erik Barnouw, assistant manager of the script division, discussed the development of a dramatic device used to introduce discussion programs and reviewed its use on "For This We Fight."

The meeting concluded with a dinner at the Hotel Waldorf-Astoria.

H. V. KALTENBORN'S 20-YEAR CLUB GETS 28 NEW MEMBERS

● NEW YORK.—The second roster of the Twenty Year Club rolled off the presses recently with 28 new members now numbered among radio's veterans. H. V. Kaltenborn, NBC's veteran commentator and

founder of the club, is publisher of the work. With the inclusion of several members from Canada, the club now takes on an international character. In all there were 112 members in the club, three of them deceased.



H. V. KALTENBORN

The club was founded April 4, 1942, on Kaltenborn's twentieth anniversary as a news commentator. In his foreword to the second edition, Kaltenborn points out that war restrictions made it impossible to have a club reunion in 1943.

"But there has been much friendly response to the suggestion that the club sponsor a history of the beginnings of radio broadcasting," he said. "Some material is in hand, but much more is needed. The founder will appreciate any information or suggestions that might advance this project.

"Members are urged to tell the complete story of their early years in radio, mentioning as many names, dates and incidents as they can recall. Human interest stories recalling the inevitable pioneering difficulties are particularly welcome. If everyone will cooperate, the historian's task will be greatly facilitated." Among the club's members are 17 who have been in radio for 30 years or more and five who have been in the industry for 35 years or more.

Orestes H. Caldwell, editor of Electronic Industries, replaces David Sarnoff, Radio Corporation of America president, as the mythical "Veteran of Veterans." Caldwell pioneered in radio transmission in 1904, while Sarnoff got his first job as junior telegraph operator with Marconi Wireless in 1907.

Sarnoff dropped to fourth position.

Two other new members who moved in ahead of him were Charles Butterfield, radio editor of the Associated Press, and Donald Manson, chief executive assistant of the Canadian Broadcasting Corporation. Each got his start in 1906.

Butterfield built an amateur wireless station that year at Champaign, Illinois, when call letters and wavelength assignments were still unborn. Butterfield recalls that he used the then accepted table-top "breadboard" layout.

In the same year, Manson joined the English Marconi Company in England and set up operations for communications with ships at sea. J. H. Weinheimer is the last 35-year member. He joined the New England Telephone and Telegraph Company in 1908 and is still with that company—now as district manager.

The three deceased members are Vaughn de Leath, the "First Lady of Radio"; Graham McNamee, the pioneer NBC announcer, and Neal Tomy, who was publicity director of WJR, Detroit, at the time of his death.

Present occupations of the 109 living members cover the whole field of radio. Fifty-nine are executives; 27, engineers; nine, radio editors; six, performers; two are in the Royal Canadian Air Force; two are educational directors, and one each is a radio psychologist, lawyer and auditor. And there is that one radio news commentator who reached the double-decade milestone—HVK, himself!

MOURN JON LARSON

● NEW YORK.—Jon Larson, chief radio engineer of the Coordinator of Inter-American Affairs, who was drowned September 14 while spending a vacation on the Jersey shore, had a long and varied engineering career. His passing is mourned by NBC-ites.

Fifteen years ago he joined the staff of WCAP, Asbury Park. Subsequently he worked for the American Telephone and Telegraph Company and the Universal Wireless Communication Company of Chicago. In 1930 he joined NBC, later switching to the Blue Network.

EDITORS SPEAK AGAIN

● NEW YORK.—"The Editor Speaks," an important joint radio-newspaper venture, was presented six Sundays concluding October 3 over NBC stations. Outstanding editors from all over the country were heard discussing topics of their own choice, based on headline news developments of the preceding week.

The series was similar in format to the special program broadcast last New Year's Day when a group of editors expressed their views on the outlook for 1943.

Presented under auspices of the NBC Inter-American University of the Air, the series gave listeners an unparalleled opportunity to hear the voices of the men whose editorials help shape national opinions on vital matters.

Speakers for the initial program were Robert C. Notson, managing editor of The Portland Oregonian; E. F. Tompkins, chief editorial writer of The New York Journal-American, and Charles C. Wertenbaker, foreign news editor of Time Magazine.

Baseball Scoop

● PHILADELPHIA.—William D. Cox, president of the Philadelphia National League Baseball Club, gave Jack Reilly, KYW sportscaster, a scoop on the announcement of his stockholders on August 25.

The names of the stockholders in the newly formed organization had been a matter of much radio and newspaper speculation all season. The radio-conscious Cox, after issuing a release of the stockholders' names to the next day's Philadelphia papers, called Reilly and asked permission to go on his program that evening. The interview was quickly arranged and Cox personally read off the names of his stockholders. Since the early editions of the Philadelphia morning papers do not hit the street until after 7:00 p.m., this gave Reilly a one-hour "beat" on one of the biggest local baseball stories of the season—a story local fans were awaiting.

KMJ PROMOTION BEARS FRUIT

—And Vegetables, Too! Station's Harvest Festival a Brilliant Public Service

● FRESNO, CALIF.—To promote interest in victory gardening in its area and to provide a substitute for the wartime lack of annual county fairs, KMJ of this city recently sponsored a unique and highly successful indoor garden festival.

Fresno like many another community was unable to hold its annual county and district fairs because of the gas and rubber rationing restrictions. As an alternative and to increase interest in home victory gardening, energetic and promotion-wise KMJ members organized a contest and display of select specimens of garden produce and home-processed foods.

That the Victory Garden Harvest Festival was a huge success was proved by the enthusiastic praise of the spectators and calls for an early or at least an annual repeat performance.

In answer to a well-planned publicity buildup and invitations to farmers and housewives, entries poured in. Like a cornucopia, were the varied arrays of select products displayed by the wartime gardeners whose amateur farms were back yards, vacant lots, and other plots. Large crowds, some 9,000 visitors, were attracted in the two-day show of colorful fruits and vegetables which was held in Fresno's Memorial Auditorium.

Nearly 600 awards, ribbons and sweepstakes prizes were given, among which were a score of \$25 War Bonds, and as grand prize award, a complete set of garden tools. Brightly-hued ribbons tagged products adjudged best in their respective categories of nearly 3,000 classifications and approximately 300 varieties ranging from tall corn stalks to pea-size tomatoes and including canned fruits and vegetables entered by California housewives.

Spectators at the festival found everything they were accustomed to in the district fairs, excepting the screams of the callopie and the raucous shouts of mid-way barkers.

Rows of flags of the United Nations in the lobby led spectators to the floor of the auditorium where the garden exhibits were surrounded by booths of an educational nature. In the center of the floor a large cornucopia was placed signifying abundance at harvest.

Entertainment for visitors was a highlight of the event, open from 2 to 9:30 p.m., daily. Ralph Kuettel, pianist, played incidental music throughout the day, and during the evening the 70-piece 22nd Air Force Band from Basic Training Center No. 8 at the Fresno County Fair-

SQUASH TOURNAMENT



Corrine Pearson, of NBC's personnel staff, shows WEAF's de Lan-ey Provost the large acorn squash grown from a packet of seeds he presented to her for the victory garden she maintained on the WEAF project at the Schwab estate.

ground, gave a concert. Broadcast by remote control over KMJ, on the second night, the band was augmented by a 35-man drum and bugle corps, which thus provided one of the largest musical groups ever to appear in Fresno.

Booths featuring educational displays and information for amateur gardeners were prepared by the agricultural extension service division of the University of California, the Fresno County agriculture commissioner's and farm advisor's offices, the Fresno Mosquito Abatement District and the local chapter of the American Red Cross. Special booths for the registration of volunteer farm labor in the county were sponsored by the Fresno Junior Chamber of Commerce, the American Women's Voluntary Services and the Farm Labor Office.

Representatives of the state director of agriculture were present and discussed insecticides and pest control, and motion pictures from the Bureau of Chemistry and Bureau of Dairy Service were shown. Gardeners were able to submit insects and diseased plants to the experts for identification and advice.

Altogether KMJ was happily rewarded in the success of the festival and considers the time well spent and the benefits far in excess of expectations.



HALL OF PLENTY—The KMJ Harvest Festival's scope can be judged by this huge array of colorful exhibits. The event made public service and promotional history.

WEAF'S BIG BOND BOOM

Station's Promotion Ideas Carry Weight in Helping Put Biggest Zone Quota Over the Top

● NEW YORK.—Station WEAF played a conspicuous role in ushering in the Third War Loan Drive by using innumerable devices to impress upon its own personnel as well as its listeners the importance of cooperating with Uncle Sam in this latest and most important patriotic project to raise \$15,000,000,000 in order to carry the war to a speedy and successful conclusion.

Principally, WEAF's endeavors were centered around the giant program "Battle of New York" broadcast on September 11. It was a 2-hour, 45-minute program originating in the five boroughs and featured stage, screen and radio stars, name bands, borough officials and other personalities. Each of the boroughs presented the general theme, "I Have Sold a Bond—Have You?" which WEAF helped to create.

The WEAF promotion department tied in with Liggett drug stores in all boroughs. Each store featured a display counter card explaining how one could obtain a WEAF lapel badge.

Because the service area of WEAF is responsible for 27 per cent of the money to be raised in the Third War Loan Drive, station officials thought it advisable to promote the project to the fullest extent and announced that WEAF would present War Bonds as prizes to NBC personnel for the best program idea, promotion idea and slogan to be submitted in connection with the campaign on the air.

The judges' committee (L. H. Titterton, E. de la Ossa, de Lancey Provost, W. B. Miller, and Arch Robb) was swamped with suggestions from all sections of the building. Sally Warren, of the NBC press department, was the winner of a \$25 War Bond for her program suggestion for a series of dramatizations dealing with men who today can only show their patriotism and heroism by unheralded courage because, in carrying on the fight, they have fallen into the hands of our enemies. Marion Noyes, manager of the literary rights section of the script division, won a \$25 War Bond for the best promotion idea; she suggested an auction of celebrities' prized possessions for War Bonds at the centers in the five boroughs.



BOND WINNER — Sally Warren, of the NBC press department, receives a War Bond contest prize from Lewis H. Titterton, script chief, for an excellent suggestion.

Eight others received similar awards for their slogan entries — Maryann Henderson, secretary to C. L. Menser, vice-president in charge of programs, for her slogan, "We All Fight When We Sell a Bond," and Neal Hopkins, of the script division, for "Sell a Bond to Your Neighbor. That's Your Job Today." By coincidence, six slogans were the same, all coming from different corners of the building. The committee decided that "War Effort Always First" was a slogan that might have been used since Pearl Harbor and which will be used for the duration of the war. This slogan makes use of WEAF's call letters. Edward Prince and Thomas McCormick, of engineering, won joint ownership of a bond, as did Edward Kishkill and Stanley Hebel, of the stockroom. Augusta Comora, from research, and Marian Hartigan, of communications, also received awards for presenting this slogan.

"The Battle of New York" program enlisted the services of many writers, producers, announcers, and the facilities of promotion and press of NBC. Each borough pickup was approximately 30 minutes and required contacting of numerous individuals and organizations in order to weld the show into a compact unit.

Each borough had an objective during the Third War Loan Drive. Manhattan's objective was to sell enough bonds to buy an invasion fleet. The Bronx sought to raise

money to refloat and refit the liner Normandie (now the Lafayette); Queens will pay for 92,000 "block-buster" bombs; Brooklyn's goal was four bonds for every Brooklyn man and woman in the armed forces, and Richmond will pay for the Halloran General Hospital, largest military hospital in the world.

After "The Battle of New York" program ended, station WEAF went on the air daily (except Saturday and Sunday) to give percentage standings for the five boroughs of New York City and to present an outstanding local citizen. The announcement on each program stated that "each borough has set itself a quota on sales to individuals for the Third War Loan for this contest. The borough which exceeds its quota by the greatest amount in sales to individuals, exclusive of savings banks, corporations, or institutions, will be awarded a flag." The special flag was to be given by station WEAF.

Red Cross Achievement

A total of 23,182 nurses, 89,994 nurses' aides, and 749,475 home nursing students has been enrolled by the American Red Cross through the NBC program, "That They Might Live," according to Jane Tiffany Wagner, director of war activities for women of the NBC public service department.

Miss Wagner stressed the fact that the figures are incomplete and that the final figures will show greater totals. NBC, which is handling this phase of the Red Cross campaign exclusively, hopes to achieve the quota of 36,000 nurses, 100,000 nurses' aides, and 1,000,000 home nursing students. A fourth 13-week series of "That They Might Live" will start October 16, when the program shifts from Sundays to Saturdays.

The report was rendered at the annual meeting of the public service department.

Eleventh Annual H. P. Davis Announcers' Contest Started

● NEW YORK.—Announcement of the eleventh annual competition for the H. P. Davis National Memorial Announcers' Awards has been made in a pamphlet distributed to independent stations affiliated with the NBC network and to NBC owned and operated stations.

For the first time since the contests were established in 1933 by the widow of the renowned father of broadcasting—H. P. Davis—rules have been broadened to include a larger number of awards. As in past years, however, winners will be selected on the basis of "personality," "diction," "voice," "versatility" and "maintenance of a consistently high standard in the presentation of programs." A national winner, a sectional winner from each of the four time zones, and ten honorable mentions—two in each time zone and two in the national classification—will be named by the judging committee.

Changes in the contest rules are:

1—Each station may submit up to three entries. Previously, only one entry has been accepted from each station.

2—Honorable mention certificates will be awarded to two runners-up in each time zone and in the national judging. This change doubles the recipients in each zone.

The national winner will receive the H. P. Davis Announcers' Gold Medal and a cash award of \$300; each time zone winner will receive a special award of a suitably engraved signet ring; and each honorable mention winner will receive a certificate. Certificates also go to the stations from which the national winner and the time zone winners have been entered.

The competition is directed by Marjory Stewart, Microphone Playhouse, 151 North Craig Street, Pittsburgh, Pennsylvania.

NEW AD CAMPAIGN

● CHARLESTON, W. VA.—WGKV has launched a campaign of newspaper advertisements featuring institutional copy.

The ads will appear every Monday in The Charleston Gazette and The Daily Mail. Copy will show how NBC and WGKV operate in the public interest.

PASSING THE PASTRY



Art Baker seems hesitant to cut his KFI (Los Angeles) anniversary cake while (left to right) Bud Edwards, program director; Clyde Scott, sales manager, and W. B. Ryan, general manager, all but take the knife out of his hand. The occasion was an impromptu party held to observe Baker's fifth year on KFI. He is the popular emcee on the NBC "People Are Funny" series.

Indiana Station Has Big Schedule of War Programs

● TERRE HAUTE, IND.—In addition to a regular full schedule of war programs, WBOW is studding its schedule intermittently with many special features to hasten victory. Each of the programs has audience-pulling power.

Quite a few remotes have been broadcast over WBOW from George Field, Illinois, an advanced air training base. On August 22, a 15-minute program was carried from the field on the occasion of its first anniversary. The commanding officers were the speakers. Over 25,000 people attended this celebration which had tremendous local interest.

WBOW has also carried special CAP programs; a remote at the time of the demonstration of the two-man Jap submarine which was captured at Pearl Harbor; and a special program on the advent of Hitler's birthday. Called "Schickelgruber's Birthday Party," this broadcast, emceed by George Jackson and Ferrell Rippetoe, is especially noteworthy—since it was unannounced and sold over \$15,000 in War Bonds within a half hour. Another new feature on WBOW is "They Also Serve." Its purpose is to help the local WAC recruiting office. Local WACS on leave or furlough are interviewed by Jill Girrard, the station's director of women's programs.

"Record" Audience Proved By Milwaukee Air Emcee

● MILWAUKEE, WIS.—At the start of the recent Red Cross drive for old phonograph records in Milwaukee, the camp and hospital committee directing the campaign was faced with what they termed "an indifferent public reaction."

Personal solicitations and extensive newspaper advertising failed to produce the necessary turnover.

Finally, the committee, realizing the need for quicker action, contacted Johnny Olson, pilot of the "Rumpus Room," a popular WTMJ evening platter show.

Johnny, who had previously done wonders in a blood donor and bond selling drive on his program, cooperated with a series of vocal barrages at his evening audience. The results were fast and furious. For the next few weeks, WTMJ phones were besieged with record pledges from "Rumpus Room" fans. Within a short time, the genial emcee's faithful followers had come through with almost 30,000 records which will be turned in for new disks to entertain servicemen.

At the successful conclusion of the campaign, the camp and hospital committee officially announced that Johnny Olson's splendid cooperation had resulted in bringing in 65 per cent of the total collected!



STACKING 'EM HIGH—Johnny Olson, genial pilot of the "Rumpus Room," a WTMJ platter show, takes a batch of old records from one of his fans to add to the huge pile he had already collected.

● NEW YORK.—Police dog puppies born to one of the canine guards at the WEAF transmitter will be awarded to six lucky War Bond subscribers among NBC employees in a name and essay contest conducted by the personnel department.



Wally and Jane, who conduct a daily matinee program over WSYR (Syracuse) present an orchid to Lieutenant Julia King, who, with her fiancé, Lieutenant Francis D. Schramm, was program guest three hours before their wedding.



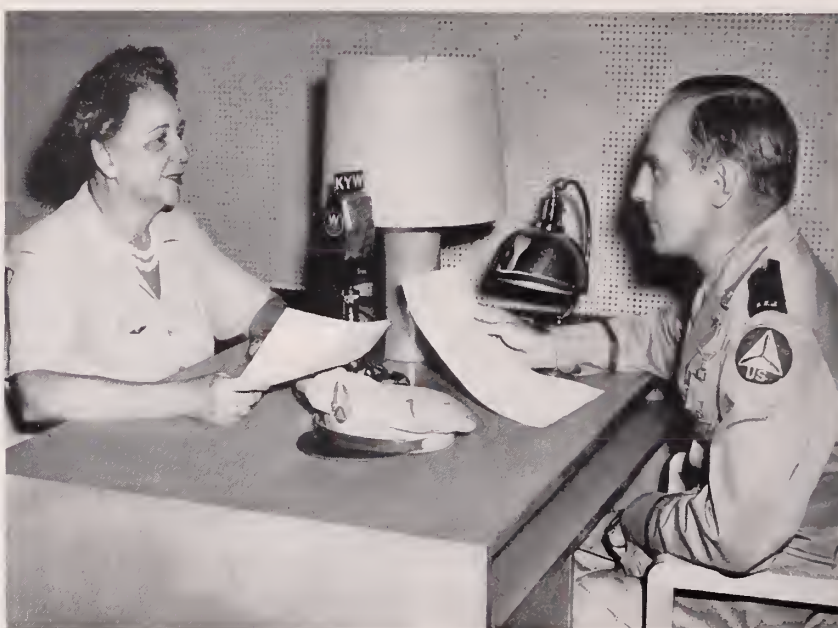
Special Events Reporter Beth Barnes of WSB (Atlanta) interviews the manager of the coffee warehouse at the Conley Army Supply Depot.



G. C. Blackwell, director of WJLA of the invasion area for bond Junior Chamber of Commerce.



NBC's "General Motors Symphony of the Air" program inspired this musical window display at New York's swank Bergdorf-Goodman store.



Lieutenant Joseph Carpenter, of the Civil Air Patrol and an ace of World War I, is interviewed over KYW (Philadelphia) by Ruth Welles, station women's activities director and mother of a World War II flier.



These WAVES from the station reported recently in a transcript WSB.



Officials of the War Finance Committee of the Treasury Department and NBC producers are shown in a huddle over War Bond plans for the successful "Battle of New York" program over WEA (New York).



The tables are turned as Reynold Kraft (seated), NBC salesman, is sold a bond by Frank McCullough, Ruthrauff and Ryan account executive.



Don Goddard, WEA commentator, Abraham Shadkun of the Bronx when the station used to be WEA.



Charlottesville, W. Va.), used a map in newscasts promotion at the "Victory House."



Toni Winston of KYW, Philadelphia, (center), interviews Corporal Izzy Richter, former Penn State boxing champion, as Mary Watson, organist, looks on.



Ottis Devine (left), chief announcer in charge of news for WSM in Nashville, discusses latest hot news developments with David Cobb, Anne Ford, Ralph Christian and Lionel Ricau.



Naval Air Base participated in recruitment program of the Navy.



Arnold Johnson, assistant auditor of NBC central division, says goodbye to associates before reporting for Army duty at Camp Grant, Illinois, after over nine years with NBC.



This double-window "Guess Who" display is the first of 15 in downtown Charleston, W. Va., by WGKV during the current NBC Parade of Stars.



Bond pledge from Taxi Driver as part of AF's "Sell a Bond" campaign salesmanship methods.



NBC Cashier Marjorie McDonnell signs a bond pledge at the persuasion of Rad Hall, WFAF announcer, who points out the dotted line.



After Virginia Rivers, NBC secretary, sold a bond to Niles Trammell, NBC president, the boss of the network immediately turned around and sold one to NBC Photographer John McGhie.

A Transmitter Bio:

THIS SEAFARING MAN FARES EXCEPTIONALLY WELL ON AIR



CHARLES S. YOUNG

● BOSTON.—Coming from an old Cape Cod seafaring family and looking the part of a Yankee is energetic Charles S. “Cy” Young who keeps a “weather eye” on the Westinghouse Radio Stations, Inc., in New England. This popular general manager of WBZ-WBZA is a radio veteran who is interested in every phase of broadcasting.

His famed Yankee hospitality is known far beyond the limitations of New England. He has in his files a collection of letters from some of the leading stars of radio, expressing appreciation for his work in arranging their network broadcasts from Boston. He is an expert on political broadcasts, having been in charge of them through several important campaigns.

But he remembers the days in the accounting department of the Westinghouse Electric and Manufacturing Company back in 1925 when he was assigned to take charge of the business affairs of the company's newest experiment—Radio Station WBZ. Radio stations in those days had no commercial programs—it was all sustaining. “There was no money coming in,” he says, “it was all going out. I had to pay the bills.” There is an expression of slight pain in his eyes even now, as he thinks about it.

A year later, WBZ put on its first commercial program, and from then on, the accounting was less painful; actually, it was a joyous thing.

In 1930 Young was made office manager of WBZ and WBZA, with general charge of the business affairs of the stations. In March, 1932, when the National Broadcasting Company took over their management and operation, he was shifted to the NBC roster with the rest of the stations' staff.

When the stations reverted to Westinghouse management, July 1, 1940, he was again in the employ of the company for which he first started working in 1917.

Young was also assistant to the general manager of WBZ-WBZA from 1934 to 1939. He became acting general manager in 1941, and took over full administrative duties a year later.

Since Pearl Harbor, Young has enlisted WBZ-WBZA facilities to aid in the war effort. Under his supervision, the New England Westinghouse stations have co-operated with outside agencies in selling over \$15,000,000 in War Bonds. The “Zip Your Lip—Save A Ship” campaign sponsored by WBZ-WBZA in cooperation with the Army, has been acclaimed on two major network shows and has been officially recognized by ranking Government officials.

Young's father was the first of the family to earn his living ashore, and “Cy” himself continues the tradition established by his sea captain ancestors by making the sea his chief hobby.

It started, the WBZ executive says, at about the age of 12, when he and some playmates borrowed a catboat (without permission) and went for a sail. His navigation was good even at that age, and they got back safely. From that time the hobby grew to great proportions.

He is lieutenant commander of the Boston Power Squadron and takes an active part in its affairs. During the Winter months he teaches navigation to classes which meet at the WBZ offices under the auspices of the organization.

Young also belongs to the Coast Guard Auxiliary and Temporary Reserve. He does a regular “trick” with the harbor patrol which operates along the North Shore area.

Cy lives in his native town of West Peabody, Massachusetts, in a house that was built by his great-great-grandfather back in 1800.

Next to the sea, his hobbies are his home, gardening and painting, as well as Rotary International to which he belongs in Boston.

Italian Surrender Hailed By Toscanini Broadcast

● NEW YORK.—When the news of Italy's surrender was heard by the democratic world, no man was more joyously affected than Arturo Toscanini. He received the news at his Riverdale home with his family. It came so suddenly that he was only able to say, “At last, at last, at last.” But he didn't remain home very long. After a few minutes he was on his way to Radio City to confer with Samuel Chotzinoff on “Victory, Act I,” a program which he and Chotzinoff had planned weeks before.

After the fall of Mussolini, Toscanini prepared to conduct a program marking the liberation of Italy from the Nazi invaders. He stood by daily waiting for the news to come. His original idea was expanded by C. L. Menser, NBC vice-president in charge of programs, into a contemplated program trilogy. The first program was titled by Menser as “Victory, Act I,” with Acts II and III to follow after the defeat of Hitler and Tojo.

Toscanini smiled between his tears as he entered the great concert studio to conduct the NBC Symphony Orchestra in the victory program. As he conducted the great opening movement of Beethoven's monumental Fifth Symphony, now called the Victory Symphony, he was visibly moved. His exaltation grew with the majestic music of that other master who hated tyranny.

There was no audience present except his wife Carla, his son Walter, his maid and his cook. As the maestro signaled the orchestra to rise at the end and conducted the Star Spangled Banner in that special arrangement of his which netted the Treasury \$1,000,000 in a manuscript auction, his family stood weeping with joy.

It was an epoch-making event and listeners from coast to coast shared in a truly historic event.

This special program topped a season of great Toscanini contributions to the Allies' victory effort. The maestro conducted four special Summer programs with the NBC Symphony Orchestra. The final broadcast of the War Bond group occurred on the “General Motors Symphony of the Air” on September 19 when Toscanini offered personally inscribed photographs to listeners buying bonds in denominations of \$1,000 or more.



RELIGION ON AIR—Dr. Ralph W. Sockman resumes the "National Radio Pulpit" network series in October. (Story at right.)

Fifty Sponsored War Loan Broadcasts Sold by KSD

● ST. LOUIS, MO. — Something new in War Bond shows was inaugurated in St. Louis by Station KSD with the opening of the Third War Loan Drive, when 50 St. Louis business concerns, many of whom had never employed radio for advertising, were sold the idea of sponsoring War Bond programs during the three-week period from September 9 to September 30. Spotted during the daytime hours, and all 15 minutes in length, the shows were varied in content, with some 38 featuring the music of Russ David and the KSD Orchestra in addition to mention of the Third War Loan Drive and tributes to the business heads of the concerns themselves for the part St. Louis industry is playing in war production. Bond sales proved the power of the appeals.



ST. LOUIS WAR LOAN DRIVE—Against the background of the KSD War Bond booth are James Conzleman, vice-chairman of radio of the drive; Mayor A. P. Kaufmann; Walter W. Head, state chairman of the drive, and KSD's Harold Grams, who was M.C. of the patriotic show. (Story above.)

LAUNCHING OF THIRD DECADE RECALLS PIONEERING BY NATIONAL RADIO PULPIT

● NEW YORK.—The oldest religious program in American radio, NBC's "National Radio Pulpit," commences its twenty-first Fall season on the air in October. Dr. Ralph W. Sockman, pastor of Christ Church, New York, is again the speaker.

Born of the efforts of the late Rev. Dr. S. Parkes Cadman, eminent Brooklyn clergyman, and Frank C. Goodman, executive secretary of the department of national religious radio of the Federal Council of the Churches of Christ in America, the development of the "National Radio Pulpit" is pertinent to the story of radio itself.

It was Dr. Cadman who envisioned the huge and powerful broadcasting industry to come—a force for great good. One day in 1923 he found himself in the office of an executive of WEAf. Dr. Cadman had come with a suggestion for an untried program. He believed that if radio was to fulfill its destiny it would have to be a public service as well as a medium of entertainment. He believed a weekly Sunday broadcast would carry the Word of God to people the church had been unable to reach before.

The WEAf executive was convinced and the first broadcast was heard May 3, 1923.

"Today I speak in the spiritual interest of the people of every race and creed," Dr. Cadman said that day. "I will not talk to you of sectarian things. Rather I will try to bring to you the great central truths of religious life."

Afterward Dr. Cadman and Goodman came to the conclusion the only reaction to fear was that of the churches themselves. They were right.

"I think you are making a grave error in omitting the doctrines of our church as they are meant to be preached in Sunday service," wrote a minister of the Congregational Church.

Another minister wrote: "Do I understand that the Congregational Church is to begin proselyting for converts over the air? If this is to become a practice, will not other denominations have to take up the same practice?"

"Dear Dr. Cadman: 'You are taking

people from the churches and encouraging them to worship at home. What is to happen to religion in America?'"

To correct the misapprehension, Goodman and Dr. Cadman called a conference of representatives of all faiths. The radio program, Dr. Cadman told them, was an effort to contribute to the religious life of America; it was not the "Voice of the Church." Out of such meetings the policies for religious broadcasts were evolved.

As the program grew, letters continued to pour in from all over America. But the tide had turned. A forest ranger wrote of his lonesome life and how much the Sunday program meant to him. Elderly listeners, unable to attend church, wrote their thanks. From Sing Sing a prisoner said: "Maybe if I could have heard your program two years ago I wouldn't be here now." Today, Army chaplains write to tell of the inspiration their men derive from religious programs.

Much of the success of religion on the air, as Goodman believes, is due to a Magna Charta for religious radio which he and Dr. Cadman, with the cooperation of NBC, drew up as early as 1924. Some of the salient points are:

Religious radio must not be denominational.

Religious radio is NOT the Church.

Religious radio must not proselyte.

Religious radio has and will continue to popularize the church and religion.

Religious radio has and will continue to increase church membership.

Religious radio is not the "Voice of the Church"—it is an educational factor that will help mankind to realize its responsibility to the organized church.

By following this formula, the "National Radio Pulpit" and the National Broadcasting Company have spanned two decades with ever-growing success.

"Both radio and the church," says Goodman, "are indebted to this Magna Charta for all it has meant to religious radio. With it radio has proved an unmitigated blessing."

McClatchy Bees, With Walt Disney Aid, Keep Things Humming in West

● FRESNO, CALIF. — "BORN—September 1, 1943 — To the McClatchy newspapers and radio stations: Twins."

Figuratively, of course, the McClatchy newspapers and radio stations are passing out cigars these days in celebration of the



"SCOOPY"

double arrival of Scoopy and Gaby, the newspaper and radio bees.

Not photographs, mind you, but portraits by Disney — Walt Disney — world famous animator of Donald Duck, Mickey Mouse and hundreds of other fascinating and enjoyable characters.

Although they are just buzzing infants, Scoopy and Gaby have their careers all mapped out for them and already have been able to strike a blow against the Japs and the Germans.

The three McClatchy newspapers—The Sacramento Bee, The Fresno Bee and The Modesto Bee—will feature Scoopy's sketch daily.

The five McClatchy radio stations, including KMJ, Fresno, will feature Gaby in their promotion materials.

The animated bees are intended to lend personality and a familiar identity to all the products of both the newspapers and radio stations.

That is their career.

The blow against the Axis powers is another story.

When Eleanor McClatchy, president of the McClatchy newspapers and radio stations, approached Walt Disney with the proposal that he create the twin bees, the animator was impressed with the fact

that the organization has rendered service to the people of California for nearly a century.

He would like—he said—to add Scoopy and Gaby to his long list of characters but, of course, he did not do that type of commercial work.

Still and all, though, if the money for the job were to be donated into the Army Relief Fund instead of going into the Disney pocket, the matter could be arranged.

It was agreed.

Scoopy and Gaby came bounding out of the same ink wells which gave Donald Duck and Mickey Mouse and Dumbo to the world.

A check for \$1,500 was sent to the Army Relief Fund.

Scoopy and Gaby are not Johnny-come-latelies, however.

They have a fine family tree. Pioneer stock, true native sons.

Their grandfather was the bee who graced the stationery and the New Year's greeting cards of James McClatchy, who founded The Sacramento Bee in 1857.

Their father is the tile mosaic bee which C. K. McClatchy, son and successor of James McClatchy, had placed in the lobby of The Sacramento Bee Building in 1901.

To Eleanor McClatchy, granddaughter of James and daughter of C. K., the Disney Bees therefore were "musts" to continue the tradition in modern tempo.

So Scoopy and Gaby are third generation California bees with pride in their ancestry and enthusiasm for the jobs which are in store for them.



"GABY"



WORLD PREMIERE. — (Left to right) Chief Warrant Officer Cecil Effinger, conductor of the Fort Logan Band; Joanna Harris, pianist, and her composer-husband, Roy Harris. (Story below.)

Roy Harris Concerto Boosts Colorado War Bond Sales

● DENVER.—During a special War Bond program, broadcast by KOA on September 3, the KOA Music Center for Enlisted Men had the privilege of introducing the world premiere of a new piano concerto by Roy Harris, distinguished American composer.

The playing of the work, entitled "Fantasie for Piano and Band," featured the composer's wife, Joanna Harris, noted pianist, and the Fort Logan Band, numbering 48 pieces, under the direction of Chief Warrant Officer Cecil Effinger.

Following the premiere, Mrs. John C. Vivian, wife of Colorado's Governor, and head of the executive board of the KOA Music Center for Enlisted Men, presented Mrs. Harris with a bouquet of roses.

Guest speaker on the program was Clarence H. Adams, Colorado State Chairman, War Finance Committee of the Treasury Department, and chairman of the International Trust Company.

Sergeant Jack Angell wrote the script and Technical Sergeant Herb Trackman announced the program. Both men are attached to the A. A. F. Western Technical Training Command, Denver.

War Worker Salute

● CHICAGO.—As a part of the station's efforts to be of better service to early-rising war workers, WMAQ now signs on a half hour earlier each weekday morning, starting the day at 5:30 a.m. CWT.

The days start with a news program from 5:30 to 5:35 a.m.

KOA Puts on Big Show for Army Emergency Relief

● DENVER.—For two weeks prior to the Western premiere of Irving Berlin's "This Is the Army," KOA broadcast a series of special programs publicizing the picture and promoting the sale of tickets, entire proceeds of which were turned over to the Army Emergency Relief Fund. This voluntary build-up by KOA culminated in an exciting half-hour broadcast on the night of the gala premiere, August 24.

Festivities and excitement surrounding the colorful event were described, and military and civilian officials attending were introduced over KOA mikes in and around the Denver Theatre, where a complete sell-out was recorded.

An announcer supplied by the Army reported activities in front of the theatre, where tremendous crowds had gathered to witness the spectacle of Denver's first movie premiere of such magnitude. Great anti-aircraft searchlights played on the sky overhead while the 30-piece A.A.F. Symphonic Band, under the direction of Warrant Officer Robert L. Landers, from Buckley Field, entertained.

In the lobby of the theatre, Lieutenant Charles E. Brady, ace KOA announcer, now on military leave, and winner of the H. P. Davis Announcer's Award for 1941, interviewed military and civilian officials directly responsible for making the premiere the success which it was for the Army Emergency Relief.

Lieutenant Brady was also in command of a KOA mike placed on the stage of the Denver Theatre. He introduced United States Senator Edwin C. Johnson, of Colorado; movie star Dorothy Lamour, on hand in person, and Major General John F. Curry, Commanding General of the Fourth District, A.A.F. Western Technical Training Command, to the huge theatre audience and to KOA listeners. All three speakers praised the citizens of Denver for their enthusiastic, patriotic support of Army Emergency Relief.

Latin American Visitors

● NEW YORK.—Twelve journalists of Guatemala, Honduras and Panama, touring the United States under the auspices of the National Press Club, were guests of NBC September 21. John F. Royal, NBC vice-president in charge of international relations and television, was host.

WSYR Celebrates Its 21st Anniversary



HAPPY BIRTHDAY—Mark Wilder, WSYR founder and vice-president, cuts the birthday cake while Wally and Jane, matinee favorites of the Syracuse station, look on.

● SYRACUSE, N. Y.—The rise from the virtual obscurity of a Cazenovia, New York, farmhouse, where it had its birth, to a place high in the radio industry was the story told of WSYR in a special broadcast commemorating the station's twenty-first birthday September 15.

The occasion was celebrated with two mammoth parties in the WSYR studios, both of which were aired.

High spot of the first party was the cutting by Mark S. Wilder, founder and present vice-president of WSYR, of a huge birthday cake. It was later distributed among members of the station staff.

Crooners' Contest

● PHILADELPHIA.—The winner and still champion—Bing Crosby!

More than tripling the count against Frank Sinatra in the KYW Musical Clock popularity poll, Bing Crosby easily retained his top rating with the Philadelphia early morning listeners. The final tally in the "battle of the swooners" was: Crosby—14,032 Sinatra—4,036

The contest was an outgrowth of Sinatra fans' insistence that their Frankie meet the "champ."

KYW kept the "voting set's" interest at fever pitch by featuring both Crosby and Sinatra recordings during the week.

As part of the second program, two 15-minute broadcasts from England were presented. They brought to the microphones of the British Broadcasting Company many Syracuse service men and women now serving with the armed forces overseas. This idea proved an outstanding highlight of the celebration.

Leading up to the birthday celebration, WSYR presented a series of 21 new shows, one each on the 21 days preceding the September 15 anniversary. Many of the shows received such fine listener response that they will be continued as regular WSYR features.

Scholarships Awarded

● HOLLYWOOD.—Sidney Strotz, vice-president of NBC in charge of the Western division, returned tuition fees as prizes to the two top students of the 1943 season of the NBC-UCLA Radio Institute.

Bertha Kelly was winner of the scholarship award, based on "all-around excellence," and Evelyn McCutcheon, whose play, "Thoroughfare for Freedom," was judged the best, was another winner.

John H. McDonald, NBC vice-president in charge of finance, was in Hollywood and attended the presentation ceremonies. NBC's Jennings Pierce also participated in the scholarship award program.

BOY'S POIGNANT PLEA TO GOVERNOR EARNS KOA AUDITION AND BROADCAST

● DENVER. — One recent day, KOA broadcast a special Red Cross program, during which 12-year-old Frank Farrell Brown, Jr., of Breckenridge, Colorado, played on his Hawaiian guitar and was presented to John C. Vivian, Governor of Colorado.

Frank wrote the Governor to ask "a million dollar question"—it was a poignant plea for recognition of his talents, which he felt were being stifled in the small mountain town where he lives.

His appeal read, in part: "I want to tell you I live in a small town where I cannot get an opportunity to take more lessons, only the ones I teach myself lately. We have nothing here—not even a chance to better an ambition. I would like to know if by chance you could help a wishing boy in any way make a success. If I could just get a break in life before I am too old. I'm a poor boy, but I also know there have been others like me who have gone places and did things by a little help. This step may be a little bit bold, but God helps those who help themselves and I'm writing to try. Governor, please help me, I do want to be a credit to myself. I hope this is not in vain or offend-

ing you. Thanks a lot. A small boy friend, Frank Farrell Brown, Jr."

Such a request for the Governor's aid was not unusual but the tone of the letter was. The sincerity of the boy's expression of longing for a place in the sun, a chance to prove his talents, both touched and impressed Governor Vivian. He wrote Frank an encouraging response and advised him that his earnest appeal had been referred to Station KOA, here.

KOA, in turn, invited young Brown to visit the studios and have an audition.

On Friday, August 20, Frank appeared at KOA with his mother, father and little sister—for the promised audition—and the next night he went on the air.

A bright, alert little fellow, rather small for his age, Frank appeared greatly elated at the outcome of his letter. When told that he would have an opportunity to greet Governor Vivian and thank him in person during the special broadcast over KOA, he said he was thrilled to death at his dream come true.

Thus KOA helped a little boy from a small mountain town in Colorado receive an answer to his "million dollar question."

WOMEN'S ACTIVITIES GROUP

● NEW YORK. — A women's activities division, created to establish channels of communication with women directors of all NBC owned and operated stations, began to function in NBC's public service department October 1.

The group will exchange information and suggestions with the manager of the central division public service department in Chicago, and the Western division director of public service in Hollywood.

Chairmanship of the activities division will rotate automatically after each four months' period. Duties of the incumbent will be to conduct correspondence and to distribute information between Eastern, Central and Western divisions and the network's owned and operated stations. Margaret Cuthbert will serve as chairman for the first period, Jane Tiffany Wagner for the second, and Mrs. Doris Corwith for the third.

CHICAGO A. A. OUTING

● CHICAGO.—More than 150 NBC central division employees gathered at the Olympia Fields Country Club on August 26 for the annual outing of the NBC Chicago A. A. The group participated in golf, softball, horseback riding and swimming. There was a steak dinner and dancing in the evening.

Brief talks were made at the dinner by Harry C. Kopf, vice-president and general manager of the central division, and Leonard Anderson, office manager and president of the association. William Weddell, assistant sales manager, was m.c.

NBC New York guests at the outing included Charles B. Brown, director of advertising and promotion; Joseph Ecclesine, sales promotion manager, and Barry Rumble, sales research director.

● NEW YORK. — The NBC A. A. has launched a pistol and rifle club.

Army Chaplains Featured On Camp Robinson Series

● LITTLE ROCK, ARK. — In order to acquaint the civilian population with the work of Army chaplains, the Camp Robinson Public Relations Office, through Station KARK, NBC's station for Arkansas, is conducting a Saturday 15-minute program direct from the camp's reception center chapel.

The program was inaugurated last Summer by Major Robert S. Woodson, Camp Robinson's chief chaplain, and Staff Sergeant Robert Buice, former KARK announcer, who is in charge of radio at Camp Robinson. He is assistant to Captain Walter E. Hussman, public relations officer for Camp Robinson.

"Camp Robinson's Chapel of the Air" features a short talk by one of the camp's chaplains and explains the functions of their office. In addition several musical numbers are featured on each broadcast.

Chaplain Woodson was called to active duty in February, 1941, while serving as pastor of the First Presbyterian Church at Hot Springs, Arkansas. He was assigned to Fort Sill, Oklahoma, before being ordered to Camp Robinson.



U. S. Signal Corps Photo

The above photo was taken at a recent broadcast and shows, left to right: Major Robert S. Woodson, chief, chaplain section, Camp Robinson; Chaplain Maurice A. Hirschberg, assistant camp chaplain, and Staff Sergeant Robert L. Buice, radio director, camp public relations office, who prepares and announces the program.

SPONSORED VIDEO CARTOON

● NEW YORK. — Botany Worsted Mills has resumed its comic spot film on NBC television station WNBT. The cartoon film presents the Botany "woolly lamb" as promotion for the firm's line of men's ties.

WTMJ Distant Interviews Recorded for Broadcasts

● MILWAUKEE, WIS. — Chalk up another "first" for Nancy Grey and WTMJ! Her transcribed interviews depicting life in the Nisei (Japanese-American) Relocation Center at Manzanar, California, have drawn the praise of the War Relocation Authority in Washington and are currently bringing enthusiastic comments from her many listeners. It was a typical idea that went over with a bang.

Mrs. Grey, director of WTMJ's women's department and commentator on the popular "What's New" daily program, received word of her "first" from John C. Baker, chief, office of reports, War Relocation Authority, who wrote: "The staff of the Manzanar Relocation Center has reported to us on the interesting series of electrical transcriptions which you made for use on WTMJ. . . . As you may know, this is the first time any radio station has made a series of recordings (at Manzanar) and it is significant that you spanned the distance between Lake Michigan and the Sierras to get your records."

With her portable recorder "Tyro," Nancy Grey visited Manzanar as part of a West Coast trip and brought back a disk chronology of what she saw.

She visited the needlework factory where Japanese women were at work; she interviewed the male residents in the cabinet workshop; she set up her equipment in the kindergarten and civics classes and chatted with the children and their teachers. All these interviews were subsequently presented to Milwaukee's "What's New" audience.

Manzanar is located about 250 miles north of Los Angeles on the edge of the Mohave Desert. Of the 9,000 inhabitants of the Nisei center, 6,000 are American citizens. Nancy Grey interviewed the inhabitants, learning how they view their new life, how they feel about their system of self-government, how the children have been affected by the new surroundings, and how the Nisei handle their present wartime problems.

Other features of Mrs. Grey's transcription-making tour included interviews among the women workers at Douglas Aircraft in California, where she recorded a talk with Ruth St. Denis, famous dancer,

WSM BACKS THE ATTACK WITH OWN BOND PURCHASE



General Manager Harry Stone of Radio Station WSM, Nashville, greets war heroes and motion picture actresses during a recent bond sale tour. During the rally in WSM's studio just prior to time photo was made, C. A. Craig, finance committee chairman of the National Life and Accident Insurance Company, operators of WSM, announced the purchase of an additional \$500,000 worth of bonds. Deal brings company's total War Bond holdings to \$3,000,000 and makes the firm the largest corporation holder of War Bonds in Tennessee. Sergeant Vincent E. Boothe (left) lost his right leg in the Tunisian campaign. Actresses, from left to right, include Annabella, wife of Marine Lieutenant Tyrone Power, Shirley Patterson and Lynn Carver. Whitey (Duke of Paducah) Ford, of the station staff, urged radio auditors and street crowds to make additional purchases during a bond rally in the Nashville shopping district recently.

who is now employed there; chats on modern problems with Dr. Paul Popenoe, president of the Institute of Marriage Relations in Los Angeles; Dr. Howrie, head of the University of Arizona's anthropology department, and Maynard Dickson, famed Western painter.

On the heels of her successful tour, Mrs. Grey was honored by the War Manpower Commission when she was invited as the only "outside" guest to a special luncheon in Milwaukee. The luncheon was held in connection with the local "Women at War" exhibit which was sponsored by a Milwaukee department store, the Franklin Institute and the War Manpower Commission. Mrs. Grey was honored for her part in arousing Milwaukee women's interests in adjusting themselves to work in heavy industry. Mrs. Grey's recent War Clinics at WTMJ and her consistent promotion of women in war work on "What's New" have been recognized as the inspiration for the local exhibit and the successful listener response accorded it.

WOW Wins Community Sing

● OMAHA, NEB.—The WOW Quartet—Lyle DeMoss, Ray Olson, Tom Chase and Thomson Holtz—won first place in the Omaha community sing barber shop quartet contest. The winners were picked from 15 quartets competing throughout the Summer.

The contest was sponsored by The Omaha World-Herald. Over 8,000 attended the final event held in Elmwood Park.

WNBT Cited for Service

● NEW YORK.—NBC's television station WNBT has received one of the first yearly awards established by the American Television Society. WNBT was cited for "the greatest contribution to the use of television as a public service." A plaque bearing the citation is now displayed in the office of John T. Williams, NBC manager of television.



Al Cusick (left), radio editor of The New York Evening Post, and Niles Trammell, president of NBC, look cheerful as they relax in the sun.



Looking ready for another 18 holes are (from left) Joe Purtell, of Time Magazine; Albert E. Dale, NBC director of information, and Clayton Irwin, of the AP.



That triumphant grin at the left is surrounded by Nick Kenny, radio editor of the Mirror, and the other smile belongs to Ben Bodec of Variety.

NBC TEE PARTY

NEW YORK.—Ninety newspaper and magazine editors, press association executives and NBC-ites—including top executives from New York and Chicago—were guests at the annual NBC press department outing at the Bonnie Briar Country Club in Larchmont, New York, August 25.

Fifty-two participated in the golf tournament which was

the highlight of the entertainment program following a buffet luncheon. Others played tennis, swam or just rested in the sun.

At dinner sets of golf clubs, golf balls, traveling bags and hampers of wines and liquors were awarded to high scorers in the golf competition. Card games concluded the day's program.

Low gross winners in the three classes were George Frey, NBC; Edwin Balmer, Red Book, and Dick Kunstman, Movie-Radio Guide. Low nets: Nick Kenny, New York Daily Mirror; Walter Moss, INS, and Don Short, New York Journal-American.



None jauntier than this foursome (from left): Roy C. Witmer, NBC vice-president in charge of network sales; Tom O'Neil, Press Association; Frank E. Mullen, NBC vice-president and general manager, and John H. MacDonald, vice-president in charge of finance.



Something about the score dismays Tom Kennedy of The New York Times (left), although Scorer Ed Duffy, of Hearst Publications, looks happy enough. Tom Paprocki and Clayton Irwin (hand to head), both of the AP, register the pain of it all.



Matching scores are (from left) William S. Hedges, NBC vice-president in charge of stations; Eli Genatt, guest; Edwin Balmer, editor of Red Book, and Sheldon Coons, public relations consultant.



Sun glasses fail to disguise genial William Burke Miller, manager of the NBC public service department.



Left to right: Ed Duffy, of Hearst Publications; C. W. Frost, sales manager of the Prior Chemical Company, and I. E. Showerman, Eastern division sales manager of NBC.