

NBC TRANSMITTER



MERRY CHRISTMAS IN SAN FRANCISCO • Michael and Maureen Callahan, aged five and four, respectively, show their pleasure as KPO's Art Linkletter receives 600 offers of homes for the motherless children of Shipfitter First Class Michael Callahan about to go to sea. Linkletter's broadcast plea brought the 600 offers within a 24-hour period.

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NBC TRANSMITTER

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TELEVISION PROGRESS

● Television development — while hindered by the fact that receivers are not being made for the duration — is by no means a dormant art.

At NBC, in recent months, impressive strides have been made in video programming. Most recent activity to capture the attention of trade and public is the launching by Harvey S. Firestone, Jr., president of the Firestone Tire and Rubber Company, of a sponsored sight-and-sound series over NBC's New York television outlet, WNBT.

The launching of the Firestone television series on November 29 included program appearances and talks by Mr. Firestone and Niles Trammell, NBC president. The inaugural coincided with the 15th anniversary of the regular "Voice of Firestone" concerts on the NBC Network.

Firestone's television series *supplements* and does not *supplant* the regular network programs of the sponsor. This implies that a long list of trade names that are household words largely due to sound broadcasting will eventually be on the video sponsors' roster, too.

That the outlook of commercial television has a strong bearing on postwar activities—social and commercial—is borne out by Mr. Firestone's remarks at the television series' inaugural which, in part, follow: "We are looking forward to the day when all America, perhaps all the world, will be joined by the invisible bonds of television as it is today by the magic of radio. Perhaps, when that time comes, the new science of electronics will be one of the most important factors in welding together the peoples of all nations, all races and all creeds into a world so unified in spirit that the scourge of war shall never again descend upon us."

CHICAGO ONE-KILOWATT RIG GOES OFF TO WAR
AND FREE RADIO SPEECH RESUMES FROM ITALY

● CHICAGO.—There's a one-kilowatt radio transmitter, somewhere in the Mediterranean battle theater, that's a mechanical Rover Boy. And it's doing an important job!

The private log of this special outfit, furnished by engineers at WMAQ, Chicago, starts some 10 years ago when it was installed on the yacht *Seth Parker*. Off on what was to be a round-the-world voyage, the set ended on the beach at Samoa when the ship was stranded.

Next step was back to New York and dead storage at NBC. Early in 1937, they got it ready for another voyage, a journey of 7,000 miles to a hunk of coral in the South Pacific named Canton Island. There, the rig helped NBC cover the longest solar eclipse in 1,200 years on June 8.

Getting it back was another story. It went half-way around the world, survived storage in a coal hold and a trip to the bottom of the sea when it was accidentally dropped overboard.

With war clouds looming in 1941, the debarnacled transmitter was shipped to NBC's Chicago key as an auxiliary to the

WMAQ 50,000-watter. But before the antenna could be rigged, the war was on and so were priorities.

Some months later, a former NBC engineer, serving with the armed forces in North Africa, remembered the outfit and put in a requisition for it when the Army needed a one-kilowatt transmitter. NBC Chicago engineers saw it off to get a few service stripes in the war.

The vagabond transmitter was the first station to bring a post-invasion radio report from Allied headquarters in Naples on November 15. Don Hollenbeck, NBC correspondent, used the apparatus to transmit a report on Fifth Army activities.

The transmitter is now in the hands of the United States Signal Corps. Although the equipment was designed and assembled by NBC engineers, the toss of a coin on November 15 gave CBS first use of the station. Hollenbeck's turn at the microphone came next.

Now that "old reliable" is active once more, it is expected that correspondents on the war front will be able to give better spot coverage of important news.

NBC MEN IN SERVICE MEET NETWORK EXECUTIVES



Shown in the London flat of Major Howard Nussbaum (extreme right), Chief of Radio for the United States Army in England and former NBC production director, are (from left): Stanley Richardson, chief of NBC London bureau; Lieutenant-Commander Steve Simpson, Florence Peart, Captain Robert Button, Major Joe Berhalter, Niles Trammell, NBC president; John F. Royal, NBC vice-president in charge of international relations; Mildred Boutwood, Lieutenant Ed Whitney, Elmer Peterson, NBC London correspondent; Lieutenant Don Witty and Major Nussbaum. Miss Peart and Miss Boutwood are NBC London employees. After visiting London, Trammell and Royal made stops in North Africa, the Italian mainland and Sicily before returning to the U. S. A.

RADIO CITY DECADE

Huge Broadcasting Wonderland, Dedicated in 1933, Remains Mecca of Industry

●NEW YORK.—Oldtimers around NBC's New York Radio City studios polished their Ten Year Club gold buttons last month and started talking about the old days at 711 Fifth Avenue.

The occasion for the trek down Memory Lane was the observance of the 10th anniversary of the opening of Radio City on Armistice Day, 1933. In other times there might have been some sort of celebration but with the war effort occupying all the available manpower, the event was marked only in the affectionate memories of those who remembered radio's earlier days. "Broadcasting goes on as usual" was the order of the day.

Still regarded as the most impressive studios in the world, New York's Radio City was really a wonderland back in 1933. Those were the days of the NRA and the first of the "fireside chats." Four days before the first voice went out to the world from Radio City, Utah had become the 36th State to ratify the repeal of prohibition.

Broadcasting was different then. In a week of special inaugural programs, NBC announced that one day would be devoted to short-wave pickups from 15 foreign countries. The New York Times called that "a big day for the engineers."

There were some in the industry itself who questioned the necessity of erecting 27 studios, with room for eight more, just to put two programs on the air simultaneously. But NBC engineers—under the direction of O. B. Hanson, NBC vice-president and chief engineer—foresaw that the perfection required of modern network broadcasting would require hours of rehearsals for every half-hour on the air. "The historians who judge the 1933 enterprise from the future may marvel at the audacity and courage of those who built such a temple for sound alone," wrote one editor, "but they will probably agree that those behind the project were far-sighted—they saw television coming with a bigger and better show."

NBC was operating two networks in those days—the Red and the Blue. Combined, they had only 88 affiliates; today NBC—a single network—has 141.

Besides engineering advances, programs have changed materially, too. Music programs occupied more than two-thirds of the air time 10 years ago although they only occupy about 35 per cent of NBC time now. News reports took only about two per cent of the broadcast day as compared with 20 per cent in news reports, analyses, sports news, foreign pickups and special events of modern day radio.

The daytime serial was virtually unknown, although some of the dramas now so popular during daytime hours were

heard five times weekly in the early evening spots 10 years ago. Quiz shows, too, were unknown.

On the same day that Radio City was dedicated, the first NBC mobile transmitter also made its debut.

An elaborate clock system controlled by power-plant impulses was installed, but split-second network operation outmoded the method within nine years. NBC's latest clocks are controlled by tuning forks mounted in vacuum tubes. NBC engineers kept on replacing the "old" with the "new" in many branches of technical operation.

The studios became a Mecca for engineers all over the world. All incorporated the now standard "floating" floors, walls and ceilings. The air-conditioning system was the most elaborate for radio audience comfort ever constructed.

NBC engineers gave considerable thought to television in the construction and it is a tribute to their foresight that when television became a reality in New York, the Radio City studios met the needs of the new art.

One of the major differences in studio construction during the decade has been a new approach to acoustics. In 1933, walls were deadened to absorb sound. Later, it was discovered that "brilliant" sound was more desirable. Walls accordingly were redesigned to diffuse the echoes (rather than deaden them entirely) by non-parallel walls and ceilings. The two newest studios built two years ago in space purposely left vacant have non-parallel walls. Even the ceiling and floor are not parallel.

Almost 5,000,000 persons have come from every part of the globe to take the NBC one-hour escorted studio-television tour during the 10 years. The guest relations staff has played host to notables from every walk of life.

During the past year, one studio has been decorated with symbols of the principal faiths for religious broadcasts. NBC has built new studios, based on Radio City-tested engineering principles in Hollywood, San Francisco, Washington, Cleveland and Denver, and has enlarged and improved the Chicago studios.



SKYSCRAPER OF SOUND—The RCA Building is not as brilliantly lit in these wartime days as it is in this photo, but the NBC programs originating within its walls continue to be heard 'round the world.

KVOO Man Honored for Wildlife Conservation

● TULSA, OKLA.—In wartime many important peacetime pursuits are neglected. One has been the business of wildlife conservation. Tire rationing, gasoline shortages, demands of war work on spare time, all have contributed to a lessening of conservation activity.

The situation was particularly discouraging to Oklahoma outdoor leaders whose Izaak Walton League was sworn to protect the State's woods, waters and wildlife for the Sooner thousands in service or war work. One Oklahoman did something about it and, as a result, has been singled out by conservation authorities for commendation.

In recognition of the achievement, State league officials trekked to Tulsa to present to Bud Jackson, sports chief and outdoors editor of KVOO, the league's coveted silver-and-blue founder's button.

Jackson is commentator of "Short Casts and Wing Shots," a weekly program featuring field and stream conditions and news of hunting, fishing, trapping and conservation in general. He felt his program could render even greater service in wartime by giving sportsmen a chance to participate in wildlife conservation activity, so he created a "Short Casts and Wing Shots" Izaak Walton League Chapter-of-the-Air, inviting listeners to join.



RECOGNITION—Rationed travel couldn't stop Southwestern conservation activity as long as radio was on the job! To prove it, Bud Jackson, outdoors editor at KVOO (Tulsa), here gazes modestly as Oklahoma League President George Draper awards him the Izaak Walton League's Founders Pin in recognition of his conservation work.

RETAILERS STUDY POWER OF BROADCASTING



Radiomen and retailers met in Los Angeles recently for a showing of the Retail Advertising Committee's 100-minute film, "Air Force and the Retailer," designed to show retailers the advantages of local radio advertising. Left to right are: William B. Ryan, manager, KFI-KECA, Los Angeles; Cal Smith, director, National Association of Broadcasters, co-hosts at the Coast meeting; Lewis S. Frost, assistant to the vice-president, NBC Western division; Neil Petree, president of Barker Brothers, and Richard B. Meybohn, advertising manager of Robinson's—two of Los Angeles' largest stores. Equally enthusiastic groups welcomed the film in other key cities.

WEAF Farm Director Wins CDVO Home Front Citation

● NEW YORK.—Mert Emmert, WEAF farm program director, was cited last month by the Civilian Defense Volunteer Office for his "splendid contribution" to the war effort.

Grover A. Whalen, chairman-director of the New York office of the CDVO, wrote to Emmert enclosing a certificate of merit signed by Mayor F. H. LaGuardia and which stated that Mert "has patriotically and generously contributed to the cause of Civilian Defense by promotion participation in all phases of home front activity; and has thus merited this award of recognition from the Civilian Defense Volunteer Office and is hereby enrolled on the Roll of Honor of Civilian Defense."

Specifically, Mert was cited for his "Plot for Victory" programs which were presented by WEAF in cooperation with the CDVO from the Charles M. Schwab estate on Riverside Drive. Each Saturday afternoon Mert did an on-the-scene broadcast from the victory gardens interviewing patriotic gardeners and discussing their many problems. The programs won wide-spread acclaim.

Navy Academy Group Shown NBC Technical Highlights

● NEW YORK.—Seventeen members of the faculty staff and student body of the Post Graduate School, United States Naval Academy, Annapolis, Maryland, recently completed a three-day session as guests of NBC's engineering department in Radio City. The inspection and lecture tour was arranged as part of the officers' training.

O. B. Hanson, NBC vice-president and chief engineer, and Robert E. Shelby, the network's development engineer, planned activities for the group which was in charge of Commander Harold R. Demarest and Lieutenant-Commander Thomas J. Killian.

Included in the itinerary arranged for the Naval contingent were visits to NBC's f.-m. and television transmitters at the Empire State Building, and inspection of the network's recording division and master control facilities. NBC engineers also conducted forums and discussions of current engineering research in the fields of communications and electronics for the visiting Navy group. The technical tour and sessions were warmly received.

GOLD MEDAL ANNOUNCING

KOMO's Dick Keplinger Wins H. P. Davis Top Award; Sectional Winners Named

● NEW YORK.—Dick Keplinger, station announcer at KOMO, Seattle, has been selected by a board of judges as the national winner in the 1943 H. P. Davis National Memorial Announcers' Award competition. Sharing the honors with Keplinger as winners in their respective time zones were Don Lyon, WSYR, Syracuse; Orval Anderson, WFAA, Dallas; John M. Woolf, KDYL, Salt Lake City, and Herb Allen, KFI, Los Angeles.

Award announcements were made November 2 in a special coast-to-coast broadcast during which each of the five outstanding mikemen were heard in brief acceptances from their studios. William S. Hedges, NBC vice-president in charge of stations departments; Pat Kelly, manager of announcers, and Mrs. S. B. Rockwell, daughter of the late H. P. Davis and Mrs. Davis, also appeared on the program.

Keplinger joined KOMO in 1936 as stand-by announcer, later being assigned to special events and also acting as news editor. He came to KOMO after associations with stations in Omaha and Lincoln, Nebraska.

While with KOMO he covered the collapse of the Tacoma Narrows bridge in 1940 and has appeared on several leading network features including Kay Kyser when the latter's show originated nearby.

Currently, Keplinger is handling two commercial programs at KOMO as announcer and narrator and recently completed a series of piano concerts on which he acted as narrator.

Don Lyon, Eastern Zone winner, began his radio station work with WSYR, moved to WTRY, Troy, New York, then to WHN, New York City, returning finally to WSYR as director of news and special events.

Orval Anderson, sectional winner in the Central Time Zone, is a native of Grand Forks, North Dakota. He has been in radio eight years, starting with WRUF-WDBO, Florida, then moving to WWL, New Orleans, and finally to WFAA, always in the news and special events departments of the broadcasters.

John Marion Woolf, who was selected

SMILES ARE ORDER OF DAY FOR ACE MIKEMEN



Dick Keplinger, KOMO, Portland, Oregon, the national winner.

Above left: Don Lyon, WSYR, Syracuse, New York.

Left: John M. Woolf, KDYL, Salt Lake City, Utah.

Above right: Herb Allen, KFI, Los Angeles, California.

Right: Orval Anderson, WFAA, Dallas, Texas.

by the judges as the outstanding announcer in the Mountain Zone, has been announcer, writer and producer at KDYL since 1938. Prior to that he was associated with KID, Idaho Falls, Idaho, and KLO, Ogden, Utah.

Herb Allen, Pacific Coast winner, has been in radio for seven years. He studied law at the University of San Francisco but decided to become an actor. Allen has been announcer of NBC's "People Are Funny" since its start.

This year, for the first time, the Davis Awards were extended to include the naming of announcers whose work the judges deemed worthy of "honorable mention." These are: Eastern Zone—Ben Grauer, WEA, and Paul Shannon, KDKA; Central Zone—Jim Todd, KVOO, and Wally Mehrling, WIRE; Mountain Zone—Jimmy Powell, KTAR, and Steve Robinson, KOA; Pacific Zone—John Grover, KPO.

The national winner in the Davis Awards receives a gold medal and \$300 in cash. Sectional winners receive engraved signet rings and announcers sin-

gled out for honorable mention are given certificates.

The H. P. Davis National Memorial Announcers Award competition is conducted under the direction of Marjory Stewart, director of the Microphone Playhouse, Pittsburgh, Pennsylvania.

Sets for Soldiers

● SPOKANE, WASH.—When special service officers at Baxter General Hospital in Spokane appealed for donations of 100 radio sets for the entertainment of wounded soldiers. Station KGA picked up the ball and started it rolling.

The net result was a total of 115 sets received by the Army hospital between October 15 and 30. "Hospitality House," emceed by Jess Mann, drew five to 15 sets for each two-minute morning appeal. "Know Thy Neighbor," with Gene Milner, drew two sets per minute for 15 minutes on one quarter-hour program, and 20 more the second week.

Army officials at the hospital were astounded at the result. So were the switchboard girls at KGA!

FRENCH-CANADIAN EDUCATIONAL SERIES GOES TO 70 PER CENT OF QUEBEC'S SECONDARY SCHOOLS

● MONTREAL, QUE.—The Canadian Broadcasting Corporation has given considerable thought as to how radio can best serve the educational needs of the Dominion; broadcasts are now playing an important role in the educational systems throughout the different Provinces.

The laurels of initiating the CBC's most notable project in education by radio go



DR. AUGUSTIN FRIGON
CBC educational expert

to its French Division. "Radio-Collège," inaugurated three years ago, is broadcast four and a half hours per week and has not only a large student audience—70 per cent of the secondary schools in

Quebec are using the programs—but has many enthusiastic listeners among the general public, too.

Although the programs are strictly educational, they have no direct bearing on any particular curriculum, yet are so arranged as to be of special interest to young people of high school age.

In organizing the series, Radio-Canada called in specialists in education to act as advisers. The lecturers were chosen from among French Canada's finest men of letters, as were the scriptwriters. The interpretation of the dramatic sketches was assigned to the most talented actors including men and women whose names were famous on the Parisian stage before the war.

The most ambitious series of the project is the Sunday afternoon one-hour presentation of French classical plays. Five broadcasts are devoted to each play in order to give it in its entirety and with a literary analysis. Thus throughout the series of 30 broadcasts only six plays will be presented.

One hour a week is allotted to science, subdivided into pure science, applied science, zoology and nature study. All the lecturers are professors at Montreal University. Brother Marie Victorin, the lec-

turer in botany, is director of the Montreal Botanical Gardens as well, and a fellow of the Royal Society of Canada, as is Dr. Georges Préfontaine, the lecturer in zoology.

Canadian history is presented in a half-hour dramatic program. Other subjects are vocational guidance, Canadian economic geography, music appreciation and art appreciation. The series also includes a weekly guest period when some of French Canada's outstanding personalities are brought to the microphone. Another period is a quiz program, the questions being based essentially on literary and scientific subjects. The participants are the students of the French secondary schools from all over the Province, a handsome trophy being awarded to the winning school by the CBC.

Illustrated booklets and maps are distributed as an integral part of the project. A number of contests, notably those in connection with the nature study course, have brought remarkable results.

Dr. Augustin Frigon, Assistant General Manager of the CBC and the initiator of "Radio-Collège," appointed M. Aurèle Séguine, a former professor and for many years a staff member, to direct this educational series. Under his guidance, the project has become an outstanding contribution in the field of radio education.

DISC-COVERING ENGLAND

● PORTLAND, ORE.—Station KGW scored a scoop recently when it broadcast the first in a series of exclusive transcriptions received from London, where they were made by Portland's Mayor, Earl Riley.

KGW arranged through the local British consulate and NBC to have the British Broadcasting Corporation make the transcriptions. Mayor Riley was touring England as a representative of United States municipalities. The transcriptions took the form of a report to the people of Portland from their chief municipal executive.

PRONOUNCED SUCCESS



That volume Gil Canfield, Phil Vogel and John MacLean, WGKV (Charleston, W. Va.), announcers, are poring over is the new "NBC Handbook of Pronunciation," compiled by James F. Bender. It's a veritable encyclopedia of pronunciation including more than 12,000 words—words in the war news (many of which cannot be found in your dictionary), names of famous people, musical terms and scores of types more. It is published by the Thomas Y. Crowell Company. James Rowland Angell, NBC public service counselor, wrote the foreword.

N. Y. Air Wardens Receive New Lessons by Television

● NEW YORK.—NBC Television Station WNBT recently began a second series of weekly programs to further the training of 269,000 citizen volunteers for the Air Warden Service.

New York Police Captains Thomas J. P. McVeigh and Henry T. Wade have prepared scripts for the programs under the supervision of Commandant David A. Thompson of the Air Warden Service. This television series was arranged by NBC in cooperation with Police Commissioner Lewis J. Valentine.

Instruction in the new course is to be carried out with a combination of dramatic scripts and films.

According to C. L. Menser, NBC vice-president in charge of programs, the purpose is to train building defense directors, their assistants and air raid wardens in approved methods of fighting firebombs and small fires started by incendiaries. The programs also will demonstrate the value of fire prevention precautions in homes with particular emphasis on the elimination of fire hazards.

Volunteers for the fire guard course will meet in New York's police precinct houses where television sets were installed at the start of the earlier series.

Captain Knode, War Hero, Rejoins NBC in Capital

● WASHINGTON, D. C.—Now that Captain Thomas E. Knode is back from the New Guinea wars—complete with Distinguished Service Cross and a Purple Heart with a bullet-pierced foot to match—he has been launched on a renewed civilian career as press relations director in Washington with a pair of public introductions in the nation's capital.

His formal introduction was at a cocktail party on the Washington Hotel Roof on Thursday, November 4. And invitations sent out by WRC's General Manager Carleton D. Smith brought in scores of Government and military officials, Washington newspapermen and even some of NBC's own bigwigs. Among those attending were: Frank M. Russell, NBC vice-president; Brigadier-General Robert L. Denig, U.S.M.C.; Colonel E. M. Kirby, Army Public Relations radio director, and J. Harrison Hartley, radio director of Navy Department Public Relations.

Newspapermen present to greet Knode included: Raymond P. Brandt, St. Louis Post-Dispatch; James L. Wright, Buffalo Evening News; Sol Taishoff and Frank Beatty, Broadcasting; Jay Carmody, Washington Evening Star, and Andrew Older, Radio Daily. NAB was represented by Neville Miller, president, and Willard Egolf, public relations director.

Several NBC men from New York made the trip to Washington for the event, among them: William Brooks, director of news and special events, John McKay, press department manager, and E. L. Bragdon, trade news editor.

The cocktail party was preceded several days by a small luncheon at the Hotel Statler, where Captain Knode picked up acquaintances with old friends and met new members of NBC's Washington staff—new, that is, since Knode went away to war some 19 months ago. Among those attending the luncheon were Frank M. Russell, Carleton D. Smith, George Y. Wheeler, Fred Shawn, Mahlon Glasscock, Neal Hathaway and Leif Eid.

NBC's new Washington press chief is settling down to his new job and chilling as much of the talk of "radio's first war hero" as possible. He returns to NBC after a 19-month absence. During those months he saw service as second lieutenant in Alabama, Australia and New

WTIC AIR FORCE RECRUITING SHOW FED TO WBZ-WBZA



WINGED HARMONY—Two brothers form 40 per cent of the Crew Chiefs, vocal quintet heard on the WTIC-WBZ-WBZA "Wings for Tomorrow" radio show, aimed to acquaint young New Englanders not in war industries with the advantages of becoming Aviation Cadets of the Army Air Forces. Left to right: Privates Gene Steck, Murray Kane, Artie Malvin, Lynn Allison and Steve Steck. The drummer is Corporal Ray McKinley, who leads a unit from the 418th AAF Band of the Training Command School at Yale University to supply the program's music.

Guinea. His battalion was the first, and the only one to cross the tortuous Owen Stanley Mountain pass on foot. It was in the first assaults on the strong Jap positions at Buna Village. And it was there, in the New Guinea jungle, that Jap sharpshooters twice wounded him—once in the leg, the next time through the foot.

On recommendation of General Douglas MacArthur, Lieutenant Knode was awarded the Distinguished Service Cross for "conspicuous bravery" and later was elevated to the rank of captain. After months in Army hospitals in Australia and this country, he was recently retired from active service.

Descriptive Call Letters

● ROCHESTER, N. Y.—There's a poignant story behind the new call letters for the f.m. affiliate of WHAM in this city.

Truman Brizee, station promotion director, had set his heart on WHFM—to be paired with WHAM, the Stromberg-Carlson amplitude-modulation station—but learned that a destroyer, then on sea duty, had a priority. Beginning November 1, Brizee got his desired call letters, but in a way which made him wish he hadn't. The destroyer was sunk.

● HARTFORD, CONN.—WTIC has added another to its already outstanding group of public service features with a Wednesday night broadcast by a 15-piece band from the Army Air Force headquarters at Yale University.

Designed to enlighten New England youth with the advantages of enlisting in the AAF as cadets, the half-hour program, produced by WTIC at Byers Hall on the Yale Campus, is carried in its entirety by the Hartford station. The first 15 minutes are also presented by WBZ, Boston, and WBZA, Springfield.

Directed by Corporal Ray McKinley, the group is a part of the 418th Army Air Force Band which is heard on "I Sustain the Wings" over many NBC stations Saturdays under the baton of Captain Glenn Miller. Featuring drum solos by Corporal McKinley, the program comprises original arrangements of smart dance music, ballad renditions by Private Artie Malvin and the vocal harmonies by the Crew Chiefs.

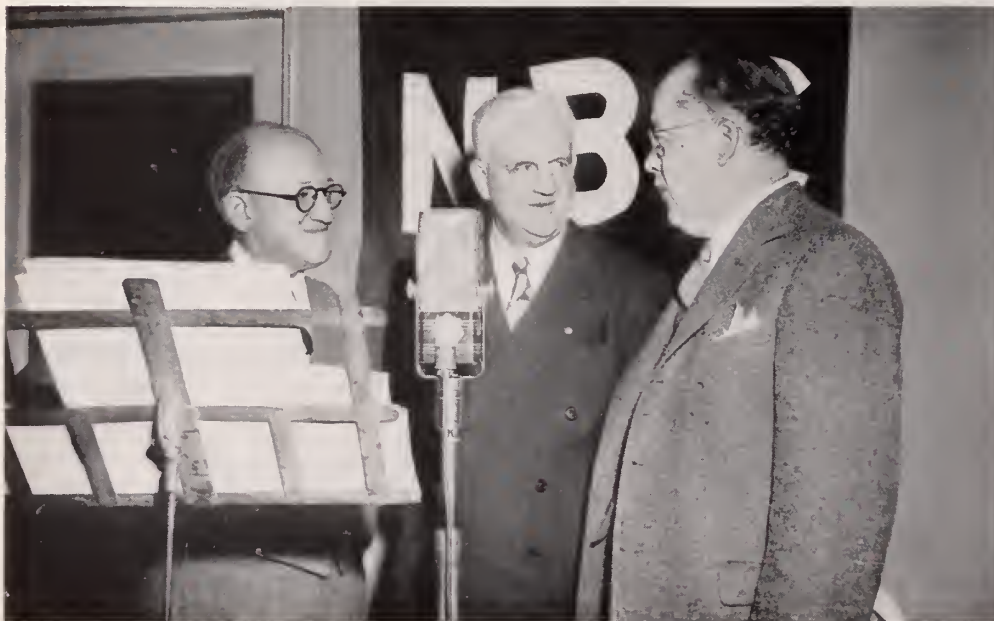
"The Coast Guard On Parade," another service show produced by WTIC every Saturday morning at the Coast Guard Academy at New London and sent out over the NBC Network, celebrated its first anniversary a few weeks ago.



Ernest Gager, plant manager of KYW, Philadelphia, is training six feminine apprentice engineers. They are (from left) Alice Cleveland, Lillian Talbot, Marie Cornet, Winifred Hunt, Joyce Avery and Jo Basil.



President Élie Lescot of Haiti records a speech at WIOD, Miami, for broadcast in his own country, as he returns from a Washington, D. C., conference.



Bill Wren (left), managing editor of The San Francisco Examiner, and John W. Elwood (right), general manager of KPO and NBC in San Francisco, introduce Roger D. Lapham to the radio audience a few moments after his election as Mayor.



Dave Robbins, photographer, shown making a picture for Life Magazine. Here he works with Roy Acuff and his band in a folk music minstrel show in Nashville, Tennessee. This folk music minstrel show is a popular attraction in Nashville, Tennessee.



Junior executives-in-the-making are shown at the boss's desk in the Toronto studios of CBC where, in emergencies, they take over important tasks. They are John Komar, Howard Franklin, Verne Ireland and Donald Dickson, ages 15 to 18.



Kolin Hager, manager of WGY (Schenectady, New York), with Mrs. S. D. Fortenbaugh of the Red Cross, as he headed his staff donating blood following a special broadcast.



Wendell Willkie, in an exclusive KSD-NBC broadcast from St. Louis, makes his "basic campaign speech" as a potential Republican Presidential candidate.



Bond Purchaser J. C. Miller, who bought \$7,500 worth, gets to drive Glenn and Lenore, WOOD radio interview team, in a Grand Rapids, Michigan, fire truck following their sale of over \$105,300 in War Bonds.



Click Mountain Boys in the Harpeth Hills near Nashville, Tennessee, in a broadcast of WSM-NBC's "Grand Ole Opry".



Preparing for broadcast of "An Englishman Looks at America" over KPO, San Francisco (from left): Herbert Marshall, film actor; Sam Dickson, producer; Geoffrey Bridson, BBC producer touring America, and Lu Tobin, KPO entertainer.



Convalescents at the U. S. Naval Hospital in St. Albans, Long Island, watch scenes from the rodeo at Madison Square Garden as transmitted by NBC Television Station WNBT.



Father Flanagan with Bill Herson (left) and Holly Wright, co-emcees of WRC's "All-American Scoreboard" which swelled attendance at a Boys Town football game in Washington. Pharmacist's Mate Wesley Haggard looks on.

A Transmitter Bio:

MERCHANT MARINE AND ARMY AIDED CAREER OF WMC HEAD



HENRY W. SLAVICK

● MEMPHIS, TENN.—From a radio apprentice on a Mississippi transport to general manager of station WMC is the record of Henry William Slavick, creator of one of the largest and most modern radio studios in the South.

Slavick was born in St. Louis September 21, 1902, and—at 17—began apprenticeship in the installation of radio transmitting apparatus on Mississippi transports. He was in the Merchant Marine service from 1919 to 1921 when he enlisted in the Army to learn more about engineering. Within a year, he was a first class sergeant in charge of the radio and telephone section of the communications school at Vancouver Barracks, Washington. The 10-watt station he operated was the second on the West Coast to present regular programs.

Slavick joined the Government Barge Line in 1924 as a dispatcher at WPI, a five-kilowatt outlet in Memphis. A year later he left to become control operator for The Memphis Commercial Appeal's station—WMC. By 1929 he was chief engineer and was placed in complete charge of erecting WMC's new transmitting plant, one of the first directional systems. In February of 1930, he was made general manager of the station.

Under Slavick's guidance, WMC gained fame in two of the nation's worst disasters. In the flood of 1927 and again in 1937, the entire personnel and facilities of WMC were placed at the disposal of relief workers. WMC, two mobile units and a network of 17 amateur stations worked on a 24-hour basis, giving out information on the progress of the relief work and the movement of refugees.

For his service in the 1927 flood, Slavick was given official recognition by Herbert Hoover, then Secretary of Commerce, in a speech broadcast from the WMC studios. After the 1937 flood, he was appointed director of communica-

tions for the American Red Cross in the Memphis district.

As manager of WMC, Hank Slavick never stopped building. In 1936, he designed and supervised construction of a second transmitting plant. With the co-operation of the construction company engineers, he designed WMC's 611-foot vertical radiator. His latest achievement, in February of 1941, was the fulfillment of a dream—long cherished—the erection of the largest and most modern studios in the South. He designed and supervised the building of the new WMC studios, a showplace in the Goodwyn Institute Building in the heart of downtown Memphis. During open house week which followed the opening, more than 11,000 persons visited WMC.

Slavick is active in civic affairs. He is a past president of the Lions Club (of which he now is director), vice-president of the Bartlett Civic Club, chairman of the Boy Scout Court of Honor, chairman of publicity of the Chickasaw Council of Boy Scouts and director of Memphis Goodwill Industries. He is first lieutenant and commanding officer of the communications detachment of the Tennessee State Guard.

Slavick gets his recreation at home, swimming in his pool or playing baseball or table tennis with his two sons, William, 15, and Philip, 13, and his 10-year-old daughter, Diane. Responsible for no small measure of his success is his wife, the former Leonore O'Hara, whom he married in St. Louis in 1925.

Woman Operator Promoted

● COLUMBIA, S. C.—Louise Newton, who has been a control operator at WIS for the past year, has been promoted to the position of chief control operator. She is the first woman to hold this position in the State of South Carolina.

SALESMAN SUPREME

● SAN ANTONIO, TEX.—Full of abounding enthusiasm for the work being done by the women's auxiliary branches of the services, Pat Flaherty, WOAI staff announcer and sportscaster, conducted an interview on a recent Saturday with Ensign Annabel Murray, Recruiting Officer in the Central Texas area for the SPARS, women's auxiliary of the Coast Guard.

Ensign Murray and Flaherty discussed the various aspects of SPAR service, and made a direct and vital appeal for enlistments. Little did Pat realize that his enthusiasm would be so contagious, or that the power of appeal by radio would prove as efficacious as it did in this case.

The upshot was that a week to the day after the broadcast, Pat was once again before the WOAI mike for an interview with Ensign Murray who had with her, on this occasion, her latest enlistee, in the person of Anna Katherine Flaherty—none other than Pat's wife!

OLDTIMERS CLICK



Back on the air with a new half-hour program over NBC (for guess what product?), Amos 'n' Andy (Freeman Gosden and Charles Correll) pose for a pre-premiere picture with Sidney N. Strotz, vice-president in charge of NBC's Western division, and Murray Bolin, agency producer of the show for Ruthrauff and Ryan.

STATIONS SPEED WAR WORK

Incentive Programs Piped Into War Plants as Broadcasters Aid Government Plan

● PITTSBURGH. — KDKA, cooperating with the Navy's Industrial Incentive Division, is bringing thousands of war workers closer to the battle-fronts by piping newscasts to district plants busy on Navy contracts. Five minutes of bulletins, read by Ben Kirk, recent addition to the news room staff, go out several times daily over a closed circuit.

Included in each newscast is an incentive message urging the workers not to fail the men on the fighting fronts. The workers are reminded that absenteeism, careless work, slowdowns, etc., make the final victory that much harder to attain.

When Navy officials asked KDKA's help in putting the novel plan into effect, the pioneer station jumped into the task in a whole-hearted manner. J. E. Baudino, KDKA station manager, gave the go-ahead signal and it didn't take long for Chief Engineer Ted Kenney to set up facilities for the first broadcasts. Needless to state, KDKA is presenting this unique war-time service on a non-profit basis.

First industries to sign up for the newscasts included Acme Die and Machine Company, Federal Laboratories, Jessop Steel and Pittsburgh Equitable Meter. Early reports indicate the broadcasts are proving popular with the workers, and it is believed the incentive messages are having the desired effect.

Navy personnel working with KDKA officials in the tieup were Lieutenant T. R. Cable, Industrial Incentive Division Officer assigned to the Pittsburgh area; Lieutenant John Hood, Public Relations Officer stationed in Pittsburgh and Lieutenant (jg) Elizabeth R. Leighton, on the Staff of Inspector of Naval Material assigned to radio work in Pittsburgh.

● BOSTON.—Under Secretary James V. Forrestal of the Navy has commended the specialized incentive news service being fed twice daily to the Boston Navy Yards by the WBZ newsroom. A letter to this effect has been received by the NBC affiliate in Boston.

Officials of the New England Westinghouse station were approached by the Naval Incentive Division several months ago with a suggestion that WBZ might



INCENTIVE ACTION—Navy personnel visit KDKA (Pittsburgh) for first of industrial newscasts piped over a closed circuit to plants busy on Navy contracts. Charles Earley, KDKA's expert news commentator, is at the microphone. Standing, left to right, are Lieutenant T. R. Cable, Industrial Incentive Officer; Lieutenant (jg) Elizabeth R. Leighton, of the Staff of Inspector of Naval Material; J. E. Baudino, KDKA station manager, and Lieutenant John Hood, Public Relations Officer. Earley did the first few broadcasts, then yielded the assignment to Ben Kirk, recent addition to the news staff.

help increase the productive rate of the Charlestown and South Boston Navy Yards by feeding five-minute warcasts (that's the especially coined term) into the installations twice daily. This was done and now workers on both the day and night shifts listen to their own warcasts during the final minutes of their lunch periods.

A staff announcer reads the script based on material received over the United Press and Press Association services in the WBZ newsroom. At the Navy Yard the news is fed into a public address system which, as a Naval official says, carries the last-minute warcasts into the "very innards" of fighting ships under construction on the ways.

Representatives of the Naval Incentive Division report that the WBZ efforts have shown direct results in stepped-up production at both the yards. At the sug-

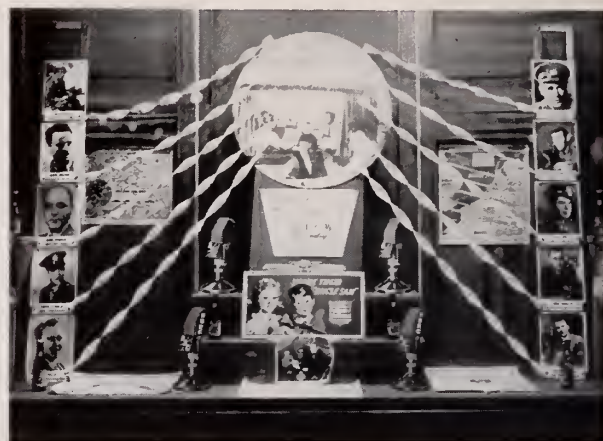
gestion of Washington authorities the plan is being expanded to provide similar services to workers in other plants engaged in Navy contracts—a move that proves the idea's value.

● SALT LAKE CITY. — "Incentive action" was advanced in the case of the arrival of the "Desert Warrior" and her crew from campaigns in Italy. The purpose of the visit was to instill greater effort on the part of employees of the Utah Oil Refining Company High Octane Plant. Station KDYL recording equipment transcribed the arrival of the bomber. Later the station picked up the proceedings of a luncheon given by civic leaders. Then the scene switched to the plant where the crew members cited the crying need for high octane gas and the response of the workers. The entire proceedings were condensed into a 15-minute broadcast.

CLEVER DISPLAYS CONTINUE TO BOOST NBC PARADE OF STARS



WBOW in Terre Haute, Ind., tied in with the recent United Community Chest and War Fund drive with a sound truck which made the circuit of residential and downtown districts with musical selections and periodic pleas for donations.



This display of the World News Roundup and the Parade of Stars was arranged by WBRC in Birmingham, Ala., and proved effective in pulling power.



WISE in Asheville, N.C., worked out this striking window on Newscaster Carey Longmire, one of the network's correspondents who got beats on several major war stories.



As part of a sales promotion plan, WSYR, Syracuse, N. Y., recently rented space in a downtown hotel window for this exhibit advertising nationally known products and headliners of NBC's Parade of Stars. Note "Starface" on the driver's seat.

All El Paso Public Schools Schedule KTSM Programs

● EL PASO, TEX.—Cooperating with the Texas Department of Education, KTSM is presenting "The Texas School of the Air," twice weekly. The series goes to classrooms in every public school of the city. This is the first time radio broadcasts have been regularly scheduled in the curriculum of the El Paso schools.

When El Paso recently held a city election on the question of purchase by the city of the El Paso Electric Company, KTSM carried four half-hour programs on the subject—making time available without charge to both sides of the controversy. Three of the programs were a part of KTSM's "Radio Forum" series—devoted regularly to the discussion of important public issues.

A PRESIDENT ON AIR



Carey Longmire, NBC news commentator, always believes in giving his audience first-hand information. Recently he discussed the Czech situation from the New York studios, and with him at the broadcast was President Jan Masaryk (right) of the Czechoslovakian Government-in-Exile.

Old Appliances Made New Again Via Kids and KDKA

● PITTSBURGH.—American Rangers and Rangerettes, an organization of 100,000 Pittsburgh district youngsters, put new zest into their campaign to collect old and worn out electrical appliances following a recent KDKA broadcast.

The Duquesne Light Company, sponsor of the "Bernie Armstrong Presents" program, invited 35 of the boys and girls to participate in the broadcast and tell how the campaign works.

Listeners learned that the youthful patriots will visit thousands of homes and urge that old appliances be traded to dealers for War Bonds and Stamps. The dealers, in most cases, are able to rebuild the appliances and resell them. The children were rewarded with War Stamps.

"Good Listening" Calendar A WGY Promotional Hit

● SCHENECTADY, N. Y.—Carrying on a vigorous listener promotion campaign "in the public interest," Station WGY has been offering through newspapers and on the air a "Calendar for Good Listening" which affords the listener a pleasant and convenient way to plan his listening to get the most enjoyment from his radio receiver.

The campaign is based on the belief that "now is the time for radio to win acceptance as the public's richest source of entertainment as well as for WGY to win new listeners."

The calendar includes charts for every day in the week with designated spaces for hour, program, and station, with extra spaces for special programs, thus suggesting to the listener not merely that he tune to WGY, but that he choose the programs that will give him the greatest listening pleasure. An eight-page booklet, 8½ by 11 inches, it also includes a WGY schedule and a page featuring program highlights, with photos of WGY and NBC stars.

WGY's "Calendar for Good Listening" was first offered on the air by WGY artists, and then in a large institutional-type ad. It's a promotion item that serves in a utility role for the listener. Smaller follow-up ads suggested WGY programs to list on the schedule charts.

The campaign has an even greater significance than is apparent, following as it does a most successful Crossley report on morning, afternoon, and evening listening in the WGY area.

Returns to NBC Farm Post

● NEW YORK.—The renaming of William E. Drips as NBC director of agriculture was announced by Frank E. Mullen, NBC vice-president and general manager, on November 5.

Drips resumed the post after serving the Blue network in a similar capacity since 1941. For seven years prior to 1941, he held the important agriculture position with NBC.

With headquarters in Chicago, Drips will act as the company's liaison man with the nation's farming interests. His activities will be under the supervision of Dr. James Rowland Angell, NBC public service counselor.

WOMEN NEWSCASTERS ARE IN DEMAND IN CANADA



Commentators all, this quintet broadcasts CBC news to the Canadian Provinces.

● TORONTO.—Women commentators from all five CBC program regions in Canada held their first national conference here in October. Elizabeth Long, former Winnipeg newspaperwoman and now supervisor of women's interests for the CBC, presided at the sessions, during which experts from Canada's Wartime Prices and Trade Board, and social service specialists in war industry, spoke to the women. Then they submitted to a barrage of questions which would later be translated into news and comment for the daily radio audiences.

Those attending the conference enjoyed a busman's holiday at Toronto studios, visiting CBL and CBY to make a round-robin broadcast, say "hello" to the women announcers and operators on duty—and to have their pictures taken.

The women commentators shown above are, left to right: Marcelle Barthe, Montreal's chic French-speaking commentator who is brilliantly bilingual; Monica Mugan, CBL, Toronto, who speaks daily on a variety of subjects to the large metropolitan area covered by CBL (NBC outlet); Jean Howard, young Western newspaperwoman and newcomer to broadcasting, who gave her first commentary from the Vancouver studios to the British Columbia region after attending the conference; Joan Marshall, Maritime commentator, who talks daily from Moncton, New Brunswick, and runs a household

which includes three young children; Jean Hinds, veteran newspaperwoman and radio personality, who has the women of the Prairies in her audience (she talks from Winnipeg, Manitoba); and Ethelwyn Hobbes, English-speaking commentator from Montreal who is CBC's expert on wartime housekeeping and specialist on consumer information.

Incidentally CBC has led the way in opening a new field for women in radio: Station CBL and CBY, at Toronto, now have eight active women operators, three trainees. Prior to the war, CBC had one woman operator, Madame Germaine Dandois. Madame Dandois is the widow of a former CBC operator in Quebec Province and with her late husband, was one of the early pioneers in Canadian radio, having helped him construct and operate his own transmitter.

The Toronto announcing staff at CBL now includes Marjorie Ellis, wife of announcer Gordon Keeble, and Toni Courtney, formerly of the Canadian WACS.

NEWSCASTS FOR WORKERS

● SALT LAKE CITY.—At the suggestion of personnel directors of several of the major war plants in the Salt Lake City area, KDYL has inaugurated a seven-night 11 p.m. news broadcast. KDYL has been informed that the newscasts will be piped through the public address systems of these plants.

WTAM 'Ra-mobility' Method Keeps Mikes Out of Sight

● CLEVELAND.—Staff members at WTAM have added a new word to their radio glossary.

It's "ra-mobility," coined by Manager Vernon H. Pribble to describe a production technique devised to effectively handle a sponsored theater-show called "Gene Carroll's Silver Grill Tea Room Inn With Jake and Lena." No microphones are visible to the 500 persons in the audience, and artists have almost complete freedom of movement on the stage without getting out of mike range.

Another important advantage, explains Pribble, is that members of the audience selected to participate in the show are free from any possibility of mike fright, because there's not a single microphone in sight.

Stage setting for the broadcast includes eight party-decorated tables, with members of the audience seated around, and Lee Gordon's 15-piece orchestra in the background. Two ordinary microphones concealed in the overhead curtains pick up the music. And two highly-sensitized mikes hidden in the footlights handle the voices of artists and participants.

According to Engineer S. E. Leonard, it is a "self-balancing" production, with coordination of audience applause, music, and lines dependent chiefly on the principals. Output of the four mikes is not "mixed" until it reaches WTAM's master control room from the Public Hall Little Theater, where the show is produced before a large audience.

Pribble says the "ra-mobility" technique has proved remarkably successful not only from a listener's standpoint but from the audience participation viewpoint. Gene Carroll, formerly of the NBC "Gene and Glenn" team, portrays both "Jake" and "Lena" in costume and has full freedom of movement to clown with members of the audience on the stage. Hence, "eye appeal" to the visible guests is maintained throughout the program.

Pribble worked out the production set-up together with Leonard and Production Director Gene Lavalie. In addition to Carroll and Gordon's orchestra, which is heard weekday mornings over NBC on "Do You Remember?" other members of the cast include Announcers Tom Manning and Dick Baxter.



"FOOTMIKES"—Helen Carroll, left, and Hazel Manning, two members of WTAM's "Silver Grill Tea Room Inn" cast, show where the microphones are hidden in the footlights. (Story at left)

Words from WISE Enhance Asheville School Schedule

● ASHEVILLE, N. C.—Two musical programs for high school and grade students have been incorporated in the public service schedule of Station WISE. Kenneth Beachboard, station program director, secured the cooperation of public school officials for these RCA Victor programs now heard by 8,000 students in Buncombe County and vicinity.

Presented each Wednesday, the broadcast for grammar school pupils is a quarter-hour one at 11:45 a.m., followed by the high school program from 1:00 to 1:30 p.m. Students are supplied in advance with mimeographed copies of study notes and some of them forfeit part of their lunch-hour in order not to miss the radio class.

Public and private schools within WISE's listening area are supporting the program which has been endorsed by music clubs, teachers and various civic groups. The public library has given over space to exhibits of drawings and carvings done by the school children in connection with the course. The WISE program is proving an outstanding public service venture as well as an ace promotional feature.

Huge Newspaper Campaign Launched by WEA in N. Y.

● NEW YORK.—Station WEA, key outlet of NBC, recently launched an impressive advertising campaign in the metropolitan dailies, using as the phrase-theme of the drive—"WEAF, the Showcase of NBC. 660 On Your Dial."

Particularly appropriate in each piece of copy is the parallel drawn between the returns from an expenditure of \$6.60 in New York and the extent of free entertainment on WEA by merely twisting the dials to 660.

The advertising campaign was launched November 8 and space will be used for 12 weeks in the dailies, according to Charles B. Brown, NBC director of advertising and promotion.

Brown said 14 pieces of copy will be placed in each periodical. Standard size dailies got orders for 1275 and 300-line ads for the first week of the campaign. Thereafter space varied slightly but in general followed the same order of placement. The ads for tabloids are 800 and 300 lines on the same alternating basis for the 12 weeks. All told, a total of 78-225 lines will be used reaching a circulation of 4,915,033.

Brown describes this campaign "as another important step in our promotion program to increase WEA's audience in this market." He adds: "Although this is probably the largest newspaper campaign ever run in behalf of a New York station, it is only a part of the overall promotion campaign in behalf of WEA." It comes on the heels of the two-week newspaper campaign on NBC's Parade of Stars which was concluded recently after proving a great attention-getter.



MIKEWISE—Marion Cole, student, and Announcer Kenneth Beachboard participate in the WISE school broadcasts. (Story at left)

KOA GAINS GOOD WILL FOR PART IN DENVER'S WAR CHEST FUND CAMPAIGN

● DENVER.—An unusual human interest program aired by Station KOA, was a sidewalk broadcast in front of the Telenews Theatre, Denver, on which children and mothers from the city's 13 community centers were interviewed regarding benefits derived from participation in their respective recreational facilities.

The occasion was an exclusive showing of the March of Time film "Inside the Vatican," arranged for free presentation to these children and their mothers by KOA and the Telenews Theatre. By special arrangement, the "Studebaker News," a 15-minute newscast sponsored by Studebaker Automobiles, is broadcast from KOA's auxiliary newsroom in the Telenews Theatre. The Tivoli Brewing Company of Denver sponsors a five-minute newscast over KOA from the theatre, Monday through Saturday.

The special KOA broadcast from the Telenews was presented in connection with the Denver Area War Chest campaign, a day after the drive got under way.

A purpose of the event was to have

the children and mothers in attendance describe the work done by the centers as a stimulus to War Fund contributions.

A portion of the money taken in by the Denver Area War Chest is directed to Community Chest Funds. This money is then allocated by the Community Chest to the various community centers for upkeep and the continuance of their great program of welfare, child guidance and vocational work.

All of these facts were stressed to KOA listeners throughout the special broadcast by Chief Announcer Gil Verba, winner of the 1942 Davis Award, and given realistic support by the praise of mothers whose children take part in the activity offered by the centers and—most impressive of all—by the enthusiasm of the children themselves, the beneficiaries.

Denver War Chest Fund officials commended KOA and the Telenews Theatre for arranging the outstanding event publicizing community center work, thereby stimulating contributions to the current War Chest drive.



KIDS SPEAK FOR THEMSELVES—Announcer Gil Verba interviews some of the children from Denver's community centers following special showing of "Inside the Vatican," arranged by KOA and the Telenews Theatre, in connection with the Denver Area War Chest. (Story above)

KDYL Salutes Army Air Force in New Series



SALUTING THE AIR FORCE (left to right): Lieutenant Paul Langford, Mrs. Seth Ely and Staff Sergeant Ely, participating in the KDYL series.

● SALT LAKE CITY.—"Mission for Tonight," produced and narrated by a former radio announcer, Lieutenant Paul Langford, Assistant Public Relations Officer at the Army Air Base here, is a new weekly program over KDYL. The unusual feature is that a tribute is paid each week by the Army Air Force to a different city throughout the country—thus making it the "mission for tonight."

Returning war heroes passing through the Army Air Base are interviewed on the program after a dramatic narration by Lieutenant Langford. Pictured above is Staff Sergeant Seth Ely of Ogden, Utah, a returned hero from North Africa, and his wife.

Augmented with the Army Air Base orchestra and entertainers. "Mission for Tonight" plays before an all-soldier audience and has featured many headliners.

At a recent talk before the Lions Club one Army official pointed out "Mission for Tonight" as the ideal type of radio show to put the Army's story across to the public and to sell War Bonds.

PSYCHOLOGICAL TITLE

● INDIANAPOLIS, IND.—Station WIRE has a new program specially scheduled to curb the carelessness of employees who have been bouncing around the hard-to-replace numbers from the record and transcription department. Name of the show: "Unbroken Melodies"!

WARTIME PUBLIC RELATIONS DISCUSSED AT NBC GROUP MEETING IN NEW YORK



Network and affiliate representatives who attended a group publicity meeting in New York November 10 and 11 were (seated, left to right): Mary Caldwell, WSB, Atlanta; Bill Wiseman, WOW, Omaha; John F. McMahon, KDKA, Pittsburgh; Roger Baker, WLW and WSAI, Cincinnati; John McKay, NBC press department manager; Henry W. Slavick, WMC, Memphis; Bunch Sanders, WAFB, Louisville; Wilbur M. Havens, WMBG, Richmond, and Robert W. Dailey, WTAM, Cleveland. Standing, left to right: Edward L. Greif, NBC, New York; Helen King, WBEN, Buffalo; Everett L. Bragdon, NBC, New York; Jo Ranson, NBC, New York; John J. Kelly, KYW, Philadelphia; Richard G. Spencer, NBC, New York; Edward Y. Flanagan, WSPD, Toledo; George W. Slade, WBZ and WBZA, Boston and Springfield; Hal Bock, NBC, Hollywood; Tom Knode, NBC, Washington; Jack Ryan, NBC, Chicago; Mela Underwood, NBC, New York; Walter E. Schneider, NBC, New York; Samuel Kaufman, NBC, New York; R. E. Mitchell, WMBG, Richmond; James F. Clancy, WTIC, Hartford; Truman Brizee, WHAM, Rochester, and Lester Barnard, WSM, Nashville. Not pictured, but also present, were W. T. Meenam, WGY, Schenectady, and E. R. Vadeboncoeur, WSYR, Syracuse.

NBC Commentators Chaplin and MacVane Write Thrilling Books on War Experiences

● NEW YORK.—NBC commentators are represented by two top-notch literary works based on their own eye-witness experiences in World War II. W. W. Chaplin is author of "Seventy Thousand Miles of War" and John MacVane has written "Journey Into War." Both books are published by the D. Appleton-Century Company.



JOHN MacVANE

The Chaplin book presents a fast-moving picture of World War II from the time the Maginot Line was considered impregnable until the Russians started their great steam-roller drive.

Chaplin's argosy as a reporter took him to England, France, Africa, India, Russia and the Orient. He faced the difficulties and disappointments that have

been the lot of all correspondents seeking to dig out the real facts behind the moves of warring nations. He tells in his book how he had in his possession one of the greatest scoops of the war—General Jimmy Doolittle's take-off spot for the raid on Tokyo—and yet was forced by censors to kill it.

He writes of his interview with Gandhi and how he almost stepped on the little Indian leader while entering Gandhi's tent. Later on, he covered the African theatre of operations at the time when the British, aided by American forces, finally turned Rommel's desert army.

Although Chaplin spent only a brief period in Russia, the deductions he drew from his keen observations have been borne out by the great drive of the Soviet armies.

Chaplin is the author of "Blood and Ink" and he collaborated with other newsmen on "When War Comes."

John MacVane's book, "Journey Into War," is a dramatic study of the North

African campaign, from the time the Allies landed at Casablanca, Oran and Algiers, until the Rommel forces—minus Rommel—surrendered at Tunis.

He gives an intimate picture of the political situation in the French colonies in which he criticizes both the United States and British representatives for permitting Darlan to imprison leaders of the Fighting French after they aided in the Allied landings.



W. W. CHAPLIN

MacVane tells of his numerous trips to the front and how the United Nations forces, at first pinned back by the Axis armies, gradually turned the tide and paved the way for the invasion of Sicily and the Italian mainland. It's a grand story. And it's well told!