

JANUARY • 1944

NBC Transmitter



Secretary of State Cordell Hull greets NBC President Niles Trammell at the Department of State offices in Washington, to discuss the four-week series, "The Department of State Speaks," which is an NBC Inter-American University of the Air feature this month.

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NBC Transmitter



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WHAT IS PUBLIC SERVICE?

If our recollection serves us, the phrase "public service" was coined by NBC's public service counselor, Dr. James Rowland Angell. Almost instantly, the term was adopted by the whole radio industry. Manifestly, it means programs which contribute to the culture, education, or spiritual well-being of the listening audiences as contradistinguished from programs of pure entertainment.

Public service programs include, but are not limited to, music, drama, news, discussion forums, public affairs, religion, possibly comedy and variety shows. The test is whether they serve the public in a broad sense.

Does a public service program lose its identity as such because it ceases to be a sustaining program and finds a sponsor? Is the NBC Symphony under the sponsorship of General Motors any less a public service program because of such sponsorship? Chairman Fly of the FCC thinks so. He took the networks, particularly NBC, to task before the Senate Interstate Commerce Committee because of the limited evening time given to public service programs.

Yet, the NBC evening schedule abounds in programs which, even though they have sponsors, are public service programs of the highest order. To mention a few, there are "News of the World," "Cavalcade of America," "Voice of Firestone," "Telephone Hour," "Information Please," "March of Time," "Cities Service Concert" and "Hour of Charm." Each of these programs, in varying degree, definitely savors of public service.

Apparently it is the sponsorship of these programs which makes the chairman unhappy. Why, we cannot explain.

In truth, the radio industry, in increasing degree, is thoroughly conscious of its obligation to the public to expand its public service. Its record needs no apology.

RADIO IN THE POST-WAR WORLD

By NILES TRAMMELL, President, National Broadcasting Company

No writing of the history of this war will be complete without some recognition of the part played by the press and radio. Great metropolitan dailies and small weeklies, coast-to-coast networks and 100-watters in hamlets have devoted themselves unstintingly and unselfishly to the job facing us at the home front. These two great mediums of free speech are entitled to express some degree of satisfaction over their contribution.

Unfortunately, we are barely approaching the half-way point in the prosecution of the war. We cannot afford to relax, even momentarily, our devotion to the job ahead. The heartening news from all war fronts has given rise to increasing speculation as to the end of the war. This is understandable but regrettable. The sequence of victories tends to overshadow the grim business which faces us. Large-scale invasions, such as are now under contemplation, will exact a heavy toll of life. The imponderables of 1944 are many and complex. We still have a long, tortuous road to travel.

Under this stress of war, the broadcasting industry has risen to its greatest degree of usefulness. It is inextricably bound up in the war program. Yet progress and development of the art in the post-war world occupies the thoughts of the radio industry.

Television taxes the imagination and

challenges our ingenuity as nothing else has since the days of Mareoni. Today broadcasting is in its swaddling clothes; tomorrow will see the nation dotted with television stations broadcasting to every home by sight and sound everything in the realm of instruction and entertainment.

We shall see, as well as hear, great orchestras, fine drama, church services and athletic contests, variety shows and opera. We are about to enter a new era in which the poor and rich alike, for the modest price of a television receiving set, may be able to witness the happening of world events in their living rooms. Schools and colleges will use television in their curricula for better instruction in science, medicine and the arts.

A better world is ahead of us; a different world is not far distant. We need but one thing—the blessings of peace.

The scourge of war, with the great sacrifice of human life still to come, hangs over the world like an ominous pall. Yet, withal, we must prepare for the tomorrow when men have laid down their arms. It will be difficult to bind up the nation's wounds, to borrow President Lincoln's immortal words. But to a degree we can make life easier and better, economically and spiritually, by a devotion to the principles on which America was founded. Our job is to never lose sight of them.



CHRISTMAS, 1943, IN RADIO CITY

NEW STATE DEPARTMENT SERIES STARTS ON NBC

WASHINGTON.—One of the most significant programs of the new year is promised in "The Department of State Speaks," which is scheduled by the NBC Inter-American University of the Air for four Saturday evenings from January 8 to January 29.

In this striking new series, the State Department for the first time will use the medium of radio to tell the people how the vital government unit operates.

Every important member of the staff is scheduled to participate. Cordell Hull, the Secretary of State; Edward R. Stettinius, Jr., the Under Secretary of State; Assistant Secretaries of State Breckenridge Long, G. Howland Shaw, Dean Acheson and Adolph A. Berle, and other officers of the department will be heard.

Non-partisan in nature, the programs will emphasize the place of Congress in American foreign relations. Prominent members of Congress, both Democratic and Republican, also will take part.

These participants will explain the work of the State Department in the formulation of policies designed to promote international cooperation, security and well-being. The programs will emphasize new or little-known facts of the department's operations and interpretation of certain current developments.

"The National Broadcasting Company and its independent affiliated stations regard this distinguished series as a new contribution of radio to the public interest," said Niles Trammell, in announcing the series. "We believe that bringing to the people of the United States direct reports from the responsible officers who represent them in the important field of foreign affairs will aid immeasurably in the understanding of government. The NBC Inter-American University of the Air adds another important chapter in its contribution to adult education by radio."

The format of the series will be patterned after the highly successful "For This We Fight." After a brief dramatized opening, each of the speakers delivers a prepared address. These talks are followed by an informal, round-table discussion.

WAR TRAVELERS RETURN

Trammell and Royal Visited European and North African Battle Zones



NBC EXECUTIVES IN ITALY—Lieutenant-General Mark Clark of the American Fifth Army (at the left) is leading Niles Trammell, NBC president, and John F. Royal, NBC vice-president in charge of international relations (at right), up an Italian hill during the radio executives' recently completed tour of battle zones.

NEW YORK. — Looking fine and fit after a six-week trip to North Africa and the Italian battlefronts, Niles Trammell, NBC president, and John F. Royal, vice-president in charge of international relations, returned to their Radio City desks on November 24. One of the principal objectives of the executives' journey abroad was to study plans for the reopening of NBC offices in the occupied countries as soon as Allied troops clear them of enemy forces.

In a press interview a few days after their return, Trammell and Royal described the highlights of their trip, particularly their inspection of front lines north of Naples under the three-star guidance of Lieutenant-General Mark Clark.

Trammell reported that troops are anxious to get more radio news from home than our existing short-wave services presently are able to supply. As a move to meet this request, Trammell announced that he would discuss the subject with the State Department in Washington. Our soldiers, he learned, are hearing their

favorite comedians, such as Jack Benny, Bob Hope, and Fibber McGee and Molly, through the Army's own low-powered stations, but they are disappointed by the scarcity of domestic news transmitted to them while it is still news.

Both Trammell and Royal praised the amazing reconstruction carried out in much-bombed Naples by our American engineers. Less than six weeks after the city had been sacked and abandoned by the enemy, our troops had partially restored the lighting and water systems and had cleared away the shambles on the waterside so that ships could dock with much needed supplies.

During the six weeks, the two executives visited Casablanca, Tunis, Algiers, Bizerte, Naples, Salerno, where our forces established their first bridgehead; Bari, the scene of the recent destruction of 17 Allied ships by enemy bombers, and several towns northwest of Naples recently seized by the Fifth Army. They met General Dwight Eisenhower and spent four days with General Alexander.

SUCCESS OF TELEVISION, MENSER SAYS, DEPENDS ON PUBLIC'S RIGHTS AND INDUSTRIAL FREEDOM

CHICAGO.—Success of television depends upon the right given the public to choose its programs and the freedom given broadcasters to respect the public choice, C. L. Menser, NBC vice-president in charge of programs, declared December 2, in a talk before the Public Relations Clinic of the United States Savings and Loan League here.

Television, Menser pointed out, is an "established fact," and improvement in both the quality and quantity of current television programs is constantly taking place.

"Two things are worthy of note," Menser said. "The ultimate success of television, like that of radio, will be dependent upon public acceptance. Without that acceptance, it can have no real success. And it cannot have that acceptance unless the public is given the right to choose its programs and the broadcasters are given the freedom to respect the public choice. The second thing worthy of note is that television, like radio, will find its great fulfillment in the home. Whatever other uses it may have it will, I believe, find its greatest acceptance by the public as a device for use in the home. To that end, it will complement and fortify, rather than oppose or nullify, those contributions to the home life of America which have been made by radio. In this day and age that is an important fact."

Tracing the development of radio from the time of its invention, Menser stressed its importance as a factor indigenous to American home life. The great part it plays in American home life, he said, leaves the success of radio entirely dependent on public acceptance.

"I'm not sure," he added, "that fact has been properly taken into account. For there is nothing in the world as dead and useless as a radio set which isn't turned on. Devise all the programs you will; censure them or leave them uncensored; originate them through inspiration or through edict; they will be effective only if the radio is turned on. The fine ideas, the propaganda talks, a program content whatever it be, will be no more effective than the content of a book with uncut

pages unless someone flips the switch."

American radio listeners, Menser said, "are hearing things which they have deliberately chosen to hear." He continued:

"In every family where a radio set is turned on, someone has by a deliberate and willful act walked over to the radio, thrown on a switch and tuned to a station which brings him the program he desired. And he knows when he does it that it will come to him free. That is the American system of broadcasting. There isn't anything like it in any other country in the world. It is truly the American system of broadcasting because under it the American people themselves decide what radio they want just as they decide what type of government they want or what type of homes they want. It will continue to be a truly American system of broadcasting only so long as it is allowed to remain responsive to the people it serves."

Menser pointed out that the American system of free broadcasting has eight listeners for every one listener in countries where broadcasting is under governmental control.

He concluded by saying that when the story of radio's contribution to the war effort is written, it will show "that this great youthful industry which grew up in a time of peace, like many a young American soldier on the field at this moment, has met the test of war."

WEAF's Mat Promotions

NEW YORK.—A weekly editorial feature, in mat form, written by Mert Emmert, Station WEAF's farm program director, is now being sent to rural and suburban newspapers. It is titled "The Modern Farmer" and deals with problems of special interest to tillers of the soil.

Another editorial mat feature issued by WEAF is "The Radio Scene," which gives a picture of what is happening in Radio Row—not only at WEAF but among the rival stations and networks as well. It is sent to rural and suburban newspapers every week.

NBC Script Writer's Music Book Gets Sixth Printing

NEW YORK.—David Hall, script writer on the "General Motors Symphony of the Air" and other NBC serious music programs, has just brought out a new edition of "The Record Book" published by Smith and Durrell. This is an enlarged edition of the book which he wrote in 1940. Its great popularity among music lovers and record collectors has brought it to its sixth printing.

The book performs a distinctive service to readers in that it not only lists

recorded music, but reviews the works and also contains a running historical commentary on the compositions and performers. The supplements which have been published yearly since 1940 have been included in the new



David Hall

edition together with a revised index. The book is designed either for straight reading or reference.

Still in his twenties, David Hall has achieved music prominence for his articles in musical publications and The Saturday Review of Literature, as well as his radio script writing. But it was not his original intention to devote his professional energies to music. He was taking his graduate work in psychology at Columbia, after graduating from Yale, when he concluded that psychology was not for him. His friend Norman Cousins, editor of The Saturday Review of Literature, suggested that he write a book on record-collecting. With his background in amassing a personal collection of 6,000 records, he had a head start.

Herrick Heads NBC GR

NEW YORK.—Dwight B. Herrick, assistant to the manager of NBC's public service department, has been appointed acting manager of guest relations. Herrick replaced Ted Thompson, who left December 5 for military service. At the same time, John D. Wahlstrom, assistant manager of guest relations, was named acting executive assistant manager.

SCIENCE MARCHES ON

Time Magazine, University of Rochester and Station WHAM Collaborate on Series Peeking Into the Future

ROCHESTER, N. Y.—In what is believed to be a new approach to the widely-discussed new developments in science, the University of Rochester began a new radio series on January 1, entitled "Time for Science." The programs are given in cooperation with Time Magazine and Stromberg-Carlson's Station WHAM.

The series presents "a realistic interpretation of the effects of scientific advances on everyday living," according to the announcement by Dr. Alan Valentine, president of the university.

Programs are directed by Dr. Gerald Wendt, science editor of Time, Inc., nationally known writer on scientific subjects, former professor of chemistry and director of science and education for the recent New York World's Fair. Dr. Wendt comes to Rochester each Saturday from New York City to take part in the programs.

Participants include members of the university's faculty who have won fame in chemistry, physics, optics, radiology, medicine, engineering and other sciences, as well as men who are outstanding in industrial research and production in Rochester and other parts of the nation. Sociologists, ministers and educational leaders also will be among those invited to appear on the programs.

Avoiding technical discussions, the broadcasts seek to make the results of scientific developments clear and down-to-earth.

The purpose, Dr. Valentine explained, is not to predict what form new automobiles and planes, homes and household equipment, radio and electronics will take when peacetime industrial production is resumed, but rather to determine the effect of inevitable changes in these and other fields on the daily lives of the rank and file of the nation's population—farmers, housewives, factory workers, clerks, stenographers, businessmen, laborers, and others.

It is not a "round-table" discussion program, but a lively, chatty broadcast along new lines, using dramatic incidents and other devices to make it stimulating. A clearcut summary is planned at the end of each program to leave the lis-



MEN BEHIND THE SCIENCE SERIES—Left to right: Dr. Gerald Wendt, science editor of Time, Inc.; Dr. Alan Valentine, president of the University of Rochester, and William Fay, vice-president of Stromberg-Carlson and general manager of WHAM.

teners with the feeling that they have received some positive ideas.

Dr. Valentine conceived the idea for the "Time for Science" broadcasts as a new approach to a subject on which there has been much contradictory conjecture. While there has been endless discussion in newspapers and magazines and on the radio over whether post-war automobiles would be radically different in design and capable of going 150 miles an hour on super-highways, or whether every family would have its own airplane, there has been no attempt to analyze the economic, sociological, educational and psychological impact of changes that are bound to come in many directions as a result of the vast strides made by science in recent years, he said.

"Some developments in science will solve age-old problems," Dr. Valentine pointed out. "Others will bring new problems. If the effect of the changes is foreseen, the new products of science may be used to enrich the lives of all. In the past, scientific achievements have outstripped men's capacity to harness them for the benefit of humanity. Most of the amazing new discoveries are now being used as weapons of destruction against our Axis enemies. When peace comes, these discoveries may be used as weapons against disease, poverty, unemployment, and distress of every kind, if we are prepared to employ them properly."

Dr. Wendt and executives of Time Magazine and Station WHAM to whom

Dr. Valentine submitted his proposal for the broadcast series were immediately enthusiastic over the possibilities for an outstanding educational service. As a result, a collaboration was agreed upon by which the facilities of the university, Time and WHAM are available to produce the programs.

Radio Accounting Chapter Written by WSYR Treasurer

● SYRACUSE, N. Y.—N. L. Kidd, treasurer of WSYR, is author of a chapter on radio accounting in the new "Handbook of Accounting Methods" recently released by the D. Van Nostrand Publishing Company.

Under the heading, "Accounting for the Radio Industry," Kidd gives a brief description of the business, theory of accounts, accounts required, chart of accounts and the numerical and book-keeping methods peculiar to the radio industry.

Before becoming associated with WSYR, Kidd was on the accounting committee of the National Association of Broadcasters and in that capacity was instrumental in effecting the brevity of the Federal Communications Commission's annual questionnaire. For many years he was connected with the New York City accounting firm of Haskins and Sells, and later was senior partner in the firm of Kidd and Frances, also of New York City.

NEW INTERNATIONAL SALUTES ACCORDED TO MAESTRO ARTURO TOSCANINI

NEW YORK. — Russia's appreciation of Arturo Toscanini's aid in the war against the Nazis is being demonstrated in Moscow with an exhibition in the House of the Red Army, the maestro recently learned through the the Soviet Embassy in Washington.

The conductor of the NBC Symphony Orchestra was presented with photographs of two exhibition panels containing portraits of himself as well as a picture of NBC's famed Studio 8-H at Radio City "in which for the first time in America," the Embassy pointed out, "was performed Shostakovich's Seventh Symphony." That program was dedicated to an appeal for the Russian War Relief.

One of the panels also contains a photograph of Leopold Stokowski, who is sharing the "General Motors Symphony of the Air" podium with Toscanini this season. Stokowski conducted subsequent performances of the Shostakovich Seventh with the NBC Symphony and other prominent orchestras.

Toscanini was advised that the exhibition already has been running for several months "and has been a great popular success."

The Soviet Embassy also acknowledged the all-Russian program presented by Toscanini and the NBC Symphony on November 7, and expressed "cordial thanks" for the maestro's "friendly feelings toward our country."

The maestro was also honored recently in Italy after the fall of Mussolini. According to a Milan newspaper photograph that reached Toscanini through an American Army officer, the La Scala Opera House was bedecked with signs pleading "Return, Toscanini!" and "Long Live Toscanini!" A reproduction of the photo appears on this page. Since the picture was taken, it was revealed that the famous old La Scala, where Toscanini ascended to world fame, was blasted by Allied bombs.

Maestro Toscanini has made news headlines on many occasions for his musical assists to the Allies. His programs have spoken out eloquently in musical pleas for tolerance and freedom from oppression. Also, his five War Bond concerts in 1943 yielded big returns to Uncle Sam's war chest.



The La Scala Opera House, Milan, Italy, bedecked with signs calling for Toscanini's return and wishing him a long life.

NEW YORK.—Selections from NBC Symphony Orchestra broadcasts under the baton of Arturo Toscanini are included in the V-Discs being routed to military posts in various parts of the world by the Music Section of the Special Services Division of the United States Army. In addition to this official government use of Toscanini recordings, the maestro has further aided fighting forces' morale by several donations of albums to Armed Forces Master Records, Inc., for distribution to Army and Navy posts and bases.



Photo shows the exhibition panel at the House of the Red Army in Moscow paying respects to Arturo Toscanini for his aid to America's fighting ally.

Wartime Assignment



Annora Dunnaway is KPO's first woman studio engineer. She hails from Lawrence, Kansas, where she acquired her third class operator's examination. Annora, who is married to a childhood sweetheart, now in the South Pacific, has worked both local and net shows. She finds the men engineers very cooperative and not a bit resentful of women being operators. Someday, she and her fighting husband plan on buying a ranch in California and settling down. But right now both the Dunnaways have a job to do. Hubby on the front lines and wifey helping out the man power shortage at home. Mrs. Dunnaway is just 21 years of age. Three weeks after their wedding, she was waving good-bye to her husband as he sailed through the Golden Gate on one of Uncle Sam's fighting ships.

NEWS FROM HOME

NEW YORK.—Short Wave Mike, a bulletin of news items about the NBC international division's personnel and programs, is being distributed by the division to former employees now in Uncle Sam's armed forces.

Suggested by Manager Fred Bate, the bulletin is edited by Corporal Leonard Allen, now assigned to Headquarters, Second Service Command, Governor's Island, New York, and Miguel Alborno, of the international division. Short Wave Mike will be published twice monthly. Staff for the bulletin includes: Aurora Dias, Natalia Danes, Walter Law, Herman Rogers, Bob Lochner, and Larry Ruddell, all of the international division.

NBC PUBLIC SERVICE SERIES COMBATS JUVENILE DELINQUENCY; MANY ORGANIZATIONS COOPERATE

NEW YORK.—Ten of the most important of the nation's voluntary youth organizations, with a total youth membership in excess of 31,000,000, will co-operate in a new 13-week series, "Here's to Youth," which starts on NBC January 15.

Although the mounting number of juvenile delinquency cases continues to concern most American families, this series will address itself to the broader, more inclusive picture of American youth in wartime. The series will portray, among other things, the methods which youth itself is employing to meet the challenge of delinquency.

Each of the organizations cooperating with the NBC Public Service Department is prepared to do an outstanding job of promotion for affiliated stations which carry the program. Parades, listening groups, poster contests and similar tieups have been planned.

Listed alphabetically are the cooperating organizations: American Junior Red Cross, with 17,000,000 young members; Boys' Clubs of America, 250,000; Boy Scouts of America, 1,600,000; Camp Fire Girls, 321,000; Girl Scouts, 816,000; Jewish Welfare Board, 410,000; National Catholic Welfare Conference, 5,000,000;

National Council of Young Men's Christian Associations, 2,500,000; National Federation of Settlements, 180,000, and Young Women's Christian Association, 3,000,000.

Dr. James Rowland Angell, NBC public service counselor and president emeritus of Yale University, sounded the keynote for the series when he said: "The importance of putting these programs on the air is not open to debate. However, I wish to make it clear that while the distressing increase of juvenile delinquency creates an urgent problem for the organizations cooperating in the production of these programs, these groups conceive their objectives in broad, constructive terms which include every important phase of mind, body and spirit.

"These voluntary organizations," he continued, "realize from their experiences that in training young people to be healthy, happy, intelligent and patriotic citizens, they also develop sound character while preventing moral shipwreck and social disintegration. But it is by keeping their gaze fixed on the affirmative, constructive aspects of the task that success is achieved, not by focusing attention primarily on human failure. These programs will reflect that attitude."

Atlantans Abroad



Wright Bryan (left), Atlanta Journal managing editor now on assignment in London, and Eddy Gilmore, UP correspondent now in Moscow, are pictured at WSB (Atlanta) in an interview just prior to their individual departures to Europe. A WSB commentator, Bryan is continuing his weekly radio program by transcriptions while overseas—broadcasting a 15-minute show over BBC.

KGW Souvenir Booklet

PORTLAND, ORE.—Station KGW has distributed 105,000 listener promotion booklets to Oregon homes.

The book contains 24 pages and is printed in four colors. It features program schedules, pictures of stars of NBC and local programs, and a brief history of KGW's 21 years of operation.

Advance notice of the distribution was given in two half-page advertisements in The Portland Oregonian, as well as numerous smaller ads. Many spot announcements were made. The book was so well promoted that several requests for copies were received from distant points.

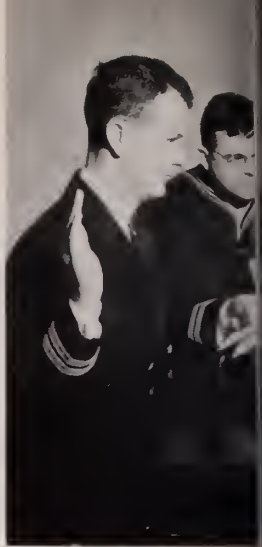
Copies also went to agencies of all NBC shows, along with a personal letter from Arden X. Pangborn, KGW's managing director.



Jim Wells, sports announcer at WBEN in Buffalo, N. Y., until he became an ensign in the Navy, drops in at the studio and is interviewed by his successor, Van Patrick.



Mrs. Mark Clark, wife of the commander of the Fifth Army, is interviewed by Elizabeth Hart of Station WMAQ, Chicago.



WAVE (Louisville) sworn into the WAV on the "Navy Bl



In this instance the fate of Turkey will not be decided by international diplomacy as this gobbler seems on the way to dismemberment by sheer force. Contesting WSYR (Syracuse, N. Y.) officials are E. R. Vadeboncoeur, assistant to the president, and Treasurer N. L. Kidd. Fifty-two of the holiday birds were passed out to station employees.



Conductor Leopold Stokowski of the breaks his rule of not making eng entertain wounded servicemen at the stands Al Pearce, noted



Director Jack Stapp (center) of WSM, Nashville, leaving for overseas duty with the OWI, is bade Godspeed by (from left) his successor, Ottis Devine; George Reynolds, chief engineer; Harry L. Stone, general manager, and George Dewey Hay, Solemn Old Judge of Grand Ole Opry.



Amos (center) 'n' Andy (right) show their invention, the "Where-Is-I-At? System," to NBC Engineer Harry L. Bryant at Hollywood's Radio City. The system is a cue box equipped with colored lights to eliminate producer's hand signals on show timing.



A new pronunciation WK Wis.. is a v highlights gran



...nist Allen Christen is
... lieutenant F. A. Hardy
... am of the station.



Dorothy Sundstrom, nurse at Chicago
NBC studios, doffs her whites to don a
Navy ensign's blues.



Colonel Ed Kirby, director of the radio division of the Bureau
of Public Relations, War Department, and former publicity
chief of WSM, visits his old office at the Nashville station.



General Motors Symphony of the Air"
... on a concert day when asked to
... ayam in San Francisco. At his right
... who assisted in the fun.



Rehearsal of the Nott Terrace High School Glee Club was broadcast over WGFM, General
Electric f.-m. station in Schenectady, N. Y., as part of the nine-stop radio tour of wartime
Schenectady in celebration of the station's third birthday. Announcer Hubert Wilke (right)
and Newspaper Columnist "Spec" Fowler are at the mike.



feature of
La Crosse,
card listing
day's pro-
...le.



A radio commentator's wife faces the microphone.
Mrs. George Fielding Eliot (left), wife of the war
analyst, is interviewed by Lora Price, director of the
KOA (Denver) Home Forum.



Here's Kleve Kirby "firing" his nom de radio of "Cleve
Conway." He assumed the alias when he came to NBC,
Chicago, as an announcer in 1939 because Durward Kirby
was also an announcer. Durward moved to the Blue and
Kleve cleaved his assumed monicker.

H.V.K. HOME AGAIN

NBC Commentator Makes Swift Round Trip to South Pacific War Zone

NEW YORK.—H. V. Kaltenborn, NBC's noted news commentator, recently returned from an inspection trip of Pacific fighting fronts under the auspices of the United States Navy. He returned more convinced than ever that victory in the Pacific will be a long, hard struggle.

During his brief tour, Kaltenborn spoke to every important commanding officer in the Southwest Pacific, including General Douglas MacArthur, Admiral Chester W. Nimitz and Admiral William F. Halsey. At Bougainville, Kaltenborn moved directly into the front lines where, as he put it, he could "smell the Japs."

Kaltenborn left New York believing the war against the Japanese would be over in 1945; he returned convinced that victory would not be achieved before 1946 at the earliest. While on his tour, Kaltenborn heard many a United States Marine chant the slogan, "The Golden Gate in '48," but he believes the Marines are a bit pessimistic.

Kaltenborn visited every one of the important islands in the Solomons and shared the hardships of the troops. He waded through muck deeper than his knees and dived into fox holes during two air raids.

The next two years will be largely a naval and air show in the Pacific, Kaltenborn believes, but the final blow may have to come from land troops.

Among his other conclusions from the trip is that General MacArthur is not, and will not be, a Presidential candidate in 1944. MacArthur, Kaltenborn says, has his heart and mind set on the reconquest of the Philippines and this cannot be accomplished in time for MacArthur to be a candidate, or to serve if elected.

Kaltenborn was escorted on his trip by the SCATS and NATS (Southern Pacific Combat Air Transport Service and Navy Air Transport Service). It was the NATS who arranged for him to go out on a night mission in Empress Augusta Bay on a PT boat.

He traveled on a route which no war correspondent had followed before. Before leaving, he climbed into the official Navy war correspondent's uniform—the second time in 45 years he has worn a uniform of the United States armed

forces. Back in 1898 Kaltenborn was first sergeant of Company F of the 4th Wisconsin Volunteers.

He was a war correspondent in those days, too, and covered regimental activities for the Milwaukee Journal, the Merrill (Wis.) Advocate and the Lincoln County (Wis.) Anzeiger, a German language newspaper. It seems a top kick had time to dash off stories during the Spanish-American War.

His latest trip was the fourth journey through key war areas which Kaltenborn has undertaken in the past 15 months. Although he usually sets out with a definite itinerary, the veteran broadcaster frequently pops up in unexpected quarters of the globe.

Last February, he went for a trip as guest of the Army Air Transport Command, to cover developments in Cuba, Puerto Rico, Brazil, Trinidad, the Canal Zone and Mexico. But when he got down to Natal, he suddenly decided to take a quick look at the African scene. So he flew to the African Gold Coast, spent about 12 hours there speaking to Lord Swinton and American and British commanding officers, and returned by plane to continue on his scheduled journey.

In August of last year, he broadcast one Sunday over the NBC network from Radio City in New York and surprised everybody by showing up in the BBC studios in London the next day.



H.V.K. IN SAN FRANCISCO—Passing through the Golden Gate City, the commentator (right) visited John W. Elwood, general manager of Station KPO.

Up-to-Minute War Films Thrill Video Audience

NEW YORK.—Official Army films of the recent Cairo and Teheran conferences between President Roosevelt, Marshal Stalin, Prime Minister Churchill and Generalissimo Chiang Kai-Shek, followed by a film of the landing of our troops on Tarawa atoll in the South Pacific, were televised over NBC's television station WNBT on December 13.

It is estimated that these news features, distributed to the television studio at the same time they were made available to theatres, were viewed by audiences sitting before 4,000 television receivers in the metropolitan area. In addition, WNBT's signals were picked up by WPTZ, Philadelphia, and rebroadcast to television set owners in that city.

This telecast established a new "first" for NBC. C. L. Menser, vice-president in charge of programs, who arranged for the showings, disclosed that similar up-to-the-minute reels will be transmitted by WNBT in coming weeks.

"These reels," he said, "point the way to television's possibilities. After the war, when television has hit its stride, NBC will have its own newsreel cameras alongside those of the film companies and newsworthy scenes will be rushed to the air."

Looking still further ahead, Menser added that ultimately NBC cameras will be spotted in all important news centers and the pictures will be telecast even as the event is taking place. History-in-the-making will be a regular highlight.

WBZ Boosts School Sports

BOSTON, MASS.—Outstanding Massachusetts schoolboy football players were recently selected by Irving D. "Bump" Hadley—former New York Yankee star who is heard regularly as a WBZ sports-caster—as members of his All-Scholastic Football Team for 1943. During his final "Saturday's Children" broadcast for the 1943 season, "Bump" made the formal presentation of certificates to his All-Scholastics. So successful—in both program and promotional ways—was the broadcast that the selection of the All-Scholastic Team will be made an annual feature of the program.

Newsman Mueller Returns For U. S. Lecture Series

NEW YORK. — Merrill Mueller, NBC foreign correspondent, holder of the Order of the Purple Heart, veteran of a thousand air raids, has returned to the United States and, as *The Transmitter* went to press, was about to leave on a lecture tour.

Mueller was in the London blitz and was with the American troops when the North African invasion got under way at Algiers. He followed the campaign up the African coast until it ended with the surrender of Axis forces at Tunis and Bizerte.

He was in the first wave of American soldiers to land on Sicily, wading the last half-mile with his typewriter held over his head, as the German planes splattered bullets at the invading forces.

Mueller had many narrow escapes. Twice his home in London was blasted away in raids. He was struck in the left leg by a piece of shrapnel and once, while a plane in which he was a passenger was taking off, the wing was sheared away at the tip, but the pilot managed to bring the craft down safely.

NBC Pianos Go Off to War

NEW YORK. — Three upright pianos that sat in NBC staff composers' and conductors' rooms at Radio City for many seasons are off to the wars. The vertical 38-noters that were on deck many seasons tapping out old tunes for batoneers and new ones for composers will soon be played overseas by Uncle Sam's fighting men.

When new verticals were ordered for behind-the-scenes radio tasks at NBC, Samuel Chotzinoff, manager of the NBC music division, and Ernest La Prade, director of music research who supervises NBC-owned instruments, decided the old uprights—in excellent working condition—might fit in with Army recreation needs.

The offer was made to the Army Special Service Division and a sergeant arrived at Radio City to see if the instruments met the War Department's specifications. They came through with a 1-A rating and were promptly inducted.

The first of the three pianos is "in the Army now"; the remaining pair awaits arrival of civilian Steinway replacements before going into action.

WLW EXECUTIVE, BACK FROM ENGLAND, SAYS NEWSCASTING IS RADIO'S BIGGEST WAR JOB

CINCINNATI, O.—The news job that radio is doing in the United Kingdom is without doubt its greatest contribution to the war effort, according to George C. Biggar, administrative assistant to the general manager of station WLW, who spent November in England and Scotland.

"Of course BBC and radio are synonymous terms over there," he said. "It was noteworthy in hotels and in homes that news tune-in was far greater than that for entertainment," declared Biggar. "I found the BBC news-room to be well-staffed, the personnel and routine set-up being modeled after that of a metropolitan newspaper."

Biggar was especially interested in noting the large staff of newscasters on BBC's international short wave service. Upwards of 43 men transmit news in as many languages and dialects of various nations. For instance, news is broadcast in eight different dialects to the people of India.

"Official advice on food rationing and the food production program is broadcast on regular schedules daily or weekly," he explained. "these services being handled by officials of the Ministries of Food, Health and Agriculture. Without doubt radio does a big job in keeping the people informed of these important projects supervised by the government."

"I was also impressed by the almost exclusive use of women as control operators and of the many women used as writers and producers to replace men in military service."

While in the United Kingdom, Biggar observed the farm production program and food rationing systems, transmitting eight interviews on these topics to WLW through BBC facilities.

He also discussed the WLW news service from London with Leo Dolan, INS bureau chief and the station's London correspondent.



COVERING THE WAR.—News and radio executives shown discussing news service from the European theater of war in the International News Service Bureau in London. Left to right are Barry Faris, INS editor-in-chief; George C. Biggar, administrative assistant to the general manager of station WLW, Cincinnati, and Leo Dolan, bureau manager for INS in London, and WLW's correspondent in the British capital.

School Bell Rings Again For N. Y. NBC Employees

NEW YORK.—Beginning this month, NBC will inaugurate the second season of employee group instruction in announcing, sound effects, production and script writing, C. L. Menser, NBC vice-president in charge of programs, announced.

According to Menser, this year's curriculum will embody several changes based on experience gained in the first series conducted last spring. All enrollees will register for the primary class or classes of their choice. After three or four weeks in these fundamental groups, students who qualify will be promoted to advanced classes. Remaining students will continue in the primary classes for the full course of at least 12 weeks, after which, if conditions warrant the extension, instruction will continue for an additional 12-week period.

Announcing classes will be headed by Pat Kelly and Jack Costello. The sound effects instructor is Fred Knopfke. Wynn Wright heads production and Lewis Titterton conducts the sessions in script writing.

"Employee program groups," Menser explained, "were instituted originally with two main objectives: 1—The project permitted us to establish closer relations with our employees by offering them opportunity to develop latent talents in several important departments of broadcasting; 2—By training personnel in this manner, NBC would be in a position to supply accomplished technicians to member stations of the network most of whom are troubled with serious man-power shortage. Several graduates of the first course found immediate employment at network affiliates."

Directing the courses under the general supervision of Menser are Ernest de la Ossa, NBC personnel director, and Garnet Garrison, assistant to the eastern production manager.

Erratum

In the last issue of The NBC Transmitter, a caption referred to Jan Masaryk as president of the Czechoslovakian Government-in-Exile. His correct title is Vice-Premier and Minister of Foreign Affairs of the Czechoslovakian Government in London.

In New NBC Post



Horton H. Heath, who has been named assistant to Frank E. Mullen, NBC vice-president and general manager. Heath comes to the network from RCA, where he was director of advertising and publicity. A graduate of Harvard, Heath has been with RCA since 1936. Prior to that, he served on the editorial staff of The New Yorker. Orrin E. Dunlap, Jr., manager of the RCA information department, was advanced to the RCA post vacated by Heath.

WHAM All-Navy Show on Air From Sampson, N. Y., Base

ROCHESTER, N. Y.—The all-Navy show, "Mission Accomplished," sponsored by the Stromberg-Carlson Company was recently launched on WHAM.

The program originates in Sampson, N. Y., where the second largest naval training station in the world is located.

Each week an incident in naval history, or present war operations, is dramatized and tribute is paid the men involved. The cast is made up entirely of Navy personnel. In many cases the persons involved are put on the air. There are many present-day nautical heroes at the base and their stories reflect "history in the making."

For the lighter side of the program, music is furnished by the Sampson orchestra under the direction of Art Jarrett, the vocalist and orchestra conductor of civilian fame.

The program is put on in the main auditorium at the Naval Base before a capacity audience of 2,500 bluejackets.

On each program, Stromberg-Carlson gives War Bonds to five outstanding men.

Experts Added to WTAM's Service Program Staff

CLEVELAND.—WTAM, NBC's managed and operated outlet here, has added two nationally-known personalities to its service program staff. They are Jean Colbert, network actress, women's commentator and writer, and Edward H. Faulkner, experimental farmer and author of the best-seller "Plowman's Folly."

Miss Colbert, who becomes director of women's activities at WTAM, is a veteran of 11 years in broadcasting. As a radio actress she has appeared on many dramatic network shows produced in New York and Hollywood. As a women's commentator, she was selected by the Mexican Government last summer as a representative American "woman-in-radio" to participate in a program of "good neighbor" activities.

Faulkner, WTAM's new farm editor, has a farm near Elyria, Ohio, is a former teacher of agriculture and a one-time county farm agent in Kentucky. His book, which extols the theory that plowing is responsible for erosion and most other ills of the soil in this country, has been widely publicized in Time Magazine, Reader's Digest and other national publications.

Car Card Salute

PORTLAND, ORE.—Rollie Truitt, sports announcer and director of public relations for radio station KGW was recently named Portland's "Citizen of the Week."

Each week, the Portland Traction Company chooses one of the city's outstanding persons who is contributing to war-time living, names him or her "Citizen of the Week" and publicizes the choice on its streetcar and bus cards.

Truitt was named after finishing his 14th year of broadcasting Pacific Coast League baseball, and being instrumental in the sale of many War Bonds to baseball fans.

The car card salute read: "For 14 years Rollie Truitt's voice has taken sports to the homes of shut-ins and others unable to attend games. He was instrumental in selling \$300,000 worth of War Bonds to baseball fans during the baseball season."

NBC DATA QUINTET KNOWS ALL THE RIGHT ANSWERS

NEW YORK.—Perhaps the most valuable space per cubic foot in all Radio City's sprawling vastness is tiny Room 958, sole repository of the only complete record of NBC program histories, speakers and artists.

The program analysis section of the research division—a branch of the advertising and promotion department—headed by Miriam Hoffmeir, has, since 1930, read or heard every NBC program which has gone out over the air waves. Their files include cards for every program, every artist, every speaker and his topic, and every client, heard over NBC in the past 13 years. To this end the five members of the department are on duty officially from 9 to 5, unofficially all the hours that programs are on NBC, checking and rechecking.

Miss Hoffmeir, who became the second member of the department when she arrived in 1933, has survived serenely the refined madhouse atmosphere in which she works. She lists the following qualifications for job-seekers there: a good disposition (the reporter prefers the word "saintly"), an ability to concentrate, a good cultural background, a keen interest in current affairs, a reporter's training—or outlook at least. The novice then requires a six-month training period in the infinite intricacies of program analysis.

The department has assisted the Library of Congress in recordings for their files and has provided vital information for other governmental agencies. FBI investigators and even the income tax man have found their files helpful. Actors drop by to refresh their memories on what parts they played years back; news commentators check up on what they said last week—or last year.

Funniest experience Miss Hoffmeir recalls is the time a distracted mother held a howling child to the phone for consolation because he had not yet received the trophy offered in a children's program. Most poignant was a sister's request for the recording of a pickup from Libya in which her brother had been interviewed following an air raid over Vienna. He since had been reported missing in action.

TELEPHONE CALL TO KDKA STARTED CITY'S SERVICEMEN ENTERTAINMENT PLAN

PITTSBURGH, PA.—The cordial hospitality and extensive program of entertainment now afforded soldiers, sailors and marines stationed in the Pittsburgh district is primarily the outgrowth of the early endeavors of Shirley Leiser, of the KDKA music library.

Service men who laud Pittsburgh's "hominess," ornate USO Canteen, and regular schedule of informal social events, little realize that they crystallized from a telephone call to KDKA early in 1942.

At that time KDKA was requested to furnish entertainment for soldiers whose week-end confinement at the Logan Armory induced untold loneliness. Due to Miss Leiser's association with the artists' service bureau, the task was given to her.

Assembling several KDKA entertainers and musicians—all of whom volunteered their services—Shirley arranged and supervised the inaugural evening of leisure. It was not a pretentious affair but nevertheless brought a laudatory response from the soldiers in attendance.

Foreseeing an opportunity of doing a genuine patriotic service on the home front, Miss Leiser then solicited the cooperation of all of Pittsburgh's radio sta-

tions. Soon the Army's Special Service Department confronted her with a plea for dancing partners for the soldier boys. With that Shirley and her little group sought the collaboration of department stores and large companies in the Pittsburgh district.

Today there are 70 groups embracing 2,000 girls from many Pittsburgh concerns, devoting one or more evenings weekly to helping entertain the service men. They are governed by scheduled assignments to social functions at the various nearby military encampments.

It was this praiseworthy effort on the part of KDKA's Shirley Leiser and her little group to "make soldier boys feel at home in Pittsburgh" that lent inspiration to the idea of a USO canteen in Pittsburgh. The canteen supported by the Variety Club is regarded as one of the finest in the country.

There Shirley is one of the four-person junior hostess committee which selects the hostesses, schedules hundreds of girls weekly for the social affairs outside the canteen, arranges for their transportation and cares for countless details related to the commendable plan.

Denver Religious Series



Clarence C. Moore, KOA program director, is pictured with Father John Cavanagh and Father Edward Breen, Associate Editors of *The Denver Catholic Register*, who answer listener queries on "Ask and Learn." The Catholic Archdiocese of Denver presents the program designed to answer questions on religious belief, practice, and worship every Sunday evening over KOA. "Ask and Learn" is a program of information on the Catholic religion primarily, but questions from KOA listeners regarding religion in general are answered.

COMMITTEEMEN NAMED

NEW YORK.—In balloting held during the past month, the following representatives of NBC's affiliated stations were elected to the 1944 Stations Advisory Committee:

| District | Name | Station |
|----------|-------------------------|---------|
| 1 | Paul W. Morency | WTIC |
| 2 | G. Richard Shafto | WIS |
| 3 | James D. Shouse..... | WLW |
| 4 | H. W. Slavick* | WMC |
| 5 | Stanley Hubbard..... | KSTP |
| 6 | Edgar Bell* | WKY |
| 7 | Richard Lewis* | KTAR |
| 8 | Arden X. Pangborn..... | KGW |

* New member.

The committee meets in New York early in January to elect a new chairman.

23 Years of Broadcasting Covered in NBC Booklet

NEW YORK.—The 23 years of radio's colorful progress from a "toy" to an industry that supplies entertainment, instruction and news to 32,000,000 homes in America yield the interesting facts for a 24-page illustrated booklet titled "What Goes On Behind Your Radio Dial," published recently by NBC's promotion department.

In its close-cropped pages (an economy measure carried out to conform to WPB suggestions), the reader is carried from the first pre-scheduled broadcast in 1920, through the formation of the pioneer network in 1924 and up to the present coast-to-coast coverage supplied by NBC's 141 outlets.

The booklet also lists some of the outstanding contributions to education, entertainment and public information made by both commercial and sustaining programs and includes a description of the world-wide news gathering system operated by NBC.

Because of the early demand for the booklet, an original press run of 25,000 copies already has been followed by an additional order for 50,000. Of this total, 25,000 will be distributed by NBC's information department, 15,000 will go to affiliated stations and 7,000 have been allocated to Mrs. Doris Corwith for her use while addressing groups as NBC's public service department lecturer.

C. P. Hammond Named Head of NBC Advertising-Promotion

NEW YORK.—Charles P. Hammond has been appointed NBC director of advertising and promotion.



Charles P. Hammond

For the past year, Hammond has been administrative assistant to Brown, who left NBC on January 1 to become advertising director for the RCA-Victor Division, Camden, New Jersey.

Following his graduation from Cornell in 1931, where he was a member of Zeta Psi fraternity, Hammond was associated successively with the editorial staffs of The New York World, The New York Post and The Literary Digest, before going to the Bureau of Advertising of the American Newspaper Publishers' Association. At the bureau, Hammond was promotion manager for two years and then became assistant to the research and promotion director, a post he held until January 1, 1943, when he came to NBC.

CHICAGO.—Almost 50 per cent of the student body available for employment on completion of the second annual NBC-Northwestern University Summer Radio Institute has been given air jobs.

St. Louis War Plant Uses KSD for Employee Program

ST. LOUIS, MO.—KSD programs to build morale of employees at a local war plant and to recruit new workers succeeded in one aim almost immediately. The first few programs brought in so many job applications that the sponsor stopped the appeals temporarily.

The thrice-weekly series for the Knapp-Monarch Company is a result of KSD's campaign to put local sponsors behind war effort shows.

The 15-minute Knapp-Monarch programs feature Russ David and KSD's 11-piece staff orchestra, which is featured on NBC's "St. Louis Serenade." Scripts for the shows link reports of the sponsor's employees now in the armed services to notes on important work done by those who remain on the production line.

The sponsor has played KSD transcriptions of the programs on the factory p.a. system during the lunch hour.

The programs' appeal for new workers stressed that Knapp-Monarch Company employees have good transportation, chances for "learning while earning" and for advancement, and above all an opportunity to do an important job and to stay on after the war, when the firm reverts to the manufacture of electrical appliances.

As institutional advertising, KSD's new shows spread the Knapp-Monarch name before the potential post-war market.

STATIONS FEATURE ADDITIONAL WINDOW DISPLAYS FOR NBC PARADE OF STARS



Left: Fibber McGee and Molly, winners of Radio Daily's award as one of the year's top radio comedy shows, were featured in a recent window display of the Schirmer Drug Company in Saginaw, Mich., where WSAM airs NBC programs. Center: KDYL in Salt Lake City promoted the Parade of Stars exhibit tied in with recording sales. Right: Park and Shop Supermarkets in Saginaw featured the NBC transcribed "Happy the Humbug" WSAM series in connection with their daily awards of Christmas food baskets.

NBC RUNS TRUE TO FORM IN WINNING TOP HONORS IN NEW POLLS

CLEVELAND PLAIN DEALER POLL

FAVORITE PROGRAMS

7 out of 10 on NBC!

Kraft Music Hall (Kraft Cheese Co.)
Chase & Sanborn Hour (Standard Brands)
Red Skelton (Brown & Williamson)
Sealtest Village Store (Sealtest, Inc.)
The Great Gildersleeve (Kraft Cheese Co.)
Bob Hope (Pepsodent Co.)
Fibber McGee & Molly
(S. C. Johnson & Son)

FAVORITE DRAMATIC SERIES

5 out of 8 on NBC!

One Man's Family (Standard Brands)
Light of the World (General Mills)
Those We Love (General Foods)
The Aldrich Family (General Foods)
Mr. District Attorney (Bristol-Myers)

FAVORITE LIGHT & SEMI-CLASSICAL MUSIC PROGRAMS

6 out of 9 on NBC!

American Album of Familiar Music
(Bayer Co.)
The Telephone Hour (Bell Telephone)
Fred Waring (Liggett & Myers)
Waltz Time (Phillips Chemical Co.)
Voice of Firestone (Firestone)
Hour of Charm (General Electric)

FAVORITE WAR PROGRAMS

3 out of 3 on NBC!

The Army Hour
March of Time (Time, Inc.)
University of Chicago Round Table

FAVORITE EDUCATIONAL PROGRAMS

3 out of 4 on NBC!

Information Please (H. J. Heinz Co.)
University of Chicago Round Table
March of Time (Time, Inc.)

FAVORITE COMEDIANS

5 out of 7 on NBC!

Bob Hope (Pepsodent Co.)
Red Skelton (Brown & Williamson)
Edgar Bergen (Standard Brands)
Hal Peary (Great Gildersleeve)
(Kraft Cheese Co.)
Fibber McGee (S. C. Johnson & Son)

FAVORITE MALE SINGERS (classical)

3 out of 3 on NBC!

Richard Crooks (Firestone)
John Charles Thomas (Westinghouse)
Frank Munn
(Bayer Co. & Phillips Chemical Co.)

FAME-MOTION PICTURE DAILY POLL

CHAMPION OF CHAMPIONS

3 out of 3 on NBC!

Bob Hope (Pepsodent Co.)
Jack Benny (General Foods)
Bing Crosby (Kraft Cheese Co.)

FAVORITE SYMPHONY CONDUCTORS

3 out of 3 on NBC!

Arturo Toscanini (General Motors)
Frank Black
(General Motors & Cities Service)
Leopold Stokowski (General Motors)

FAVORITE DRAMATIC SERIES

(same cast)

3 out of 3 on NBC!

One Man's Family (General Foods)
The Aldrich Family (General Foods)
Mr. District Attorney (Bristol-Myers)

FAVORITE COMEDY SHOWS

3 out of 3 on NBC!

Bob Hope (Pepsodent Co.)
Jack Benny (General Foods)
Fibber McGee & Molly
(S. C. Johnson & Son)

FAVORITE COMEDIANS

Top 2 on NBC!

Bob Hope (Pepsodent Co.)
Jack Benny (General Foods)

FAVORITE COMEDIENNES

Top 2 on NBC!

Joan Davis (Sealtest, Inc.)
Fanny Brice (General Foods)

FAVORITE MALE SINGERS

(classical)

Top 2 on NBC!

John Charles Thomas (Westinghouse)
Richard Crooks (Firestone)

FAVORITE QUIZ SHOWS

Top 2 on NBC!

Information Please (H. J. Heinz Co.)
Truth or Consequences (Procter & Gamble)

TOP SIX COMMERCIAL SHOW RATINGS IN RADIO DAILY POLL GO TO NBC PROGRAMS

NEW YORK.—NBC programs took the first six places among the Best Commercial Shows in Radio Daily's annual poll of radio editors, and NBC entertainers were the top four in the Best Entertainers' classification, with a total of seven out of 10 in this latter group.

Bob Hope's show was voted best, followed by those of Jack Benny, Bing Crosby, "Information Please," "Fibber McGee and Molly," and Edgar Bergen.

Crosby was named the best entertainer by the editors, followed by Hope, Benny and Bergen. Fibber McGee and Molly, Red Skelton and Kay Kyser also were among the first 10.

Hope was selected as best comedian and five other NBC stars won in this category including Benny, Bergen, Skelton, the McGees, and Eddie Cantor.

Crosby was selected as the best popular male vocalist. Other NBC stars honored here were Dennis Day, Barry Wood

and Frank Munn, a veteran favorite.

Bill Stern, perennial winner as best sports commentator, scored again. Clem McCarthy also drew honors.

Among dramatic serials, "One Man's Family" was named best; "Vic and Sade" drew second place; "The Aldrich Family" was third. Other NBC shows included "Those We Love," "Light of the World," "Abie's Irish Rose" and "The Guiding Light"—seven out of 11.

The top two places among symphonic conductors went to NBC's Arturo Toscanini and Leopold Stokowski. Frank Black and Howard Barlow won places in the top 10.

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

Named in the various categories were other top NBC shows: "University of Chicago Round Table," "Information

Please," "March of Time," "Lands of the Free," "Pacific Story" and "Cavalcade of America," six of 10 in the educational series; "NBC Symphony," "Telephone Hour," "Hour of Charm," "Standard Symphony" and Stradivari Orchestra—five of 10, among symphony programs. Among best dance bands were Fred Waring, Kay Kyser, Bob Crosby, Glenn Miller and Horace Heidt. H. V. Kaltenborn and John W. Vandercook were named with the best news commentators.

"Cavalcade of America," "One Man's Family," "Mr. District Attorney" and "The Aldrich Family" garnered top spots among dramatic shows. Editors liked Ginny Simms, Frances Langford, Hildegard and Bea Wain as popular female vocalists, and Lucille Manners and Margaret Speaks on the classical side.

"Information Please," "Truth or Consequences," "Dr. I. Q." and Kay Kyser's program took quiz honors.



Blueprint for Bundists

Suppose that Britain had gone down in those dark days of 1940. How would the Axis have struck at the United States?

It is more than likely that the initial, direct attack would have come from within. And if it had, we can be sure that one of the enemy's first moves would have been the attempt to seize America's broadcasting facilities. For that is an accepted part of the modern pattern of conquest.

Deprive people of their sources of reliable information . . . destroy free radio and substitute the mouthings of Quislings . . . blanket a nation with a barrage of lies . . . confuse, divide . . . make their cause seem hopeless . . . and they'll soon be helpless.

The enemy has his uses of radio—and *we have ours*. Under our system of free radio—*independent, responsible, self-supporting*—people can listen in confidence, hear the truth and unite to fight for it.

* * *

The six stations operated by the National Broadcasting Company—the 135 independently owned stations affiliated with NBC—are business organizations. They draw their revenue solely from advertising. But their services go far beyond entertaining customers of American business and industry. As parts of America's Number One Network they are *important* parts of what makes America a synonym of freedom.



America's No. 1 Network

this is the **National Broadcasting Company**

A SERVICE OF RADIO CORPORATION OF AMERICA