# NBC Iransmitter



Preparing for complete coverage of the forthcoming Allied invasion of Axis-held Europe, William F. Brooks, NBC's manager of news and special events, has assigned ace mikemen to front-line vantage points. Brooks is shown at New York headquarters—the nerve center of NBC's news set-up.

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#### NBC Transmitter



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#### AN ESSENTIAL FREEDOM

The relationship of a free radio to the freedoms of peoples everywhere was emphasized by Frank E. Mullen, NBC vice-president and general manager, in an address before the National Congress of the Daughters of the American Revolution in New York on April 18. Mr. Mullen advanced the plan that free radio be on the agenda of all peace conferences.

"Broadcasting," Mr. Mullen said, in part, "does not obscrve political frontiers, and so we must contemplate and appraise what kind of international broadcasting we are going to have after this war. It is almost obvious that a eontrolled radio in other lands will present problems in the interchange of news, information and education between the countries

of the world.

'While we cannot pretend to advise others as to the political systems they should follow, or as to what kind of a broadcasting operation they should conduct, it is self-evident that an unrestricted interchange of freely expressed opinion is necessary if we are to have a democratic world, wherein the eitizens of every land enjoy the priceless freedoms that we possess.

"We must guard the homeland too. To be sure, freedom from eensorship is provided in the Federal Communications Aet, under which broadeasting in the United States operates. But censorship can take many forms. The broadcasting industry, as a form of enterprise licensed by the government, is subject to a certain amount of governmental control, which presents an ever-present danger unless zealously field within bounds by the eitizens.

"While government regulation is essential to an orderly use of the ether roadways of radio, broadcasting in this country must never be allowed to become either the voice or the tool of government. It must remain the voice of the people.

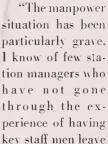
#### KANEY PAYS TRIBUTE TO STATION MANAGERS FOR THEIR BRILLIANT HANDLING OF "MEN AND MATERIAL" PROBLEMS

CH1CAGO.-When anyone starts talking about unsung civilian heroes of this war. don't forget radio station managers.

That is the opinion of A. W. "Sen" Kaney, station relations manager of the NBC Central division, whose business treks have taken him to stations all over the middle of the nation in recent weeks.

"I am continually amazed at the way in which managers have been able to provide their listeners with virtually normal service in the face of recurrent manpower

> shortages and lack of technical equipment." Kanev declared.





A. W. Kaney

their posts almost overnight to enter the armed services. Radio men in all departments are usually highly skilled and not easily replaced. But rather than go to the wailing wall, the executives have attacked the problem with unusual ingenuity.

"Their first step," Kaney continued, "was to scour their own staffs and the adjacent hinterlands for replacement material. In the main, the new help has consisted of young men rejected for military service, men beyond the draft age and women. Most of them, of course, had not had adequate experience, and this meant that the few old hands remaining on the job had to teach the newcomers.

"Managers admit that operating a school in conjunction with a radio station has been no cinch. They knew that inexperienced announcers lacked professional snap, and that a novice engineer makes more mistakes than a veteran. Theoretically, the whole broadcasting situation was in some danger of being tossed up for grabs. But in spite of that, the stations have been kept on the air and few listeners can tell the difference between peacetime and wartime operation."

Kaney held that the broadcasters have been equally resourceful in solving the problem of technical equipment shortage.

"Although commercial stations do have a priority rating, managers know that military needs come first," the NBC station relations executive said. "Consequently, they have established a policy of doing without or making the old stuff do.

"Let alone providing the essential equipment, the problem of maintaining it has been an increasing headache because as the supposed normal life of a piece of equipment ends. it takes more than a goat gland operation to keep it running. In spite of these obstacles, stations have been maintaining normal service and even excecding it in the emergency demands."

Kaney points out that the broadcasters have met these difficult problems without flag waving. "They have the government's word that wartime commercial broadcasting is essential. They have taken that word to mean that service shall be uninterrupted, come hell or high water."

As a further consideration for awarding orchids to station managers, Kanev points to the fact that stations have practically fallen over backwards in their willingness to cooperate in the various war drives.

"Faced as most of them are with heavy commercial schedules, no manager in this territory has hesitated to throw profitable commercial business right off the air to make room for essential war messages and shows," he stated. "More than that, most stations are developing special shows of their own to aid the war effort without waiting for official cues."

#### NBC-ite on College Faculty

CHICAGO.-Baskett Mosse, news editor in the NBC Central division's news and special events department, has joined the faculty of Northwestern University as instructor in news broadcasting, a new nineweek course which has been added to the curriculum of the Medill School of Journalism, according to an announcement by Dean Kenneth E. Olson of Northwestern.

Mosse is continuing his regular duties at NBC while teaching the course.

#### COVERING THE INVASION

#### Huge Staff of Experts Placed at Strategic Battle Points for NBC Coverage of Great World News Event

NEW YORK.—The National Broadcasting Company, through its news and special events department, has completed plans for coverage of the European invasion from the West. William F. Brooks, head of the department, has rearranged his staff, added more newsmen and correspondents and established facilities to give a complete report of the military operation when it materializes.

In charge of the London invasion staff is Stanley Richardson, who will have on his roster such experienced reporters as John MacVane, David Anderson, W. W. Chaplin, John Vandercook, George Y. Wheeler, Edwin Haaker and Merrill Mueller, youthful veteran of the London blitz and the North African and Italian campaigns.

Francis C. McCall. department operations manager in New York. will be in London to assist Richardson in coordinating broadcasting material and in assigning men where the news will be the hottest.

Lowell Thomas. H. V. Kaltenborn and Robert St. John will also be part of the NBC team covering invasion developments, but will probably operate from the United States. In Washington. Richard Harkness. Morgan Beatty. Leif Eid. William McAndrew and Captain Thomas Knode, honorably discharged United States Army veteran of the Buna campaign in the South Pacific, will cover details originating from the war agencies in the nation's capital.

For some time NBC has been in contact with the Army and Navy, the British post office (which controls circuits out of England), the BBC and various officials in Washington who will have a part in the censorship and dissemination of news once the invasion gets under way. The news department has prepared background copy, assigned special features to be developed both domestically and abroad, and has booked a number of prominent figures representing various occupied countries, so that when the flash comes NBC will be ready to give the best coverage possible over the network.

NBC. with other networks, has assigned a recording crew to the Navv, and stories obtained will be pooled in London. With these recording devices, correspondents will be able to bring a front line picture direct to the microphone. What these crews see will be recorded and later broadcast back to the home front.

As other battle fronts will be affected when the cross-channel push comes, NBC has acquired other crack news men and correspondents to report from their theaters of operations, tying in with any movement from the West.

The "quarterback" for the invasion team will be William F. Brooks. He will operate from his headquarters in Radio City, shifting the men from one key position to another as points of action change. And the same formula for gathering the news, as has prevailed in the past, will be rigidly enforced: that of guarding against any interpretations which might tend to give listeners a false impression of the story as it develops.

Though but 41 years old, Brooks has been a newspaper man since 1917. His first reportorial job was on his hometown paper in Sedalia. Mistouri. He later attended the University of Missouri and worked on several Mid-West newspapers, including The Kansas City Star. He began his long career with the Associated Press in Kansas City in 1926 and was later transferred to Washington. D. C. as feature editor. He covered both the Republican and Democratic conventions in 1928 and later came to New York as executive editor of the AP feature service.

In this capacity he covered every state in the union as well as many countries in



An emergency mike in the NBC New York news room can be used to cut in on any network program for an important bulletin. Here's John W. Vandercook, prior to his invasion assignment, putting a flash on the air.

South America and Europe. He next became executive assistant to the general manager, executive news editor in charge of the AP morning news report, and in 1937 Brooks was sent to London as managing director of the AP in Great Britain, Ltd., supervising photographic coverage and news distribution in Europe, Australia and the Far East. He returned to the United States in 1940 to do radio and magazine work and joined NBC as director of news and special events in October, 1942.

Francis C. McCall, Brooks' New York assistant and manager of operations, has been sent to London where he will aid Stanley Richardson, NBC London head, in coordinating the invasion setup. Mc-Call was born in Waxahachie, Texas, and after studying at the University of Texas. joined the New York office of the United Press in 1927. He covered local news for a short time and was then made assistant cable editor and later night cable editor. He left the UP to join the Australian Associated Press as assistant bureau manager in New York. His next newspaper job was with The Chicago Tribune as the paper's New York representative. He joined NBC in March of 1937 as news editor.

Another veteran newspaperman who will hold a key position for invasion coverage is Stanley Richardson. He will assign the correspondents to the various commands and supervise all news broadcasts from the English capital. Richardson began his newspaper work in Atlanta in 1920. He joined the Associated Press in 1922 as night editor in Dallas and served with the news agency for 16 years in Oklahoma City, Chicago. Washington, New York and in Moscow. In 1938 he was made confidential secretary to Ambassador Davies in Russia. When war broke out he returned to the United States and was assigned to the State Department as special assistant to the secretary. He became Coordinator of International Broadcasting, serving as liaison between the government and the shortwave broadcasters in the United States. He joined NBC in September of 1942 and was placed in charge of the London office.

(Continued on page 15)

#### PUBLIC SERVICE PROGRAM THEMES GET BIG RESPONSE IN IMPORTANT U.S. DEFENSE AREA

NORFOLK, VA.—Norfolk's Radio Station WTAR is serving an increasing number of gripping public service programs this year to an appreciative public in Tidewater Virginia.

Shows especially adapted to the war effort have proven favorites among the hundreds of thousands of listeners in one of the busiest war centers of the nation.

Days of national defense have given Norfolk and its surrounding territory three distinct types of listeners—the workers, the white collar group and the military. It is the objective of WTAR, under the direction of Campbell Arnoux, manager of the station, to project programs that interest this triple alliance for victory. To that end a special production department has been set up with Jeff Baker as director to work with Henry Cowles Whitehead, program director, and Julius Grether, chief engineer, to plan and produce such programs.

The astonishing public service for 1943 with its 2.177 programs, 7,830 one-minute messages and 655 hours of broadcast time

bids fair to take second place to that now well under way for 1944.

Through the sympathetic cooperation of WTAR in the war effort and its treatment of local propositions thousands and thousands of friends have been made for the station and NBC.

One of the biggest hits ever made by WTAR with service personnel in the area was achieved last Christmas. At the last minute hundreds of boys were given liberty in Norfolk. Homes for Christmas dinner had been obtained to take care of those who had leave in advance but when the new batch came in there was a question as to where they could eat. A bulletin was broadcast over WTAR and within the hour many of the boys were on the way to dinner and before the responses ceased every lad had an invitation.

Navy events are given much emphasis over WTAR as a result of the Norfolk Navy Yard and the Naval Base being located in the Hampton Roads area. One of the most recent achievements of the station was the broadcasting of details of

# WTAR

Vice-Admiral Joseph K. Taussig, USN, awards Secretary of Navy's War Bond flag to the Naval Operating Base, Norfolk, Virginia, before a WTAR mike.

the launching of the aircraft carrier Shangri-La at the Norfolk Navy Yard. On February 24, 1944, listeners of WTAR heard a first-hand account of the launching together with the address by Colgate W. Darden, Governor of Virginia, as well as remarks by Mrs. James Doolittle, wife of the famous general and sponsor of the once mythical ship now a reality.

WTAR scored heavily with its air coverage of the United War Fund drive on February 13. A two-and-a-half hour program from the studios with Cesar Romero, noted screen star and now a sailor, as master of ceremonies. The groundwork was laid for radio's big part in the success of the drive. which raised more than \$500,000 in Norfolk.

Equally as graphic has been the coverage of the Red Cross drive that started in Norfolk February 25. Five-minute talks by well known Norfolk speakers have been presented.

Impetus was given to the War Bond sales during the recent campaign as a result of WTAR public service programs.

#### **Gathering Farm Scrap**

COLUMBIA. S. C. — Station WIS, "South Carolina's Most Powerful Voice," lent that voice to the War Production Board for a recent experiment.

Using South Carolina as a trial state, the WPB staged a statewide appeal for heavy farm scrap. WIS launched the air campaign with a 15-minute interview with Purple Heart veterans of the war fronts. and with representatives from the WACS. WAVES. and Women Marines, followed by an appeal from the WPB. If successful in South Carolina the WPB drive will go to other farm states.

#### NBC MUSIC EXECUTIVE HONORED BY CHICAGOANS



Samuel Chotzinoff (center), manager of the NBC music division, was tendered a luncheon on his arrival in the Windy City to launch the "Orchestras of the Nation" series. Desire Defauw (left), conductor of the Chicago Symphony Orchestra, heard on the first five programs, was toastmaster. Francis M. Knight (right), represented the orchestra's trustees in welcoming Chotzinoff.

# RADIO BECOMES FOURTH "R"

## NBC Joins N. Y. Board of Education in Starting Broadcasting Courses in Metropolitan High Schools

NEW YORK.—The most extensive undertaking ever formulated in this country by a city school system and a national radio network has been announced by NBC and the New York City Board of Education. Purpose of the joint venture is to create an experimental center for training talented high school seniors in the fundamentals of radio broadcasting.

Slated to start in the Fall of 1944, the plans call for one-year courses in the fields of radio writing, production and speech, and the fundamentals of radio engineering, broadcasting station operations, and principles and practices of sound recording. Selected youngsters from the New York City high schools will receive credit toward graduation for successfully completing the first or the second trio of the courses.

In announcing the plans, Dr. James Rowland Angell, NBC public service counselor, said:

"This new educational venture, entered into by the largest city school system in the nation and the country's greatest radio network, opens a broad field for experimentation on a laboratory basis. If it is successful, it will create in this area a cooperative technique that can later be expanded into many other areas throughout the nation.

"Never before has such a large-scale cooperative educational enterprise been attempted by a radio network and a school system for the development, through their respective facilities, of special courses of training for talented youngsters in all aspects of radio and techniques for its use in supplementing their education."

According to Sterling Fisher, director of the NBC Inter-American University of the Air, under whose auspices the experiment is conducted, the proposed courses are intended to give talented students the opportunity for a sound understanding of several aspects of radio communications. They will permit the Board of Education to widen the scope of public education in the field of communications, and enable NBC to pioneer in a new and highly valuable field of public service while establishing contact with young people of unusual aptitude. Finally, the joint venture will provide leadership and stimulation to all



Students conduct a forum over WNYE, the station operated by New York's Board of Education.

secondary schools in the proper utilization of audio aids in classroom instruction.

Arrangements call for the complete facilities of the New York City Board of Education's FM non-commercial station—WNYE—the instructional staff of the board, and the classrooms and laboratories to be made available for teaching purposes in the courses.

In March, 1943 the board, through the superintendent of schools, Dr. John E. Wade, approved two of the Inter-American University of the Air's programs for its in-service teacher training without credit, on an experimental basis. After studying the programs for a half-year, the board announced in October 1943 that the two courses, "Lands of the Free" and "Music of the New World." would be acceptable for full credit by teachers toward annual salary increments. This was the first time in the history of broadcasting that the N. Y. Board of Education had approved courses for teachers based on radio programs.

This experiment proved so successful that the board continued to approve two NBC programs: "Lands of the Free," the university's historical series, and "American Story," its literary series (formerly written by Archibald MacLeish and now by Allan Nevins during the present Winter-Spring school term).

Plans for an extension of this type of in-service training of teachers by radio on a nationwide basis were announced last October in the formation of a Committee on Use of Radio in Supervision by the National Educational Association.

In the announcement of the new arrangements between NBC and the Board

of Education, NBC has agreed to supply a private wire to Station WNYE for the utilization of valuable public service features for study, transcription, demonstration and rebroadcasting for schools via FM when desired. The network also will supply guest instructors for the courses, and will give advice and guidance in the planning and operation of the actual experiment.

Contents of the courses to be offered starting next Fall are:

A. Radio Writing: continuity, station announcements, spot announcements, musical continuity, radio newswriting, special events, sports, interviews, dramatic scripts, the unit drama, the serial, the episodic, dramatic narrative, requirements of radio dialogue, planning the radio plot, transitional devices, character delineation, and script research.

B. Radio Production: system of modern broadcasting, American commercial station and its operation, personnel of a modern radio station, networks, steps in radio production, radio production terminology, live programs, records and transcriptions, the radio show, tests of quality, the dramatic sketch, sound effects, sources of radio music, microphones and microphone setups, round tables, quiz and musical programs.

C. Fundamentals of Radio Engineering: a.c. waves, radio waves and radiation, vacuum tube theory, power supply equipment, generation of radio waves, radio wave as a carrier of intelligence, reception of radio waves, the radio receiver and transmitter.

E. Broadcasting Station Operation: operation and servicing of radio power supplies, operation and testing of speech input and audio control equipment, microphone placement and related studio techniques, transmitter operation, test and maintenance, radio law and FCC operating rules, preparation for FCC licensing examination.

F. Principles and Practices of Sound Recording: relationship of sound recording to radio broadcasting and rebroadcasting. education projects and remedial teaching. industry and engineering. selling and advertising: types of recording systems, their characteristics, advantages and limitations, components of recording systems, mechanical construction of recorders, audio frequency amplifiers. equalization of microphones, lines, amplifiers, recorders and reproducers, playback systems, techniques of recording, trouble shooting, economic factors in recording.

#### NBC Supervising Building Of Coast Shortwave Unit

SAN FRANCISCO.—Under supervision of the National Broadcasting Company, construction of a huge new shortwave broadcasting plant here to serve the Far East, the Pacific area and Latin America will begin shortly, it was announced by John W. Elwood, general manager of NBC Station KPO.

The shortwave plant, for which land already has been purchased and preliminary plans completed, is expected to be in operation by Fall. It will be designed and built by NBC for and in collaboration with OWI and the Defense Plant Corporation at a cost of approximately \$1,000,000.

The shortwave plant, consisting of four powerful shortwave stations, will be operated by NBC, for the Overseas Branch of the OWl.

These facilities will play an important part in American psychological warfare in the Pacific area and will form a strong link between Latin America and the United States.

#### Vandercook Heads A. R. N. A.

NEW YORK.—John W. Vandercook, NBC news commentator, who expects to leave shortly as a member of NBC's London invasion team, has been elected president of the Association of Radio News Analysts. He succeeds Major George Fielding Eliot.

#### **Casting Problem**



Charles Urquhart, former production manager of the NBC Central division, adds to his collection of cast autographs when Commentator Alex Dreier takes pen in hand. Private Urquhart, stationed at Camp Crowder, Missouri, where he is teaching basic training for the Signal Corps, was on furlough while recovering from a fractured heel.



PERFECTION THEIR GOAL—Pictured above are members of the champion KOA transmitter crew, who, for near perfection in mechanical service, won the 1943 General Electric Merit Award. (l. to r.) Francis A. Nelson and Garland S. Dutton, transmitter engineers; Russell C. Thompson, assistant station engineer; George H. Anderson, transmitter engineer; Roy D. Carrier, station engineer; James R. MacPherson, KOA general manager; Robert H. Owen, chief engineer; W. Carl Nesbitt, Blair E. Dobbins, and Joseph L. Turre, transmitter engineers, and Emil L. Raeke, building maintenance. (Story below, right).

#### KOB Salutes NBC Service Series, "Now Is the Time"

ALBUQUERQUE, N. M.—High ranking officials of the armed services and members of the WAC, WAVES, and Women Marines participated in a "Now Is the Time" rally in the Student Union Building on the University of New Mexico campus March 27.

Women of the university student body were special guests and the rally on the campus was sponsored by Mortarboard, women's honorary organization. Purpose of the rally was to honor the service branches and to stimulate interest in the first of NBC's "Now Is the Time" series, which paid tribute to American women in service.

Ellen Kirk, representing KOB, was m.c. and Carol Williams, president of Mortarboard, represented the student body. Dr. James F. Zimmerman, president of the university, was in the official party.

#### Chicago Salvage Campaign

CHICAGO.—At least 25 tons of waste paper will be salvaged for the current paper campaign from business records in the dead storage files of the NBC Central division. The weeding out project started March 1 and will continue through June 15, it was announced by Arthur G. Pearson, Central division purchasing agent.

Pearson estimated that more than 80 per cent of the old records can be discarded, not only aiding the waste paper drive but also providing badly needed storage space.

#### KOA Transmitter Wins GE Award for Air Performance

DENVER, COLO.—Station KOA's engineering department has been cited by the General Electric Company for the championship performance of all NBC operated stations.

Of 6,689 hours and 31 minutes of broadcasting in 1943, KOA was off the air because of technical difficulties only 42 seconds.

A championship plaque will be presented to Robert H. Owen, KOA chief engineer; C. A. Peregrine, control operator, and Roy D. Carrier, station engineer representing the entire technical staff, at special ceremonies on a date to be set later. All three men are members of NBC's Ten Year Club. Owen has been chief engineer at KOA since 1924 when it went on the air as a GE station.

KOA's present 50,000-watt transmitter, made by General Electric, went into operation in 1934. It is located in Aurora, Colorado. 14 miles east of Denver, on U. S. Highway 40. one of the nation's East-West transcontinental routes. The transmitter building itself is one of the show places of this area. Its 475-foot antenna is neon lighted and is visible for 50 miles in any direction.

The transmitter grounds are beautifully landscaped. In the center of the grounds is located a huge fountain with changing colored lights illuminating the KOA cooling system fountain, thereby making this adjunct to the technical operation both utilitarian and promotional.

# MINNEAPOLIS RADIO CITY HAS GALA OPENING NIGHT



Crowds flocked to the new unit housing KSTP studios and a 4,400-seat movie theater. Mayor Marvin Kline and other local officials participated in the opening night ceremonies. Guided tours through the structure have attracted many thousands of visitors.



Leonard Leigh, KSTP musical director, conducts the 26-piece orchestra and eight-voice mixed chorus on the dedication program from the modern theater studio in the edifice.



KSTP used 24-sheet posters and triple-sized car cards to announce the opening and invite tourists. The station proudly proclaimed itself as NBC's only affiliate serving the Twin Cities area.



No, this isn't a real stage. It's a replica, in miniature. Three such exhibits display KSTP programs in theatrical fashion.

The tiny stages are set in wall recesses in corridors.

#### A Day for Joy

PHILADELPHIA.—St. Patrick's Day was a big day for the Irish—but no less an anniversary for Leslie W. Joy, general manager of Philadelphia's Westinghouse Station, KYW, who made his debut over WJZ on March 17, 1923.

On that day 21 years ago, Joy did his first chore as a concert singer. He still recalls that memorable occasion when it just so happened that his competition on WEAF was none other than John McCormack, the famous Irish tenor.

About a year later, he obtained a permanent spot on the announcing staff of WEAF. He continued with NBC after WEAF was absorbed in 1926—first in the program department and later in an executive capacity.

In 1935 he came to Philadelphia as liaison officer with NBC which at the time operated KYW for Westinghouse. A year later he was made general manager, a position he has held since.

#### Station Host to I.R.E. Group

MILWAUKEE, WIS.—WMFM, The Milwaukee Journal FM Station. was host to the regular monthly meeting of the Chicago Section of the Institute of Radio Engineers, at WTMJ's Radio City, Milwaukee, March 18.

More than 225 engineers from Illinois, Indiana, and Wisconsin, attended the sessions held in the broadcasting building.

During the afternoon WMFM engineers served as guides, as the engineers toured Radio City and visited the WMFM transmitter at Richfield, Wisconsin. Dinner was served in the structure's television studio.

#### Status Quote

SALT LAKE CITY. — KDYL's News Editor John Page boasts a record of more quotes in The Weekly Digest of Radio Opinion than any other individual. Page is commentator of the KDYL program titled "This Week in Review."

#### KIDO's Red Cross Campaign

BOISE, IDAHO.—After K1DO carried all NBC Red Cross programs, it extended its facilities to the Idaho Red Cross chapter and staged a dramatization of Arch Oboler's play, "Paul Revereski" on March 19.

The event was attended by all chairmen of the state's Red Cross committees, and the public showed fine response, filling the ballroom of the Hotel Boise to see and hear the war effort drama. The program was a promotional triumph.

The Sunday evening radio time was donated by Falk's, a Boise department store. An added feature of the evening was a pre-show demonstration of studio sound effects and announcer voice demonstrations. The show was directed by Sid Martoff.

Letters from Idaho officials and the general public, unsolicited, thanked KIDO for presenting the story of the Red Cross and the home front play.



Here's the new 915-foot tower of WKY, Oklahoma City, which will go in operation late Summer or early Fall. When the 90-foot FM aerial is perched atop the huge AM tower, this will be the tallest mast in the U.S.A. Transmitter equipment and grounds represent a \$250,000 investment.



Commander John S. "Jimmy" Thach, famed fighter tactician and combat hero, pins honorary aircrew wings on Bob Hope during the ceremony at Jacksonville Naval Air Training Station March 14 when 150 naval aircrewmen won wings on completion of operational training.



New York NBC-ites who joined the Rockefeller Center Choristers, a 175-(l. to r.): Lois Smith, budget office; Joan O'Rourke, messenger; Virginia Janice Hoiles, mail room; Marcia Aldrich, advertising and promotion; and Mu

They joined in Rockefeller Plaza Easter concerts.



R. E. Dunville (left), Crocley v.p. and assistant general manager of WLW, Cincinnati, receives Alfred I. duPont Radio Foundation award to "a large station." Looking on are Mrs. Alfred I. duPont and Frank E. Mullen, v.p. and general manager of NBC.



Things were "bully" in Boston as Director details transferring a pure-bred Holstein calffor the bull calf auctioned over WBZ. Ce



par Lieutenant Catherine Cockburn (left) and Yeoman Jean Sharpless, both of the inver Spar Recruiting Office, are pictured above with Chief Petty Officer Victor ature, former actor now in the United States Coast Guard, during a special Fox Theatres' broadcast over KOA, Denver.



t, include, WEAF; isy, music.



Grace Moore (right) recently favored Louisville dial twisters with an interview on WAVE. The emcee and producer of "Grace Notes," Natalie Potter, questioned the opera star on her own ideas about home decorating and clothes.



The long and short of radio announcing at WGY, Schenectady, N. Y. Reading from top to bottom are William Von Hacht, Jr., whose nom de mike is Bill Hart and Edward "Ted" Murchie. Hart reached Schenectady by way of Hartford.



· Flower, of the WBZ Farm Hour, completed w owner. A listener paid \$600 to the Red Cross 's took place in a department store window.



Listening in a Canadian classroom. All nine Canadian provinces have regional school radio projects. In Ontario, one of the more recently organized CBC provincial series, "Music for Young Folk," presented 10 music appreciation broadcasts.

#### "LANDS OF FREE" AND "AMERICAN STORY" START NEW SEMESTERS ON NBC UNIVERSITY OF THE AIR

NEW YORK.—"Lands of the Free" and "American Story," respective historical and literary series of the NBC Inter-American University of the Air, recently started new broadcast semesters.

Second semester of its second broad-



Allan Nevins

cast year sees
"Lands of the
Free" present programs under the
general title "Development of
Ideas in the Americas." Expected to
start on March 26,
the first broadcast
of this new series
of 19 programs
was postponed a

week because of an address by Prime Minister Churchill. This semester of "Lands of the Free" deals with the ideologies and ways of life, the political and social ideas, and the trends of thought in the Americas.

The initial four broadcasts tell of the relationships between the white man and the Indian. The six which follow relate the contributions of various European peoples to life in the New World.

And under the subtitle "Men and Ideas," the last 10 programs highlight poets, philosophers, missionaries, medical men and educators whose contributions have influenced the life and thought of the

Western Hemisphere. Three programs originate in Canada. The final broadcast of the semester will be heard August 20.

On April 15, "American Story" began its second series of broadcasts with Professor Allan Nevins, of Columbia University, replacing Archibald MacLeish as writer. MacLeish is expected to return later in the series to write another sequence of episodes. Nevins, twice Pulitzer Prize winner, has picked up the thread of development of literature in the Americas where MacLeish left it off. He, like MacLeish, is basing each broadcast upon one or several notable books or documents, which he terms the primary—and too much neglected—sources of American history.

Nevins has gained world-wide acclaim for his historical writings, among them his Pulitzer Prize winning biographies of Grover Cleveland and Hamilton Fish. Successively a teacher and newspaper man after graduation from Illinois University, Nevins was named professor of American history at Cornell in 1928, and in 1931, assumed the Columbia U. post of professor of history.

Both "Lands of the Free" and "American Story" are permanent presentations of the University of the Air which is under the general supervision of Dr. James Rowland Angell, NBC public service counselor, and directed by Sterling Fisher, his assistant.

#### **Promotional Chimes**

NEW YORK.—The three notes of the famous NBC chimes—the musical triad heard daily by countless millions of radio listeners are now sounding every 15 minutes in the lobby of the NBC studios in Radio City. The actuating device, developed by NBC's engineering department, is operated by electronic means, which insure absolute pitch.

Only the chimes sound on the quarter and half hour but they are followed on the hour by gong-like tones giving the exact time.

Extension of the chimes service was suggested by Mary E. Alcombrack of the spot sales department.

#### **NBC Girls in Uniform**

NEW YORK.—NBC's own distaff side is being reduced as a direct result of "Now Is the Time," network tribute to women of the armed forces. First all-woman prepared and produced program in NBC history, the 30 women working on it from NBC's home staff found themselves prophets with honor.

First recruits from NBC, New York, are M. Elizabeth Lobel, secretary to John H. MacDonald, vice-president in charge of finance, who signed up with the WAVES, and Marie Gerard Wiegand, receptionist in the station relations department, who is going to be a Woman Marine.

#### Radio Farm Directors Group Forms West Coast Chapter

SEATTLE, WASH.—The third and Westernmost group of the National Association of Radio Farm Directors was organized at a recent meeting in Berkeley, California, arranged by the Office of War Information of the Department of Agriculture. The Western Radio Farm Directors, to be known appropriately as "RFD," will send representatives to the national meeting of their organization to be held at Columbus, Ohio, in May.

Because of his long service to farm broadcasting, Jennings Pierce, Pacific Coast stations relations chief for NBC, was elected honorary chairman. Bill Moshier of Stations KOMO-KJR Seattle, was named chairman and secretary, and Henry Schacht of KGO, San Francisco, vice-chairman. Other members of the West Coast Farm Directors' are Hamilton Hintz of McClatchy Newspaper and Radio in Sacramento, E. W. Jorgenson, KFPY, Spokane; Nelson McIninch, KFI, Los Angeles; Luke Roberts, KOIN, Portland, and Raymond Rodgers, KMJ, Fresno.

#### **Farm Mementoes**



Eight presidents from 47 county Councils of Farm Women in South Carolina get souvenirs from the "Palmetto Farm and Home Hour" in recognition of the eight years that program has been on the air over WIS (Columbia, S. C.). G. Richard Shafto, general manager of WIS, draws the eight winning names as Bessie Harper, district home demonstration agent, and Winnie Belle Holden, radio extension specialist and conductor of the weekly quarter-hour program, get ready for the anniversary broadcast. One novel souvenir was the tray of South Carolina produced eggs spelling out the WIS call letters, which Miss Holden presented to Shafto.

#### Production and Television Appointments Made by NBC

NEW YORK. — Wynn Wright, NBC's Eastern program manager was appointed national production manager of NBC on March 20 by Clarence L. Menser, vice-president in charge of programs. In his new capacity Wright coordinates all interdivision production operations and assumes the duties of eastern production manager.

As another step in NBC's organization looking toward the expansion of television, Menser also announced the oppointment of N. Ray Kelly, formerly Eastern production manager, as manager of

production facilities for the company's television operations.

For 15 years before coming to radio, Wright was allied closely with the theater. A native of Columbus, Ohio, Wright was edu-



Wynn Wright

cated in Detroit and engaged in little theater work while attending the Detroit College of Law. He abandoned the legal profession to join a theater stock company and played with some of the best known troupers of the generation.

During World War I he joined the Navy and was made associate director of the Newport, R. I., Community Playhouse where he staged shows for servicemen. After the war he returned to the theater. In 1922 he became drama director of the University of Detroit, and in 1924 opened the Detroit Repertory Theater. In 1930 he joined Station WWJ, Detroit, as drama director, and in 1934 moved to NBC in Chicago as production director.

He later returned to WWJ as program and production manager and went to London in 1936 to study British production methods. In 1938 he rejoined the NBC Central division as production director, and in March of 1939 became production manager of the division.

Educated at Washington University, Knox College and Harvard Law School, Kelly came to NBC in 1930. He organized and developed the network's sound effects department and was appointed production manager of the Eastern division in 1943.

# AWARDS MADE TO NBC PISTOL RANGE EXPERTS



Frank E. Mullen, NBC vice-president and general manager, recently awarded pins to NBC-ites with top scores in the NBC A.A. weekly pistol meets. Left to right: Helen Rodabaugh, engineering; Rita Alevizon, radio recording; Mullen; Jean Harstone, advertising and promotion, and George Monahan, NBC protection chief who coaches the A.A. team. Additional awards were made to other high-scorers.

#### Nancy Osgood Named Head Of WRC Home Forum Series

WASHINGTON, D. C.—Nancy Osgood, WRC producer who directed the all-feminine air series, "Now Is The Time," succeeded Mary Mason, director of the



Nancy Osgood

WRC Home Forum, when the latter went off the air in April after eight years with the station.

Miss Mason resigned to be married to a naval officer and does not expect to return to

the microphone. Miss Osgood has an extensive background in radio. Since 1927 she has been with major stations and networks producing, writing and performing in programs of all kinds. She is recognized particularly as an able director of women's programs. For two years in Washington Miss Osgood broadcast under the radio pseudonym of Nancy Dixon, shopping and contacting stores and reporting her findings in good buys.

Previously she was heard in similar shows in St. Louis, Detroit and Boston.

During the past year Miss Osgood has been with WRC as a production director and writer.

#### Clem McCarthy, Ace Turf Mikeman, Joins NBC Staff

NEW YORK.—Clem McCarthy, noted turf expert whose winged words can outrace the fleetest of three-year-olds, has joined NBC's sports staff.

Under his exclusive contract for sports resumes over NBC, his only outside assignment this year will be the Kentucky Derby, which he will do for the Columbia Broadcasting System under a previous commitment.

At NBC, McCarthy joins hands with



Clem McCarthy

two other famous sports authorities—Bill Stern, NBC's director of sports, and Grantland Rice, whose favorite stories are being broadcast Saturdays.

When radio was

broadcaster who could keep pace with Joe Louis' punches, Clem auditioned and won the assignment to cover most of the champion's fights. McCarthy's radio coverage of Louis' first bout with Max Schmeling is still regarded as a classic.

Son of an Irish horse auctioneer and dealer, his early ambitions, naturally enough, were to become a jockey.

# DALLAS, TEXAS: SCENE OF STOP ON COAST-TO-COAST WAR CLINIC TOUR



L. to r.: Jim Moroney, of Dallas Morning News; Raymond F. Guy, NBC radio facilities engineer; Jim Gaines, NBC, N. Y.; Hugh A. L. Halff, WOAI, and Robert Shelby, NBC engineer.



Mrs. Moroney greets Sheldon Hickox, NBC station relations manager, and Ed Zimmerman, of KARK, Little Rock, Arkansas, at one of the many events held in conjunction with the Clinic.



(Left to right):
NBC's Ray
Guy; E. M.
Dealey, president, The Dallas Morning
News, and
Niles Trammell, NBC
president.

NBC's third annual War Clinic completed its 8,000-mile tour late in March with Dallas, Chicago and Hollywood as the last meeting places. The earlier New York and Atlanta sessions were reviewed photographically in the April issue of The NBC Transmitter. The great interest in television and FM shown by affiliates found expression in the news and editorial columns of leading newspapers from coast to coast. Video network prospects as outlined by President Trammell and other industry clinicians emphasized the great post-war possibilities of television as an additional NBC service to stations.

# VIEWS OF VISITORS TO MEETING OF NBC AFFILIATES IN CHICAGO DURING MARCH



Roy C. Witmer, NBC vice-president in charge of sales, and Doris Corwith, assistant to NBC's public service counselor, attending the NBC third annual War Clinic in Chicago.



L. to r.: Morgan Murphy, W. C. Bridges and H. E. Westmoreland, of WEBC; Stanley E. Hubbard, of KSTP, and Fred Schilplin, of KFAM.



Mrs. B. Lavin and Mrs. H. Burke, wives of station men.



Fred Schilplin of KFAM, and Howard Dahl, of WKBH.



H. Fair, WHO. A. W. Kaney and W. J. McEdwards, NBC.



NBC V.P.'s Frank E. Mullen and John F. Royal.

# WESTERN BROADCASTERS MEET WITH NBC EXECUTIVES IN HOLLYWOOD



John Elwood, general manager of KPO, San Francisco; NBC President Trammell and V.P. John F. Royal, look over a convention television exhibit.



Clockwise: George Riley. NBC comedian; NBC V.P. William S. Hedges; Betty Stone and Edgar Bergen; Mrs. Strotz; President Trammell; V.P. Sidney N. Strotz; and Spike Jones.



S. Fox, KDYL, Salt Lake City; H. Fletcher, KSEI, Pocatello; P. Merryman, NBC, and H. Ritter, KYCA, Prescott.



KPO's John Elwood, Arden X. Pangborn, KGW'; Karl O. Wyler, KTSM; and O. P. Soule, KSEI and KTFI.



T. Sharp, KFSD, San Diego; O. P. Soule, KSEI, Pocatello, and KTFI, Twin Falls: Trammell, and Dick Heath, KTAR.



Sheldon Hickox, NBC station relations manager; Vice-President Sidney N. Strotz; Arden X. Pangborn, KGW, Portland; and Charles Hammond, NBC's advertising and promotion manager.



Clarence L. Menser, NBC vice-president in charge of programs: Sid Fox of KDYL, Salt Lake City; and James Gaines, assistant advertising and promotion manager of NBC.

# WHAM, 50-KW. STROMBERG-CARLSON COMPANY ROCHESTER, N. Y., STATION JOINS NBC NET

ROCHESTER, N. Y.—WHAM, the Stromberg-Carlson Company's 50,000 watt station here joined NBC on May 1. For the past year the station had been carrying both the Blue Network and NBC programs.

The station was founded in 1922 by The Rochester Times Union using the call

letters WHQ, operating on 100 kilowatts. In 1923 the frequency 1080 k.c. was assigned to WHAM and the studio and transmitter were located in the then new Eastman School of Music.



William A. Fay, Stromberg-Carlson vice-president

February 1, 1927, The Strom-

berg-Carlson Telephone Manufacturing Company acquired WHAM and shortly after joined the Blue Network when it was part of NBC. On September 1 of that year, WHAM built new twin towers in Victor, New York, 18 miles east of Rochester and opened new studios in the Sagamore Hotel. The power was increased to 5.000 watts and later in that year the frequency changed to 1070 k.c.

William Fay, now vice-president of the Stromberg-Carlson Company, in charge of broadcasting joined the staff of WHAM in August. 1928, and one year later became general manager. That same year the old Federal Radio Commission classified 96 channels available for broadcasting into "clear, regional and local"; naming 1150 k.c. a clear channel. There were 40 channels in this category. In November of 1928. WHAM was assigned this frequency and became a "clear channel station operating on 1150 k.c." In the late fall of 1929, it went on a full time schedule of operation.

March, 1933, marked a gala occasion for the station. The commission granted a boost in power to 25,000 watts and a galaxy of NBC radio stars journeyed to Rochester for the occasion. NBC saluted WHAM, coast to coast. The grant, by the commission, was for 25,000 watts operation and 25,000 experimental. Not many

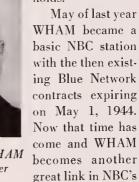
months after, full 50,000-watt operation became effective. From that time on, WHAM has been a "power in the industry."

January 1938 marked the 10-year operation of WHAM under Stromberg-Carlson control and the dedication of its new 450-foot radiator tower in Victor. Once again the network paid tribute to the station and NBC stars participated in the celebration held in the Eastman Theater in Rochester. In 1942 the frequency was upped to 1180 k.c.

With the declaration of war, WHAM became a vital link in the defense setup of Western New York. It went on a 24-hour-a-day basis as a key station in the area for the First Interceptor Command.

Jack Lee joined the staff of WHAM in 1927 and while his position was that of assistant manager, he became known to all the listening audience as producer and actor on many of WHAM's favorite local programs. In September, 1942, he was named general manager of WHAM, which

position he now holds.





John H. Lee, WHAM general manager

coast-to-coast broadcasting facilities.

The personnel of the station includes: William Fay, vice-president of Stromberg-Carlson in charge of broadcasting; John H. Lee, general manager; John W. Kennedy, Jr., sales manager; Charles Siverson, program director; Truman Brizee, promotion and publicity director; Eugene Zacher, musical director; Kenneth Gardner, chief technician, and Hazel Cowles, women's editor.

NEW YORK. - Highlights from NBC mail: "Serenade to America" up like a skyrocket . . . "Bill of Rights" brought fan mail from all corners of the country.

#### WHAM Plans Video Station As Part of Own Radio City

ROCHESTER, N. Y.—Television was assured for Rochester shortly after the end of the war by action that has just been taken by the Stromberg-Carlson Company. Already the owners and operators of Station WHAM and of Frequency Modulation Station WHFM, the local radio and telephone manufacturing company recently made application to the Federal Communication Commission for a license to operate a television broadcasting station on a commercial basis.

Arrangements have likewise been made to assure the receipt, as soon as possible after the close of hostilities, of up-to-theminute studio and transmission equipment.

In discussing the application for a television license. William Fay, vice-president in charge of broadcasting, pointed out that the operation of a television station would be but another step in his company's progress in the American broadcasting field.

Fay stated: "Having watched the development of television for more than a decade, we are convinced that, due to the refinements brought about as a result of wartime research, the new art is ready to be transmitted to the home. Just as our company pioneered in sound broadcasting with its Station WHAM in 1927 and with its frequency modulation station, WHFM. in 1939, so will it offer to the area in and around Rochester the best service available for those who wish to see as well as hear broadcasts of amusement and informational features."

Asked where the company proposed to locate the new broadcasting studio and transmitter, Fay revealed that plans were already under way to create on Humboldt Street, adjoining its factory site. what may come to be known as Rochester's Radio City, including a studio building and FM and television transmitters. He said it would be big enough to accommodate the enlarged staff which will be required for AM. FM and television broadcasting and would provide the number of studios necessary for the enlarged work of the combined station. It would include a good sized auditorium where an audience could be seated when broadcast programs of particular visual interest are being originated in Rochester.

#### COVERING THE INVASION

(Continued from page 3)

W. W. Chaplin, another member of NBC's invasion team, was one of the first American newsmen to interview Gandhi. A veteran of World War I, his first newspaper job was on The Syracuse Journal. followed by 11 years with the Associated Press. In 1932 he joined the International News Staff and was assigned to Washington. His first foreign assignment was in Rome and later Paris, from where he left to cover the Ethiopian War. He returned to France to cover the Western Front until Dunkirk, escaping just before the German army marched in. He covered the Gandhi uprisings in 1942 and the Nationalist Congress in Bombay. After covering the Russian war for several months, he returned to New York.

David Anderson, another member of the London staff, has been doing most of his broadcasting from Sweden. A graduate of the University of California, he went to Sweden in 1939 during the Finnish and Norwegian wars and translated the articles of Sweden's foremost war correspondents for an American news agency. After joining NBC, he was sent to Rome, later returning to Stockholm. He was recently sent to London.

Bjorn Bjornson, who replaced Anderson in Stockholm, was born in Minnesota. A graduate of the University of Minnesota, he served for four years as editor of a weekly and two years as head of the department of journalism at Grand Forks University. After several years on The Minneapolis Tribune he joined NBC and was sent to Iceland and remained there until his recent transfer.

Edwin Haaker, one of the youngest members of the invasion team, was once a guide at Radio City. A magna cum laude graduate of Franklin and Marshall Academy, he first came to NBC in 1933 but left to enter business in New England. After a stint with the Associated Press he returned to NBC as a junior writer in the news and special events department and worked his way to a senior rating.

John MacVane is one of the veteran radio correspondents of World War II. Born in Portland, Maine, he attended Phillips Exeter Academy and received his A.B. Degree at William College and a B.Litt. from Oxford University. MacVane's first newspaper job was on The Brooklyn Eagle and a year later he joined

## BOSTONIANS VIEW NBC SYMPHONY WINDOW DISPLAY



Boston music lovers were treated to a special display of the "NBC Symphony and the War" during the WBZ-Westinghouse historical radio exhibit at Filene's Boston department store. The display included reproductions of many of the most famed scores featured by the NBC Symphony under the batons of its noted conductors.

the staff of The New York Sun. MacVane went to London in 1938 as sub-editor of The London Daily Express and then spent two years in the Paris office of The Express and the International News Service. Shortly after he joined NBC, he was assigned to cover the Dieppe raid and was the only radio reporter taken on the mission. He covered the African invasion, and was also at the front in Italy.

Merrill Mueller is one of the few reporters of World War II to receive the Order of the Purple Heart. Though only 27 he is already a veteran of the London blitz, the South Pacific war, the North African and Italian campaigns, and is now back in London awaiting the word to move to the front with General Eisenhower, to whose command he has been assigned by Brooks. Mueller was a member of Newsweek's London Bureau when he joined NBC. He went through 700 raids in London, 72 in Malta and countless others in North Africa and Italy. When the Japs attacked Pearl Harbor, Mueller was aboard a British destroyer bound for Gibraltar. He went to Malta and the Middle East and joined the British in their sweep across Libya. He got to Singapore shortly before the Japs and just managed to get out ahead of them. He roamed the South Pacific for a time, igterviewing General MacArthur, and then set out for Africa after a stopover in London. Mueller covered the American and British sweep into Tunisia and was with the first wave of American troops to set foot on Sicilian soil.

John W. Vandercook, another invasion team member, will carry with him an intimate knowledge of 73 foreign countries he has toured in his capacity as a reporter and traveler. He was born in London, son of John F. Vandercook. first president of the United Press. He was graduated from St. Paul's School. Garden City, Long Island, and attended Yale for a year. He left to try his luck at acting and after a year in stock and with several minor roles in Broadway productions, he turned to newspaper work. His first job was on The Columbus Citizen in Columbus, Ohio. Hc later worked for The Washington News and The Baltimore Post and in 1923 became assistant editor of Mac-Fadden Publications.

The latest addition to the invasion staff is George Y. Wheeler. Wheeler was born in Washington and was graduated from Princeton with an A.B. Degree in 1937. After a trip to Honolulu he joined NBC as a page in Washington and then, in rapid succession. became announcer, script writer, producer, production manager, and finally assistant manager. His war correspondent duties will see him assigned to the Navy and he expects to do much of his work with the recorder.

# ACE NBC REPORTERS ASSIGNED TO KEY NEWS SPOTS FOR INVASION COVERAGE











L. to r.: John MacVane, Edwin Haaker, Merrill Mueller, David Anderson and W. W. Chaplin, veteran reporters assigned to front lines.











Ralph Howard, Stanley Richardson, Francis C. McCall (manager of operations), John Vandercook, and Bjorn Bjornson, high-ranking newsmen.











Robert St. John, H. V. Kaltenborn, Lowell Thomas, Morgan Beatty and Richard Harkness, all assigned to NBC's coverage of invasion.











Max Hill, Alex Dreier, Don Hollenbeck, Leif Eid and Robert Magidoff, more familiar voices on biggest story of war.