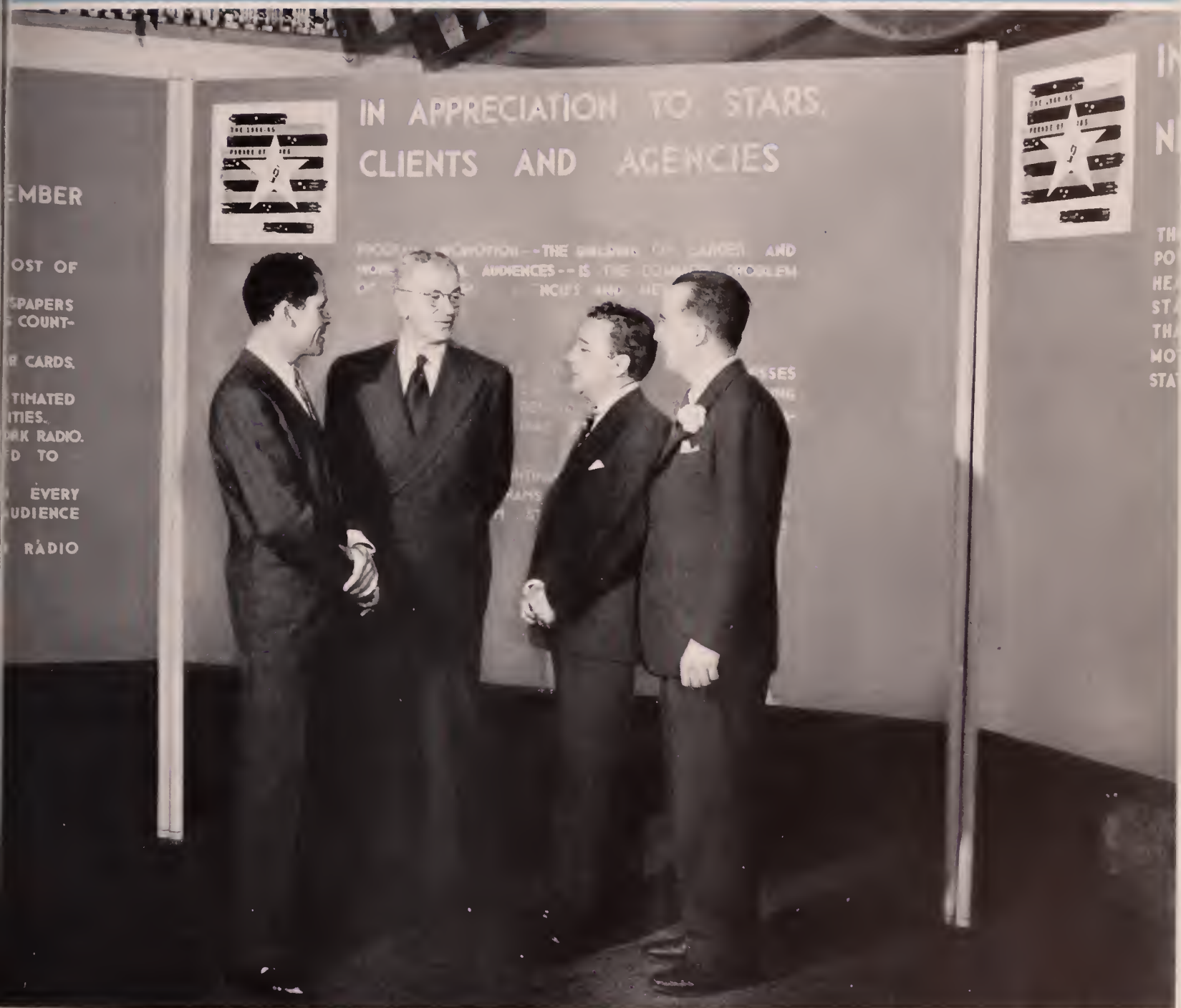


NBC Transmitter

Devoted to the Interests of NBC and Its Affiliated Stations



Prominent agency executives attended the New York Parade of Stars Exhibit. Left to right: A. K. Spencer, of J. Walter Thompson; Roy C. Wimer, NBC v.-p. in charge of sales; Tom Luckenbill, of William Esty, and C. P. Hammond, NBC advertising-promotion head.

IN THIS ISSUE:

"America United"

"Our Foreign Policy"

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NBC Transmitter



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"IN THE PUBLIC INTEREST"

Niles Trammell, president of the National Broadcasting Company, announced on February 21 a revision of several of the network's policies on commercial programming further to improve its service in the public interest.

"Broadcasting is fast-moving and constantly changing," Mr. Trammell pointed out. "To stand still in broadcasting is to go backward. Programs that were spectacular only a few years ago may become commonplace or out of date. Such rapid changes are usually the result, not of deterioration of the program, but of changing public tastes and more exacting standards of entertainment. The public's reaction to obsolescence and its insistence upon continually higher quality in radio programs are just as compelling as its demands for improvements in automobiles, refrigerators, radio receivers or motion pictures.

"Programs must be kept fresh and up to date. No radio program can afford to coast on its past reputation. Neither can it successfully maintain a mediocre framework and depend on the prestige of the network and neighboring programs to deliver a large, unearned audience. Every radio program should stand on its own feet. It should be the last word in its own type of show, and of such quality that in its own right it will acquire and hold the highest possible percentage of radio listeners. By fulfilling the public demand for creative entertainment of the highest quality, each program will do its share to maintain and increase the over-all listening to the network, and enhance the network's value to all listeners and consequently to all advertisers.

"As broadcasters operating in the public interest, it is our responsibility to try to make every program sent out over our network meet the standards we have mentioned."



WILLIAM F. BROOKS
NBC Manager of News and Special Events

W. F. Brooks, NBC News Head, Returns from War Tour

NEW YORK.—William F. Brooks, director of the NBC news and special events division, made a round trip to Europe in February and early March as part of his extensive tours of battlefronts and war capitals to lay groundwork for the network's post-war news coverage in Europe. While abroad, Brooks conferred with NBC correspondents.

Originally, Brooks had planned this trip late last year. Instead, accelerated events in the Pacific sent him to the West Coast and on to Honolulu for conferences with Navy officials for news coverage plans in that theater.

New Technical Post

NEW YORK.—Whitney M. Baston, formerly NBC transmission engineer, has been appointed to the newly created position of technical training director. O. B. Hanson, NBC vice-president and chief engineer, announced on January 22.

In his new assignment Baston will guide technical training in all offices of the network's engineering department, reporting directly to F. A. Wankel, Eastern division engineer.

Music Clubs to Offer NBC Spot to Audition Winners

NEW YORK.—The three 1945 winners in the young artists auditions of the National Federation of Music Clubs will have the privilege of appearing as soloists with the NBC Symphony Orchestra in its summer series of broadcasts, under the baton of Dr. Frank Black, Miss Ruth M. Ferry of New Haven, national chairman of these events, recently announced.

This additional award, which supplements the \$1,000 traditional cash award for winners in violin, piano and voice—long identified with the federation's biennial competitions—was offered to the organization by Samuel Chotzinoff, manager of the NBC music division, and is contingent, as awards of this character invariably are, upon the discovery of talent that justifies a solo appearance with one of the country's major symphony orchestras.

Ernest La Prade, NBC director of music research, will represent NBC at the finals, which will be held on May 24, at an auditorium yet to be selected. Semi-finals on the two preceding days will take place at the auditorium of the Manhattan School of Music, in this city.

In making known the NBC offer, Miss Ferry expressed great gratification on the part of America's music clubs. "The prestige of appearing with an orchestra as outstanding as the NBC Symphony will mean almost as much to our young artist winners as the cash award, which enables them to take advanced study or finance a debut recital," she said.

"For some years, at least one of our instrumental winners has been guaranteed an appearance with a major symphony orchestra as an additional award from the Schubert Memorial, but we have never before been able to offer such an award as an incentive to all our winners, and we deeply appreciate the National Broadcasting Company's giving our young people this splendid opportunity."

Miss Ferry added that, from present indications, the enrollment for the competitions will be very large.

Most recent competition sponsored jointly by the network and the National Federation of Music Clubs was a patriotic song contest.

INDUSTRY AND AGRICULTURE JOIN HANDS

Labor, Farm and Business Combine Forces for "America United" Roundtable Series

NEW YORK.—Details of NBC's significant new public service program, "America United," which for the first time has made available the facilities of a national network at a regular period each week to major labor, agricultural, and business groups for the discussion of cooperative efforts and mutual objectives, were announced January 16 by Niles Trammell, NBC president.

The American Federation of Labor, the Congress of Industrial Organizations, the National Grange, the American Farm Bureau Federation and the Chamber of Commerce of the United States will participate in the series with each organization building its own program for the discussion of national issues and problems.

"NBC, in another move to promote discussion of national problems in the fields of labor, agriculture and business, and feeling that each of the segments of our economy is interested in the other and that cooperation is the solution to these national problems, has invited these representative groups to use our facilities for the purpose," Trammell declared.

"I am happy to announce also," he added, "that the heads of these organizations have accepted an invitation to constitute an advisory committee of the National Broadcasting Company in their scope of broadcasting so that our public service will reflect the views and needs of those important segments."

The A. F. of L. opened the program schedule on January 7 and is continuing to select participants at the roundtable for a period of 13 weeks. For 10 weeks thereafter the A.F.B.F. and the National Grange will alternate in preparing the programs and naming the speakers. The Chamber of Commerce will then take over for three weeks, followed by the C.I.O. for 13. The two farm groups will alternate for another 10 and the Chamber of Commerce will conclude the series with three additional programs.

Each organization is inviting representatives of the other groups to participate on its programs.

The entire series is under the auspices of NBC's public service department and the company's public service counselor, Dr. James Rowland Angell.



STARTING THE SERIES—Seated (l. to r.): Edward A. O'Neal, American Farm Bureau Federation president; William Green, AFL president; Philip Murray, CIO president; Albert S. Goss, master of National Grange. Standing: Frank E. Mullen, NBC vice-president and general manager; Eric Johnston, U. S. Chamber of Commerce president; Niles Trammell, NBC president, and Dr. James Rowland Angell, NBC public service counselor.

On January 16, at the first meeting of the advisory committee with NBC officials, heads of the groups which will take part in the series voiced their enthusiastic approval of "America United." Here are their comments:

Philip Murray, president of the C.I.O.: "We appreciate this great opportunity to give to the people of the United States of America the point of view of the C.I.O. on issues and affairs affecting the people, especially the problems of labor."

William Green, president of the A. F. of L.: "No one can adequately appraise the value of the public service rendered by NBC through its presentation of 'America United.'"

Eric Johnston, president of the U. S. Chamber of Commerce: "The people of America want management, labor and agriculture to get along. This program will do much to bring peace at home by bringing these groups together. By sitting down at the table, on the air, we can solve many of our problems and difficulties."

Edward A. O'Neal, president of the American Farm Bureau Federation: "It is only by getting together and talking things out across a conference table that any one group can reach an intelligent understanding of the problems, hopes, and objectives of the other groups. I feel that

better understanding among groups will surely lead to coordination of all group activities in the public interest."

Albert S. Goss, master of the National Grange: "Discussion of questions of public interest over the air by these groups representing such widely diversified interests is sure to have a most wholesome effect. The public will get a broader viewpoint on many questions than could be possible otherwise."

Heath Heads NBC Information

NEW YORK.—Horton H. Heath was appointed director of information for NBC on February 20. He succeeds Albert E. Dale who resigned. The announcement was made by Frank E. Mullen, NBC vice-president and general manager.

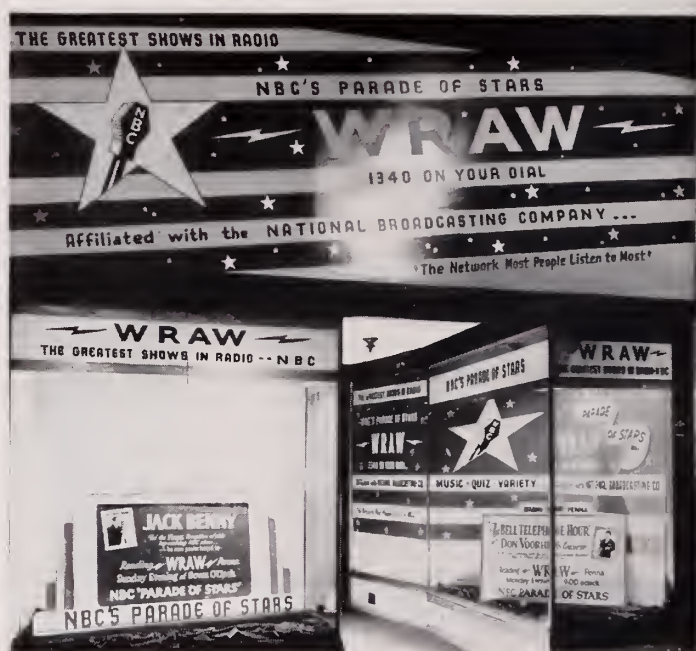
Heath came to NBC in January of last year as assistant to Mullen. He had been associated with the Radio Corporation of America since 1936. He joined RCA as assistant manager of the department of information, becoming manager in 1939 and director of advertising and publicity in 1940.

Mrs. Irene C. Kuhn, assistant director of information and Anita L. Barnard, manager of the correspondence division, will report to Mr. Heath.

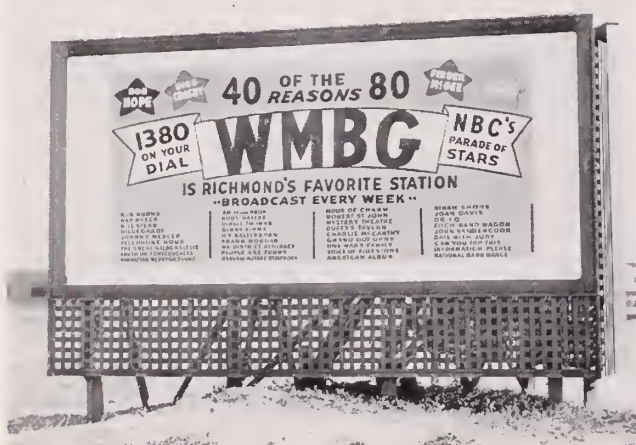
NBC PARADE OF STARS INSPIRES AUDIENCE-BUILDING STATION DISPLAYS



This illuminated WEAF display caught the eyes of thousands of persons at New York's busy Grand Central Terminal.



Window shoppers in Reading, Pennsylvania, got a preview of best styles in programs at this WRAW exhibit.



WMBG, Richmond, Virginia, used this eye-catching billboard for its Parade of Stars message.



Using a huge star as a focal point, WOOD (Grand Rapids, Michigan) sponsored this NBC photographic layout.



"A Star Spangled Cavalcade of Entertainment" was the appropriate caption for this WGAL (Lancaster, Pennsylvania) wall panel.



Bright lights of WSFA's schedule have representation on the station's marquee.

HAMMOND REVEALS RECORD NUMBER OF TIE-INS FOR 1944-1945 PARADE OF STARS PROMOTION

NEW YORK. — Greatest on - the - air, newspaper, display, screen and direct mail promotion campaign yet undertaken by NBC and its affiliated stations in support of the "Parade of Stars" was revealed at an exhibit at the Grand Ballroom of the Waldorf-Astoria here February 8 by Charles P. Hammond, NBC director of advertising and promotion.

Roy C. Witmer, NBC vice-president in charge of sales, spoke at the luncheon and exhibit, which was attended by leading advertising executives, program sponsors, representatives of the press and network executives.

In the slide film and motion picture presentation showing first results of the 1944-1945 "Parade of Stars," which covered the last three months of 1944, Hammond disclosed that on-the-air promotion by the network and its stations amounted to \$432,245, based on lowest rates.

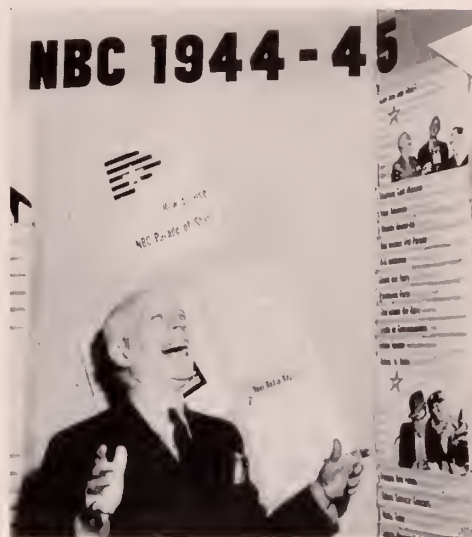
"The 1944 'Parade of Stars' has been designed with an eye toward flexibility," Hammond said. "The material sent to stations by the network covered every commercial program—111 in all—and can be used for any given set of promotional circumstances. We leave it up to the individual station to determine its most effective use on a year-round basis."

According to this first report, NBC and its affiliated stations placed close to 1,500,000 lines of advertising in papers having a total circulation of more than 38,000,000. The stations used 517 newspapers in 343 cities for their advertising.

Hammond disclosed that more than a billion impressions were made by displays of local network stations during this three-month period. The report showed that 18,465 car cards, 408 window and other displays, as well as 459 billboards, were utilized.

For the first time in the annual "Parade of Stars" promotion, NBC supported its affiliates' local activities with an eight-week movie trailer campaign. Featuring network nighttime stars, the trailers were seen in 726 theaters by more than 28,000,000 people in 111 station cities having a population of 22,000,000.

In widely diversified direct-mail cam-



HE CAN'T TOP THIS—Harry Hirshfield, "Can You Top This?" expert, registers the same approval at "Parade of Stars" display that he revealed on cover of his Bandbox album shown at upper right.

paigns, NBC stations distributed 407 direct mail pieces with a total circulation of 6,831,365 during the last quarter of 1944.

In this continuing cooperative plan to place year-round promotional support behind every commercial program on the network, the 1944 "Parade of Stars" saw stations applying much ingenuity to their promotion. These included a "Parade of Stars" month officially proclaimed by the city's Mayor; an actual street parade complete with a band, high school students carrying blow-ups of NBC stars and on-the-spot broadcasts; electric moving signs on important street corners, as well as exhibits at state and county fairs and personal appearances of stars.

Third in an annual series of program promotion projects, the NBC "Parade of Stars" was conceived to build larger audiences for sponsored broadcasts, and thus strengthen the position of affiliated stations in the communities they serve throughout the U.S.A.

The exhibit was also shown at the Palmer House in Chicago, February 21, and is due at the Beverly Hills Hotel in Beverly Hills, California, April 9. Supplementary reports showing actual evidence will be made to clients and agencies throughout the year.

NBC's San Francisco News Setup Undergoes Expansion

SAN FRANCISCO.—To handle the increasing number of shortwave broadcasts from the entire Pacific theater, the NBC newsroom here is currently undergoing an expansion program, in personnel and in office space, according to an announcement by John W. Elwood, KPO-NBC general manager.

Supervising the expansion is Francis C. McCall, manager of operations for the network's news and special events department; George Greaves, KPO-NBC engineer in charge, and William Charleston, building manager.

A new room will adjoin the present newsroom and will be used as an office, library and monitoring room by McCall. News Commentators Elmer W. Peterson and Larry Smith, and KPO News Chief Charles Cooney. The actual shortwave pickups will still be handled in a neighboring studio, as will the transmission of shortwaved news to the wire services via contract wire.

The general realignment of space moves the sound effects department into new and more efficiently arranged quarters, sends the musicians into an enlarged lounge and locker room and takes the announcers into more compact and convenient quarters next to their third-floor studio.

First addition to the news staff is writer Burt Leiper, who moved over from The San Francisco Call-Bulletin the middle of January. He worked with the McClatchy interests 12 years, writing for The Fresno Bee and newscasting for KMJ.

CAUSE FOR GLEE



Albert Walker (left), NBC assistant guest relations manager, presents a baton donated by Maestro Arturo Toscanini to the Glee Club of the New York Athletic Club. Lee S. Buckingham, N.Y.A.C. president, and Joseph O. Lennon, glee club head, receive the musical wand.

WTIC WINS COMMUNITY PRAISE FOR RESULTS OF HARTFORD ALCOHOLICS ANONYMOUS PROGRAMS

HARTFORD, CONN.—In cooperation with the Hartford Alcoholics Anonymous organization, Station WTIC has started a series of programs aimed at helping persons conquer excessive alcoholic tendencies. It is believed that WTIC is the first station to broadcast such a series of programs publicizing the aims of the group.

At first, station officials agreed to broadcast a trial of four weekly fifteen-minute programs. The interest evidenced by the general public was so overwhelming that the series was continued.

Letters from both men and women requesting assistance for relatives, friends or themselves flooded the A.A. office. In addition, the organization received innumerable telephone calls. In cases where the inquiries came from people outside of the Hartford A.A. area, the inquiries were referred to the group nearest the address on the letter. All A.A. groups in WTIC's service area have noted an increased interest due to the programs.

The programs consist of informal discussions by different members of Alcoholics Anonymous. These people were once hopeless alcoholics who have recovered from their malady, and they aim to square their debt of gratitude in being cured by helping other alcoholics to recovery. In telling their own experiences they attempt to prove that "there is hope for the alcoholics." Fictitious names are used on the program.

"The first time I ever got drunk, I did it deliberately, to see how it would make me feel. Before long I was drinking a quart of liquor every day of my life." This quotation is taken from a story told by "Marion," a member of the A.A. who gave the message on one of the programs that A.A. works just as well for both sexes. In her story, she told how she had been committed to the State Hospital for mental disorders for life because of alcoholism. She was released after a year to be permitted to try the A.A. program. There she found her answer.

Such are the dramatic stories told on the programs. The startling recoveries made by the broadcasters give the public a better understanding of just how the

Alcoholics Anonymous program works and the public service it renders.

Non-members have appeared on the programs to give an objective appraisal of the organization. For example, in one broadcast Dr. John C. Leonard, assistant medical director of the Hartford Hospital, told how medical authorities support the organization, and pointed out that Alcoholics Anonymous often can succeed where medical assistance has failed. Members of the three major religious faiths participated on another program and gave their whole-hearted support to the group. Dr. Selden D. Bacon, assistant professor of sociology at Yale University, talked on another of the broadcasts.

A letter written to WTIC by the Hartford A.A. says in part: "The entire Hartford Group is deeply appreciative of the opportunity furnished by WTIC to stimulate public interest in Alcoholics Anonymous and to greatly extend the scope of their usefulness in helping others who need help with this baffling problem. Thank you for your contribution to one of the country's most serious public health problems today."

NEWSCASTER



Pulchritude mixes with popularity in the South. Annie Lee Stagg, women's commentator for WSB (Atlanta) was voted one of America's most popular women commentators in the Radio Daily poll.

NBC Men, Captured by Japs, Reported Safe in Manila

NEW YORK.—Bert Silen, NBC correspondent in Manila at the start of the Pacific war, and Don Bell, his colleague, whose broadcasts of the Jap attack on the Philippines made radio history, have been reported safe by George Folster, NBC reporter with General MacArthur.

Both presumably were freed when the First Cavalry Division entered Manila February 3 and captured the civil internment camp at Santo Tomas. Silen, who remained behind voluntarily when American newspapermen were evacuated from Manila when it fell to the Japanese, had previously been reported a prisoner of the enemy. Bell, however, had been officially reported tortured and killed.

No further word aside from the fact that the two men were seen and are safe had been received up to February 5 by NBC, but Silen was again heard on February 7.

Silen and Bell made radio history in their coverage of the Japanese attack on the Philippines. Broadcasting daily from KZRH in Manila, until December 30, 1941, the two men were the first to give Americans an eyewitness idea of the meaning of war. One of their most graphic broadcasts was the Jap bombing of Manila on December 9, 1941. The broadcasts continued until stations in the islands were dismantled on December 31.

Three years before his rescue, Silen was broadcasting an account of the Jap attack on the Philippine capital, when he was knocked off the air.

He was heard for the first time since his release from Santo Tomas on a special NBC broadcast February 7.

His first sentence was: "Hello, NBC. As I was saying when I was so rudely interrupted over three years and a month ago, every Filipino and every American living on these islands knew that MacArthur would return and avenge this terrible invasion of a harmless and peaceful country to bring about peace and final victory."

NEW YORK.—Wright Bryan, NBC war reporter and managing editor of The Atlanta Journal, who was captured by the Germans on the Western Front September 12, was reported "free, safe and well," according to the Associated Press.

STATE DEPARTMENT ON AIR

Listeners Hear U.S. Officials Present Views on World Peace

NEW YORK.—For the first time in radio, the three major governmental bodies charged with the formulation and execution of America's international policy are joining in discussion of the plans for building the peace. The exclusive series, part of the NBC University of the Air, is titled "Our Foreign Policy," and started Saturday, February 24.

The first five or six broadcasts of the new series were to be under the official sponsorship of the Department of State. Secretary Edward R. Stettinius, Jr., was scheduled to appear on the opening program to launch the State Department portion of the series subtitled "Building the Peace." Assistant Secretary Archibald MacLeish was assigned the role of chairman for all the department broadcasts.

After the State Department series, 12 or more additional programs will be devoted to American international policy by the legislative branch, with many members of the Senate Foreign Relations Committee and the House Foreign Affairs Committee participating. Among those signifying that they will appear are Chairman Tom Connally, and ranking minority member Hiram W. Johnson, of the Senate Committee; and Chairman Sol Bloom and ranking minority member Charles A. Eaton of the House group.

In later broadcasts, Senators and Representatives who are not members of the two committees will be heard. These, too, will represent various shades of opinion.

"The prime concern of every American citizen today must inevitably be America's foreign relations," said Niles Trammell, president of NBC, in announcing the series.

"Winning of the war comes first. But as vital as winning it, is the necessity for finding means of keeping it won."

"The search for these means is, in a

democracy, the responsibility of the citizens, who must provide enlightened support for their leaders."

"It is for the purpose of contributing to the enlightenment of all our people in this vital field that the National Broadcasting Company launches this series, 'Our Foreign Policy.'"

On the State Department broadcasts, Under Secretary Joseph C. Grew and all the Assistant Secretaries of State will appear before the NBC microphones with MacLeish to explain their functions under the recent reorganization and to explore the major peace proposals. They are: William L. Clayton, Nelson A. Rockefeller, James C. Dunn, Brigadier-General Julius C. Holmes and Dean Acheson.

"Our Foreign Policy" will undertake first to study the Dumbarton Oaks agreements. Subsequently, the series will turn to the other United Nations organizations and agencies now in existence: United Nations Relief and Rehabilitation Administration; the International Labor Organization; the Bretton Woods monetary agreements; the Hot Springs, Virginia, agriculture conference; the Chicago aviation parley, the International Education Assembly and the World Court.

Ranking officials of the departments of government concerned will discuss with the heads of the organizations how these United Nations agencies fit into the structure of the peace. From time to time, distinguished foreign diplomats and statesmen will be invited to participate in the broadcasts.

Entirely non-partisan in character and aiming to present diverse views of the policies under discussion, "Our Foreign Policy" is part of NBC's long-term objective of keeping the American public informed on the vital issues confronting the postwar world.

OWI Relays KYW Program

PHILADELPHIA.—Recordings of four recent programs of "Junior Town Meeting of the Air," a weekly educational feature broadcast by KYW, have been turned over to the OWI for shortwaving to the Armed Forces overseas.



HOST TO EDITORS—Harry Stone, general manager of WSM, speaks to editors and publishers of Tennessee dailies and weeklies, urging cooperation between the Fourth Estate and radio. (Story below).

WSM Entertains State's Fourth Estate in Nashville

NASHVILLE, TENN.—The editors and publishers of the state's daily and weekly newspapers, holding their annual mid-Winter meeting in Nashville recently, were guests of General Manager Harry Stone of WSM at a breakfast here.

Speakers who addressed the newspapermen during the two-day session included James D. Hoskins of the University of Tennessee; President Guy Easterly of the Tennessee Press Association; Jack Lockhart, director of the press division of the Office of Censorship and Kenneth Olson, dean of Medill School of Journalism at Northwestern University, Chicago.

Nashville's 50,000-watt NBC affiliate has spent several thousand dollars for newspaper space exploiting the Parade of Stars, promoting election listener interest and advertising WSM-NBC's far-flung World War II news coverage.

"Big 3" Scenes on WNBT

NEW YORK.—Dramatic first newsreel pictures of the historic Big Three conference recently concluded were flashed over NBC's television station WNBT in a special telecast on February 20.

These first motion pictures, flown to this land from overseas, portrayed President Roosevelt's meetings with Prime Minister Churchill on the Mediterranean island of Malta. Viewers of this special WNBT telecast also saw scenes at the Black Sea, where President Roosevelt and his staff conferred with heads of state Josef Stalin and Churchill at Yalta.

Campbell to NAB Post

DALLAS, TEX.—Martin B. Campbell, managing director of WFAA, Dallas, was elected a director for the 13th District at the NAB meeting held here January 17 and 18. Hugh Half, of WOAI, San Antonio, is retiring district director.



Milt Livingston, radio editor of Motion Picture Daily, presents Gladys Swarthout of "The Voice of Firestone" with poll award.



Participating in a WSM program are (from left) Judge R. B. C. Howell, Governor Jim McCord, Former Governor Hill McAlister, WSM Legislative Reporter Jack Smith, Retiring Governor Prentice Cooper and Former Governor A. H. Roberts.



Mayor Roger D. Lapham's annual message to San Francisco Board of Supervisors is recorded by KPO. Taking part are (from left) Announcer Jorgenson, Mayor Lapham, Producer Noel Francis and Engineer Thomas Watson.



WBZ staff girls help convert studio into meeting place for Coast Guard reservists.



Colonel Ho... a visit to...



Inaugural ceremonies for Governor Ben Laney (above) of Arkansas were broadcast by KARK and 12 other Arkansas stations.



Winners in the final "Crusader Kids" program over WIOD are (from left) Jan and Witold Turkiewicz, first; Merrill Glenn, fourth; Carolyn Mansfield, third, and Anita and Jan Williams, second.



Licia Rhett of WTMA interviews Captain Dorothy Stratton, national director of the SPARS, and SPAR Margie B. Victors, as Captain Stratton awards SPAR Victors the first Congressional Life Saving Medal received by any woman in the armed forces.



Paul McCluer, of NBC Central division, explains American methods to Napoleon Bala y Garcia, Mexican radio man.



Lt. Commanding officer of Fort Oglethorpe, pays overseas serviceman during WROL's Bond Day and bonds bought by veterans of either war.



Helping assemble WLOK's playing card collection campaign are (from left) John Daniels, chief announcer; Guy Zwahlen, commercial representative; Dick Gartner, chief engineer; R. Elvin, managing director, and R. Shelley, assistant program director.



Participating in 20th anniversary celebration of KOA are (from left) 20-Year Men Robert Owen, engineer and assistant manager; Francis Nelson, transmitter engineer and C. A. Peregrine, control supervisor. Clarence Moore (right) emceed.



Handling of Navy mail is described by Lt.-Cmdr. Ford Hayes, Lt. (jg) Cecil Fields and KPO Announcer Fred Jorgenson

A Transmitter Bio:

"FROM KEYBOARDIST TO STATION HEAD"—STORY OF WSMB'S CHIEF



H. M. Wheelahan

NEW ORLEANS.—Harold M. Wheelahan's introduction to broadcasting came in 1925 as a piano player. Today he is a member of the NBC stations planning and advisory committee, and a top executive of WSMB, NBC outlet in New Orleans, ample testimony to his ability, foresight and personality.

A firm subscriber to the old adage "There's no place like home," Wheelahan's activities have been confined to the city of New Orleans where he was born 49 years ago, one of a family of seven children. Piano lessons at the age of six, arranged for by musically-inclined parents, gave Wheelahan the knowledge that later was to serve him as stepping stone to a successful radio career.

Wheelahan was 15 when his father died. Forced to seek employment, he studied stenography at night, eventually secured a position as a stenographer and then studied bookkeeping. This brought him a job with the Saenger theatres in 1917. Two years later he married a pretty blonde, Ruth Bostick.

Following his marriage Wheelahan entered Tulane University, graduating in three years with a B.B.A. degree. "The babies that arrived, one each year."

Wheelahan confesses. "kept me at home with my wife and helped me persevere in my studies."

Wheelahan's advancement with the theatre chain was steady. He moved rapidly from bookkeeper to accountant to statistician to film buyer to assistant treasurer, and finally assistant to the general manager. In 1925, Saenger theatres, together with the Maison Blanche Company, erected radio station WSMB in the attic of the Maison Blanche store. Having kept up his music through the years Wheelahan was selected to open the station with a piano selection. He continued to play over WSMB until the station joined the NBC network two years later. "This move," he says, "showed up my amateur talent, and I was sent to the radio showers."

In 1930 Wheelahan left the theatre chain for a full-time job with WSMB. Under his guidance the station, during ensuing years, developed from a one studio, part-time, non-commercial affair, to the modern, well-equipped, NBC affiliate it is today.

Wheelahan is actively associated with the New Orleans Athletic Club, Rotary Club, and carnival organizations.

Red Cross Award to KYW

PHILADELPHIA. — The presentation of special awards to the Philadelphia Post Office, Bendix Aviation Corporation and Radio Station KYW for their outstanding contributions to the blood donor service was broadcast over the Westinghouse station January 26.

Dr. George P. Rea, chairman of the Southeastern Pennsylvania Chapter of the Red Cross, made the presentations. General Manager Leslie W. Joy accepted for the radio station, which was cited for "its contribution of blood and for its assistance in the field of public relations."

Benny Boosts Blood Bank

ST. JOSEPH, MO.—They not only love Jack Benny in St. Joe, but some 8,000 fans in this Missouri city like him so well they gave their blood to watch him and his troupe in action.

En route back to Hollywood after heading up the March of Dimes campaign in the East, Benny and his troupe broadcast before an audience of 4,000 donors of blood to the Red Cross, February 18 in the Civic Auditorium here. A repeat non-broadcast performance was held later in the evening for a second audience of 4,000 blood donors.

Father and Daughter Handle Controls and Mike at CBC

TORONTO, CANADA. — At CBS's Toronto Studios can be found a modern twist to the conventional "father and son" combination, with daughter Joan Annand and father James, working side by side as radio operator and producer.

Their combined efforts are responsible for the smooth presentation of the popular musical program "Intermezzo," heard Wednesdays over CBC's Trans-Canada network. They are shown below with Harold Sumberg, conductor and violinist, as he rehearses a selection for a coming broadcast.

Always interested in dramatics, James Annand gained considerable experience in this field while acting with Sir George Alexander's Shakespearian Company in London. However, not content to confine his radio activities entirely to acting, he has also tried his hand at the executive end of radio as station manager, program producer and advertising head at Stations CFRC Kingston, and CKTB, St. Catharines. He joined the CBC in January, 1944, to take charge of the CBC Dramatic Workshop and to do general radio production work.

Born in England, and coming to Canada as a young girl, Joan has followed in her father's footsteps to the extent of dramatic and vocal recitals over Stations CFRC and CKTB, with five years' voice culture at the Toronto Conservatory of Music. Her experience in the technical part of radio was also acquired at these stations where she was employed as telephone operator, booth operator and announcer.



FAMILY SPIRIT—James Annand, CBC producer, is seen in control room window with his daughter, Control Operator Joan Annand. Harold Sumberg, CBC violinist and conductor, is at the mike.

KTSM Goes "All Out" In Extensive Safety Plan

EL PASO, TEX.—With nine deaths reported in the city and county already this year, KTSM has inaugurated an intensive safety campaign designed to educate the many new drivers that have invaded El Paso as a result of the war, and to re-educate the older citizens of the community in traffic rules.

KTSM is organizing the children of the community in a safety club called the Safety Rangers. This is being done by devoting three programs a week appealing to youngsters to practice safety.

Parties for all members will be given periodically through the year and the schools in the city and county having a perfect safety record for the school year will be awarded a KTSM safety prize.

The taxicab companies have been notified that the company with a "clean bill of health" in the way of no accidents or violations for a 30-day period will be publicly commended by the traffic department in a special program. Any company keeping this record for a period of 90 days will receive a certificate for each cab displaying cooperation.

This plan has been heartily endorsed by the cab companies. If this record is achieved KTSM will provide several programs publicizing the company and its record. The campaign has the wholehearted support of city and county officials as well as the schools.

MUSIC VIA RADIOPHOTO



L. to r.: Earl Wild, pianist; Benar Heifetz, cellist, and Mischa Mischakoff, violinist, watch the first part of Shostakovich's "Trio" received direct from Moscow via RCA Radiophoto. The NBC musicians were assigned to the American premiere of the work.

WRC'S MILLINERY CONTEST GETS WIDE ATTENTION



TOPPERS THAT WERE STOPPERS—Nancy Osgood (right), WRC commentator, scans some of the competing chapeaus in WRC's unique millinery contest.

WASHINGTON, D. C.—Inspired by a man-catching chapeau worn by Irene Dunne in the movie, "Together Again," playing at the Earle Theatre in Washington, Nancy Osgood, whose five-times-a-week women's program is heard over WRC, staged a hat contest January 23 for the women wearing the "most attractively unusual" hats.

First place winner received a \$50 War Bond and second and third place entrants a \$25 War Bond. Those who think that American women are the only ones who are style conscious will be interested in knowing that the contest was won by a Russian.

Judges were fashion editors of two

Washington papers—Martha Elynn of The Post and Virgila Stephens of The Times-Herald—and Gail, New York fashion and beauty consultant.

Hats of all shapes and sizes adorned the heads of the Washington women. One entrant was a woman deputy sheriff. Another wore a hat recently sent to her by her soldier husband in Paris.

Over 100 women attended the contest and a 10-minute recording including interviews with the winners and judges was played back on Nancy's program the following day.

The women were all guests of Miss Osgood for a movie and stage show following the contest.

WOW Television Dinner

OMAHA, NEB.—Station WOW made public its postwar television plans at a dinner for 200 business men and 150 advertising men on January 23. Navy Captain C. W. ("Bill") Eddy, and three other speakers participated in a panel discussion of television that featured "WOW Night" at the Omaha Advertising Club's regular meeting.

In addition to Captain Eddy, speakers included Richard H. Hooper, RCA sales executive, Stephen W. Pozgay, transmitter sales representative of the General Electric Company, and Cyril Wagner, television writer for Billboard Magazine. Managers of five Omaha radio stations and important military and naval officers were at the speakers' table.

Shortwaves Keep KDYL On

SALT LAKE CITY.—When a skidding automobile tore down the telephone lines feeding KDYL's programs to its transmitter, the station kept on the air by utilizing its short wave equipment as a connecting link between the studios and the transmitter.

A portable mobile transmitter was set up immediately in front of the KDYL studios in The Tribune-Telegram Building, and the programs were shortwaved to the transmitter for rebroadcasting.

The broadcast was interrupted when the automobile skidded on the icy pavement, sheared off a telephone pole and broke the cable carrying the KDYL lines. The accident occurred on the highway directly in front of the transmitter.

THE PLAY-BY-PLAY MUST GO ON So WAVE's Don Hill Works Miracles in Translating Wire Reports

LOUISVILLE, KY.—WAVE's Don Hill is the only radio announcer in the nation covering basketball games in play-by-play style from wire reports.

On his "Cheer-Up Club" broadcasts every weekday night Don gives play-by-play accounts of the University of Kentucky, University of Louisville and Western Kentucky Teachers College games, the out-of-Louisville ones being wired into WAVE.

"When the sending operator watching the game from courtside is on his toes and free from error, broadcasting basketball by wire is a cinch," said Don. "All it takes is a little imagination to fill in the color, mistakes being almost impossible unless first made by the sender." But if the sender gets behind, loses a point or gets the score mixed up, Hill starts pulling out what's left of his hair trying to figure out what really happened. Most of the time with the aid of his receiving operators on this end the mix-ups can be straightened out.

Coming in on the wire are all of the essential facts: every shot, successful or not; every held ball; every out of bounds, and every substitution. From his knowledge of the teams' style of play Don makes up the passing and describes the functioning of the plays. The following is a sample of "the essential facts," as Don calls them:

"KY. PARK AND STOUGH IN, PARK OH 25, NG. REB GROZA. TIP. NG. REB. GRATE OS. DUGGER SPIN 10, NG. REB SCHU GRATE JUMP. TIP TINGLE DRIB OH CORNER GOOD, KY 2. OS 0. OS IN DUGGER TRAV, KY OB, SCHU GROZA PIVOT, NG, GROZA OWN, REB TIP. GOOD, KY 4, OS 0."

All of which means: "Kentucky's ball. Parkinson and Stough bring the ball down the floor. Parkinson takes a 25-foot one-hander (OH), but misses (NG). Groza rebounds for Kentucky and attempts to tip in the rebound but misses. Grate rebounds for Ohio State and passes to Dugger, who takes a 10-foot spin shot that's no good. The rebound is tied into a jump ball by Schu of Kentucky and Grate of Ohio State. Schu tips it to Tingle, who dribbles down and sinks a one-hander from the corner. Kentucky leads 2 to 0. Ohio State's ball. Dugger brings it down the floor, but is called for travel-



Sportscaster Don Hill

ing. Kentucky's ball out of bounds. Schu passes in on the side to Groza, who takes a pivoting spin shot, goes in, gets his own rebound and tips in a lay-up shot for the second Kentucky field goal. Score: Kentucky 4, Ohio State 0."

Ordinarily the cost of a special leased wire runs according to the distance. In the case of wire basketball the charge depends largely on the difficulties and inconvenience of furnishing this unusual service. If one of the teams has a game in a town off the beaten track. Supervisor E. F. Schaeffer and Sales Manager William J. Iredale of the Louisville office transport an operator and basketball rule book to the scene of the hardwood contest.

From Madison Square Garden, where wires are already installed and an operator on duty, the cost is approximately \$18.75. Yet, to wire a game to Louisville from Greencastle, Indiana, is \$90, because it necessitates detailing a man all the way from Chicago and installing a special line at the DePauw University gym.

Dreier Pamphlet Distributed

CHICAGO.—Alex Dreier, NBC Chicago commentator, is the author of a pamphlet, titled "Has Nazism Failed?" presenting a comprehensive study of the Hitler party's hold on the German people and its success in welding them into a political and military power before and during World War II. The pamphlet is being distributed by the Skelly Oil Company.

NBC Joins Hands With A.M.A. For 10th Year of Series

CHICAGO.—The advance of medical science at home and abroad during the war—and in postwar days—is spotlighted on "Doctors Look Ahead," a weekly dramatic series which made its debut on January 6.

For the 10th consecutive year, NBC is joining hands with the American Medical Association to present these dramatic episodes about the nation's distinguished medical men.

The initial episode, titled "Doctors at War," serves to introduce the series, and to outline subjects to be stressed in succeeding programs. Distinguished physicians and health officials and ranking medical officers of the armed forces will make guest appearances on the broadcasts. They will be interviewed by Dr. W. W. Bauer, director of health education of the AMA, who also will act as narrator.

This program—titled "Doctors at War" for the past two years—has presented many of the nation's best-known medical personalities. These included Thomas J. Parran, Jr., Surgeon-General of the U. S. Public Health Service; Major-General Norman T. Kirk, Surgeon-General of the U. S. Army; Brigadier-General P. R. Hawley, chief surgeon of the European Theatre of Operations; and Brigadier-General David N. W. Grant, Air Force Surgeon of the U. S. Army.

"Doctors Look Ahead" is written by William Murphy, continuity editor of the NBC Central division, and features well-known network dramatic stars. Norman Felton directs.

Robb to Night Program Post

NEW YORK.—Arch Robb, formerly assistant to the NBC vice-president in charge of programs, has been promoted to night program manager in charge of company operations in New York, it was announced January 29 by Frank E. Mullen, NBC vice-president and general manager.

In his new capacity Robb continues to report to C. L. Menger, NBC vice-president in charge of programs, and is responsible for nighttime operations from 5 p.m. to closing time.

Robb joined NBC in 1943, as assistant to the Eastern program manager.



OLDTIMER—Said to be the oldest continuous broadcaster in the United States, Gustav Flexner broadcasts daily from his office on all four Louisville stations. He has been on the air for 20 years. (Story at right).

San Antonio "Home Town" Show Recorded for GI's

SAN ANTONIO, TEX.—Written for and about South Texas men in the service overseas, "Let's Go to Town," a half-hour radio program cooperatively arranged by San Antonio's radio stations, was presented at WOAI, San Antonio, Texas, on January 14. The program was presented for overseas broadcast by WOAI, KTSA, KABC and KONO.

Format of the show, emceed by WOAI's Bill Shomette, gave these Texas boys a figurative trip through colorful San Antonio, telling them how the old home town looks since they left, how it has changed and in what respects it has remained the same. Two returned veterans compared notes on their reaction to homecoming.

Familiar musical groups—the Texas Tumbleweeds, Red River Dave, popular cowboy balladeer with his songs of the range; Los Charros, in native costume, singing the songs that made them famous in San Antonio's Haymarket Plaza; and Rosita, WOAI's petit dish of Mexican chili—all these joined to give Texas boys a taste of the old Southwest.

Ken McClure and Corwin Riddell, two of the best-known figures in radio news broadcasting in this part of the country, reported news of the home-front. Bud Thorpe, sports and special events reporter for WOAI, interviewed local sports-writers.

A special message in Spanish was on the bill of fare for Mexican soldiers.

The program was witnessed by families and friends of servicemen.

TWENTY YEARS A SPONSOR

Louisville Financier's Double Decade on WAVE Has Unusual Story

LOUISVILLE, KY.—For 20 years the NBC affiliated station in Louisville has sold time, and plenty of it, to Gustav Flexner, secretary and treasurer of the Greater Louisville First Federal Savings and Loan Association.

"We have built our institution (a \$12,000,000 home-financing organization) through radio," said Flexner on the eve of his 20th anniversary on the air.

Greater Louisville presented its first radio program on December 31, 1925 from the dining room of the Kentucky Hotel. Heard over WHAS air waves, at that time the only station in Kentucky, the two-hour musical show featured an orchestra and mixed quartet. Flexner presided at the microphone as he does each Saturday on "The Greater Louisville Hour."

Sold on the priceless value of radio's direct approach or personal contact with the public, Flexner prefers to do his own talking about his business, it being an especially confidential and responsible kind. Equivalent to twelve-and-one-half days a year when added together, all Greater Louisville programs are written and produced by Flexner, who realized many years ago that radio was the one way of getting in homes to discuss business "without bothering people." If they don't want to listen, they don't have to, he held, and people will listen to an explanation of financing plans when they

won't read it. For these reasons Mr. Flexner believes in and practices "dignified radio advertising used consistently with complete coverage."

In 1927, Greater Louisville forged ahead into what was considered at that time liberal radio advertising. First, the firm bought daily time on the air, marking the beginning of Flexner's five-minute savings talks, which today are heard on all four Louisville stations. Secondly, National Broadcasting Company engineers from New York constructed a modern radio studio in the Greater Louisville office. Equipped with an organ and piano, this studio continues to give satisfactory service after 17 years of constant use.

During the darkest days of the depression, Flexner continued his daily savings talks offering suggestions for the best and safest plans of home financing. Carried by remote control from his home in the Highlands, his daily messages weren't stopped even by the Ohio River Valley Flood of 1937. Realizing the importance of fresh and up-to-date news, he prepares his scripts for the daily chats an hour or two before he goes on the air.

Direct lines to all four Louisville stations, outlets of the four major networks, line one wall of his office. It is Flexner's personal opinion that there isn't another office in the country, except the White House, so equipped with direct lines to all four networks.

NEWSPAPER AND RADIO FIELDS JOIN FORCES IN MANPOWER CAMPAIGN



WTAM, Cleveland, cooperating with the War Manpower Commission in its drive for increased production in war plants, presented radio and war correspondents in a panel discussion on war needs. Taking part in the January 28 broadcast were (left to right): Roeliff Loveland, Cleveland Plain Dealer; Ray Turk, Cleveland News; Edward Wallace, WTAM's newsroom chief; William Miller, Cleveland Press; and Dave Baylor, of WGAR.

Television's Opportunities Discussed by NBC President

CINCINNATI.—With a prediction that television may offer more employment in the postwar period than sound broadcasting did after the last war, Niles Trammell, president of NBC, declared on January 26 that it is the most effective means of mass communication ever created. The NBC executive spoke on "New Horizons of Radio Broadcasting" before the Queens City Club of Cincinnati.

Trammell asserted that the new medium is the most significant of the new industries that will be ready to be launched after the war.

"Once it is introduced in the United States on a national scale, television will provide employment for many thousands of men and women and for many millions of dollars of capital," he said. "Both as a service to the public and as an avenue of employment, the significance of television is enhanced by the fact that it does not displace or replace older services or jobs. It is unique and different from anything else in existence."

Turning to the present news policy of NBC, Trammell declared that every effort is made to present the news factually and objectively.

"In the case of issues or situations involving controversy, both sides of the story must be told impartially," he pointed out. "As far as NBC is concerned, we believe in stating the facts as accurately and completely as possible, and letting the facts speak for themselves. Then the listener can write his own editorial if he wants to."

In his talk, Trammell pointed to the public service performed by NBC in giving listeners complete coverage of D-Day, the Pacific warfare and the national party conventions, all of which were handled on a non-commercial basis, with the network standing all costs.

"The victory of the Allied nations and the return of peace will not find radio broadcasters settling back into the comfortable position of picking up their old pre-war routine and carrying on right where they left off when the war began," the NBC president said. "There are on the horizon for broadcasters in the postwar period new and revolutionary tasks and opportunities, created by the continuous forward progress of radio science."

REAL LIFE DRAMA ON AIR FROM AAF HOSPITAL



Official Photo U. S. AAF—by AAF Training Command

Hospital doctors, technicians and convalescents all contributed a share to making "Yank Sick Call No. 17" a radio success. The program originated from Ward No. 15 at the Lowry Field station hospital and was transcribed in the studios of Station KOA. The broadcast was presented as part of the KOA Music Center for Enlisted Men's services to GI's in the Denver area.

WTAM SCORES WITH "FIRSTS" IN LOCAL UTILITY STRIKE

CLEVELAND.—Swift action on the part of WTAM's program director, Chet Zohn, and Engineer-in-Charge S. E. Leonard, gave NBC's Cleveland station a head start—with two "firsts"—on all competitors covering a wildcat strike of 400 maintenance workers at the Cleveland Electric Illuminating Company which broke late in the evening of January 12.

News that the strike was imminent, a strike which threatened to halt all war production in five northeastern Ohio counties, was followed by a series of rumors and counter-rumors. But amid the confusion and uncertainty Leonard and Zohn coolly laid their plans for complete coverage of the strike.

Leonard ordered his engineers to prepare for emergency broadcasting, to check auxiliary equipment and take all precautions against accidents. Equipping the high antenna with emergency oil lamps was just one of many tasks.

Meanwhile, Zohn was busy contacting civic, union and company officials. Later when a decision had to be made, he accepted the responsibility for interrupting

the "Amos 'n' Andy" show on the network so that he might put Mayor Thomas A. Burke, Jr., on the air.

Government seizure of the power plant was accomplished in record breaking time. Just 16 hours after the CIO utility worker union members walked off their jobs, President Roosevelt, acting through Acting Secretary of War John J. McCloy, ordered all facilities of the Cleveland company seized.

Throughout the entire night, WTAM's news department, headed by Edward Wallace, continued to report strike news. Bulletins, newscasts and announcements were later followed by a second "first" for the station when Mayor Burke, sleepless after an all night session with union, management, WLB and other government officials, went before WTAM's microphone at 5 a.m. to urge all C. E. I. workers to return to their jobs as the Army was now in control of the plant. In quick succession listeners heard Leonard Palmer, local CIO official, speaking for Harold Straub, a national CIO man, urging return to work.



KOA aided the Army's call for nurses and medical technicians by presenting a special broadcast by Colorado's Governor John C. Vivian and Brigadier-General P. K. English.



Harvey Smith, WDEL (Wilmington, Delaware) program director, tells listeners how his March of Dimes contest went over the top bringing in \$600 in contributions.



At an NBC press luncheon welcoming England's Dr. Malcolm Sargent (right) to the NBC Symphony were (l. to r.): Samuel Chotzinoff, manager, NBC music division; Dr. Walter Danrosch, NBC music counselor, and Frank E. Mullen, NBC v.-p. and general manager.



While on a visit to Boston, where his programs originated at WBZ, NBC Newscaster Robert St. John autographed copies of his new book, "It's Always Tomorrow," as prizes in a WBZ contest.



Edd Lemons (extreme left), launched WKY's cattle grubbing project in Oklahoma. Edd, the station's farm reporter, is giving instructions on the correct procedure of cattle dusting.



Lt.-Col. Robert L. Coe, who served as deputy chief of staff of the Army's Troop Carrier Command, retired from active duty to return to an executive engineering post at KSD, St. Louis.



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15 out of 26 Poll Winners on NBC

In *RADIO DAILY's* eighth annual poll, 1051 experts — the nation's radio editors and columnists—not only honored NBC advertisers and their agencies by giving NBC more first places than all other networks combined, but voted the program which stumps the experts, "Information Please", their favorite commercial program.

HERE ARE THE 15

- 1 Favorite Commercial Program
Information Please (Heinz)
- 2 Favorite Entertainer
Bob Hope (Pepsodent)
- 3 Favorite Symphony Conductor
Arturo Toscanini (General Motors)
- 4 Favorite News Commentator
Lowell Thomas (Sun Oil)
- 5 Favorite Sports Commentator
Bill Stern (Colgate)
- 6 Favorite Comedian
Bob Hope (Pepsodent)
- 7 Favorite Comedy Team
Fibber McGee & Molly (Johnson's Wax)
- 8 Star of Tomorrow (Feminine)
Jo Stafford (Chesterfield)
- 9 Favorite Male Singer (Popular)
Bing Crosby (Kraft Cheese)
- 10 Favorite Feminine Singer (Popular)
Dinah Shore (General Foods)
- 11 Favorite Announcer
Don Wilson (Lucky Strike)
- 12 Favorite Quiz Program
Information Please (Heinz)
- 13 Favorite Comedienne
Joan Davis (Sealtest)
- 14 Favorite Male Singer (Classical)
John Charles Thomas (Westinghouse)
- 15 Favorite Dramatic Serial
One Man's Family (Standard Brands)

NBC takes all five places under "Favorite Commercial Programs" with

Information Please (Heinz)
Fibber McGee & Molly (Johnson's Wax)
Bob Hope (Pepsodent)
Kraft Music Hall (Kraft Cheese Company)
Chase & Sanborn Program (Standard Brands)

And top 4 out of 5 places in the all-important "Favorite Entertainer" group

Bob Hope (Pepsodent)
Bing Crosby (Kraft Cheese)
Jack Benny (Lucky Strike)
Edgar Bergen (Standard Brands)

Winners in other classifications include

Comedians 4 out of 5 on NBC
Feminine Singers (Popular) 4 out of 5 on NBC
Dramatic Programs . . . 3 out of 5 on NBC
Educational Programs . . 3 out of 5 on NBC
Comedy Teams 3 out of 5 on NBC
Announcers 3 out of 5 on NBC
Dramatic Serials 3 out of 5 on NBC
Quiz Programs 3 out of 5 on NBC