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AUGUST • 1945

NBC Transmitter

Devoted to the Interests of NBC and Its Affiliated Stations



The camera catches General of the Army Dwight Eisenhower responding to the cheers of welcoming throngs in the nation's capital city. The NBC-WRC mobile unit, covering the event, can be seen to the left of the General's car.

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VOL. 10 AUGUST, 1945 No. 9

NBC Transmitter



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LOOKING FORWARD

NBC President Niles Trammell on July 20 announced the creation of a planning and development department to meet changing conditions in broadcasting and introduction of new services made possible by technical advances. As head of the new department he named William S. Hedges, former vice-president in charge of stations, whose new title is vice-president in charge of the planning and development department.

Explaining that the personnel of the new department will make all necessary studies and develop such plans as may be necessary for future broadcasting operations, Mr. Trammell added: "These studies and plans are to comprehend all changes in existing sound broadcasting operations as well as all new services now in prospect for the postwar period."

Creation of the new department headed by an executive with long experience and wide contacts in broadcasting gears the network to the constructive changes that are bound to affect the industry.

KIWANIS TRIBUTES

The editor of The NBC Transmitter had intended to devote some feature space in this issue to the awards given the network and many of its affiliates by Kiwanis Clubs throughout the U.S.A. in conjunction with the 25th anniversary of radio. Space limitations though prevented detailed treatment of the individual awards.

In presenting a testimonial to NBC, Dr. Harold Korn, program chairman of New York Kiwanis, said it was "in grateful recognition of the contributions which this network and the radio industry have made to the prosecution of the war effort, to keeping the channels of information free and unprejudiced, to the prompt, accurate and continuous communication of news, and to the development of high standards of public service, entertainment, education and music appreciation."

N. Y. NEWSPAPERMAN HONORED FOR 20 YEARS OF RADIO EDITORSHIP



Left to right at the anniversary luncheon: Julia Shawell, of The Philadelphia Record; Ben Gross (the guest of honor), radio editor of The New York Daily News; James J. Walker, former Mayor of New York; Sydney Eiges, manager of NBC press department, and H. V. Kaltenborn, veteran NBC commentator.

NEW YORK.—New York's dean of radio columnists, Ben Gross, observed his 20th anniversary of continuous service with The Daily News at a luncheon tendered him on July 9 by NBC, Station WEAf and Mary Margaret McBride.

Miss McBride brought her microphone to the Waldorf-Astoria's Sert Room, where the luncheon took place, and there she welcomed Gross as guest of honor on her daily WEAf program. Paying tribute to the columnist on the broadcast were ex-Mayor James J. Walker, commentator

H. V. Kaltenborn and Julia Shawell, pioneer radio columnist now with The Philadelphia Record.

Kaltenborn, who founded the 20-year club for radio pioneers, presented Gross with a scroll making him a member.

At the luncheon were co-workers of Gross from The News, notables from show business and public life and executives and press men from the four networks, local radio stations and agencies with whom Gross has worked over the past two decades.

More Space for WNBT

NEW YORK.—Expansion of facilities and consolidation of several different offices will be effected when the program operating sections of the NBC television department are moved to the sixth floor of the RCA Building at Radio City, according to John T. Williams, NBC television business manager.

The new unit which television personnel will occupy measures approximately 10,000 square feet. It comprises the entire South side of the sixth floor studio section, and an upper bay on the seventh floor.

The new space will provide room not only for all employees of the program operating departments of NBC television station WNBT, but will also provide a carpentry shop, two rehearsal rooms and much additional storage space.

Occupancy is expected by early Fall.

WWJ Scripts "Make History"

DETROIT, MICH.—Radio writing has been called many things in its day, but for it to become "potential rariora" is something else again.

Randolph G. Adams, director of the William L. Clements Library of Rare Americana at the University of Michigan, contends that radio scripts portraying world-shaking events are historical pieces and can become collectors' items.

WWJ helped Dr. Adams begin his collection of radio scripts by sending him the AP, UP and INS flashes of President Roosevelt's death. It also presented the Clements Library with complete scripts of WWJ Newscasters Austin Grant and Harold True, as well as the NBC account of the three-day radio handling of the event. Dr. Adams hopes to continue his collection with recordings of historical broadcasts as well as copies of scripts.

"COFFEE WITH CONGRESS"

WRC's Bill Herson Interviews Legislative Big-Wigs in Capital Homes at Breakfast Hour

WASHINGTON. — "Coffee With Congress," the program Variety says is the "first really different program with a Capitol Hill flavor to come out of Washington," is going into its "Eighth Session" with press and public interest continuing to run high.

The program, the brainchild of Bill Herson, WRC "Timekeeper," has aroused considerable comment because of its uniqueness. For Herson not only interviews Congressmen but does it in their own homes at the most informal meal of the day, over the proverbial coffee cup.

Every Saturday morning Herson, along with a crew of WRC engineers, moves into a Congressional home and for 45 minutes interviews and jests with the law-maker and his family. The program, completely ad lib, allows "most anything to go" except politics. "They are taboo," says Herson, "for it's my idea to present the little known facts about the lawmakers." And the "little known facts" come out amazingly fast even from such dignitaries as Senator Kenneth McKellar (D.-Tenn.), President Pro Tempore of the Senate, and Senator Theodore Bilbo (D.-Miss.), the "Mayor of Washington."

Other "Coffee With Congress" guests include such well-known names as Senator and Mrs. Leverett Saltonstall (R.-Mass.), Congresswoman Helen Gahagan Douglas and children, Senator and Mrs. Joseph Ball (R.-Minn.) and children, Senator and Mrs. "Happy" Chandler (D.-Ky.), baseball's new high commissioner, and Congressman and Mrs. Thomas D'Alesandro and children (D.-Md.).

Senator McKellar, as President Pro



FAMILY PARTY—The family of Senator Joseph Ball listens as son Peter, 12, reads the weather forecast on WRC's "Coffee With Congress" program. Senator and Mrs. Ball and the children were guests on the Washington program, broadcasting direct from their breakfast table. The youngsters, Jennifer Ann, 16, and Peter, told of their school careers. Little Sara, 5, (seated in her father's lap) too young to discuss school activities, contributed to the program by singing her version of "Yankee Doodle Went to Town."

Tempore of the Senate, launched "Coffee With Congress," May 5 with a breakfast table broadcast from his suite at the Mayflower Hotel. Among other things, he confessed that his favorite recreation is "to take Saturday afternoons off to see Wild West movies." An aide drives him to the theater and, as McKellar put it, "the last time we attended we were the only adults there — and we had a hilarious time."

It was Senator Bilbo, however, who created the biggest sensation on "Coffee With Congress" by inadvertently starting a matrimonial derby. The Senator, who actually cooked the ham and eggs for the Herson breakfast, broadcast a plea—a plea "for a woman to take care of my 27-room dream house" back in Poplarville, Mississippi. Washington newspapers picked up the story and soon Bilbo was swamped with offers. At last reports he had over 250 applications.

Not all of the "Coffee With Congress" guests make such sensational statements but they all "take over" the program with their own personality. The D'Alesandro children highlighted their program with

selections from their family "fife and bugle corps." Helen Gahagan Douglas forgot Congressional dignity to join her six-year old daughter in singing "The Farmer in the Dell." And, although Senator "Happy" Chandler did not sing his famed version of "My Old Kentucky Home," he did let Herson in on the secrets of his own baseball career — claiming he once was a .467 hitter in college.

Herson is not following any Washington "protocol" in selecting his guests. He disregards this to vary the programs, thus interspersing bachelors with families, and Congressmen with Congresswomen. Neither is he following any particular format on the program although one five-minute news spot is a weekly feature and favorite musical selections of the guests are played between chatter. Practically the only consistent line on "Coffee With Congress" is Herson's favorite, his introduction, "Your host for the toast is—."

Future "hosts" at the time of this writing include Congressman Joseph Martin (R.-Mass.), House Minority Leader, and Senator Lister Hill (D.-Alabama).



INFORMAL CHAT—Senator Kenneth McKellar, President Pro Tempore of the Senate, exchanges views with WRC's Bill Herson on "Coffee With Congress."

BROADCASTERS COVER RETURN OF AMERICA'S HEROES WITH SPECIAL PROGRAMS



General of the Army Eisenhower waves to cheering Washington throngs as an NBC television newsreel records the event for subsequent transmission over WNBC, New York. The reels were flown to New York for speedy telecasting.



Mary Margaret McBride introduces General Omar N. Bradley to her WEA audience.



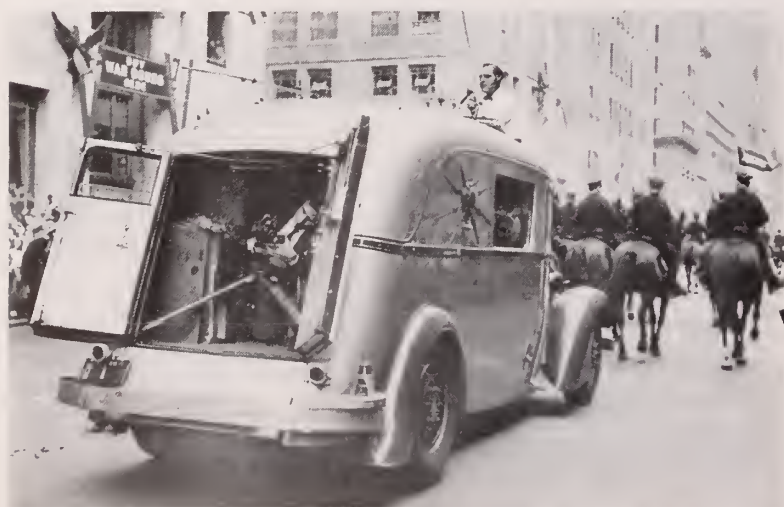
WSB (Atlanta) covered the celebration for General Courtney Hick Hodges. The commander of First Army is at right.



This is the view from WSB's mobile unit as it swung behind General Hodges' car in the big Atlanta welcome parade.



Engineers Platt and Jensen man controls for Los Angeles' Doolittle-Patton welcome.



Announcer Ben Grauer's head and shoulders penetrate the open roof of NBC's mobile unit covering New York's thunderous welcome to General Eisenhower.



Lieutenant-General Harold George, commanding general of the Army Transport Command, and Brigadier-General Robert Nowland appear on WLW's "World Front."

WSM and KYW Veterans' Aid Series Headed by Experts

NASHVILLE, TENN.—With the entire radio industry being asked to join in a concentrated postwar veterans' program, Harry Stone, vice-president and general manager of WSM, on July 3 announced the appointment of Major Leonard Sisk to conduct a program titled "Veterans' Counselor." The series started July 11.

Major Sisk is a veteran of both wars. He recently returned from the European Theatre and was placed on inactive status. A Purple Heart veteran of World War I, he has been active in veterans' affairs in Tennessee for a number of years.

He has, at various times, served as post, state, and national vice-commander of the American Legion and has had extensive personnel experience, both in civil and military life. As a lawyer he has been interested in veterans' legislation, including the G.I. Bill of Rights.

In accepting the position, Major Sisk told Stone: "I am glad to undertake the direction of this program in the hope of being of real help to returning soldiers. Probably the biggest job facing the country in the months to come, on the home front at least, is the proper assimilation of the veteran back into community life."

A highlight of the program will be the frequent presentation of experts and leaders in the various fields of veterans' rehabilitation, to offer specialized advice to the returning soldiers, sailors, marines and coastguardsmen.

PHILADELPHIA.—Returning war veterans are scheduled to appear personally on the air with their individual problems each Tuesday morning during Ruth Welles' half-hour broadcast over KYW. This has been made possible through the cooperation of the Philadelphia Veterans Information and Advisory Center, which is made up of all government and social agencies dealing with veterans' problems.

Plan is to have the returning veteran appear with his problem and before program goes off the air an official of the PVIAC agency will give the authoritative answer. Judge Vincent Carroll, Francis J. Chesterman — head of the PVIAC — and Harry J. Crossan, regional manager for the veterans, have endorsed the new co-operative plan as another big advance in aiding all returning veterans.



STARTING THE CLASSES—Officials of the OWI and Crosley confer on operation of the new school for radio engineers at Bethany, near Cincinnati. L. to r.: R. J. Rockwell, director of engineering, Crosley broadcasting division; Eugene Patterson, chief of studio operations, New York office, OWI; Elmer J. Boos, general business manager and comptroller, Crosley broadcasting division, and James Weldon, chief of the OWI Overseas bureau of communication facilities.

Iowa College Honors Mullen

AMES, IOWA.—Frank E. Mullen, NBC vice-president and general manager, was among the three alumni honored at Iowa State College here on June 16. The ceremonies were broadcast over NBC.

Sharing honors with Mullen as outstanding alumni of Iowa State College, as picked in 1945, were H. H. Kildee, dean of agriculture at Iowa College and an outstanding livestock judge, and Henry J. Brunnier, president of the American Automobile Association and prominent engineer. The awards were presented by Charles R. Friley, president of the college, at Great Hall, Memorial Union Building on the campus at Ames, on behalf of the Chicago Alumni Association of Iowa State College, which yearly makes the presentations as Annual Merit Awards for distinguished alumni.

Chase Visits S. America

NEW YORK.—Gilbert Chase, music supervisor for the NBC University of the Air, left June 30 for a 10-week trip to nine Latin-American countries, serving as special consultant of the Music Division of the Library of Congress.

Chase, on leave from NBC, will make a survey of the American Music Loan Libraries which the United States has established in Mexico, Colombia, Peru, Chile, Argentina, Uruguay, Brazil, Venezuela and Cuba.

The Library of Congress is administrative agency for these loan libraries.

Bethany S. W. Transmitters Train Engineers for OWI

CINCINNATI.—"This is OWI in Washington. We need an engineer in London tomorrow."

It was 2 a.m. at Bethany Transmitters when the call came through, and a few hours later an engineer was aboard a plane headed for Montreal to board another plane for London.

Thus has the dream of the Overseas Branch of the Office of War Information come true. The branch wanted skilled, highly trained radio engineers available for instant assignment anywhere.

This provides the reason for what is one of this nation's unique schools, conducted at Bethany Transmitters, in the pleasantly rolling countryside, 25 miles northeast of Cincinnati.

Bethany Transmitters, the most powerful shortwave radio stations in the world, were built two years ago by the Crosley Corporation, owners of Station WLW here, for the OWI and the Office of Coordinator of Inter-American Affairs, both of which use these facilities for broadcasts to Europe, Africa and South America.

Several weeks ago, the school was opened with a teaching corps of six Crosley engineers, each an expert in his particular field.

Assembling for the first classes were radiomen from across the country who had been recruited in various ways by the OWI.

The course requires a minimum of two weeks to complete, with three-hour lectures daily on such subjects as transmitter theory and practice, receiver theory and practice, antenna design and wave propagation. For five additional hours daily, the students' time is devoted to actual field experience in and about the huge Bethany Transmitters. OWI indoctrination lectures and physical preparations for the impending overseas jaunts—particularly the 13 injections of serums to combat such diseases as typhus, cholera, yellow fever and tetanus.

To further acclimate the students for their assignments, they live at Bethany under simplified Army regulations. Each student must make his own bed and police his quarters daily. A cook prepares the meals, but the students must take turns assisting in the kitchen.

GOLDEN GATE "TEN YEARERS" FETED BY KPO EXECUTIVE



John W. Elwood (right), general manager of NBC's San Francisco outlet, welcomes new members into the NBC Ten Year Club: (left to right) Roy Fell, shortwave engineer; Walter Kellogg, transmitter engineer; Wendell Williams, program manager, and Ernest Jefferson, control room supervisor. Oscar Berg (at Elwood's right), maintenance supervisor, has 18 years of NBC service to his credit. Elwood entertained 50 members of the NBC Ten Year Club at a buffet supper in the garden of his Palo Alto home.

Washington & Lee News Head Studies WTIC's Newscasting

HARTFORD, CONN. — WTIC has the distinction of being the first radio station in the country to serve as the training ground for college and university instructors in journalism in a move by the radio industry to equip schools to turn out radio newsmen.

The plan was conceived by the radio news committee of the NAB, and drawn up in conjunction with the American Association of Schools and Departments of Journalism.

Under the plan, journalism instructors from various interested colleges throughout the nation will serve internships in radio newsrooms over a 10-week to three-month period. During this time they will take part in actual news gathering, and preparation work under the supervision of station news editors. It is believed that from this experience they will get first-hand knowledge of the radio newsroom problems and sufficient experience to permit the establishment of special courses.

The journalism instructor assigned to WTIC is Everett W. Withers of Washington and Lee University at Lexington, Virginia. He is an assistant professor of journalism and director of the university's news bureau.

Chicago Adds 10-Year Men

CHICAGO. — The NBC Chicago Ten Year Club has four new members. Pins and scrolls were presented to Everett Mitchell, director of agriculture for the NBC Central division; William Drips, NBC director of agriculture; Arthur Pearson, Central division purchasing agent, and Harry Maule, field engineer, at the annual party in the Tavern Club in Chicago on June 13.

All qualified for membership by having been in NBC employ for 10 years and brought the Chicago chapter membership to 94, or approximately one-third of the 290 employees of the division. Fourteen club members are on military leave.

WSM Covers Home-Town Troops

NASHVILLE, TENN. — Irving Waugh, commentator and sportscaster at WSM, Nashville, now attached to General MacArthur's headquarters in the Pacific, has been commissioned a captain in a special service group at Manila.

Captain Waugh is completing plans to cover the Pacific for news of Southern troops, working with Lieutenant-Colonel Jack Harris, former director of news and special events at the Nashville station and now chief radio officer for General MacArthur in the war zone.

KYW and School Board Join Hands for Radio Workshop

PHILADELPHIA. — For the third successive year, KYW opened its doors and lent its facilities to the education of teachers and high school pupils in all phases of broadcasting June 27.

At that time, Radio Workshop, a co-operative project pioneered by Philadelphia's Board of Education and the Westinghouse station, began its classes with lectures and laboratory work that extended throughout July with maintenance of a daily schedule.

The original idea of bringing student-teachers into actual contact with professionals, radio equipment and broadcasting procedure is still adhered to by the workshop. The lectures and laboratory work stressed the four basic subjects which two years' previous experience had shown to be most valuable to the purpose of education by radio. These subjects are script writing, production and acting, utilization and evaluation.

In addition to KYW personnel and facilities, the workshop drew guest speakers from Westinghouse stations conducting similar courses. Speakers from other prominent educational and radio sources participated.

The popular teaching plan was conceived by Gordon Hawkins, program and educational director of Westinghouse Radio Stations, Inc., in collaboration with Gertrude Golden, District Superintendent, Philadelphia Public School system.

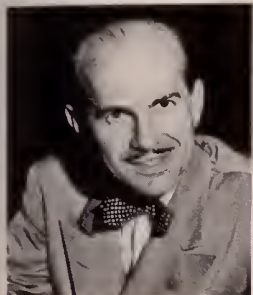
COLLEGE CREDIT COURSE

BOSTON. — Two semester hours of degree credit will be awarded by the Massachusetts State Department of Education to those who complete the 16 lecture-demonstration course of the WBZ Radio Workshop according to an announcement by the department's division of university extension.

The 1945 Summer Session of the workshop started on July 5 in the studios of the Boston station. According to the records of the Massachusetts Department of Education, WBZ was the first radio station offering listeners college credit. The first offer was made in 1926.

H. Q. Cox, of KGW, Named Treasury Bond Drive Aide

PORTLAND, ORE. — Further national recognition has come to Oregon through the appointment of H. Quenton Cox, assistant manager of KGW, to the post of assistant director in charge of national radio activities for the United States Treasury.



H. Quenton Cox

Cox attracted the attention of the Treasury Department by his outstanding work in connection with War Bond activities in Oregon, it was learned. In 1940, Cox arranged the first network broadcast from Oregon in behalf of the Defense Bond drive, the program originating with KGW.

Subsequently Cox has taken part in programs involving nationally known entertainers such as Lana Turner, Eddie Cantor, Ralph Edwards and others.

Cox is being loaned by KGW for the work. He was scheduled to assume his duties in Washington on August 1.

NEARLY 200 PROGRAMS PRESENTED BY NBC FROM HISTORIC UNITED NATIONS PARLEY

SAN FRANCISCO.—As engineers dismantled the microphones, control panels, news tickers and other equipment which comprised NBC's miniature radio station in the Veterans Building, the immensity of the network's job in covering the World Security Conference became evident.

Throughout the parley, NBC supplied facilities and other assistance to the British Broadcasting Corporation, Canadian Broadcasting Corporation and Australian Broadcasting Commission; also for all shortwave transmissions. All of the network's temporary studios in the Veterans Building were designed and constructed by NBC engineers with George McElrath, the network's operating engineer from New York, and George Greaves, KPO technician, collaborating.

One hundred and ninety-five network programs about the parley were broadcast for NBC by H. V. Kaltenborn, Richard Harkness, Elmer Peterson, Larry Smith, Robert St. John, Alex Dreier, Dwight Newton, E. B. Canel (International), Ben Grauer, Fleetwood Lawton,

Graeme Fletcher, Sam Hayes, Bert Silen, John Wald, Wilson K. Foster, Walter Van Kirk, and Sterling Fisher and Selden Menefee ("Our Foreign Policy").

Over 50 air hours were devoted to the conference by NBC's news and special events division under the overall supervision of William F. Brooks, director. The operation was under the direct command of Frank McCall, manager of operations.

Almost 100 additional conference programs were broadcast by KPO, NBC outlet here. Also a complete recorded library of the parley was assembled.

Bert Silen scored the greatest radio scoop of the conference when he set up the nationwide NBC network facilities on 10 minutes' notice for an exclusive broadcast of the signing of the Charter.

NEW YORK.—To a long list of "firsts" on television station WNBT have been added historic films of the closing of the United Nations Conference on International Organization, with President Harry S. Truman delivering the closing address.

NBC ALBUMS USED BY STATIONS TO BOOST WAR BOND SALES AND HELP STUDENTS



Left photo: William Platek, who paid \$100,000 (in War Bond purchases) for NBC's D-Day album, received the recordings of the historic broadcasts from J. E. Baudino, station manager of KDKA, Pittsburgh. They are surrounded by French doll purchasers. The idea was conceived by Baudino. Up to the time the recording of NBC's coverage of D-Day was put up for sale, the 7th War Loan Drive could hardly have been called a great success in the Smoky City. But the album started spirited bidding and was finally sold to Platek, president of the National Slovak Union. Right photo: James M. LeGate, general manager of WIOD, Miami, presenting School Superintendent James T. Wilson of Dade County with albums of historical recordings including the NBC discs of D-Day and three WIOD records of the flash on the death of President Roosevelt and the V-E Day addresses of President Truman and Prime Minister Churchill. The albums will be made available for history classes in Dade County Schools.



Governor Vivian of Colorado presents Eddie Cantor with the General Maurice Rose Memorial Plaque for Humanitarianism. KOA broadcast from dinner held for memorial hospital fund.

Columnists gather at a Chicago party for Victor Borge, NBC pianist and comedy star. L. to r.: Dale Harrison, Chicago Sun; Nate Gross, Chicago Herald-American; Borge, and Pence James, Chicago Daily News.



H. V. Kaltenborn interviewed Clement R. Attlee (right) at the United Nations Conference a few weeks before Attlee became Prime Minister of England. Maj. C. B. Omerod, British Information Service, is in center.

Richard Harkness, ace NBC Washington newsman, chats with M. Foreign Affairs and consultant to the United Nations Conference ground broadcasts, in addition to spot news c.



NBC promotion men meet in New York. L. to r.: E. Carlson, WMAQ; A. Forrest, public service; C. B. H. Vaill, WMAQ; C. Phillips, KOA; C. P. Hammond, director; F. Ford, Western division; A. Cole, WRC; H. Barton, WTAM; J. Nelson, network promotion.

Elizabeth Hart, WMAQ commentator, broadcasts from Chicago's Red Cross Blood Donor Service Headquarters.



When a prominent visitor passes through Boise, KIDO is on its toes to bring him to the microphone. Here, former Postmaster-General James A. Farley is being interviewed by KIDO's John A. Casstevens.



Little stars make a big program when six members of the Hollywood Midget Revue move in on W'SYR's "Timekeeper" Paul Coleman at W'SYR, Syracuse, New York.



Adame Dejean, political director of the French Ministry for Foreign Affairs, is interviewed by Ben Grauer. NBC thus presented colorful background from the San Francisco sessions.



Baron Robert Silvercrux (right), Ambassador from Belgium, is interviewed by Ben Grauer from the United Nations Conference. He expressed his country's great joy at being liberated. The parade of delegates before NBC mikes was a veritable diplomatic "Who's Who."



Clinton P. Anderson (center) scored a scoop with first Southern California radio address as newly-appointed Secretary of Agriculture. Nelson McIninch, KFI farm director, is behind mike.



An NBC-KIDO promotional layout features a window display in the Idaho Power Company offices in Boise. The layout deals with war effort and news broadcasts and radio's part in building confidence.

Egner Salutes WTIC For NBC Thesaurus Inspiration

HARTFORD, CONN.—C. Lloyd Egner, NBC vice-president in charge of radio recording, speaking on a recorded program broadcast over WTIC on June 18 inaugurating the station's NBC Thesaurus transcription service, paid the Travelers Insurance Company station a glowing tribute for its high program standards.

"Years ago," said Egner, "when most radio stations were dependent on phonograph records almost entirely for music to entertain their audiences. The Travelers Insurance Company boldly experimented with creating their own music. They employed a large and fine orchestra composed of top-flight musicians and were among the first to experiment with employing arrangers to especially adapt music for their radio audience. Out of this

grew some of radio's finest musical programs which were carried over the NBC network for a number of years.

"It occurred to us at NBC if we could transcribe musical programs of the type WTIC was broadcasting

and syndicate them to many stations throughout the country, we would vastly increase the number of listeners who could enjoy this type of music.

"That was the inception of Thesaurus, and to say we borrowed liberally from WTIC's experience is an understatement. A moment ago, you heard a selection played by the 'Music of Manhattan' Orchestra, so-called because it is intended to bring the best of New York's music to radio audiences. While rehearsing for this program some one jokingly said to me that we really should call it 'Music of Hartford' and how true that was. The conductor, Norman Cloutier; the program director, Bert Wood; and the engineer at the controls, Mary Howard: as well as several musicians in the orchestra all had their start at WTIC."

The inaugural of WTIC's first Thesaurus program was unique and original, the entire presentation including music and speeches having been recorded in the



CLASSROOM RADIO — Professor Giles, of University of Utah, has students listen to NBC Symphony. (Story at right.)

studios of the National Broadcasting Company in New York.

Paul W. Morency, WTIC's general manager, telling why his station had added Thesaurus to its program setup said, "Each one of us knows that NBC is synonymous with quality. Since its inception, the National Broadcasting Company has broadcast the highest type of programs for discriminating audiences. WTIC is an NBC affiliate, an independent station associated with a great network. Because WTIC has always striven for high caliber programs — programs that are in good taste and that provide pleasurable listening—WTIC's association has been a most happy one.

"Progressive radio stations are now thinking of the future—thinking of the world after the war and clearing the decks for vast changes and improvements. WTIC is very much concerned with the great new radio developments which are just over the horizon. We intend to take advantage of the new engineering miracles to aid reception. We already have FM radio, in fact we have had frequency modulation for more than five years and we will have television as well. And we plan to improve the already high standards of our present WTIC programs. No wonder that we decided to give our listeners the opportunity to enjoy NBC Thesaurus, for Thesaurus is the best transcribed music available."

The radio audience also heard remarks by Thomas C. McCray, formerly WTIC's program manager, now Eastern program manager of NBC.

NBC Symphony Series Earns Credits at Utah University

SALT LAKE CITY.—University of Utah students get credit in their music appreciation classes for listening to and reporting on the "General Motors Symphony of the Air" each Sunday afternoon over KDYL.

Professor Thomas Giles, head of the music department, inaugurated the plan last fall and says the NBC Symphony Orchestra programs met an enthusiastic response from the 82 young men and women in the class.

"We give them a half a point of credit for each concert on which they submit a concise, interpretative written report," he said. "With 12 concerts in the quarter, that means they can earn six points each period just by listening to this splendid Sunday afternoon program."

Professor Giles pointed out further that these points have an important influence upon the student's final grade.

"If the student gets 88, for instance, in his other class room work," he explained, "the six points he can earn from listening to the NBC Symphony will give him a grade of 94 and mean the difference between getting 'A' or 'B' on his final report."

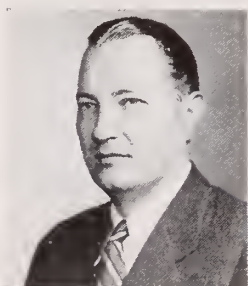
Born in Utah, the son of Henry E. Giles, who organized the music department at Brigham Young University, Professor Giles studied music for eight and a half years in Europe, dividing his study between London, Rome, Paris, Berlin and Vienna. He has served the University of Utah music department since June, 1913.

In observing that the students in listening to the Sunday broadcast have the benefit of Ben Grauer's comments on the works, Professor Giles hastened to add that he feels the program is "equivalent to listening to the works played in ordinary concert or in the class room."

Chaplin Heads Press Club

NEW YORK.—W. W. Chaplin, veteran NBC war correspondent, was recently elected president of the Overseas Press Club and took office on July 11 following a luncheon at the Lotus Club. Chaplin returned to this country recently after three months in Europe, during which he covered the German surrender.

He has resumed New York newscasts on a five-day-a-week basis.



© Bachrach
Paul W. Morency

Triple Celebration at WOPI For Station's 16th Birthday

BRISTOL, TENN.—WOPI had a triple celebration on June 15. It was the 16th anniversary of the station, the dedication of modern new studios, and the WOPI Bond Wagon went over its quota for "E" bonds in the 7th War Loan Drive.

The occasion was celebrated with open house for the station's clients and interested friends who came to visit the studios in the evening. Fred Waring saluted WOPI in the morning, then two programs originating in the WOPI studios were part of the gala evening's entertainment.

W. A. Wilson, president and general manager, founded WOPI in 1929. WOPI joined the NBC network on August 25, 1940, and early this year it became part of a regional chain known as the Tennessee Valley Network.

A fire on February 24, 1945, which destroyed all of the broadcasting and office equipment, was responsible for the building of the modern radio center on the third floor of the Union Trust Building in Bristol. During the building stage, WOPI operated from a temporary studio at Sullins Junior College.

The WOPI Bond Wagon, located in downtown Bristol and manned by civic club representatives, exceeded its E Bond quota. The goal was \$65,000 and on June 15, total sales were \$79,925.75. The total for all sales was \$1,243,647.75.

The triple celebration proved an ace promotional combination.



BEST WISHES—C. J. Harkrader (left), president of the Bristol Publishing Company, printers of the Bristol Herald-Courier and Bristol News Bulletin, congratulates W. A. Wilson (right) on the 16th anniversary celebration of WOPI. (Story above.)

U. S. NAVY AND MERCHANT MARINE SALUTED ON NBC

WASHINGTON.—Spotlighting the Navy and its major task—the Pacific war—NBC inaugurated a new Tuesday program, "The Navy Hour," on July 10.

Secretary of the Navy James Forrestal appeared on the opening broadcast. Lieutenant Robert Taylor served as master of ceremonies, and the 90-piece United States Navy Symphony Orchestra, conducted by Lieutenant Charles Brendler, U.S.N., helped launch the series.

"Dedicated primarily to the enlisted personnel of the Navy, Marine Corps and Coast Guard, the program will accord a voice to the fighting men of the fleet and pay tribute to their heroism and sacrifice," NBC President Niles Trammell said in announcing the series.

"The Navy Hour" has been jointly created by the NBC program department and the radio program section of the office of public information, Navy Department. Rear Admiral H. B. Miller, director of public information, and Lieutenant Commander Charles E. Dillon, officer in charge, radio program section, supervise the show for the Navy. Clarence L. Menger, vice-president in charge of programs; Dwight Herrick, public service and war program manager, and Carleton D. Smith, WRC general manager, head the NBC staff handling the series.

Other members of the "Navy Hour" staff are George Maynard, producer; Lieutenant Everard Meade, Lieutenant Hazel Kenyon Markel, assistant producer in charge of promotion; Lieutenant Armand Deutsch, assistant producer in charge of talent; Specialist 2/c Raymond Katz, assistant director, and Lieutenant Philo Higley, continuity writer.

The Writers War Board radio committee, under supervision of Hobe Morrison, chairman, is writing the dramatic portion of the programs. James Sauter and Ken Thompson recruit guest stars.

NEW YORK.—"The Long Haul," first of a series of eight dramatic programs presented by NBC and the War Shipping Administration under the general title, "Men At Sea," was broadcast July 8.

Material for scripts is taken from files of official Merchant Marine stories.

WINS WLW SCHOLARSHIP



PRIZE VOCALIST—Elizabeth Torlone is notified by James D. Shouse (right), vice-president of the Crosley Corporation in charge of broadcasting, that she has won the annual \$1,000 WLW Scholarship at the Cincinnati College of Music. At left is Franz Trefzger, her vocal teacher at the college.

CINCINNATI.—The annual \$1,000 WLW Scholarship at the Cincinnati College of Music for the 1945-1946 school year has been awarded to Elizabeth Torlone of Logan, West Virginia. It was announced by James D. Shouse, vice-president of the Crosley Corporation in charge of broadcasting.

"We believe it is fitting that radio should contribute to the cultural development of America's most promising young singers," Shouse declared in announcing the award. "There is a great field of opportunity for gifted singers, not only in radio, but also in concert, opera and, very soon, television."

The award will enable Miss Torlone to continue her vocal studies with Franz Trefzger and her studies of languages and special subjects with Ruth Friedrick, both members of the college faculty.

KMJ Finds Missing Couple

FRESNO, CALIF.—D. K. Arkelian spent eight weeks of fruitless effort searching for former employees until he went to Station KMJ of the McClatchy Broadcasting Company in Fresno for help. One of the Madera winery family in Reedley, California, Arkelian was anxious to locate Tom and Ida Roland but was meeting with no success. The Rolands had been valuable employees in the past and Arkelian had new jobs for them.

Finally he asked KMJ to inquire over the air as to their whereabouts. KMJ made a 35-word announcement. Two minutes later the Rolands were found.

SALESMANSHIP AND SHOWMANSHIP COMBINE IN STATION'S WAR BOND ENDEAVORS



Alex Dreier, NBC commentator, delivers a War Bond message to Chicagoans assembled at the busy corner of State and Madison Streets.



And here, Dreier makes an appearance at KODY to bolster Nebraska bond sales.



Homer Welch, KGW program director, gets Jack Dempsey for Portland program.



KOA listeners were treated to a description of a snatch pickup of a glider by a C-47 transport plane during a miniature "airborne attack" held for War Bond appeals in Denver.



Policeman William Hoffman, of St. Louis, wins a courtesy contest War Bond from "Truth or Consequences." Mayor A. P. Kaufmann makes the award.



A huge "Nuts to Japan" is the motto as Idaho's Governor Gossett (right) and Boise's Mayor Walker (second from left) join Commentator Larry Smith (center) at a KIDO-sponsored War Bond appeal.



Eddy Arnold, the "Tennessee Plowboy" of WSM's "Grand Ole Opry," sings a song to a bond buyer.

RADIO IDEAS PAY BIG DIVIDENDS FOR UNCLE SAM'S 7th WAR LOAN DRIVE



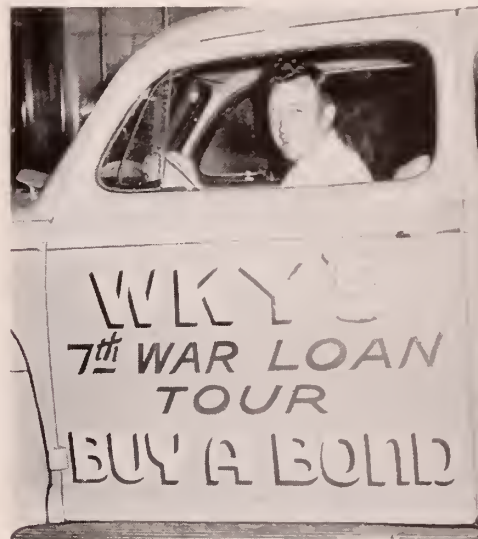
Two living survivors of the Iwo Jima flag-raising team on air. L. E. Yoder, KOA general manager, is shown at mike with Private R. A. Gagnon and Pharmacist's Mate J. H. Bradley.



And here, Gagnon and Bradley add impetus to the Oregon Advertising Club drive. KGW General Manager A. X. Pangborn is at left, and Phil Irwin, announcer, is standing.



The famous Iwo Jima flag-raising is portrayed in sculpture at the War Bond broadcasts of WMAQ from a busy street intersection in Chicago. Here, the Art Van Damme Quartet is seen going through its paces for the War Loan Drive.



Sydney R. Montague, lecturer and author, visited 25 Oklahoma counties in a War Bond tour sponsored by WKY.



"Truth or Consequences" courtesy awards were given in many NBC cities. Here, Laura Kelley receives bond from Fred Dixon, before a WPTF (Raleigh, N. C.) mike.



Purple Heart wearers at Gardiner General Hospital, Chicago, are interviewed by NBC Chicago Announcer John Rusted. The bond program was transcribed for use of other broadcasters throughout U. S. A.

KTSM Gathers and Repairs Old Radios for Veterans

EL PASO, TEX.—During a recent tour made by the KTSM entertainment troupe through the wards of William Beaumont General Hospital, the group noticed that a great many of the patients were without radios or were struggling to hear their favorite programs over receiving sets badly in need of repair.

Some of the sets had been all the way from the bitter campaigns in Europe to the dusty trails of the Burma Road. Some had no cabinets, others lacked aerials, many seemed to have cases of "severe static" while many of the patients had no radios at all.

Perplexed over the situation, the troupe decided upon a plan to help these war casualties while away the long hours in the hospital. They began their campaign for radios by means of spot announcements which included the offer of free pick-up service and repair.

In less than a week, patriotic El Pasoans had contributed 20 radios, all types and in all conditions. Willard Kline, commercial department head, and Virgil Hicks, program manager of the station, set about to do the repairing. The station furnished all necessary equipment from radio tubes to new cabinets.

First Lieutenant Reuben Adler, special service and educational director at William Beaumont, has since informed KTSM that the patients are genuinely pleased with their "new" radios and they hope that El Pasoans continue to contribute discarded radios in order that their days in the hospital will be shortened and brightened.



A FRIEND INDEED—Willard Kline, commercial department chief at KTSM, repairs old radios contributed by El Pasoans to be given to war veterans at William Beaumont General Hospital. (Story above.)

OKLAHOMA MADE WARING-CONSCIOUS BY BRILLIANT PROMOTIONS AND TIE-INS ORIGINATED AT KVOO

TULSA, OKLA.—Oklahomans may not know whether "Oklahoma!" still is playing on Broadway, but New Yorkers—and Pennsylvanians—may rest assured that Fred Waring and his Pennsylvanians are playing to lots of good houses in the Sooner State, thanks perhaps to promotional innovations on the part of KVOO.

Of course, the fact that Gordon Berger, baritone soloist with Waring, formerly was a professor of music at the University of Oklahoma, was adequately emphasized in localized news stories preceding the formal airing of Waring's new morning show, but by now some folks think Fred is an Oklahoman, and lives in Tulsa now.

KVOO's promotion department, headed by William McClarin, resorted to almost everything from radio to rodeo.

It probably just happened that the Tower Grill in the Philtower skyscraper, home of KVOO, decided to reopen Monday, June 4, at 10 a.m., as proclaimed in a notice posted on the entrance during a renovation shutdown. But coincidence or otherwise, KVOO's promotion department happened to see an opportunity for a tie-up and posted a companion placard announcing that Fred Waring's new morning show also would open at that same date and hour.

Meanwhile, scores of taxicabs were flitting about Tulsa bearing mobile posters on their spare tires, reminding would-be fares, and other pedestrians, that—well, even the taxi drivers were featuring advance Fred Waring music plugs on their dash radios as they dashed about town.

Newspapers, trade journals and even the official program of Oklahoma's famous indoor rodeo, the seventh annual Johnny Lee Wills' Tulsa Stampede, contained advertisements, news stories and complimentary plugs for the then-coming Waring show. Wills, rodeo impresario and maestro, whose own orchestra has been a daily feature on KVOO for more than 10 years, went all out to welcome "another good band." As a result, 50,000 spectators packing the Tulsa fairgrounds pavillion for the six performances of the Stampede, were greeted by a 20-foot banner devoted to Fred Waring's new show. It was displayed across the front of the stand where Wills'

own orchestra played for the smash-hit local rodeo.

Thousands of diners at Tulsa luncheon club meetings found little red, white and blue folders on the plates where they used to find a piece of steak or other meat. The front cover shouted, "Don't you know there's a WAR ON?" Opening of the overlapping cover completed the message: "Don't you know there's a Fred WARING show ON KVOO."

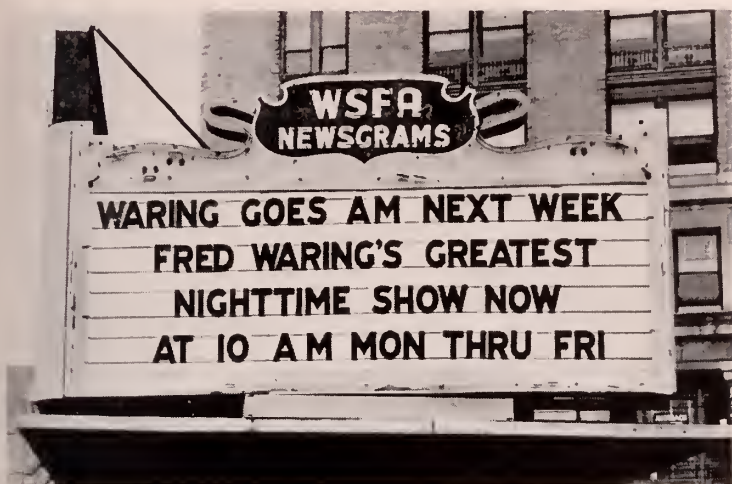
A week later, and a week in advance of the Waring show opening, luncheon club diners again found no meat, but a "meaty" folder reading: "For Freedom's Sake, Buy More WAR BONDS," magically changing to "For FRED WARING tune in KVOO" when opened.

After 5,000 of the "trick" folders had been distributed to make Tulsans War Bond and Fred Waring conscious, one of them was incorporated into a motion picture advertising trailer, opening and closing with the "flash": "For Freedom's Sake Buy More War Bonds," but dissolving into the message "For Fred Waring and his 69 Pennsylvanians, Tune in KVOO Monday Thru Friday, 10 a.m., to 10:30 a.m." The trailer, embracing Waring's picture and "voice," flash of the band and theme song, was shown in 11 Tulsa theaters and a score of other Southwest movie houses.

PROMOTING PROMOTION

The NBC Transmitter is launching a special department devoted to news and photographs relating to outstanding promotional activities by NBC affiliates. The Fred Waring layout on the opposite page and the KVOO story above are typical of the splendid program promotions originated and carried out by NBC network stations. Affiliates are requested to forward details and photographs of their promotional efforts relating to both network and local shows as well as to War Bond Drives, other aids to the United Nations victory effort, and various community projects.

STATIONS HIT PROMOTIONAL HIGHS WITH IMPRESSIVE FRED WARING TIE-INS



Up in lights goes the WSFA (Montgomery, Alabama) announcement that Fred Waring's NBC show is now heard "across the board" in the daytime.



KDYL (Salt Lake City) arranged these attractive poster layouts calling attention to the stellar vocal and instrumental features of the Waring program.



Tire carriers on St. Louis cabs carry the news that Fred Waring is back.



And here's a fleet of St. Louis Post Dispatch trucks equipped to show Missourians the way to choice listening.

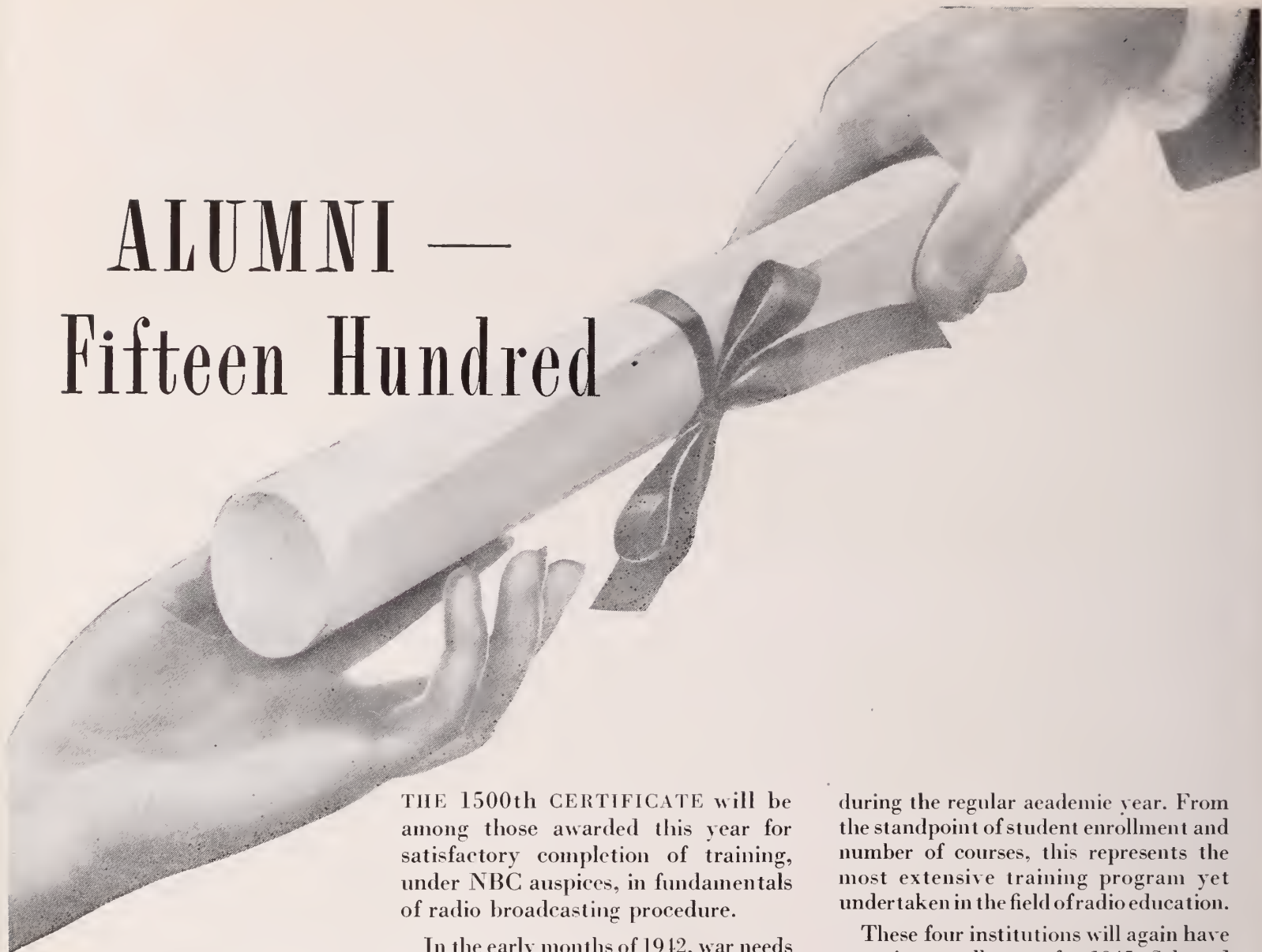


Top billing on this WIOD (Miami) Parade of Stars billboard goes to Fred Waring's new morning show. NBC affiliates in many cities plugged the program via successful eye and ear promotional campaigns.



A KVOO "hitch-hike" sign ties-in Waring's return with the opening of a Tulsa restaurant.

ALUMNI — Fifteen Hundred



THE 1500th CERTIFICATE will be among those awarded this year for satisfactory completion of training, under NBC auspices, in fundamentals of radio broadcasting procedure.

In the early months of 1942, war needs were draining trained personnel from radio faster than replacements could be found. Counter-measures were needed—urgently and quickly.

From that emergency came the NBC-Northwestern University Summer Radio Institute—an academically accredited organization offering intensive, practical training by experts under actual operating conditions. The Institute was supplemented in the following year by similar establishments with the co-operation of the University of California at Los Angeles and of Stanford University. And building further upon these successful foundations, NBC last winter joined with Columbia University to present accredited courses in practical radio subjects

during the regular academic year. From the standpoint of student enrollment and number of courses, this represents the most extensive training program yet undertaken in the field of radio education.

These four institutions will again have capacity enrollments for 1945. Selected for aptitude, experience, and the abilities to absorb and apply their training, students will receive instruction from NBC staff members and university faculties in continuity and dramatic writing . . . announcing . . . program planning and production . . . radio teaching . . . news editing and writing . . . utilization . . . control room operation . . . sales techniques . . . radio history and survey . . . music for radio.

Here again are examples of NBC's leadership in service . . . service to the radio industry, to sponsors, to listeners . . . and to education . . . *continuing service that helps maintain NBC's position as America's No. 1 Network.*



A Service of Radio
Corporation of America

National Broadcasting Company

America's No. 1 Network

1945—RADIO'S 25th ANNIVERSARY—PLEDGED TO VICTORY!