

# NBC Transmitter

*Devoted to the Interests of NBC and Its Affiliated Stations*



*Scaffolding atop the Empire State Building revealed a sky-gazing New York that field tests were being made in the higher frequencies for television. New antenna was erected in "piggy-back" style right atop WNBC's sight-and-sound aerial.*

## **IN THIS ISSUE:**

*New Parade of Stars • Safety and Sound*

VOL. 10 OCTOBER, 1945 No. 11

## NBC Transmitter



Published Monthly by the  
Press Department of the  
National Broadcasting Company  
RCA Building, Radio City, N. Y.

Samuel Kaufman—Editor

### "THE JOB AHEAD"

In a department memo under the above heading, William F. Brooks, NBC director of news and special events, stated his belief that his staff abroad "is just coming into a period when experience, balance and news sense will enable it to achieve heights never permitted during the war." He further declared:

"Censorship will be lifted shortly. Facilities which have been tied up by war needs will be freed. People who have been terrorized into speechlessness will once again speak.

"Equipment which has been impossible to get will eventually be ready so that microphones can be taken into almost any spot in the world. Two-way transmissions between the field and the home office again will be possible. All this will break some of the dams which have channelized news through the Army, Navy and other governmental agencies, and will enable you to use ingenuity and real thought in funneling happenings of the world through NBC."

### SOUTHERN SALUTE

The following is the text of an official proclamation:

"WHEREAS, we have come to look upon radio as one of our most valued possessions, and especially do we value a free radio, such as we have in America; and

"WHEREAS, the National Broadcasting Company and its local affiliate WMBG, have performed a genuine public service, which has been regarded with greater respect year after year, and whereas again this year, we are happy to know that not only will NBC and WMBG broadcast their usual services, but in addition, we will receive the greatest shows in radio on the NBC Parade of Stars; and

"WHEREAS, like Richmond, itself, the services of WMBG and NBC are constantly growing and improving and during the fall and winter months to come, the Parade of Stars will provide many hours of pleasant listening, as well as vital information and inspiration.

"NOW, THEREFORE, I, W. C. Herbert, as Mayor of the City of Richmond, do hereby proclaim October, 1945, as Parade of Stars Month.

"(Signed) W. C. HERBERT,  
Mayor, City of Richmond"

## 25 GROUPS SUPPORT WTMJ INTER-FAITH SERIES

MILWAUKEE, WIS.—Initiating a new public service policy on religious programs, WTMJ started a 90-minute sustaining Sunday morning series of worship programs, October 7, with the active cooperation of more than 25 religious groups and denominations.

The religious service programs are presented by WTMJ with participating religious groups representing a majority of the church-going population of the Milwaukee area. This includes Catholic, Lutheran, Methodist, Baptist, Presbyterian, Jewish, Christian Science and Bahai denominations. The Salvation Army is also represented.

The first part of the hour-and-a-half is the Catholic transcribed show, "Ave Maria," furnished by the Franciscan Friars of Garrison, New York.

A Milwaukee Inter-Faith Committee, representing 23 religious organizations, was formed to cooperate with WTMJ in the presentation of the second part of the Sunday morning worship program, 7:30-8:00 a.m. This group includes Protestants, Jews, Christian Scientists and other faiths. The Inter-Faith Committee handled all arrangements for these broadcasts, as-

signing a different denomination or religious group to have charge of the 30-minute part of this service every Sunday. This portion of the program is broadcast before a large audience and consists of congregational and choir singing, prayers and a 12-minute sermon.

The third part of the worship program is a 30-minute period furnished by the Evangelical Lutheran Synodical Conference of Milwaukee County. This is a continuation of a series formerly presented by this group but, under the new WTMJ policy, now broadcast as a part of the 90-minute worship program on a sustaining, public service basis.

Religious leaders in Milwaukee County have been outspoken and enthusiastic in their praise of this new WTMJ public service religious series. The Reverend Nathan Bartel, Chairman of the Inter-Faith Committee said, "The cooperation of WTMJ in making this time available free for the broadcast of religious programs every Sunday morning and suggesting this idea is appreciated by Milwaukee men and women of every faith and belief. We know the series will help every church and every group."

## FORMER PRESIDENT ACKNOWLEDGES NBC GIFT TO STANFORD



Herbert Hoover thanks KPO General Manager John W. Elwood for NBC's gift to the Hoover War Library at Stanford University of the complete recorded history of the San Francisco Conference. Included in the gift are recordings of the opening session, the nine plenary sessions, the 16 public commission meetings, the signing of the Charter by all participating nations, and the secretaries' recognition meeting. Presentation was made on the Stanford campus when Former President Hoover addressed a class of NBC-Stanford Summer Radio Institute students. Left to right in picture: Mr. Hoover; Dr. Donald Tresidder, president of Stanford; Mr. Elwood, and Dr. Harold H. Fisher, university professor of history.



# NEW PARADE OF STARS

## 1945-1946 Promotion Campaign Gets Gala Start; Many Audience-Building Features Utilized

NEW YORK.—NBC's fourth annual Parade of Stars program promotion campaign, prepared in cooperation with clients, agencies and NBC stars by the network's advertising and promotion department under the supervision of Charles P. Hammond, director, was set in motion September 7 with the mailing of material-filled Bandboxes to the network's 155 affiliated stations.

All promotional material included in the 1945-1946 Parade of Stars is the result of joint planning by the program representatives, stations and networks. In a series of early Spring meetings conducted by the network in New York, Chicago and Hollywood, NBC station managers outlined to network representatives the types of material they could and would use.

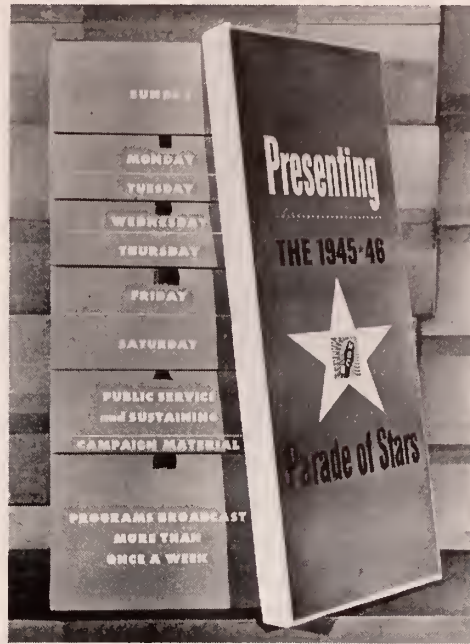
At subsequent meetings with talent, agency and client representatives, plans were made to build this material for the affiliated stations. As a result, the current NBC Parade of Stars is a completely coordinated and streamlined audience promotion campaign.

The new Bandbox contains kits for each network commercial program, providing a continuing campaign covering every phase of audience promotion. In addition, an expanded 40-page working manual, "How to Use the NBC Parade of Stars," details ways of employing the wealth of material released this year in record proportions.

The Bandbox is "compartmentalized" for convenience with kits segregated by days of the week, programs and types of promotional material. Nothing is wasted. The kits themselves even bear line drawings suitable for display purposes.

The material provides complete campaigns in such promotional categories as on-the-air promotion, newspaper advertising, newspaper and general publicity, window and other displays, transportation advertising, outdoor advertising, direct mail, house organs, stunts, exploitation and contests.

Statistics tell the story of the great mass of material en route to NBC's stations. In addition to the 155 bandboxes and 19,000 program kits are over 100,000 individually-recorded star announcements and



*STRIKE UP THE BANDBOX!*—An encore was in order for the popular bandbox feature of the previous year's Parade of Stars. The new season's case is chockfull of high-powered aids to attract even more listeners to "the network most people listen to most."

short entertainment spots made by top-ranking stars and casts of NBC programs for broadcast on local stations, ranging from 12 seconds to four minutes in length.

Twelve special 15-minute continuities, tying together longer recorded entertainment spots, are included to furnish stations with ready-built programs. Also, fully-recorded quarter-hour programs utilizing four-minute spots by full network stars are being processed for early release to stations as a continuing Parade feature. In addition to local "on the air" material, a series of all-star coast-to-coast network programs was planned for special promotional scheduling.

The Bandboxes also contain 32,625 glossy prints, 34,875 picture mats, 14,625 individual program ad mats, 3,720 daytime and nighttime program newspaper ad mats for each day in the NBC week, and 32,000 biographies and publicity stories.

For the first time in the history of the Parade of Stars, public service and sustaining programs are represented with individual kits for each show.

The array of top talent in comedy, music and drama for NBC's two-day "Parade of Stars" Sunday, October 7, and Monday, October 8, was designed to give listeners a sampling of NBC's major programs for the 1945-1946 season now fully under way. The overall production was handled by Edwin Dunham.

Among those on the October 7 show, which represented Monday, Tuesday and Wednesday night programs, were "Fibber McGee and Molly," Judy Canova, Eddie Cantor, Kay Kyser, Hildegard and Harry Sosnik representing the "Raleigh Room," and Perry Como of the "Chesterfield Supper Club."

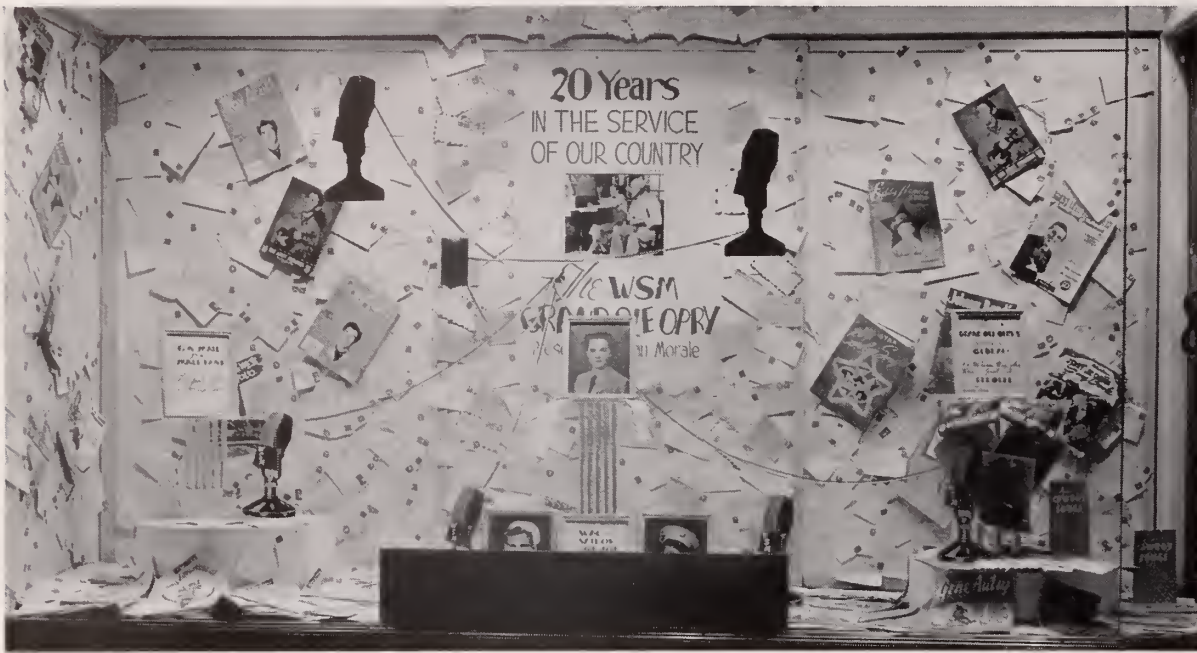
Also on the October 7 "Parade" show were Barry Wood for "Johnny Presents," Howard Barlow and Igor Gorin for "Voice of Firestone," Henry Fonda in a "Cavalcade of America" skit, Don Voorhees for the "Telephone Hour," "Dr. I. Q." Percy Faith and the "Carnation Contented" orchestra, Irene Hill and Frank Farris, vocalists of the Romberg show; Alice Frost and Joseph Curtin, stars of "Mr. and Mrs. North," and Jay Jostyn, Vicki Vola and Len Doyle, principals of "Mr. District Attorney."

Stars booked for the October 8 "Parade of Stars" edition, representing NBC's Thursday, Friday, Saturday and Sunday night programs, included Jack Benny, Bob Hope, Cass Daley, Parkyakarkus, Frank Parker of "American Album of Familiar Music," H. V. Kaltenborn, Raymond Massey for the "Harvest of Stars," Burns and Allen with Meredith Willson, Dinah Shore, Jack Haley, Abbott and Costello, Rudy Vallee, Ed "Archie" Gardner of "Duffy's Tavern," and Evelyn MacGregor of "Waltz Time."

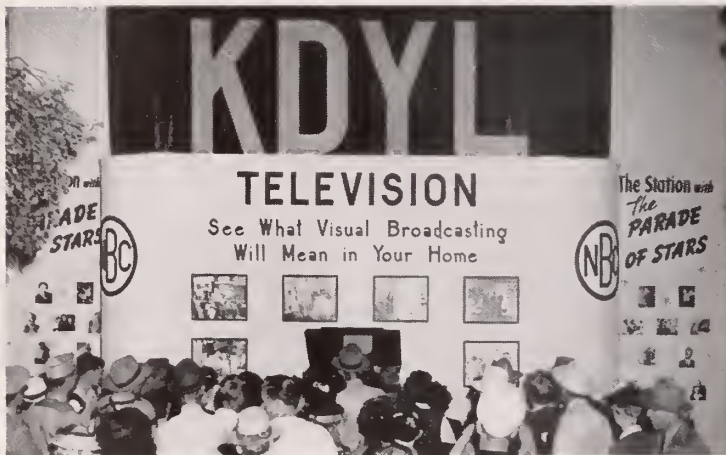
Also heard October 8 were Bob Burns, Bill Stern, William Bendix for "Life of Riley," Roy Acuff and Company's "Grand Ole Opry," the "Can You Top This?" gagsters—Senator Ford, Harry Hershfield, Joe Laurie Jr., and Peter Donald; the cast of "One Man's Family," John Charles Thomas, Hal Peary and the "Great Gildersleeve" group, Thomas L. Thomas of "Manhattan Merry-Go-Round" and Phil Spitalny and his "Hour of Charm" all-girl orchestra.



# PROMOTION-MINDED NBC AFFILIATES DRAW WIDE ATTENTION TO THEIR BROADCASTS



As WSM's "Grand Ole Opry" approaches its 20th anniversary in November, fan mail is displayed in the window of Strobel's Music Shop in Nashville. The window brought in many customers for "Opry" records and song books.



This KDYL (Salt Lake City) exhibit of "What Television Will Mean in Your Home" was awarded a first prize at the Utah State Fair. KDYL will soon start video experiments.



KOA (Denver) dispatched its "Men of the West" quartet to the annual Cheyenne Wyoming Frontier Days Celebration at Frontier Park. Nightly concerts drew big crowds.



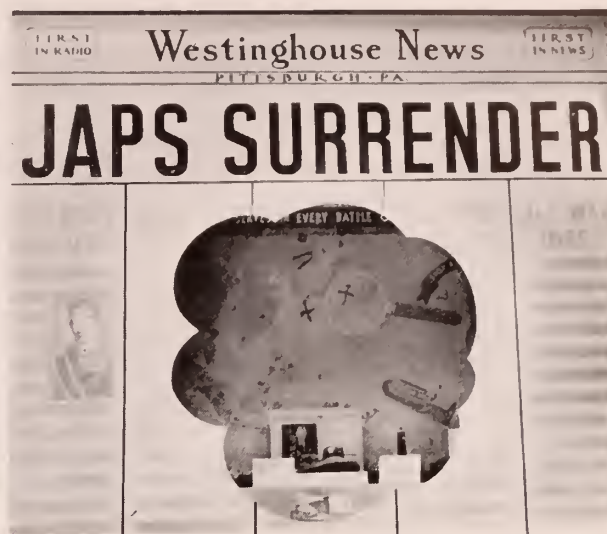
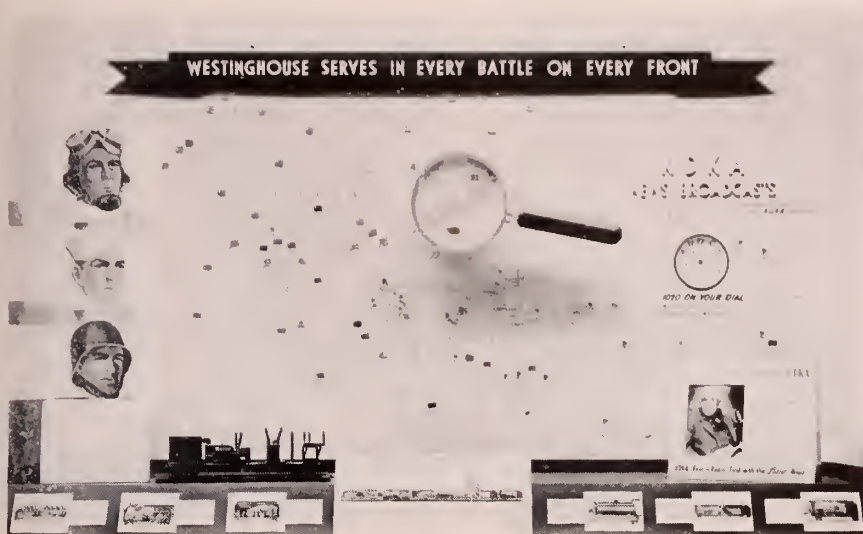
One million miles of promotion! That's one way of measuring this poster campaign for Fred Waring's NBC programs. WKY (Oklahoma City) arranged this tie-in with an express fleet.



Listeners' interest in world events prompted this KVOA (Tucson, Arizona) promotional news display. The window was decorated with coils and fans of teletype paper.



# EXPLOITATION EFFORTS OF STATIONS REVEAL EFFECTIVE MERCHANDISING FLAIRS



*Ingenuity in window promotion was utilized at KDKA (Pittsburgh). The attractive news display at the left drew wide interest prior to Japan's surrender. When V-J Day arrived, a huge newspaper type blow up covered the window and a cut-out portion revealed a significant part of the original exhibit which still had timeliness.*



*When WGY (Schenectady, N. Y.) helped celebrate the first birthday of its "Tell Me a Story" program, a birthday party was held. About 200 children attended. Following the program they played games and were presented with bars of candy.*



*Daniels Jewelry Co., sponsors of newscasts on WWSM (Saginaw, Michigan) set up speakers to convey news to passersby.*



*"How Radio Works" was the theme of this KIDO (Boise, Idaho) booth at the Idaho State Southwestern Fair. Local performers and network talent were ballyhooed on promotional panels.*



## TEXAS PASTOR AND SON SHARE PRODUCTION OF KRGV SERIES

WESLACO, TEX.—Here is a father and son radio production team that combines all the duties of script-writing, producing, announcing, sound-effects and emceeing.

The work is divided between the Reverend Ivan O. Donaldson, pastor of the Methodist church in Mercedes, Texas, and his son, Ivan, Junior, who does his emcee work under the name of Bud.

They combine their efforts to present the program "Here Are Your Children" broadcast over KRGV, Weslaco, every Saturday night. The series features young talent from the various communities of the Lower Rio Grande Valley of Texas.

In addition to the Saturday night show, the Reverend Mr. Donaldson presents two weekday broadcasts directed to the parents. These discussions, "Know Your Children," are aired Tuesday and Thursday mornings. The inspiration for the series came from audience reaction to another KRGV feature, the "Valley Radio Forum." The subject for the opening discussion was the juvenile delinquency problem of the Rio Grande Valley.

The pastor conceived the idea of the two types of programs, one directed to the mothers and fathers, and the other presenting the children of the different communities in the valley in a program designed to present an idea of their interests, hobbies, and musical talents.

The Saturday night show carries a typi-



*FATHER-AND-SON TEAM—The Reverend Ivan O. Donaldson and his son, Ivan, Jr., do the scriptwriting, producing, sound effects and emceeing on their KRGV broadcasts.*

cal youth center atmosphere with a "juke box" background, informal discussion, and musical numbers by the young people themselves. The spontaneity and informal air is carried throughout by the use of very little prepared script and the excellent work of the 15-year old emcee.

## Robertson KSTP Sales Head

MINNEAPOLIS, MINN.—Miller C. Robertson, of Kansas City, became general sales manager of KSTP, Twin Cities, October 1, according to an announcement by Stanley E. Hubbard, president and general manager.

Formerly assistant sales manager of KMBC, Kansas City, Robertson comes to KSTP with a rich background of radio selling which began at KXYZ in Houston.

At one time director of the Tenth District Advertising Federation of America, Robertson has been active in advertising and exchange club work in Kansas City.

NEW YORK.—Names of NBC employees who are back on their jobs after serving in various branches of the Armed Forces are listed in a special grouping on the honor roll at the entrance to the Radio City network studios.

## KVOO Disc Goes to College

TULSA, OKLA.—Journalism students at Montana State University this fall will hear, via transcription, the inside dope on what makes a radio news room tick.

The 30-minute recording features Ken Miller, KVOO news chief; day and night news editors Carl Boye and John Belford, and Olaf J. Bue, Montana State University associate professor of journalism.

Bue has been studying radio journalism at KVOO under a plan conceived by the radio news committee of NAB and the American Association of Schools and Departments of Journalism.

RALEIGH, N. C.—The first program in a group of 10 to be presented alternately by the American Farm Bureau Federation and the National Grange in the NBC "America United" series was broadcast Sunday, October 7.

## Returning Vets Welcomed By Special Texas Broadcasts

SAN ANTONIO, TEX. — "Welcome home, boys" was the thematic order of the day, when the 86th ("Black Hawk") Division arrived at the War Department Personnel Center, Fort Sam Houston, Texas.

WOAI's Special Events Director Bud Thorpe and News Editor Ken McClure were present with the wire recorder to give listeners first-hand information about the men as they arrived. In some instances, the radio interviews were the first word families had of their boys since their return to the United States.

A similar occasion was aired over WOAI, when the 104th ("Timberwolf") Division, commanded by the Texan, Major General Terry Allen, arrived.

This War Department Personnel Center is one of the 22 such locations in the United States. The success of the broadcasts was made possible by the cooperation of Brigadier-General Alonzo P. Fox, Commanding General, and his executive officer, Colonel Clair F. Schumaker.

Keeping in tune with public interest, WOAI is broadcasting the names of local service personnel returning from the European Theater.

Associated Press wires the passenger lists of returning ships to Special Events Director Thorpe, who presents the program, "Returning Veterans" daily over WOAI. Public response to the idea has been enthusiastic.



*HOME COMING—Bearing a souvenir of Yank victory, a GI faces the WOAI mike at the United States Army Personnel Center, Dodd Field, Texas.*



## SAFETY AND SOUND

### WTIC Proves Valuable Role Radio Can Play in Promoting Safety in Farmers' Daily Tasks

HARTFORD, CONN. — Station WTIC has been awarded first prize in the 50,000-watt broadcasting division for distinguished services rendered during the first National Farm Safety Radio Contest conducted from July 22 to July 23 by the National Safety Council according to notification received by Paul W. Morency, general manager of WTIC.

The Connecticut Highway Safety Commission which coordinated its efforts with the Connecticut Farm Safety Committee for the observance of Farm Safety Week is arranging to make an official presentation of the award to WTIC.

One of the outstanding features of WTIC's presentation in the Farm Safety Radio Contest was its broadcast of preliminary information on the Connecticut Farm Forum program of July 23.

In addition, special programs devoted to farm safety were carried on sustaining and commercial time. In one "on the scene" broadcast the Glastonbury Fire Department cooperated by setting a demonstration blaze bringing out the fire apparatus and putting down the flames for the benefit of radio listeners. In another, the State Police emergency car with full disaster equipment and police personnel was out to demonstrate the handling of a highway accident.

Personal accidents and how they could have been prevented were also included in WTIC's programs. Throughout National Farm Safety Week WTIC devoted a total of approximately eight hours to the promotion of farm safety.

The opportunity to lend support to a campaign that would reduce the suffering and economic loss from accidents on farms was heartily welcomed by the Hartford station.

General Manager Paul W. Morency saw an opportunity for added public service in tying-in with the campaign. On April 19, almost five weeks prior to President Truman's proclamation for the observance of National Farm Safety Week, he issued a memorandum to Program Manager Leonard J. Patricelli, which alerted the entire station staff.

While preliminary plans were being made at the station, the State Farm Safety Committee was being organized with



*WTIC SAFETY BROADCAST—George Bowe, of WTIC, describes a grass fire staged by the Glastonbury, Connecticut, Volunteer Fire Department—one of the features in the Hartford station's promotion of National Farm Safety Week. The purpose of the fire was to demonstrate how a lighted cigarette thrown from a passing automobile into a field of newly mowed hay could start a conflagration which might endanger any community. The simulated fire aided by a high wind turned out to be a real blaze and became a far better demonstration than originally intended. The picture shows members of the department fighting the fire which Bowe described as type costing farmers \$90,000,000 a year.*

Dean W. B. Young of the College of Agriculture at the University of Connecticut as chairman, the group functioning as a sub-committee of the Connecticut Highway Safety Commission, which in turn was the voice of the National Safety Council in the farm safety drive.

Liaison was quickly established between the station and the state committee. On June 18, at the invitation of Morency, an informal meeting was held at the studio to discuss the station's plans and fit them to the program of the official farm safety organization.

The 4-H Club and Boy Scout leaders agreed enthusiastically to help in spreading word of the essay contest, and the same cooperation was later secured from the director of vocational agriculture, State Department of Education, from the Girl Scouts and from the state farm labor supervisor who is in charge of summer work camps for 1,500 boys and girls employed in harvesting farm crops.

With the advice of the educators, it was decided to offer a large number of essay

prizes rather than one or two large prizes, to give wide latitude in choice of a subject and to stipulate that the essays should be short. Final rules of the contest were drawn up by General Manager Morency and this part of the campaign was launched at once.

Thirty prizes were offered, divided into two identical groups, one for elementary school pupils and one for high school contestants. Top prize in each group was a \$50 Victory Bond.

President Albert N. Jorgensen of the University of Connecticut was invited to serve as chairman of a board of judges, with Justice Arthur F. Ells of the Connecticut Supreme Court of Errors, chairman of the Connecticut Highway Safety Commission, and Frank H. Peet, State Commissioner of Agriculture, Lelia Thompson, secretary of the Highway Safety Commission and head of the legal department at the Connecticut Mutual Life Insurance Company, later substituted for Justice Ells, who was out of the state on vacation when the essays were judged.



# CAMERA RECORDS NEWS-MAKING ACTIVITIES AND EVENTS



Jack McLean (center) of WGL (Fort Wayne, Ind.) gathers data for his broadcast of playoff game between Fort Wayne Daisies and Racine Belles. Women players and their managers answer Jack's queries.



Evelyn Lampman, KGW (Portland, Ore.) co-chief, visits the local police radio station for ground data for her traffic accident broadcast.



Bob Bradbury, WOAI (San Antonio, Texas) farm editor, interviews instructors and a student-patient at the Brooke General Hospital Agricultural School.



C. E. Hooper, radio listening survey specialist, demonstrates his methods to the sales promotion class at NBC-Northwestern University Summer Radio Institute.



Opening of the radio station in North Carolina, found a way to pick up the station.



KPO (San Francisco) had tie-in with R-K-O's "First Yank in Tokyo." Broadcasts written by KPO's Don Thompson (second from right, seated) included one from premiere at Golden Gate Theater. Group includes KPO, R-K-O and theater men.



Illinois' Governor Dwight H. Green (left) checks with NBC Sports Director Bill Stern at All-American Football Tournament at Chicago's Tam O'Shanter Country Club.



# NBC NETWORK STATIONS THROUGHOUT THE UNITED STATES



George Hunter, WWJ (Detroit) newsman, covers aftermath of fatal explosion and fire at Detroit's Export Box Company. Fifteen minutes after explosion, he interviewed survivors.



Basil O'Connor, head of the American Red Cross, lunches with Nancy Osgood, WRC (Washington) commentator, and Mrs. C. A. Armhurst, Red Cross volunteer, before a broadcast.



market at Lake City, South Charleston) mike in ready position of the auctioneers.



Henry Schacht (center), KPO (San Francisco) agricultural director, takes the microphone into the refrigeration unit at the Government laboratory in Albany.



Joyce Merchant, KOMO (Seattle) actress, doubles as a sound effects expert. She's shown handling some props for a dramatic broadcast.



NBC Commentator Max Hill (right) is shown with Lloyd E. Yoder, general manager of KOA, during a hometown visit recently when he spoke at Denver's Rotary Club.

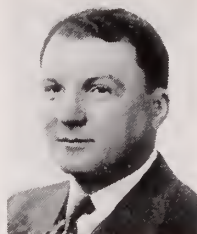


Kolin Yager, WGY manager, receives Junior Chamber of Commerce free speech award. L. to r.: A. O. Coggeshall, WGY; R. E. Norm, J.C.C.; Hager; and Myron Dunne, J.C.C.



## A Transmitter Bio:

### NEWSPAPER DAYS PAVED WAY TO SUCCESSFUL STATION CAREER



© Harris & Ewing  
Clair McCollough

LANCASTER, PA.—Clair McCollough, general manager of the Mason Dixon Radio Group, has been identified with broadcasting almost from the start — and he has advanced right along with the industry.

Born in York, Pennsylvania, in 1903, his family soon thereafter moved to this city. At 13 McCollough began carrying newspapers for The Lancaster Intelligencer. During his prep days at Franklin-Marshall, he worked in The Intelligencer's circulation department and as a school correspondent and then entered the Mergenthaler School where he studied the intricate phases of newspaper mechanical equipment. Clair then entered Pennsylvania State Teachers College.

During his college years he worked as a reporter and then as editor of the late afternoon sports edition of The Intelligencer. Following his graduation McCollough entered the advertising department of Lancaster Newspapers, Inc., where he assumed an executive position in 1927.

It was at this point that Clair began to grasp the possibilities of radio — then a lusty infant that gave every indication of being ready for development. His desire to understand the new medium of expression was given impetus at close range when The Intelligencer's publishers acquired WGAL in 1929.

Their initial venture having proven successful, they decided to extend their radio interests and WILM, Wilmington, Delaware, was purchased in 1931. Clair immediately transferred his youthful enthusiasm to that city where he set about learning the mechanics of broadcasting's specialized services in earnest. Later in the same year WDEL, Wilmington, was obtained doubling his managerial responsibilities. Following a year in Wilmington managing WDEL and WILM, McCollough moved on to York, where he supervised the installation of WORK.

While dividing his time between Lancaster, Wilmington and York in 1932, a construction permit was granted for Hazleton, and McCollough succeeded in getting WAZL on the air by late December. In 1935, permission was granted for the construction of WEST, Easton, and soon McCollough was hard at work in that city with the station going on the air in early 1936. In 1939 WKBO, Harrisburg, was acquired adding further responsibilities.

When the FCC's duopoly order became effective in 1944, it was necessary to dispose of the controlling interest in WILM. The proceeds of the sale were converted into an interest in WRAW, Reading. In June of this year negotiations for the purchase of the remaining WRAW stock were completed.

McCollough has always been well occupied in industry affairs in addition to his multiple duties of station management. He is a member of the NBC stations planning and advisory committee and was first president of the Pennsylvania Broadcasters Association. He is currently a director-at-large of the NAB.

Clair is proud of the men and women with whom he is associated in his daily work. He firmly believes there is no substitute for loyalty and proceeds on the theory that loyalty is returned in direct proportion to that in which it is given. One of his cardinal operating principles has always been an enthusiasm for local autonomy by each Mason Dixon station. Practically all management and other station personnel is the product of development within the organization.

In spite of a working schedule that calls for a long day at the office when in Lancaster, Clair finds time to be active in civic and charitable enterprises as an officer and board member of the Welfare Federation, St. Joseph's Hospital, Public Library, Community Concert Association

## WISH COMES TRUE



BEDSIDE MIKE—Uncle Ben at left, Jack Lovell, WKY chief engineer, at right, and the girl and her nurse.

OKLAHOMA CITY, OKLA. — A fan letter from an eight-year-old girl caused WKY's "Uncle Ben, The Funny Paper Man" to break a rule of many years standing.

The letter explained the girl could not come down to the studios, but that she always had wanted to meet Uncle Ben and see one of his broadcasts as well as hear it.

The girl is ill of an incurable ailment. So, Uncle Ben moved to the girl's bedside for the broadcast, getting his cues from actors in the studios via headphones.

The girl not only saw and heard the broadcast, but participated as guest star. With poise and assurance that belied her age, she recited some of her own poetry.

Calls and congratulatory mail poured in. One call was from Charles F. Aurand, Oklahoma City's city manager, who had heard the broadcast.

The Uncle Ben program is the oldest continuous program on WKY. In the nearly 17 years the program has been a weekly feature, there have been two Uncle Bens. First was Daryl McCallister, former WKY traffic manager, now assistant traffic manager for the Western division of NBC. Current Uncle Ben is WKY's chief announcer, Wakefield Holley.

and other groups. He has been associated with numerous financial campaigns and is currently chairman of the annual united drive of the Welfare Federation, War Chest and Pennsylvania War Fund.

McCollough is a member of various fraternal, athletic and social organizations. His wife is the former Velma A. Dilworth and the couple have one daughter, Constance, 10 years of age. Clair is an ardent sports fan and hunts, fishes, golfs and gardens as time will allow.



## New WSM Farm Head

NASHVILLE, TENN.—John A. McDonald, widely-known Tennessee farm expert, has been appointed agricultural director of Station WSM.



John A. McDonald

In announcing the appointment, Harry Stone, WSM vice-president and general manager, said McDonald would conduct a postwar farm program of information and entertainment as well as coordinating all of WSM's additional

agricultural program activities.

McDonald is a veteran agricultural instructor, having taught in various parts of Tennessee for the past several years. He plans to build a farm program especially for the station's coverage areas.

## Awards for Suggestions

CHICAGO, ILL.—At the recommendation of Harry C. Kopf, NBC vice-president and general manager of the Central division, a new suggestions committee has been appointed to reward NBC Chicago employees for ideas to improve the operational efficiency of the division.

Awards for useful suggestions will range from \$5 to \$500.

## 'WWJ DAY' PROCLAIMED IN DETROIT AS STATION CELEBRATES ITS TWENTY-FIFTH YEAR ON AIR

DETROIT. — WWJ's silver anniversary in August made trade history through clever program and promotional tie-ins.

Detroit was plastered with billboard signs and street car and bus cards announcing the station's 25 years in radio; department stores featured special WWJ windows; rival radio stations joined together to place dramatic display ads of congratulations in each of the Detroit dailies; and to top it all, Mayor Jeffries proclaimed August 20 as WWJ Day.

On its own hook, WWJ's schedule featured the recording "On the Air," a history of radio which has been sent to 360 radio stations throughout the country as a public service; it highlighted a musical half hour with Greta Keller, Viennese chanteuse; and it climaxed the day by an hour's anniversary program in the auditorium studios with guest conductor Morton Gould directing his own compositions and arrangements. The program featured a history of radio narrated by Shakespearean actor Walter Hampden, who made his radio debut over WWJ 23 years before.

Hampden's narration recalled some of the many WWJ and radio "firsts": the first broadcast of a full symphony con-

cert, the first church broadcasts, the first vocal concert by radio, the first sports results, and the first dancing party supplied only by radio music. The narration also brought back memories of early eyewitness reports of sports events, the fights, boat races, football and baseball. In this connection, Hampden interviewed WWJ's dean, Ty Tyson, who has been broadcasting sports from this same station since May 1922.

The anniversary hour also included a quick "Gossip of the Stars" by Herschell Hart, radio editor of The Detroit News, who brought back the names of "greats" who had made their radio debuts over WWJ. On his list were old timers Van and Schenck, Frank Tinney, Lillian Gish, David Wark Griffith, Will Rogers, Herbert Hoover, and the "young baritone from Owosso," Thomas E. Dewey.

Following the program, WWJ's general manager Harry Bannister invited the staff and guests to a jamboree in the grand ballroom of the Book-Cadillac Hotel. Pictures of the same personalities who had made their radio debuts at the station were hung about the walls, and a tremendous birthday cake highlighted the festive refreshments.



NBC SCHOLARSHIP WINNERS—Left photo: Judith Waller, NBC Central division public service director and co-director of the NBC-Northwestern University Summer Radio Institute, presents scholarship awards to Helen Jane Barr, of Cleveland, and John L. Blake of Milwaukee. Right photo: Scholarship winner Jeannette Jennings receives congratulations from KPO General Manager John W. Elwood at graduation ceremonies of NBC-Stanford Summer Radio Institute. The institute's co-director, Mrs. Inez G. Richardson, is at left.



## NBC STATIONS PRESENT MANY SPECIAL PROGRAMS CELEBRATING END OF THE WAR



It was "Hap" and "Tooey" when Generals H. H. Arnold and Carl A. Spatz met at KPO after the latter's arrival in San Francisco from Japan. Program was in four-network pool.



KPO News Editor Bert Leiper stages broadcast from San Francisco's Chinatown following V-J announcement. This celebration was heard by nation over NBC stations.



Traditional Chinese celebrating was done with firecrackers at Boise, Idaho, where KIDO picked up the sounds of above fireworks.



KIDO's celebration from the steps of the State Capitol also included music by the Boise City Band and appearances by Governor Charles C. Gossett, Mayor Austin A. Walker, Vern Loudon, of KIDO, and other prominent citizens.



KDYL (Salt Lake City) assigned its mobile unit to "on-the-spot" pickups from celebration areas. At Fort Douglas, officers of the Ninth Service Command voiced their elation.



WGL dropped 56,000 "Japan Surrenders!" pamphlets from an airplane. L. to r. F. V. Webb, WGL; Pilots M. Ray and R. Walchle; N. C. Widenhofer, WGL.



# UNITED NATIONS' VICTORY ACHIEVEMENT REFLECTED IN BROADCASTING ACTIVITIES



"I only had time to finish 8,642 out of the 10,000 games of solitaire I'd assigned myself in prison camp," said General Jonathan M. Wainwright into KPO mike.



Irving Waugh, WSM reporter returns home after witnessing surrender signing in Tokyo Bay. L. to r.: WSM General Manager Stone; Waugh; Program Director Devine, and WSM President Craig.



Helen Traubel, noted "Met" soprano, and Thomas Peluso, musical director of NBC Hollywood, appeared on a V-J program.



W SYR (Syracuse, N. Y.) Program Director Bill Rothrum, perched on the station's mobile unit, presented colorful descriptions of celebrations. Equipment was on the street within 13 minutes of the announcement that Japan surrendered.



V-J celebrating called for the broadcasting of WMBG news programs from the station's news window at the Miller & Rhoads Department Store in Richmond, Va.



Fred MacPherson, KTAR (Phoenix, Arizona) commentator, once said he'd eat his script if Japan lost the war before 1946. And that's just what he's doing in this picture.



## EXECUTIVE APPOINTMENTS MADE FOR NBC'S NEW PLANNING AND DEVELOPMENT DEPARTMENT

NEW YORK.—James M. Gaines, Philip I. Merryman, William S. Duttera and Harry F. McKeon have been named by William S. Hedges—NBC vice-president in charge of the newly formed planning and development department—to positions on his executive staff.

On October 1, Gaines left his post as assistant director of the NBC advertising and promotion department to become manager of the new department; Merryman, director of facilities development, has been transferred from the stations department; Duttera was moved over from the engineering department to become allocations engineer; while McKeon, controller, will serve as financial advisor to the planning and development department.

Gaines joined NBC in February of 1942 in the stations department, becoming assistant director of advertising and promotion in January, 1944. Merryman came to the network in 1927, and assumed the director of facilities development post in 1940. Duttera came to NBC's engineering department in 1931.

Creation of the planning and development department was announced July 20 by Niles Trammell, president of NBC. Vice-President Hedges was transferred from the stations department to take charge, but did not name his key personnel until September 13 because he left immediately with other radio executives for a survey of broadcasting in Europe.

The planning and development department was formed by NBC to meet changing conditions in radio broadcasting and to introduce new services made possible by scientific developments in the field of radio.

The various departments and divisions of the network will coordinate their operations with the new department insofar as the planning and development of future broadcasting operations are concerned.

The office location of the newest NBC department at Radio City was not immediately selected.

Three key advancements in the NBC advertising and promotion department involving James H. Nelson, Charles B. H. Vaill and Charles Philips were announced

recently by Director Charles Hammond.

On October 1, Nelson, former network sales promotion manager, became assistant director of the advertising and promotion department. He took over the post vacated by James M. Gaines, who had been named manager of the new planning and development department.

Vaill, WEAF promotion manager, assumed the post vacated by Nelson. Philips, promotion manager of KOA, NBC owned and operated station in Denver, came to New York to take the WEAF promotion managership.

Nelson joined NBC in 1942 as assistant promotion manager of the national spot sales department, and became network sales promotion manager in May of 1944. Vaill came to the network as audience promotion manager in May of 1944. Philips has been connected with KOA for several years and handled press as well as promotion assignments.

## HIGH LIVING

NEW YORK.—Anticipating the strike of the elevator operators in the Empire State Building, two engineers of the NBC television station, WNBT, found their way early September 24 to the 85th floor where the station's transmitter is located. Stranded in the highest place in New York City during the strike, the two engineers gave their version of how the strike affected the building in a two-way interview with Don Goddard over Station WEAF. The NBC engineers, Thomas J. Buzalski and Joseph J. Lombardi, were prepared to remain in their 85th floor offices for three or four days. They had two beds, a stove, an ice-box and a locker full of food, much of which they brought up with them before the strike was called. "We hope," said Buzalski on the WEAF broadcast "that we will not be stranded here too long because Joe and I like people."

## Hurricane Coverage Wins Public Praise for WOAI

SAN ANTONIO, TEX.—Following the peak of the Texas Gulf Coast hurricane, the Texas Highway Patrol teletype carried this wire from Colonel Homer Garrison, Director of the Texas Department of Public Safety:

"HEARTIEST CONGRATULATIONS TO BUD THORPE AND HOXIE MUNDINE OF WOAI, RANGER NAYLOR, AND CAPTAIN CONNOR FOR A JOB WELL-DONE."

The freak hurricane, which caused damage estimated between \$20,000,000 and \$30,000,000, was followed along the coast by WOAI's special events director, Bud Thorpe, and Engineer H. M. Mundine, who spent four days with little food and sleep. The WOAI crew carried remote equipment and a wire recorder, and was allowed the use of Ranger Naylor's two-way short wave radio.

By telephone or short wave, WOAI received reports on the storm's progress and damage. The course of the hurricane, the wind velocity and estimated time of arrival at various points along the Texas coast were broadcast. Since many telephone lines were down, WOAI provided an invaluable service in evacuation.

When the storm was at its height, Thorpe and Mundine originated a broadcast from Corpus Christi, bringing in Ranger Naylor by short wave from Arkansas Pass, some 30 miles distant. Highway Patrolmen, Red Cross representatives, and others were interviewed.

Thus, once again, radio proved its public service value in an emergency.



COVERING THE HURRICANE—Bud Thorpe, WOAI special events director, and Texas Ranger Walter Naylor, aiding in evacuation and coverage of the recent Texas Gulf Coast storm.



## WSM, Nashville, Reaches Twentieth Year on Air

NASHVILLE, TENN.—Station WSM is observing two important anniversaries this Autumn.

The station itself was 20 years old on October 5—and the “Grand Ole Opry,” famed folk music show, portions of which are broadcast on NBC, observes its 20th anniversary on November 28.

On October 5, 1925, WSM began broadcasting in a small studio on the top floor of the building housing the National Life and Accident Insurance Company, which owns and operates the station. Its frequency was 650 kilocycles, its power 1,000 watts.

So immediate was the success of the National Life and Accident Insurance Company’s broadcasting venture that the firm soon increased its facilities. In November, 1927, only two years after its inauguration, WSM became a 5,000-watt station broadcasting on a clear channel of 650 kilocycles.

Five years later, in 1932, WSM expanded to 50,000 watts and continued to broadcast on a clear channel.

While continuing power increases were broadening WSM’s listening audiences another important factor was developing. The National Life and Accident Insurance Company’s radio station was gaining nation-wide recognition through the origination and production of outstanding radio programs.

At present, WSM feeds both commercial and sustaining programs to full NBC networks. Current examples: The Prince Albert “Grand Ole Opry,” sponsored each Saturday by the R. J. Reynolds Company for Prince Albert Smoking Tobacco, is now heard through the facilities of nearly 150 stations; the Purina “Grand Ole Opry” also is presented weekly on a large regional network.

The station operates its transmitter near Franklin, Tennessee.

WSM-FM, commercial frequency modulation affiliate, is on the air seven hours and a quarter each day, bringing its listeners recordings and news.

In December, 1934, an auditorium-studio, seating more than 500 people, was completed. This unit is equipped with a motion picture screen, contains all modern broadcasting facilities.

Adjoining the auditorium-studio is the



WSM’s Harry Stone and Edwin W. Craig.

WSM newsroom where full leased wires of the Associated Press and International News Service provide news of the world, around the clock, 365 days of the year.

Of equal importance is WSM’s elaborate public service program. Since Pearl Harbor and long before that fateful December 7, literally thousands of valuable hours of time have been devoted to the dissemination of government information. Before the war, this same service was rendered during major disasters in WSM’s coverage areas for government and Red Cross officials.

Religious, farm, community and general public service programs are broadcast regularly.

Management is coordinated by General Manager Harry Stone and Edwin W. Craig, president of National Life and Accident Insurance Company, and WSM, Inc.

## Ray Baker Joins KOMO

SEATTLE, WASH.—Announcement was made by O. W. Fisher, president of KOMO, that Ray Baker, network sales representative for NBC in the San Francisco area, was appointed KOMO commercial manager on September 1.

Born in the state of Washington, Baker was graduated from Stanford University. He was Oakland manager for Pacific Railroads Advertising Company in 1936, and with KFRC, San Francisco, for six years. He served with NBC since 1942.

WASHINGTON, D. C.—Television has entered the Halls of Congress.

The House of Representatives has granted the first definitely-assigned position for television cameras to NBC.

NBC’s cameras—motion picture and television—will be placed in the same position accorded the film companies, in the House gallery.

## KGW Launches Talent Drive For Hospitalized Veterans

PORTLAND, ORE.—As kick-off in the drive to provide continued and organized entertainment for still-hospitalized service men, KGW is putting on a half-hour variety show Monday nights, called “Remember Our Men.” It encourages the enlistment of talent from every field of the entertainment world. The shows originate in Army and Navy hospitals in this area.

The campaign, launched by KGW, emphasizes the fact that disabled service men and women in hospitals will continue to need entertainment, even though the war is over. Printed pledge cards are distributed by KGW to radio stations, local committees, and other groups interested in seeing that the hospitals are supplied with adequate talent.

The pledge reads: “In recognition of the fact that, although peace has come, the war may never be over for many of our service men and women, I pledge that I shall continue to entertain hospitalized veterans whenever and wherever I can.”

First to sign the pledge was Marie Rogndahl, who last year won the national “Hour of Charm” contest from a field of 10,000 contestants.

Administration of the campaign in Portland is in the hands of an executive committee of representatives of organizations concerned with the welfare of veterans. Chairman is Dr. Paul I. Carter, manager of the Veterans’ Hospital Administration, Portland.

## FARM EXPERTS



Everett Mitchell (left) NBC’s “Voice of the Dairy Farmer,” gets some first hand views of the new Secretary of Agriculture, Clinton P. Anderson, during a recent broadcast.



# The World's Great Novels



## The NBC University of the Air continues its Absorbing Literary Course

"THE WORLD'S GREAT NOVELS" ... a series of 17 broadcasts ... brilliantly depicts the chronological development of the novel and offers dramatic studies of the world's great literature.

Presented each Friday from 11:30-12:00 p.m. (EST) by the National Broadcasting Company and independent stations associated with the NBC Network, these programs continue the colorful journey into the field of great novels begun in 1944. Each week in the current series of "The World's Great Novels," a distinguished literary authority will discuss the book and its place among literary works of lasting worth.

Comprehensive handbooks which sup-

plement the broadcasts of "The World's Great Novels" are available at 25¢ a copy. Write to NBC, 30 Rockefeller Plaza, New York 20, N. Y.

NBC ... fully cognizant of its obligation to its vast listening audience ... pledges itself to continue to make its educational and cultural contributions the best on the air ... programs that distinguish NBC as "The Network Most People Listen to Most."

The NBC University of the Air also offers these three important courses

THE STORY OF MUSIC.....Thursdays, 11:30-12 p.m. (EST)

HOME IS WHAT YOU MAKE IT.....Saturdays, 9-9:30 am. (EST)

OUR FOREIGN POLICY.....Saturdays, 7-7:30 p.m. (EST)

# National Broadcasting Company

America's No. 1 Network



A Service of Radio  
Corporation of America