

# NBC Transmitter

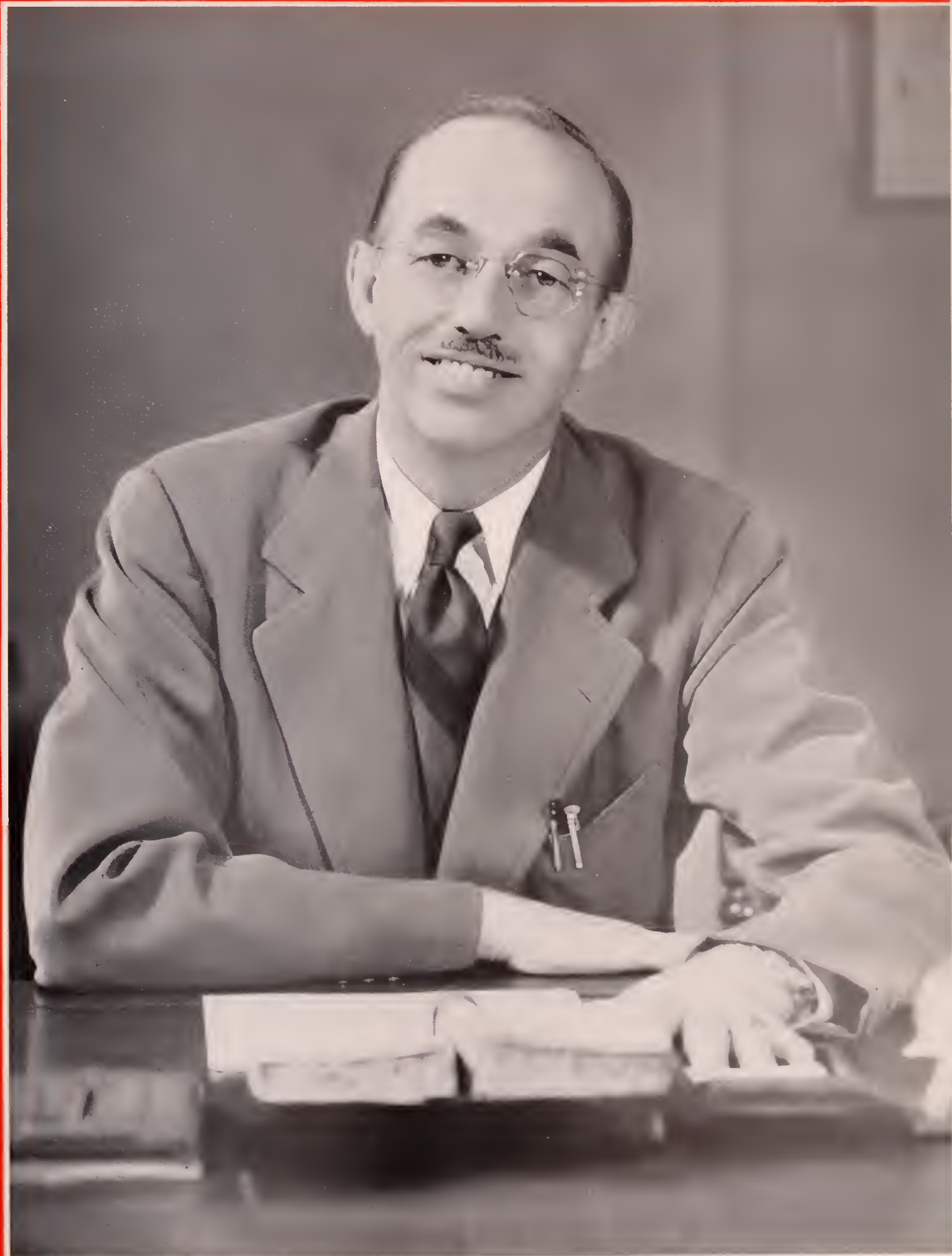
*Devoted to the Interests of NBC and Its Affiliated Stations*

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O. B. HANSON

*NBC Vice-President and Chief Engineer*

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## NBC Transmitter

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### SPECIAL SERVICES

The time, expense and attention given to public service programs by NBC affiliates in all parts of the U.S.A. is indicated by a wide variety of photographs and stories in this issue.

The scope of public service topics covered and the ingenuity with which the ideas are executed speaks well for the programming and management personnel at the various outlets.

Most impressive of all is the high standard of showmanship injected into the public service program ideas. Not the least bit of entertainment value is sacrificed in broadcasts aimed at giving listeners constructive welfare and good citizenship aids.

### NBC-UN PROJECT

NBC, in cooperation with the American Association for the United Nations and the National Education Association, initiated the United Nations Week, scheduled to coincide with the UN general assembly.

"It is a case of peace now—or never," states the announcement on the back cover of this issue. And that sentence sums up the importance of the UN to every individual everywhere.

Hence, it is encouraging to note the tremendous public response and acceptance of the project as evidenced by assistance of 100 national organizations. Local participation of schools, business and religious groups was also assured.

### COMING OF AGE

The eyes had it at the recent Louis-Conn fight. They were NBC television's eyes and they brought to an estimated audience of 150,000 the biggest event in the medium's history. In a word, the title clash was the biggest spur television has ever received—in the virtually unanimous opinion of those who saw it.

## KDYL Presents Child Cast In Public Service Dramas



*ACTORS WITH A MESSAGE*—Youthful performers on KDYL's dramas dealing with community topics. Left to right: Joan Sanderman, Carolyn Thompson, Kim Anderson, Harold Milner, Elbert Dansio and Virginia Welling.

SALT LAKE CITY.—Children's stories told by a children's dramatic group is winning widespread popularity in a new KDYL special service program presented in cooperation with the Primary Association of the Latter Day Saints Church.

Letters from boys and girls and many juvenile leaders from all over the state have poured into KDYL since it inaugurated the series.

The quarter-hour program is presented from the KDYL Radio Playhouse each Saturday morning, only a few minutes after the station presents another big audience show. The Primary Association issues tickets to its wards to attend the broadcasts and every performance brings a capacity audience into the studio.

All of the juvenile roles are portrayed by youngsters trained in radio technique over KDYL during the past five years by Mrs. Beckie Thompson and Mrs. Olive Milner. When the group was first assembled, a number of the youngsters were too young to read and had to be taught their lines, but to date not one of them has ever missed a cue on the air.

They have averaged two performances a month, covering a wide variety of public services. Their efforts made it possible to dramatize interesting stories about the

work of the Salt Lake Visiting Nurse Association, polio drives, and other topics.

Scripts for the children are written by Mrs. Milner and the youthful actors are directed by Mrs. Thompson.

The current series is entitled "Children's Friend of the Air."

Organized August 11, 1878, at Farmington, Utah, with 25 members, the Primary Association now embraces a membership of 130,675 spread entirely around the world. Its work in behalf of the children is under the direction of Mrs. Adele Cannon Howells.

Children are invited to send in original poems and one is read on each program. Eleven-year-old Kay Smith of Sandy, Utah, sent in one entitled "The Mormon Trail." He was invited to KDYL to read it himself and it drew so much response that Eugene Jelesnik, KDYL musical director, was prompted to set it to music.

### Window Promotion

BOISE, IDAHO. — Falk's Department Store is cooperating with KIDO in promoting "The Tcentimers Show" on NBC Saturdays. Seven windows in the downtown store are devoted to Tcentimer fashions, KIDO and the program. Newspaper, direct mail and radio are also being used.



## PROMOTION ON THE MARCH

### Fifth Annual NBC Parade of Stars Hits High Marks in Showmanship and Salesmanship

NEW YORK.—To floodlight its stars, programs, facilities and audience, the National Broadcasting Company has gathered its entire resources to power this year's all-out Parade of Stars promotion. Weeks of conferences between network executives, plus a close tie-up between the advertising and promotion, press, stations and program departments and cooperation of the affiliated stations, have produced a far-reaching, year 'round program of high-gear promotion.

Opening gun was a wire to NBC's affiliates July 15 from Charles P. Hammond, advertising and promotion director. It was followed the same day by a letter from Carl M. Watson, NBC station relations promotion coordinator, who pointed out highlights of the program and set forth this fifth annual Parade of Stars timetable.

The promotion started officially July 25 with closed circuit talks to station managers by Niles Trammell, NBC president; Clarence L. Menser, vice-president in charge of programs; Easton C. Woolley, director of stations departments; Sydney H. Eiges, manager of the press department, and Hammond. With Hammond as emcee, the network officials outlined the promotion objective, emphasized its range and importance, and discussed this year's big Parade of Stars' live network programs. Succeeding talks were given by additional NBC personalities.

Roy C. Porteous, audience promotion manager, who is in charge of the operation, announced that July also witnessed the first air and rail shipments of the new, distinctive Bandbox to the stations for combined use as a display piece and filing cabinet for the national network promotion kits. All stations received their Bandboxes before July 31. Made of plexiglas, the Bandboxes replaced the wartime chipboard, paper-covered boxes.

The new Bandboxes resulted from many weeks of investigation and experiment by the advertising and promotion department under the supervision of Aneita F. Cleary, promotion production manager. To produce the Bandboxes, Miss Cleary engaged a young New Yorker, George Held, who first studied plastics in German prison



*SPRINGBOARD—Speakers at a New York trade press luncheon to announce the start of the 1946 Parade of Stars promotion. Left to right: Roy C. Porteous, audience promotion manager; Charles P. Hammond, director of advertising and promotion; Sydney H. Eiges, manager of the press department, who was toastmaster; C. L. Menser, vice-president in charge of programs, and Easton C. Woolley, director of stations departments.*

camp where he was held for nine months after his plane was shot down over Vienna two years ago. A recent student at the Plastics Institute, he studied mechanical engineering before the war at the University of Southern California and Polytechnic Institute of Brooklyn. The NBC order enabled him to set up his own plastics business.

Planned as a showcase for NBC Fall programs are the two forthcoming giant live cavalcade-type shows, a major part of the Parade of Stars promotion operation. The format used so successfully last year will again be employed, with certain improvements. For these two shows, NBC is using prime time on October 13 and 14.

Also following the pattern set last year, the promotion kits to be used in the Bandboxes are printed in distinctive colors, each color to represent a day of the week. Intended for use locally by station promotion managers, each kit contains glossies, mats, and complete promotion material for one NBC program. The kits were in the hands of all station promotion managers by August 3.

An unusual feature of this year's Parade of Stars is a booklet, "Notes to a Promotion Manager," prepared by the advertising and promotion and the press departments to provide a promotion "refresher" to service-discharged promotion managers, and, at the same time, to brief

all promotion managers in the strategy of the Parade of Stars. The booklet discusses the new Bandbox, the kits, on-the-air promotion, space advertising, press publicity, exploitation, supplementary promotion and reporting procedure.

Being built as a follow-up for the huge live shows, and modeled after them, are recordings of half-hour programs for local promotion.

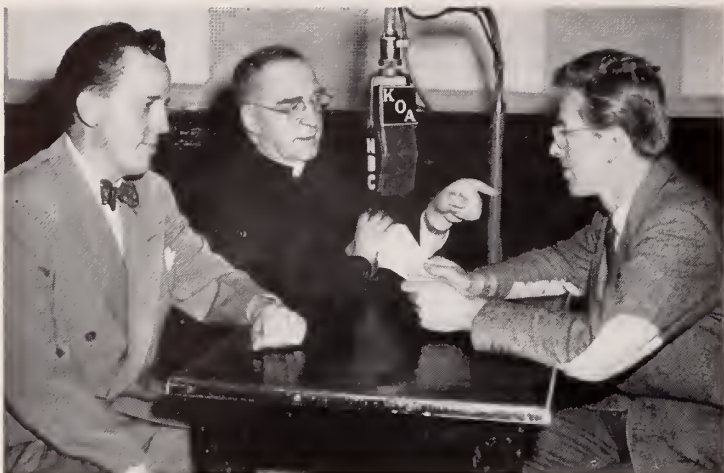
Stations will be kept informed of new developments and promotion possibilities on the Parade of Stars by direct mail as well as additional closed-circuit talks.

The annual Parade of Stars made its debut in the Fall of 1942 with the cooperation of 13 advertisers. For the second year's campaign, 47 commercial programs were covered in a large promotion booklet. In January, 1944, NBC built an elaborate display of promotional evidence sent in by all the stations. This made the rounds from New York to Chicago to Hollywood, and it was viewed by clients and agencies at Parade of Stars luncheons and dinners.

These reports spurred a number of non-participating accounts to jump on the Parade bandwagon. The third Parade featured individual promotion kits for 111 programs, all in a large shipping and filing container—the first Bandbox. Every NBC commercial program was repre-

*(Continued on page 14)*





Father Flanagan, founder of Boys Town, discusses juvenile delinquency with Denver's Judge Philip Gilliam over KOA. Both are known for their splendid work on behalf of youth. Announcer Tor Torland is at right.



Radio's "unseeing audience" became a reality for Jerry Burns of KDYL (Salt Lake City) when he spent an afternoon at the public library to read to a class of the city's blind. The group asked for encores of his broadcast recitations.



Judge Rera Beck Bosone, Salt Lake City's noted woman jurist, broadcasts over KDYL twice each week discussing traffic and police problems.



Eddie Cantor's aid to servicemen won an American Legion citation presented by National Commander John Stelle.



KVOA (Tucson, Arizona) covers a forest fire from air. Left to right: Engineer Howard Chambers, Pilot Chuck Marthens and Announcer Walfred Johnson.



The grain shortage prompted a special broadcast over WCSH (Portland, Maine). L. to r.: A. K. Gardner, Maine agriculture commissioner; U. S. Senator Owen Brewster; WCSH's L. H. Brofee; F. Reed, poultry expert, and E. C. Bean, State Grange.



KTSM (El Paso, Texas) promotes aid for the food collection with a broadcast from a local market by Announcer Jack Frye. Result: \$1,156 in cash and more than 10,000 cans of food for the needy abroad.



## A PROMOTIONAL "ANGLE"

### KSTP Scores Sensationally With Tagged Fish Campaign That Aids Minnesota Conservation Movement

MINNEAPOLIS, MINN.—KSTP has come up with a tagged fish contest which has been labeled by Mississippi Valley newspapermen "the greatest fish story since Jonah and the whale," and "the greatest story of buried treasure since Captain Kidd," with \$567,190 in prizes for devotees of the rod and reel.

The contest has been termed, by Governor Edward J. Thye of Minnesota, "Minnesota's number one tourist attraction." The state's conservation commissioner, Chester S. Wilson, has said that the greatest single thing done toward causing Minnesota anglers to return tags and information about fish caught is the KSTP tagged fish contest.

National publicity has come to Minnesota fishing, with mayors of cities as far south as New Orleans flying up to angle for tagged fish. Ralph Edwards sent a "Truth or Consequences" contestant to Minnesota to try to hook one, with Amos 'n' Andy sitting down with pencil and paper trying to figure out the chances of landing a prize fish, and with Bob Burns talking of the old fishing hole and KSTP tagged fish.

And the state has gone mad about the contest. With the season at the midway mark more than 100 fish had been landed, and thousands of dollars in prizes had gone to people from all over the Midwest.

Before the opening of the fishing season in Minnesota KSTP, with the State Con-



*FISH STORY COMES TRUE—Sportscaster Jack Horner (left), helps KSTP pull a promotional plum as he extends the keys to a 1946 Dodge to Elmer C. Hauge (center) who is holding a check for \$1,000. Horner points to Elmer's \$6,350 prize fish which is in the hands of Chester S. Wilson, commissioner of the conservation department. Elmer is a vet working as a guide at Whitefish Lake, where he caught the fish.*

servation Department, planted 1,000 specially tagged fish in the lakes of the state, throughout every major fishing area. The fish are marked with metal jaw tags numbered 1 to 1,000 and bearing the date 1946 or 46. For the return of the tags from these marked fish the anglers are sharing in a total of \$567,190 in prizes.

Each of the 1,000 fish caught brings the lucky fisherman \$560 in prizes, including a portable camp cook stove, camp refrigerator and utility light, an all-aluminum lawn mower, a year's supply—a case per week—of a popular soft drink, a goatskin leather coat, an outboard motor, a man's suit of clothes, a lady's fur coat and two wool blankets.

In addition, the first fish caught with a tag number ending in 00 or 000 brought the angler a \$1,000 check from KSTP, a 1946 car, an all-aluminum boat, a home freezer, a completely equipped camp trailer and a five day Winter vacation for two—including a flight to and from New Orleans. The total value on that fish was \$6,350, and it was landed in the middle

of June by a war vet who was working at Whitefish Lake as a guide.

Radio Station KSTP is conducting the contest to do an educational job for the fisheries research department of the Conservation Department in an effort to aid in the dissemination of information concerning the studies of longevity, migration and propagation, and to impress upon all fishermen the importance of returning information on all tagged fish caught.

The flood of publicity from papers in Minnesota and other Midwestern states has been such that the contest seems certain to put the station's call letters on the lips of every person in the area.

The contest ends at midnight of September 27, and the anglers of the state are out to bring the total of tagged fish as high as possible. Over 100 of them have been brought in. Just what the total will be is anybody's guess.

One thing is certain: when Minnesotans think of going fishing (and most of them do) they think of KSTP.

## DELAYED HOLIDAY

LA CROSSE, WIS.—Jack Martin, veteran announcer of WKBH here, left for an eight-day vacation on July 24, thereby snapping his record of being on the air every day over WKBH for 5,000 consecutive days—just a bit less than 14 years. Martin started his mike marathon back in October of 1932, and has not missed a day including Sundays and holidays for his record run. Twelve years of his radio activity was confined to opening the station at six o'clock each morning. He's now assigned to news, sports and a barn dance program.



# AUDIENCES RESPOND TO VISUAL INVITATIONS TO GOOD LISTENING



Eye-catching posters of Station WMBG (Richmond, Va.) at Miller and Rhoades department store helped win new listeners to "Maggi's Private Wire."



The Howard and Stofft window in Tucson, Ariz., was the setting for this display in a KVOA baseball letter contest. An autographed baseball was the prize.



The story of KDKA's (Pittsburgh, Pa.) "School of the Air," heard each week-day in classrooms, was ballyhooed by this display in downtown Pittsburgh. Photos, handbooks and promotional tear sheets are in the exhibit.



This revolving display in the lobby of Hotel Syracuse promoted WSYR's "New Horizon" series which recently sent essay-writers to London.



Stars and programs get plenty of attention at this window in the Syracuse-Kemper Building where WSYR is located.



J. P. Begley (in doorway), KYW (Philadelphia) program manager, brings talent to Pottstown G.I. party.



## WLW Gets Club Plaque For Music Achievements

CINCINNATI, O.—WLW was the recipient on June 30 of a gold and silver plaque for “constantly fostering, encouraging and perpetuating the influence of fine music throughout the Middle West.”

The award, which was given by the American Symphony Orchestra League, was presented to James D. Shouse, vice-president of the Crosley Corporation in charge of broadcasting, by Mrs. H. M. Snow of Kalamazoo, Michigan, president of the league.

Presentation of the award took place backstage at the Summer Opera premiere and only the air audience heard Giovanni Martinelli, star of “Otello,” present Mrs. Snow, who, in turn, made the award on behalf of the league to Shouse.

Shouse was summoned from his box, where he was seated with Mrs. Shouse and his daughter, Cynthia, after conclusion of the third act and escorted backstage to meet the principals in the surprise presentation.

Mrs. Snow pointed out that during the last season WLW presented a series of “Wintertime Concerts” which featured, as guest conductors, the batoneers of a number of Middle West symphony orchestras.

She stated, in part: “For providing the facilities for the broadcasting of such cultural music—for the stimulating of interest in civic symphonies in communities throughout the station’s listening territory—for an active personal interest in the presentation of civic symphony and opera as a means of increasing public appreciation and support—and, in general, for fostering and perpetuating the cause of fine music throughout the Middle West, the American Symphony Orchestra League presents this plaque to you. Mr. James D. Shouse, as vice-president in charge of broadcasting for the Crosley Corporation.”

## Royal Studies Foreign Video

NEW YORK.—John F. Royal, NBC vice-president in charge of television, returned to New York late in August for an extended tour of the European continent. Royal flew direct to Paris to attend the opening of the Peace Conference recently. The NBC television chief visited various parts of the continent, exploring television and film facilities.



*AWARD FOR MERIT—James D. Shouse, vice-president of the Crosley Corporation in charge of broadcasting, accepts the plaque for WLW, presented by Mrs. H. M. Snow, president of the American Symphony Orchestra League. Giovanni Martinelli, star of “Otello” introduced Mrs. Snow to the radio audience who, in turn, made the presentation at a Summer Opera performance.*

## 30 Michigan Educators Observe NBC Operations

NEW YORK.—As part of a field trip to examine personnel policies of several major Central and Eastern industries, 30 Michigan school superintendents and principals attended an all-day round-table meeting at the NBC Radio City studios on July 18.

The purpose of the field trip was to aid pupils in understanding the opportunities in the business and industrial world, and to provide educational programs which will aid Michigan students to meet present-day employment problems.

NBC officials who addressed the educators on various aspects of their departments were Helen M. Korday, NBC employment manager; Ernest de la Ossa, personnel director; Sydney H. Eiges, manager of the press department, and Doris Corwith, assistant to the manager of the public service department. Ashton Dunn, manager of the personnel department, presided.

## Promotional Newspaper

COLUMBIA, S. C.—WIS will publish a monthly 8-page tabloid newspaper.

Tentative plans call for the initial issue to be released in mid-September. By so timing the first issue, WIS plans to cover the change from daylight to standard time, and tie in the fall promotion and publicity on the NBC Parade of Stars.

WIS promotion chief Steve Libby is editor of the paper.

## Big Denver Promotion For Cantor’s Safety Campaign

DENVER, COLO.—In one of the biggest cooperative publicity campaigns ever conducted in the Rocky Mountain region by a newspaper and a radio station, The Denver Post and Station KOA on June 19 wound up a week-long build-up of the personal appearance in Denver of the Eddie Cantor troupe.

The Cantor show was originated here to honor the Mile High City for having tied with Newark, N. J., for the top national honors in reducing traffic fatalities 30 per cent in May over April. Cantor, in cooperation with the National Safety Council, aided in sponsoring a nationwide drive to check rising traffic deaths.

Mayor Benjamin F. Stapleton of Denver and Mr. John Keenan, city commissioner and director of public safety for Newark, were presented by Cantor with gold plaques during the program as official representatives of the winning cities.

The show originated at Fitzsimons General Hospital in Denver, before an audience of 900 wounded veterans and 200 civilians. The latter were awarded tickets to the broadcast by Denver traffic safety police for having demonstrated courteous and safe driving practices while unaware that they were being observed.

In publicizing the affair, The Post ran daily listings of drivers who won invitations to the broadcast. Additionally, there was a liberal sprinkling of pictures of safe drivers.

KOA’s on-the-air promotion of the event included mentions on every locally originated program for a week in advance, on both sponsored and sustaining broadcasts. Sponsors generously donated commercial time to promote safe driving.

In addition to promotion on regularly scheduled programs, KOA did two special broadcasts featuring Denver traffic department policemen and drivers cited by them. The station also played back a portion of Cantor’s preceding program on which he paid tribute to Denver, for the benefit of listeners who might have missed the original broadcast.

The Standard Oil Company of Indiana donated space on its station displays to further publicize the Cantor program. Additionally, The May Company, one of

*(Continued on page 12)*

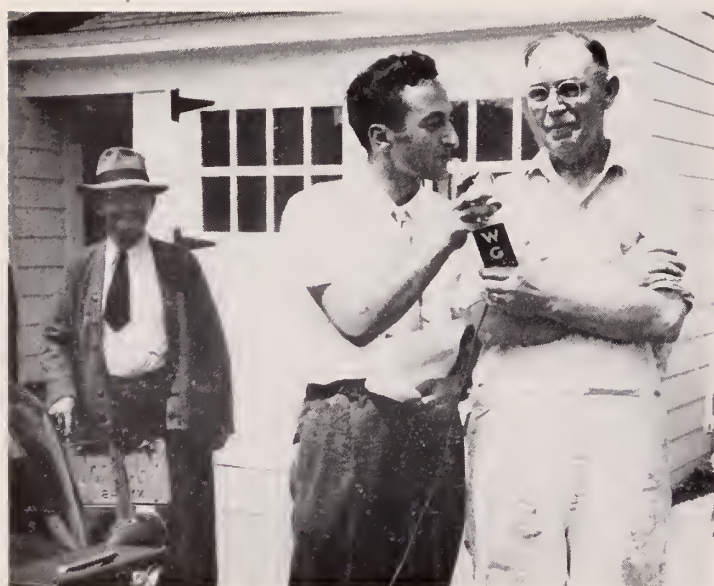




I. E. Showerman, manager of NBC's Central division, was on hand to welcome 400 representatives of women's clubs when they visited WMAQ to study daytime serials. NBC's Judith Waller is at left. Clubwomen are Mrs. Clyde Bickel, Mrs. Louella Laudin and Mrs. J. H. Jennings.



Ray Olson, W'OW (Omaha, Nebraska) Music Camp, Lincoln, when the station



When Schenectady, N. Y., housepainters set a world's record by painting a six-room house in five minutes flat, W'GFM (W'GY FM outlet) broadcast from the scene.



"Sorry, no more tickets," said the NBC Radio City receptionist when Rosie the Bear walked in one day. But Rosie and her trainer, Stanley Beebe, proceeded to the television studios for a telecast.



NBC V.-P. Sidney N. Strotz found his name on a dressing room door, when he appeared as a recent guest of George Burns and Gracie Allen. Gracie dropped by to wish him luck.



Gloria Colucci, NBC guidette, shows a group of visiting functions. The visitors were guests of Fred M. Bateman.





manager, joined the young musicians at All-State half-hour concert from the project conducted by University.



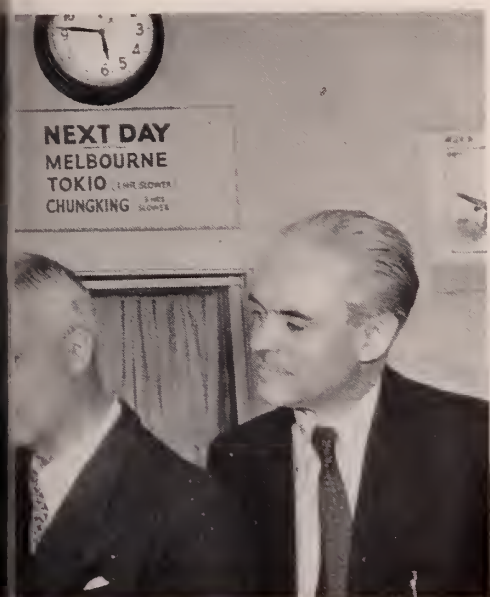
Kay Kyser renewed friendship with Brig.-Gen. Ramey, in charge of AAF atomic bomb tests, recently in Hollywood. The two originally met when Kay entertained servicemen overseas.



NBC's Central European commentator, Max Jordan, is pictured before his jeep as he covered Arturo Toscanini's recent performances at La Scala.



A. M. Day, director of U. S. Fish and Wildlife Service, and Frank Mallants, WIOD (Miami) fishing commentator, confer on conservation problems at the reopening of the Oceanarium exhibit of salt water fish.



Journalists how the Radio City newsroom of NBC international department.



When two Yuma, Arizona, winners in a quiz contest won a trip to Phoenix, they were interviewed in front of a circus elephant by Paul Hughes of KTAR. Voices of Jack Bennett (left) and Barbara Vomocil were piped back to Yuma for a broadcast by KYUM.



## WBEN and Buffalo News Promotion Aids Soldiers

BUFFALO, N. Y.—For the sixth consecutive year, The Buffalo Evening News packed Buffalo's Civic Stadium July 4 for its Smokes-for-Soldiers Fund show when 34,753 paid to see a three-hour entertainment featuring Spike Jones, circus acts, community singing, a parade of old cars and fireworks.

Clint Buehlman, WBEN's early-morning emcee, was master of ceremonies, WBEN. The News station, cooperated in sponsoring the voice contest in which five division winners—soprano, alto, mezzo-soprano, tenor and baritone—each won \$50 in Savings Bonds and the opportunity to appear later in WBEN series. More than 200 amateur singers entered the contest, engaging in preliminary, semi-final and final auditions. The latter were broadcast in weekly series over WBEN.

In the past The News has sponsored shows in Buffalo's stadium and Memorial Auditorium (seating 14,000) for its smokes fund, featuring Bob Hope, Mark Warnow, Tommy Dorsey, Fred Waring, Walter O'Keefe, Bob Hawk, Quiz Kids and Barn Dance. More than \$300,000 has been raised and spent in distributing cigarettes, cigars, pipes and tobacco to Buffalo and Western New York servicemen here and abroad. Fund is now devoted to distribution of smokes to hospitalized servicemen in Buffalo area hospitals.

## SOUTHERN PROGRESS

• COLUMBIA, S. C. — When WIS—pioneer South Carolina NBC affiliate—celebrated its 16th anniversary on July 10, Leo Downs, veteran staffer, recalled that every WIS employee at the time of the station's "infancy" was by force "salesman, announcer, production man, control operator, musician and talent combined." Today, the sizably-staffed station, utilizing modernistic studios and excellent technical facilities, is looking forward to frequency-modulation and television and, according to General Manager G. Richard Shafte, is "hoping soon to move into new and larger studios, with a larger staff than ever before."



REACHING READERS BY AIR—Orvin R. Hall, editor of *The Mt. Vernon (Ind.) Democrat*, broadcasting the local news from the makeshift newsroom after fire had gutted the entire plant. (Story below.)

## WGBF Aids Newspaper With Air Time After Big Fire

EVANSVILLE, IND.—A disastrous fire swept through a quarter of a block of the Mt. Vernon, Indiana, business district recently.

The plant of *The Mt. Vernon Democrat*, the only newspaper serving the Ohio River town and surrounding Posey County, was gutted completely isolating several thousand people from bulletins concerning the rampant Ohio River, weather information of vital concern to this rich agricultural region with crops awaiting to be harvested, and the oil wells upon which the livelihood of many people depend.

Upon hearing an account of the fire, Mr. Clarence Leich, secretary-manager of the Evansville Radio Stations, immediately called Frank J. Fessenden, production superintendent of the paper, who is also mayor of the town, and offered the services of WGBF for the purpose of broadcasting Mt. Vernon news for the time it took the paper to get into production.

During the emergency, Orvin R. Hall, editor, broadcast twice daily and all expenses were borne by Evansville On the Air, Inc., in furtherance of its tri-state good neighbor policy.

Hall stated: "You really don't know who your friends are until a disaster such as this strikes right in your own back yard."

BUFFALO, N. Y. — WBEN has been granted a construction permit by the Federal Communications commission for the erection of a new television station to be located in Buffalo.

## Savannah Buses Carry WSAV and NBC Messages

SAVANNAH, GA.—Combining station and network promotion with maximum coverage on an exclusive basis is the dream of every station promotion manager. And Station WSAV, NBC's outlet here, has just achieved that goal in a hard-hitting campaign which carries the station and network message into every corner of this expanding coastal city.

Campaign is built around exclusive coverage on the outside of all city buses. Selling is done by a bold statement—"Everybody Listens to . . . WSAV." The blanks are filled in with an arresting caricature of an outstanding NBC star, followed by the program name, and day and time of broadcast. Campaign features outstanding NBC programs, with four to eight programs simultaneously sharing the promotional spotlight.

NBC shows featured during the Summer were: H. V. Kaltenborn, "Mr. District Attorney," Fred Waring, and "Dr. I. Q."; with other NBC headliners being readied for their showing upon their Fall return.

Decision to use outside bus space rather than billboards or other media was based in part upon the exclusive feature of this medium and upon its fresh appeal, since outside space was available for the first time. The fact that Savannah weather permits outdoor activity for practically twelve months each year, hence insuring wide and continued attention to the promotion, was another factor in the choice of this medium.

Entire campaign was designed to round out and point up current WSAV promotional activities which include regular newspaper use, direct mail and theater lobby displays, as well as extensive points of purchase promotion.



MOBILE PROMOTION—One of the WSAV posters carrying promotion messages throughout busy Savannah via local buses.



## 30 Air Courses Offered By NBC and Columbia U.

NEW YORK. — Thirty comprehensive courses will be offered in the radio school sponsored jointly by NBC and Columbia University which starts September 26. This compares with 20 courses last year and eleven in 1944, when the school was established by suggestion of NBC. Co-directors are Dr. Russell Potter, chairman of the university committee on radio, and Sterling Fisher, NBC assistant public service counselor.

Of the 10 new courses, four represent expansion of existing courses (two in writing and two in acting) and six are entirely new subjects, three of them workshops. The latter are in home economics broadcasting, musical programs and television. The other three new courses are a basic course in radio broadcasting, radio promotion and religious broadcasting.

Commenting that the "University community is sincerely pleased at the success" of the cooperative courses, Dr. Potter said further, "Begun two years ago in an experimental way, the courses have proven that this type of cooperation is possible, that a definite need is being met. Plans for next year indicate that nearly twice as many courses will be offered as were included in the original offering, and that registration will again be heavy."

Courses and instructors are:

Basic course in radio broadcasting; Mrs. Doris S. Corwith, NBC lecturer and assistant to the manager of the public service department.

Introduction to dramatic radio writing; Erik Barnouw, script writer, editor and former assistant manager of the NBC script division.

Introduction to dramatic writing (two courses); Zachary Metz, radio writer and director, instructor at Shrivensham American University, England.

Advanced dramatic radio writing; Wade Arnold, assistant manager, NBC script division.

Scriptwriting for radio and television news services; Adolph J. Schneider, assistant manager of operations, NBC news and special events department.

Broadcasting of radio and television news services; William F. Brooks, NBC vice-president in charge of news and international relations.

Radio publicity; Sydney H. Eiges, manager of the NBC press department.

Radio promotion; Charles P. Hammond, NBC director of advertising and promotion.

## WBOW MARKS 4000TH FARM PROGRAM BROADCAST



*Scene at Terre Haute affiliate's studio when the 4,000th farm program went on the air.*

TERRE HAUTE, IND.—What is perhaps the nation's oldest continuous agricultural radio program recently celebrated the 4,000th broadcast over the WBOW microphone in County Agricultural Agent Charles L. Brown's office.

Present to give fitting expression to the occasion was the group shown above. Left to right are C. L. Shideler, executive vice-president of the Terre Haute Chamber of Commerce; Mildred Schlosser, county home demonstration agent; County Agent Brown; Ferrall Rippetoe, assistant manager of WBOW; Paul H. Hoffman, assistant county agent; and L. M. Busche, leader of the Purdue University agricultural extension department.

First on the air in 1932, the county agricultural agent's program has been broadcast by WBOW direct from the agent's office in the Federal Building since February, 1935. County Agent Brown even has taken to the air via short

wave relay, direct from Vigo County farm fields.

The regular program team consists of Brown, Hoffman and Miss Schlosser. Brown has been the Vigo County agent since February, 1940. Before that he was assistant 18 months, and taught vocational agriculture in the county for three years.

A graduate of Purdue, he was active in 4-H Club work in Tippecanoe County in his high school days, and was a national champion in various 4-H club activities.

Hoffman also is a Purdue man and a classmate of Brown.

Miss Schlosser graduated from Indiana State Teachers college.

The county agent's program is heard Monday through Friday mornings. News and information of importance and significance to farms and farm people are presented by the agent's staff of agricultural experts.

Speech for the radio (two courses); Jane Dorsey Zimmerman, author, and assistant professor of speech in Teachers College, Columbia University.

Radio announcing (two courses); Patrick J. Kelly, head of the NBC announcing staff.

Acting in radio; Garnet Garrison, NBC production director.

Acting in radio (two courses); Charles

Urquhart, NBC production director.

Uses of broadcast and television equipment; Ferdinand A. Wankel, NBC eastern division engineer.

Sound effects; Frederick G. Knopfke, manager, NBC sound effects division.

Production of radio drama (three courses); Walter McGraw, NBC production director.

*(Continued on page 13)*



## Showmanship and Service Go Into WSOC Farm Shows

CHARLOTTE, N. C.—“Carolina Farm and Home News” is the program on WSOC that keeps the farm population of the Piedmont section abreast of new developments along the agricultural line.

The daily broadcasts are unusually comprehensive. Releases from the United States Department of Agriculture, North Carolina State College Extension Service, and Clemson Agricultural College supply the agricultural news of a regional nature, while timely talks by W. D. Reynolds, county farm agent, and Helen John Wright, county home demonstration agent, afford information which is of particular interest to local farmers.

Reynolds and Miss Wright compile material for the broadcasts from the suggestions and problems presented to them by the farmers and their families.

WSOC's mobile shortwave broadcasting unit performs a valuable service to the “Carolina Farm and Home News” in that it goes directly to the farms in broadcasting interviews and other features.

On a recent remote broadcast, Reynolds gave listeners a description of the spraying of a dairy barn and cows with an insecticide. Demonstrations of this and other types are broadcast frequently. Interested gatherings are always on hand to learn of the new farm aids.

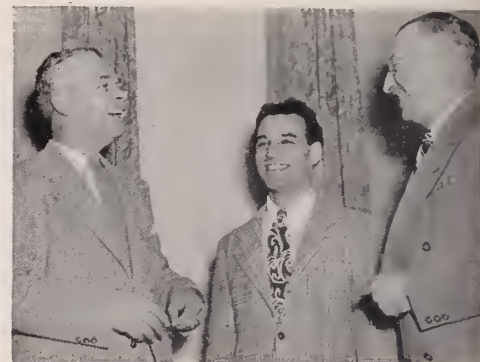
This program is heard five times weekly and NBC's “National Farm and Home Hour” is carried Saturdays to give the farmer an insight on national news.

## FIRST TEST OF NBC TALENT FARM-OUT PLAN PROVES A SUCCESS AT WKY, OKLAHOMA CITY

OKLAHOMA CITY.—The first trial balloon of the new NBC farm-out plan has been sent up—in the person of ex-GI Tommy Allen—and has been pronounced a thorough success by all parties involved.

According to WKY, the farm-out plan is already a sock success. As already described in *Variety* and *Billboard*, the plan involves the sending of new, untried talent to NBC affiliates for training in radio work. So far, only vocalists have been sent out, but it is planned later to expand the program until all manner of radio personnel—engineers, producers, directors, writers—are included. This good, promising, but as yet inexperienced talent will go out into the hinterlands for set periods for commercial training, then will return to the network, being replaced by other farm-out talent.

In the case of Tommy Allen, baritone and overseas veteran who was discovered through NBC's “Welcome Home Auditions,” everything has worked according to plan. Selected by WKY upon receipt of four audition records, Tommy received an NBC contract and, what is more, a local sponsor, the Oklahoma Gas and Electric Company. Tommy is sponsored in three fifteen-minute programs weekly by the utilities company, but in addition his contract calls for a rigid daily training schedule. The educational-training program is being conducted personally by



TALENT FARM—Left to right are P. A. Sugg, WKY's manager; Tommy Allen, NBC singer in the first WKY-NBC talent farm-out experiment, and Paul Hoheisel, advertising manager of the Oklahoma Gas and Electric Company—Allen's sponsor.

Allan Clark, director of the WKY music department. Tommy practices with Clark one hour daily in addition to his rehearsal time and spends another hour daily in music selection and study. Present arrangements call for Tommy to remain with WKY for 26 weeks.

Though all parties—network, affiliated station, sponsor and star—have expressed enthusiastic approval of the plan, the most immediately affected is, naturally enough, Tommy Allen himself. “I'm the lucky one,” the young baritone says. “This arrangement gives me a swell opportunity to get training, study and additional commercial mike experience.”



FARM PICKUP—WSOC's Clyde Clem (at mike) interviews a county agent at spraying test.

## BIG DENVER PROMOTION

(Continued from page 7)

Denver's largest department stores, used an advance window display of the plaque, together with pictures of Cantor's cast.

Mayor Stapleton and other Denver city officials honored Cantor and his troupe with a banquet the night before the broadcast. The city also arranged for street banners prior to Cantor's arrival, welcoming the comedian and his company.

Representing Cantor in advance of his arrival was Milt Samuel, Hollywood press chief for the Young & Rubicam agency. Bill Day and Randy Smith of KOA handled the voluminous details of the high-geared publicity and promotion campaign for the station.



## New Judith Waller Book Covers Many Trade Phases

CHICAGO.—"Radio, the Fifth Estate," a text covering all phases of the technical operations of the radio broadcasting industry, written by Judith Waller, public service director of the NBC Central division, has been published by Houghton Mifflin Company of Boston.

The 500-page volume has been incorporated in the curriculum of the NBC-Northwestern University Summer Radio Institute, and is the second of the Houghton Mifflin Radio Broadcasting Series to emanate from the institute. "Radio Production Directing," by Albert Crews, a production-director of the NBC Central Division, was published in 1944.

The Waller book presents a clear and well-balanced picture of broadcasting and no item of network or station operation has been omitted.

The volume represents an expansion of a work study book on public service written by Miss Waller. Several chapters, dealing with special and technical subjects, were contributed by former NBC-NU Institute faculty members and network executives.

## 30 RADIO COURSES

(Continued from page 11)

Advanced production of radio drama; John E. Hill, NBC production director, and Frank Papp, NBC director.

Radio as related to home economics; Jane Tiffany Wagner, NBC director of home economics.

Home economics broadcasting; laboratory course; Miss Wagner.

Music in radio Gilbert Chase, supervisor, music series of NBC's University of the Air, music critic, author.

Producing the musical program; Edwin L. Dunham, NBC assistant production manager.

Religious broadcasting; Rev. Everett C. Parker, director of the Joint Radio Committee of Congregational, Methodist and Presbyterian Churches, director of the Religious Radio Workshop at the University of Chicago, director of religion for the NBC-United Nations project.

Survey of television; John F. Royal, NBC vice-president in charge of television.

Television writing and production; Richard P. McDonagh, manager of the NBC script division, and Warren Wade, executive producer, NBC television department.

Several books by members of the faculty of the NBC-Columbia U. courses are on the publishing calendar of McGraw-Hill.

## Truman Endorses UN Week Of NBC, AAUN and NEA

NEW YORK.—President Harry S. Truman has endorsed the projected nationwide observance of United Nations Week scheduled for this Fall under joint sponsorship of the NBC, the American Association for the United Nations, and the National Education Association. The observance was designed to coincide with the United Nations general assembly.

In a letter to C. M. Eichelberger, head of the AAUN, the President said:

"It is fitting that the American people should in this way mark the opening of the first session of the United Nations Assembly in this country. The plans for a United Nations Week promise an important contribution to public education about the United Nations. Only through an increased understanding of the United Nations and a resulting support of its purposes and principles can we establish the solid foundation of peace upon which we must all place our hope for the preservation of our civilization."

Plans for a nationally-observed United Nations Week were initiated by NBC in cooperation with the AAUN and the NEA.



**IDEAS PAY DIVIDENDS**—Suggestions to NBC management in Denver and Hollywood resulted in awards to several employees. Left photo: KOA recipients of suggestion awards (seated) included Lorin Weed, page; Florence McNiren, secretary; Starr Yelland, announcer; Laura Belle Forman, secretary; and Joseph Flynn, mail clerk. In background (standing) are Robert H. Owen, assistant general manager in charge of engineering, who heads the KOA suggestion committee, and Lloyd E. Yoder, KOA's general manager. Right photo: Hollywood winners, pictured with NBC Vice-President Sidney N. Strotz (right), are Isabel Menden, H. M. Farrar, Dal Fasken and Isabella Logan.



## NEWS CHIEF BROOKS NAMED AN NBC V.P.

NEW YORK.—William F. Brooks, NBC director of news and international relations, was elected a vice-president July 5 at a meeting of the board of directors.

Niles Trammell, president, made the announcement.



William F. Brooks

Brooks directed the news division of the network since Oct. 5, 1942, and international relations since Nov. 24, 1944, extending a distinguished

career in journalism that began in 1917.

He entered news work with his hometown (Sedalia, Missouri) paper. He attended Missouri University, worked on several other Midwestern papers, including The Kansas City Star, and then started upon a long and outstanding service with the Associated Press.

He joined the AP in Kansas City in 1926 and a year later was transferred to Washington as feature editor. He covered the political conventions in 1928, later moving to New York as executive editor of the AP feature service, and in that capacity traveled extensively in the U.S.A., South America and Europe.

Brooks then became executive assistant to the general manager, executive news editor in charge of the AP morning paper report, and in 1937 was sent to London as managing director of the AP for Great Britain, Ltd., supervising photographic coverage and news distribution in Europe, Australia and the Far East. He returned in 1940 and engaged in radio and magazine work until he joined NBC.

During the war Brooks made frequent flying trips to front areas to get first-hand knowledge for directing NBC news and special events.

With the war's end, Brooks announced that NBC's foreign staff would be maintained almost intact to adequately cover the major news stories which peace would bring.

"Scoops and other temporary news advantages," he has said, "lose all their value if accuracy is sacrificed."

## PROMOTION ON MARCH

(Continued from page 3)

sented. The Parade grew that year (1944) into a year 'round effort, with 148 stations actively participating. Movie trailers, never before used on a national scale by any network, were shown in over 700 theaters in 111 station cities to highlight all of the full-network programs. With two special 30-minute live network evening programs and five morning programs, NBC pioneered the use of network radio for audience-building purposes.

The fourth Parade, last year, was marked by two coast-to-coast opening broadcasts, aired in commercial time. For more than three hours, practically all NBC's commercial artists entertained the country with a demonstration of what NBC's Parade of Stars means on the air-  
lanes.

This year brings the fifth annual Parade—and the greatest, to date. Stations, clients, agencies, artists, writers, producers, stars, have all joined with NBC to bring radio's most aggressive program promotion into every area served by NBC affiliates.

Great enthusiasm for the 1946-1947 Parade was expressed the moment the plans were disclosed. Stations leaped aboard the Bandbox bandwagon.

Tie-in promotions will be featured in future issues of The Transmitter.



**SHOWCASE**—The famed Bandbox, one of the promotional focal points of the 1946 Parade of Stars. At right is Aneita F. Cleary, promotion production manager of NBC advertising and promotion department, and left, George Held, Air Corps hero who aided in the development of the Bandbox.

## NEW V. P. ASSIGNMENT FOR BRIG.-GEN. DYKE

NEW YORK.—Brigadier-General Ken R. Dyke returned to NBC September 2 in the newly-created post of vice-president and director of broadcast standards and practices.



Ken R. Dyke

In his new post General Dyke will devote himself to an intensive study of the effectiveness of radio as an entertainment, news, educational and advertising medium and the meth-

ods by which its public acceptance can be further increased.

He will administer NBC policies governing advertising and program presentations on the air and will maintain liaison with the program, sales, station relations, research and news departments of the network in effecting improvements in broadcasting techniques.

Before he left NBC in March, 1942, to enter government service, he was director of sales promotion and research. In Japan, as chief of civil information and education on General MacArthur's headquarters staff, he made an enviable record for his effective work in the reorganization of all Japanese information media, the radio, motion pictures and press.

A veteran of World War I, Dyke entered government service in 1942 in the Office of Facts and Figures, later becoming chief of the bureau of campaigns, Office of War Information. Here he was responsible for the planning and execution of all government information activities in conjunction with the War Advertising Council. He was commissioned a major in the United States Army in January, 1943, going overseas in September of that year to become chief of information and education for General MacArthur.

In September, 1945—just after Japanese surrender—he was selected by General MacArthur as chief, civil information and education. Dyke was commissioned a brigadier-general, Oct. 17, 1945. He is the holder of many military medals and citations.





KOA (Denver) Announcer Starr Yelland had a threefold problem on his hands when he interviewed seven-year-old triplets, sons of Mr. and Mrs. Clarence Barnes, of Cheyenne, Wyoming.



Gladys Swarthout (center), "Met" opera star, received a Musical America first-place for her season on NBC's "Voice of Firestone" from Editors Quaintance Eaton and Ronald Eyer.



WSAM (Saginaw, Mich.) picked-up its Uncle Lee when he chatted with the station's Birthday Club members during the annual Saginaw Valley Playday Celebration.



William S. Hedges (center), NBC vice-president, chats with I. E. Showerman, manager of NBC Central division, and RCA regional manager H. A. Renholm, at Chicago NBC-RCA get-together.



Realizing the impossibility of finding cabs enough to take such a large group to and from the Kungsholm Restaurant for lunch, a bus was hired to do the job for the program managers and production directors of NBC affiliated stations in the NBC Central division who convened in Chicago for a two-day session.





THE NBC UNIVERSITY OF THE AIR

## *NBC's United Nations Project:*

# Peace Now...or Never

“What attitude do we need most to get along with our neighbors? . . . (It) is a desire for understanding, based on . . . respect for the other man's point of view and not least on knowledge of his way of life . . . Every medium by which knowledge of other peoples is spread has a most responsible task in helping to create realization that we are living in . . . one world.

“That is why I was very glad to learn of the National Broadcasting Company's long-term plans for international broadcasting and educational activities aimed at fostering a spirit of unity and understanding among the United Nations.”

—BENJAMIN COHEN (Chile), Assistant Secretary General in Charge of Information, U.N.

As a listener to NBC programs, you have been made aware of NBC's United Nations project to promote via radio better understanding among peoples of the world. You have probably listened to the six University of the Air programs which use an international theme. These programs of world significance culminate in a nation-wide NBC United Nations Week

With the active co-operation of over 100 membership organizations the National Broadcasting Company is devoting seven days of its broadcasting schedule to programs and special events dedicated to a furtherance of understanding among the nations whose representatives compose the United Nations Assembly.

Wherever you are, lend your assistance to this worthy cause. *It is a case of peace now—or never*, and the United Nations organization is the instrument through which the objectives of obtaining peace will have to be achieved.

## National Broadcasting Company

America's No. 1 Network



A Service of Radio Corporation of America