

It Cost NBC About A Million Dollars, But They Learned To Cover A War

Fearless Correspondents Have Given Home Folks The Running Story In Nearly 2,000 Broadcasts

A year ago last Sunday Europe went to war. A year ago radio got an assignment in Europe—a challenge to test its mettle.

Lacking any precedent to guide it, the broadcasting companies, without hesitation engaged in an undertaking wherein cost and actual operations, even human lives, were so many question marks.

True, radio had taken soundings in China, Ethiopia and Spain but, unlike the great newspaper and press services, it never had tackled anything so immense in scope as a World War.

But less than two hours after reports of the German-Soviet pact trickled in by cable on the night of August 21, 1939, NBC was on the air with a two-way discussion of the agreement between William Hillman, INS correspondent in London, and Baukhage, NBC's Washington observer.

The crisis was on and NBC quickly mobilized manpower and facilities. In New York's towering RCA building they burned the midnight oil. Portentous dispatches were scanned, the short-wave system geared to newer and greater burdens.

Then came those momentous words from the lips of Prime Minister Chamberlain that NBC brought to its listeners throughout the United States—"this country is at war with Germany."

Nearly 2,000 Broadcasts

Since that fateful day a year ago, NBC has brought the American audience close to 2,000 broadcasts from 45 different pickup points in the theatre of war. The cost has been computed at nearly a million dollars.

Aside from its routine news broadcasts and European roundups, NBC brought its listeners, the words of Adolf Hitler, Winston Churchill, Marshal Petain, and a series of dramatic events such as the scuttling of the Graf Spee and broadcasts from the Maginot and Siegfried lines last Christmas.

To accomplish all this, A. A. Schechter, NBC's director of news and special events, bolstered his staff of rewrite men in New York, built up a competent, flexible staff of war correspondents, developed the shortwave listening post into a model of efficiency, designed studios for newscasters and engaged topnotch news commentators.

Radio's Listening Posts

Radio's coverage of the war has placed great responsibility upon the sentinels of the shortwave monitor service. To qualify you must be a skilled linguist able to translate broadcasts in French, German, Spanish, Italian, Dutch and Afrikaans. Moreover, it requires good news judgment, a thorough grasp of international affairs and geography, shorthand and fast typing experience.

The staff of monitors, under the direction of Jules Van Item, face a variety of problems. They must cut through a barrage of static and other interference to obtain authentic information, much of it verbatim.

After a lengthy speech by a foreign official, the monitor must be prepared to write a digest of the talk with all the salient points in detail.

The shortwave monitor works with an engineer who lines up all international broadcasting stations on the receiving sets. Every minute of the monitor's eight hour shift is devoted to some foreign station. Whether the ether is filled with Brahms, ballyhoo, or the blasts of a bomber, the results are duly recorded in a daily report which is an accurate recording of every nation's radio activities.

They Live With War

NBC's radio reporters tramp across Europe's war fronts, into com-

CALLING NEW YORK . . .



Max Jordan, ace war correspondent, giving the world an eyewitness account of the war as it looked and felt along the Western front.

parative safety of behind-the-lines war offices and around countries to which war is a next door neighbor.

Fred Bate, head of NBC's London office is intimate with the European scene through 18 years of residence abroad. A native of Chicago, he was connected with the Reparations Commission after the first World War, serving in Vienna and Paris. Recently he moved from a fashionable London suburb to an apartment across the street from the offices of the British Broadcasting Corporation.

Paul Archinard, NBC's Paris representative, is a native of that city and a veteran traveler. Born a year before the turn of the century, he came to the United States before he was five, was educated in Ohio and returned to France in 1918. There followed several years traveling in Europe for American firms. In 1934, he joined NBC's London staff and a year later was in Paris.

Berlin, nerve center of the German campaign, is covered for NBC by William C. Kerker, 25-year-old New York engineer, whose background enables him to give lucid explanations of technical developments in the Hitler military machine.

NBC's news analyst in the troubled Balkans is Martin Agronsky, a native of Philadelphia and a veteran in the field of foreign reporting. Born in the Quaker City in 1915, he went to Europe after his schooling and made a reportorial tour of foreign capitals now figuring in the war news. His present post is Belgrade.

Proving they can "take it" like men, two women are on NBC's war reporting staff, Helen Hiett in Madrid and Joan Livingston in Shanghai. Graduate of the University of Chicago, Miss Hiett has long been a student of European politics.

Miss Livingston, a native of London, comes from a family of distinguished European journalists.

With Max Jordan, NBC's representative in continental Europe, these men and women and others who have filled in at the microphones, are telling by radio the history of World War II.

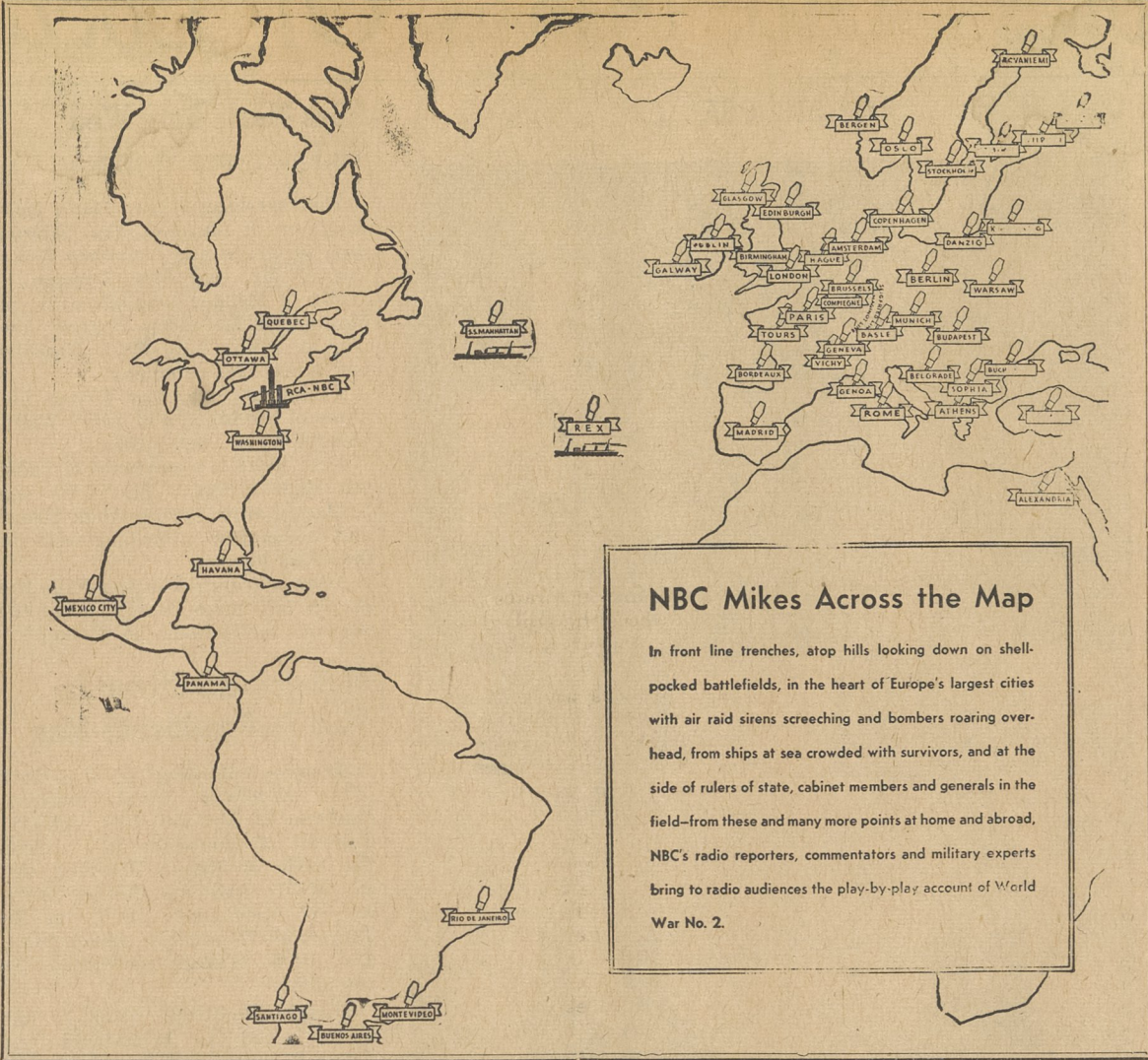
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NBC Mikes Across the Map

In front line trenches, atop hills looking down on shell-pocked battlefields, in the heart of Europe's largest cities with air raid sirens screeching and bombers roaring overhead, from ships at sea crowded with survivors, and at the side of rulers of state, cabinet members and generals in the field—from these and many more points at home and abroad, NBC's radio reporters, commentators and military experts bring to radio audiences the play-by-play account of World War No. 2.

David Jenkins Funeral Was Held On Monday

The funeral of David Jenkins, who died last Friday afternoon at the home of his daughter, Mrs. Ernest Wood, Rice Street, Dallas, was held on Monday, with interment at Woodlawn Cemetery.

A native of Wales, Mr. Jenkins was a young man when he came to this country. He lived at Plymouth and at Pittston before he came to Dallas. For 19 years he was foreman for the Lehigh Valley Coal Co. at its Heidelberg Colliery in Avoca.

Before he became ill he was an active member of St. Stephen's Church and served as sexton there for several years. He was affiliated with Pittston Lodge, I. O. O. F., for more than 40 years.

Survivors include his widow and these children: Frank Jenkins, Kingston; Mrs. David Williams, Wyoming; Mrs. Florence Rood, Dallas; Mrs. Margaret Sax, Hillside, N. J. There are also eight grandchildren.

Interment was in Woodlawn cemetery, Dallas. Pallbearers were Joseph Walsh, Warren Williams, John Williams, John Sullivan and two members from Pittston Lodge of Odd Fellows.

Alfred A. Tucker, 62, Was Stricken Suddenly

Alfred A. Tucker, 62, Main Road, Trucksville, died Tuesday morning of a heart attack which struck while he was apparently in good health.

Mr. Tucker was born in Wilkes-Barre and moved to Trucksville 14 years ago. Until 10 years ago he was employed at the Hazard Wire Rope Company in Wilkes-Barre.

Surviving are his widow, the former Jeanette Housley; a brother, Arthur, Allentown; a sister, Mrs. Amelia Farmer, Mt. Top.

The funeral was held yesterday afternoon, with services at the Snowden Funeral Home. Rev. Ralph Weatherly of the Prince of Peace Episcopal Church officiated. Interment was in Oaklawn Cemetery.

Petitioners Request Extra Registration Day

Petitions seeking an additional registration day for voters in Dallas Borough and Kingston Township have been addressed to Luzerne County Commissioners.

The petitioners ask the Commissioners to fix a date on which voters here can go to designated registration headquarters to change their party affiliations or register.

A recent survey of a large group of companies showed that yearly taxes equalled \$283 for each common stockholder and \$576 for each jobholder.

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Hutchison Talks About New Spray

Says Apples 'Stick' If Hormone Mix Is Used

By JIM HUTCHISON
Agricultural Extension Association

Apple growers in Luzerne County who have lost fruit by premature dropping can now make their fruit "stick to the trees" by using the new hormone sprays available for the first time this year.

The new sprays were developed by workers in the Federal Bureau of Plant Industry and are applied the same as other sprays.

Correct timing is very important, since the effectiveness usually is not more than from two to three weeks. Tests on McIntosh show that the spray loses its effectiveness after eight to 10 days. With long-stemmed varieties such as Williams, Rome Beauty, or Delicious, good control of dropping is obtained for three to four weeks following the spray.

Because of the relatively brief period of effectiveness, it is important that application be delayed as long as possible, preferably being made just prior to dropping or soon after its beginning in order to have the effect when most needed. The material takes effect within one to two days after application.

In the experimental work at the United States Horticultural Station, Beltsville, Md., pure hormones were used. The amount needed is almost unbelievably small. A concentration of 10 parts per million, or one ounce to 700 gallons, in water has given effective control. A stronger spray is likely to make the fruit stick to the tree so tightly that it cannot be pulled off without damage to the fruit. Commercial preparations carry complete directions for use, and these should be followed closely.

So far no injury to tree, fruit or foliage has been observed when hormone sprays have been used. The only effect on the fruit is to delay dropping, thus giving time for better

D.T.H.S. Gridders Point To Opener

Lewis' Team To Meet Jenkins September 20

Coach Thorwald Lewis' Dallas Township high school football team will open its 1940 grid season on Friday, September 20, when it will play Jenkins Township here.

Dallas Township and Kingston Township will be in the Luzerne County Conference again this year. Kingston Township will open its conference season when it plays Clarks Summit on Saturday, September 28.

Other games scheduled for Dallas Township: September 28, Edwardsville, away; October 5, Taylor, away; October 12, West Pittston, home; October 19, West Wyoming, home; October 26, Kingston Township, home; November 2, Tunkhannock, away; November 8, Lehman, away; November 16, Factoryville, away.

color development and some improvement in size.

It is emphasized that though this spray greatly reduces fruit-drop, it does not stop the normal ripening of fruit on the trees. Thus caution must be used not to delay picking beyond proper maturity, or the fruit may become too ripe on the tree for good handling and storage quality. Such troubles as water core and physiological breakdown in storage are likely to be serious in overmature fruit.

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MISS CLAIR, PLEASE ADVISE ME, MY GRAY HAIR MAKES ME LOOK OLDER THAN MY HUSBAND

MY DEAR, GO TO YOUR BEAUTY SHOP FOR CLAIROL COLOR TREATMENTS CLAIROL SHAMPOOS RECONDITIONS AND TINTS YOUR HAIR

ISN'T IT WONDERFUL! WHY MY HAIR IS THE SAME SPARKLY COLOR IT WAS YEARS AGO AND IT FEELS SO SOFT!!

YES CLAIROL IS WONDERFUL! AND IT WON'T WASH OUT

DARLING, I'LL BE AFRAID TO LET YOU TWO OUT ALONE. YOU LOOK MORE LIKE PATSY'S SISTER THAN HER MOTHER NOW

MOTHER, YOU SHOULD HAVE TRIED CLAIROL TREATMENTS AGES AGO. YOUR HAIR MAKES YOU LOOK SO MUCH YOUNGER AND PRETTIER

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