

OCT - 1 1941

# NATIONAL BROADCASTING COMPANY, INC.



A RADIO CORPORATION OF AMERICA SERVICE

RCA BUILDING · RADIO CITY

NEW YORK, N. Y.



**SIDNEY N. STROTZ**  
VICE PRESIDENT  
IN CHARGE OF PROGRAMS

September 24 1941

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Gentlemen:

When our new Listening Post at Bellmore, Long Island, was officially dedicated on July 23, it had already performed yeoman service in the cause of national defense. Tuned in twenty-four hours a day to news and commentary broadcasts in twenty-two different languages from foreign short wave stations all over the world, the Listening Post had been behind one of the outstanding news stories of 1941.

The enclosed publication, "Listening in on the World", features this incident, telling the graphic story of Hitler's declaration of war against the Soviet Union as reported by NBC at 11:32 PM on the evening of June 21.

In addition, this booklet tells of the elaborate mechanism set up by the National Broadcasting Company to insure its listeners the most accurate, immediate and impartial coverage of the news. Through its Listening Posts at Bellmore, Long Island, and in North Hollywood, California...its roving correspondents abroad...from other news sources ...from experts on military strategy...authorities on various countries, people, terrain - news is gathered, summarized and broadcast by the NBC Newsroom in Radio City.

This is the story you will read in "Listening in on the World". We believe you will find it interesting.

Sincerely yours

*Sidney N. Strotz*

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NBC

LISTENING IN ON THE WORLD...

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# NAZIS GO TO WAR AGAINST RUSSIA



ALLES ENTER DAMASCUS AS FRENCH FLEE

Report Nazis Declare War On U.S. Tightens Alien Control After Two Ja...

U.S. MAY PLS PRICES ON FOOD

ROBE, BERLIN R.A.F. Gives Yacht Party

NAVY OVER TALK TO CONTROL...

NAZIS MARCH AGAINST IN 1500-MILE FRONTAL

Hitler Declares War, Charging Soviet C With Britain and U. S. in Plot to 'Throttle

Golden Rule Farm Gets Helping Hand

O-F TO STAY ON BOTTOM DIVER YARS

NAZIS DECLARE W

Navy Diver Unable to Reach Sunken O-9 in Two Attempts

Diver Starts Basin Toward Lost Sub

## FORT WORTH STAR-TELEGRAM

IS MARCH ON RUSSIA

Issues Order After Blast at Red 'Violati

Proclamation Rea

Goebbels, Ribbe

HITLER DECLAR

RUSSIA, TR

Forces March In

RAF Planes, 150 to the Wave, Be Luftwaffe and Invasion Coast B

Red Cross Flood Airline Makes Forced Landing at Colon Paris

FRENCH YIELD DAMASCUS TO ALLIED ARMY

IS-REDS AT WAR

Orders His Army to Invade Russ

CHARGES SOVIET HONKS BRITAIN IN AN ATTEMPT TO THROTTLE G

CLARES WAR ON RUSSIANS;

AILS SOVIET AS ARMIES MOVE

Finns and Rumanians Already on March in Gigantic Offensive

Guards from Disruption of Treaty Work of OGPU in Reich is Attacked

San Francisco Chronicle

NAZI-RUSS WAR!

## Los Angeles Times

## The New York Times

## Sunday Tribune

### PATROLLING THE WORLD'S ETHER WAVES...

**A** world in flames cannot wait for memory—it demands that men and nations make their considered judgments on the instant. Meeting this need for news and interpretation, not of the hour but of the instant, Radio and the Press have mobilized their vast resources to service a tense and apprehensive America.

Since 1929, when the National Broadcasting Company presented the "surprise" broadcast of its first regularly scheduled short wave series from abroad, Radio has reached out farther and farther to compress the world into a less expansive globe. Today, the National Broadcasting Company maintains a continuous "running story" of crucial events abroad, supplemented by regular broadcasts from its reporters stationed in the principal news spots of the world. Through the coast-to-coast coverage of its networks, NBC has kept the entire nation informed of history in the making.

To further its service to the American listening public, NBC has established, on the Atlantic shore of Long Island, and on the Pacific Coast at North Hollywood, California, unique short wave Listening Posts, tuned in twenty-four hours a day to news and foreign programs broadcast continuously in 22 languages from every corner of the earth. Here, America "eavesdrops" on a voluble world.

## San Francisco Chronicle

NAZI-RUSS WAR!

BULLETIN!

FDR Warns Nazis

President Does Not Want War

Public, Closing of Present Program, Soviet's Blunt Note

At Same Time He Orders All Italian Consuls and Their Staffs to Quit Five Countries by the Fifteenth of July

Germany's 'Secret Clause' in Nazi-Turk Pact Increases War Danger, London Reports

San Francisco Examiner

DECLARES WAR ON RUSSIA

D, RUMANIA JOIN INVASION

German Armies on March From Baltic to Black Sea

Soviet Duplicity Charges

BULLETINS

## The Washington Post

Hitler Declares War on Russia

Nazis, Finns and Rumanians March Soviets in Greatest Campaign

Pepper Urges Lend-Lease Aid for Russia

Rumania, Finns Fighting Reds at Side of Nazis

San Francisco Chronicle

NAZIS MARCH ON RUSSIA!

Says Russia



## N B C SHORT WAVE LISTENING POST

## DEDICATED TO DEFENSE

**O**n the twenty-third of July, 1941, Niles Trammell, president of the National Broadcasting Company, officially dedicated NBC's new short wave Listening Post at Bellmore, Long Island, as a vital new link in the far-flung chain of America's defenses. Speaking at the dedication broadcast, Mr. Trammell called the new Listening Post "a valuable adjunct to America's national defense because it will provide for careful study of European propagandist techniques and help get latest news from abroad."

The broadcast ceremonies included special

demonstration pickups of short wave programs from Berlin, Moscow, Rome, London, Madrid, Tokio, Chungking, and Ankara, followed by an actual relay of news from the Listening Post to the Radio City Newsroom of NBC, and the press associations of the country.

Although not officially dedicated until July 23, NBC's Listening Post on Long Island has been in actual twenty-four-hour-a-day operation for several months . . . long enough to catch a news flash which woke a startled world at 11:32 PM EDST on the evening of June 21, 1941 . . .



*At a battery of the most sensitive receivers ever devised, linguists and engineers listen in on short wave broadcasts from stations all over the world.*



*A news flash! The Listening Post prepares for immediate transmission of the bulletin to the NBC newsroom in Radio City.*



*Jules Van Item, Supervisor of the Listening Post, is an authority on the grammar and pronunciation of eight languages. His knowledge of Afrikaans, the language spoken by the Boers in the Transvaal of South Africa, has enabled him to listen in on many code messages of the Nazis in this language.*

**"... A NEWS FLASH WHICH  
WOKE A STARTLED WORLD"**

**I**n the village of Bellmore, Long Island, 40 miles from the roar and tumult of America's greatest city, lies a squat and unpretentious bungalow, half hidden by luxurious maples and over-grown with ivy. Nothing unusual is to be observed from outside and the casual

volume. Another bends his ear close to the receivers which are pouring forth words and music from the principal capitals of the world . . . light music from London . . . Lohengrin from Moscow . . . an aria from Rome. All

10 P. M., JUNE 21, 1941

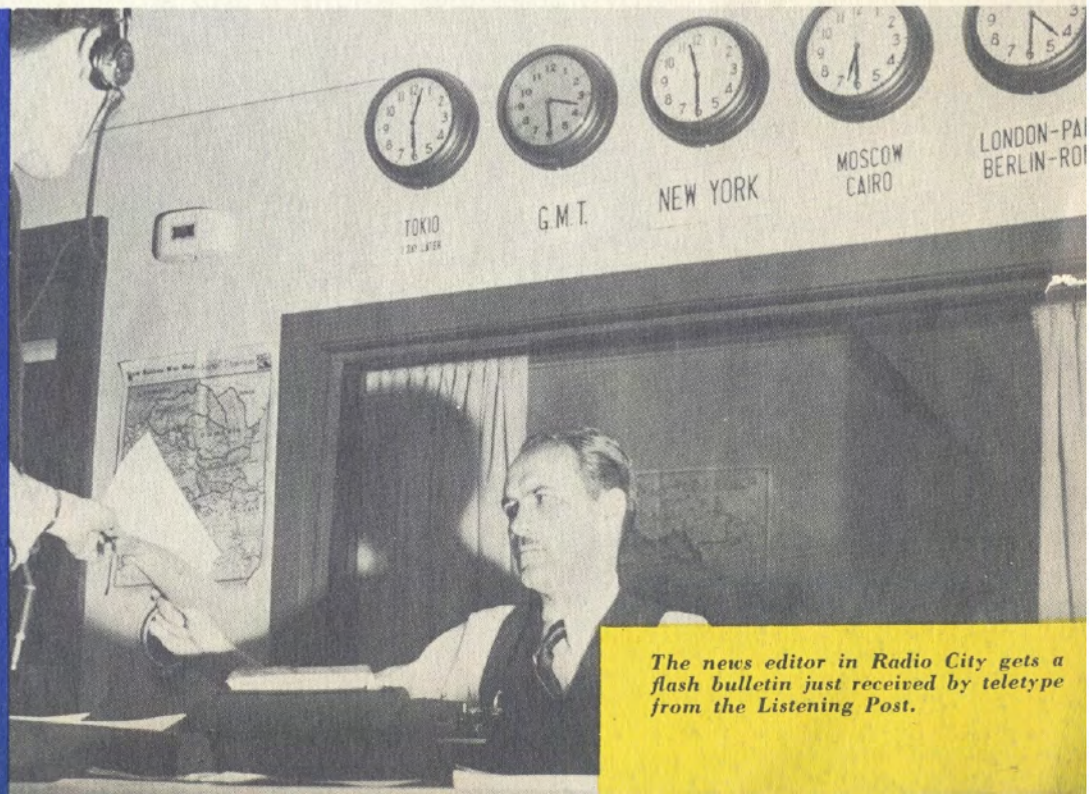
visitor hardly expects that within lies one of the busy strongholds of America's defense. It is dark. Within the lighted bungalow, four men are seated before a battery of short wave receivers—the most sensitive ever devised. One of the four is carefully adjusting the controls of the various instruments, intently listening for the slightest variation in tone or

the world—Chungking, Tokio, Sidney, Stockholm, Geneva, Helsinki, Berlin—talks and sings. The air is heavy with rumors this night. But no news has come through. Just talk. Words . . . Worte . . . Parabras . . . Parole . . . Cozerie . . . Ord . . . Des mots . . . Woorden . . . Talking . . . Tala . . . Reden . . . Hablar . . . Parlare. The men, at first tense with waiting, now begin to wonder and relax. The relief shift will arrive soon. It will be in good time.

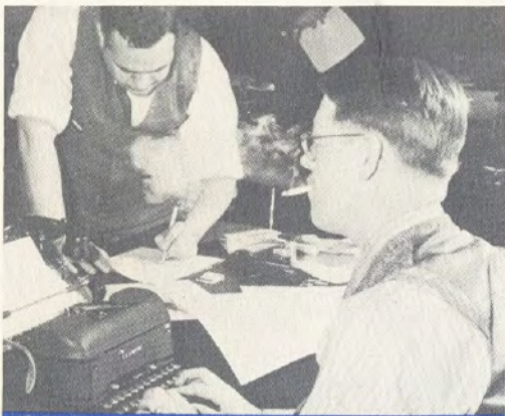
Sudden as an explosion—a wild, barbaric fanfare! Speaker number 5, tuned to a mini-



*Recording an historic short wave broadcast from abroad. The most important events at both the Listening Post and NBC's Radio City studios are recorded.*



*The news editor in Radio City gets a flash bulletin just received by teletype from the Listening Post.*



Rewrite men in the NBC Newsroom in Radio City are assigned by the editor to revise rough translations into finished feature stories.

mum, begins to blast forth wave after wave of rhythmic, martial music, louder and louder. The men snap up.

—Tune down the sketch from Rio! the ditty from Holland! Silence the speech on agriculture from Batavia! This is it! This is what the whole world is waiting for! This is news!

The listener leaps to the direct telephone line—yells to the NBC Newsroom at the other end—“Special fanfare from Berlin! Lasting longer than usual!” And the voice of the editor in Radio City echoes back sharply, “Stick to it! Let’s have it!”

Wilder the music, and on and on. The men listen tensely. The engineer hooks up quickly a

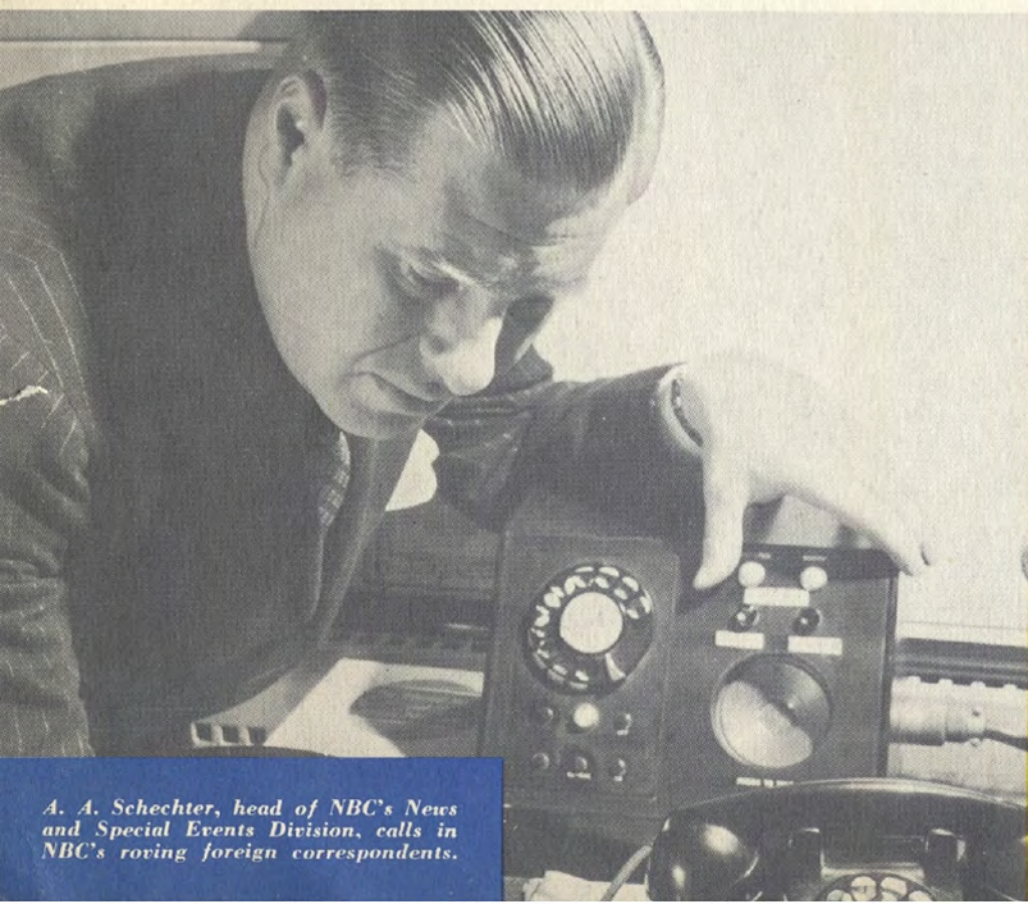
double recording — to “play-back” at the Listening Post and “feed-in” to New York. The music reaches a climax. The listener holds an ear to the telephone, the other to the speaker. A voice cuts in — yelling, reporting, asking, threatening, relating. Goebbels. Damning the Kremlin. The listener picks up high-light quotations, barks them into the phone. Already they’re on the air . . . over both the NBC Red and Blue networks . . . coast-to-coast . . . into millions of homes.

There is a break, a pause . . . a new speaker . . . Ribbentrop this time . . . calmer, more contained. The listener keeps up a running translation for the nationwide NBC audience. The voice grows louder quoting Hitler: “*And I have finally decided to place again the fate of the Fatherland into the hands of the German soldier.*”

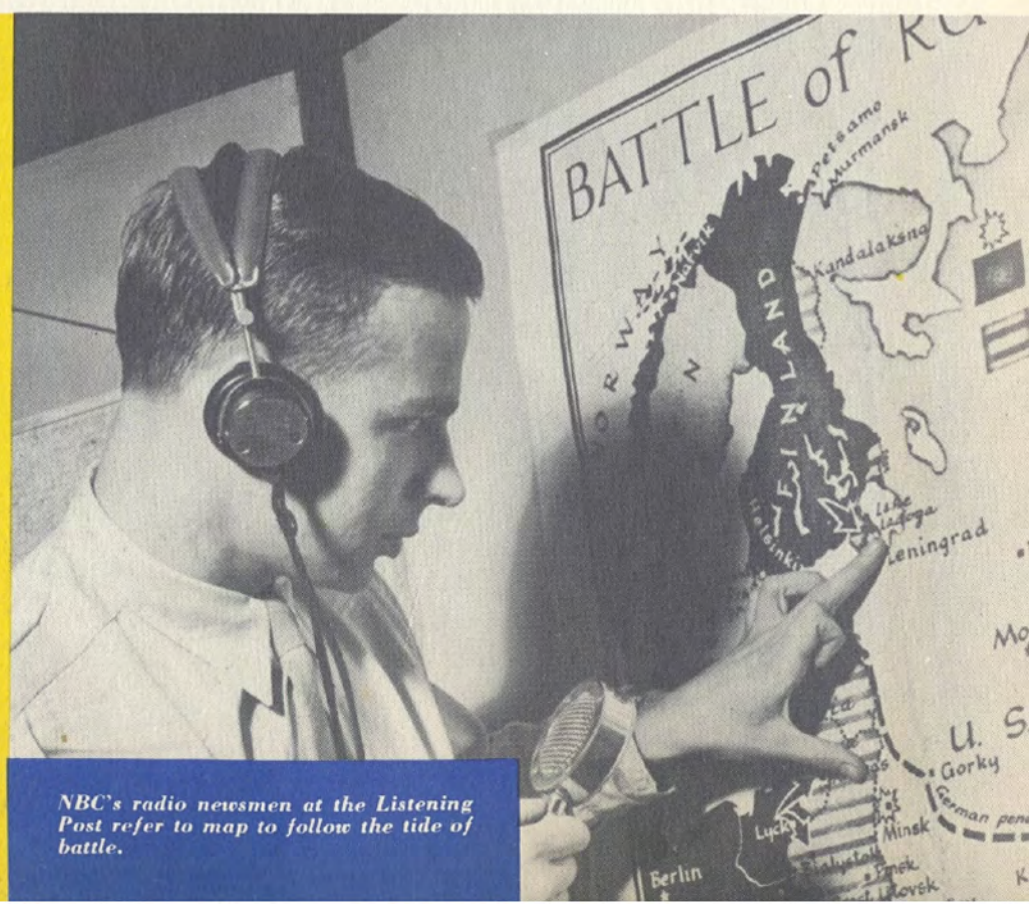
The listener screams into the phone: “FLASH! —HITLER DECLARES WAR ON RUSSIA!”

\*Recording made at point of reception of broadcast, for translating and checking purposes.

†Direct line from Listening Post to NBC’s Master Control Board in Radio City and then to Newsroom, studios, etc.



A. A. Schechter, head of NBC’s News and Special Events Division, calls in NBC’s roving foreign correspondents.

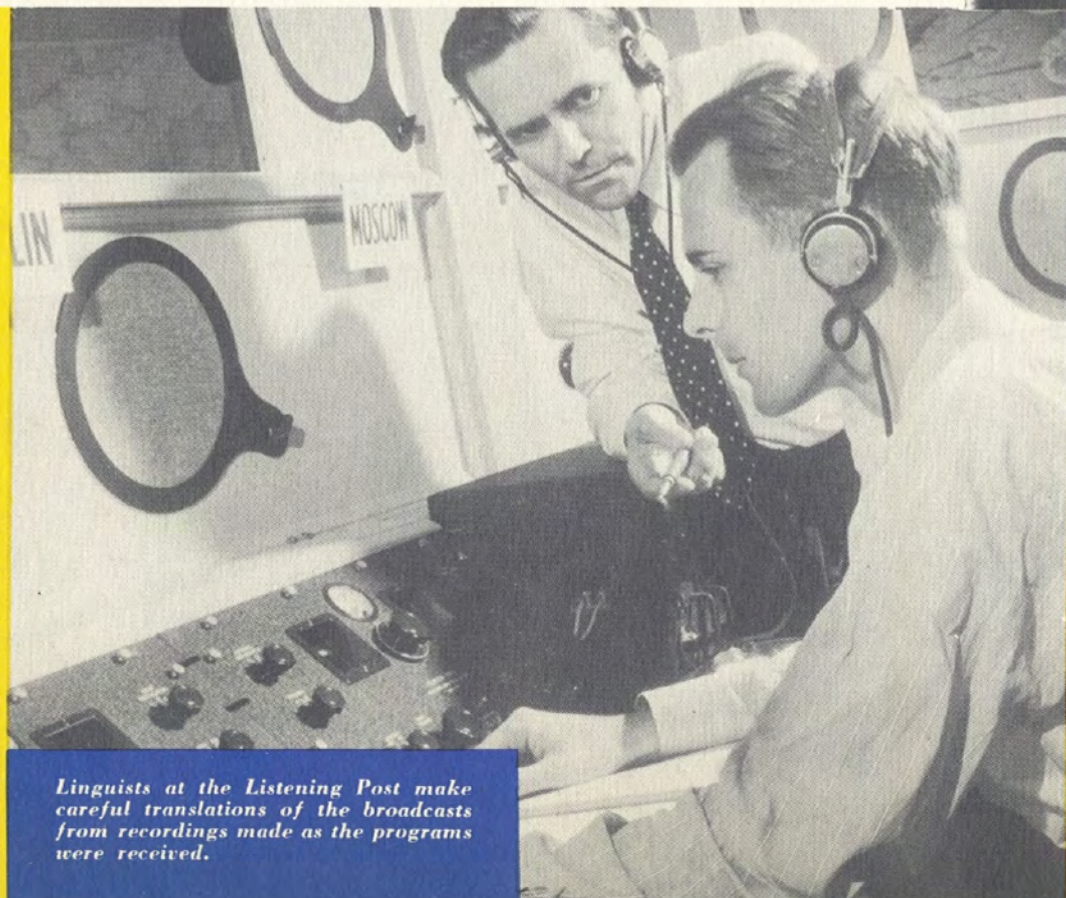


NBC’s radio newsmen at the Listening Post refer to map to follow the tide of battle.

From the NBC Newsroom, 40 miles away in Radio City, comes a fading "okay". The entire staff has run off to get the story out, via microphone and teletype, to millions of listeners and newspaper readers throughout America.

While the men in the ivied bungalow spend strained hours making careful translations of the recorded speech, press rooms, radio stations and printing machinery throughout the nation hum with activity. Newsboys follow the radio commentators, appearing on the streets with hurried editions crying, "Extra! Extra!"

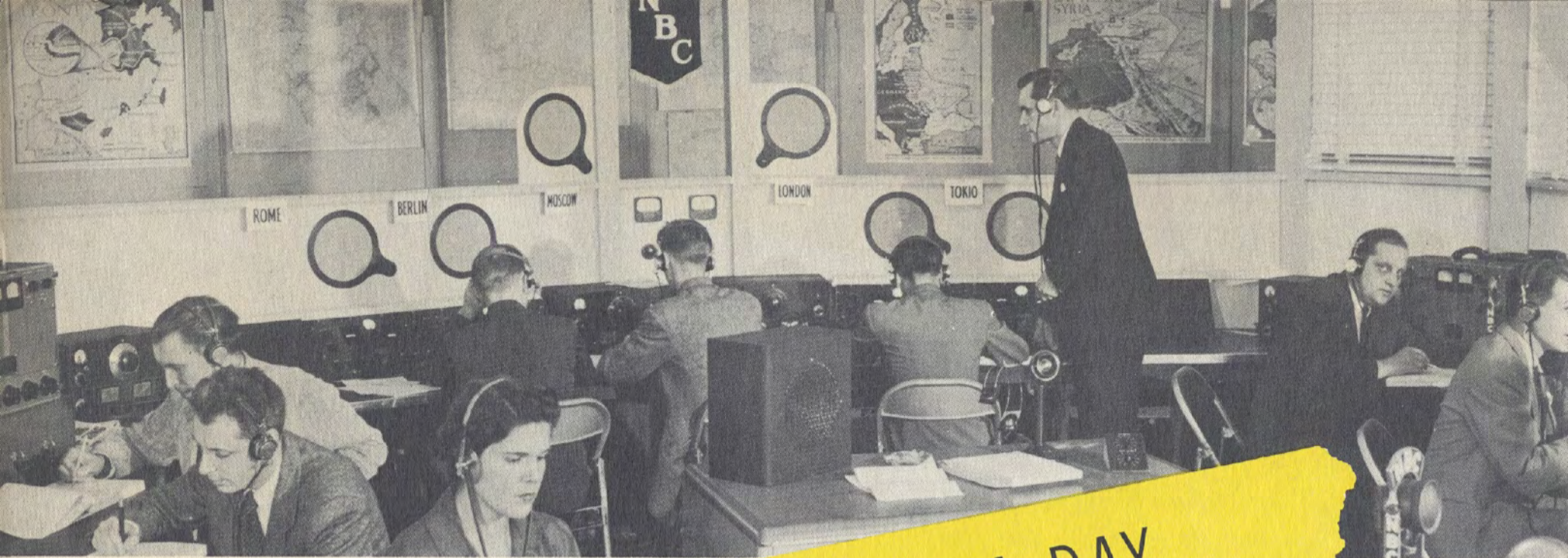
Meanwhile, the listener-translator, adept, like all of NBC's International staff, in at least five languages, relays the news over NBC International short wave stations in Italian, French, German, Spanish and Portuguese. To all corners of the earth, flies the bulletin: "HITLER HAS DECLARED WAR ON RUSSIA!"



Linguists at the Listening Post make careful translations of the broadcasts from recordings made as the programs were received.

Commentator H. V. Kaltenborn interprets the news regularly for NBC listeners.





ALWAYS ALERT...24 HOURS A DAY...

**T**he foregoing incident is characteristic of the service rendered twenty-four hours every day by NBC's short wave Listening Post. Manned continuously by a staff of linguists, each of whom speaks familiarly at least five languages, and by a corps of trained engineers who keep watchful vigil over the sensitive instruments, this battery of elaborate short wave receivers is continuously picking up news and comments from the scattered corners of the earth. This information, released by foreign stations in 22 different languages, is translated by the Listening Post and relayed to the NBC news editor's desk in New York, where expert newsmen sift news from rumor, propaganda from fact, and trained announcers broadcast it throughout America.

Three direct lines connect the Listening Post with the NBC Newsroom. One, a microphone line, enables any of the short wave experts to

"take the air" from Bellmore at a moment's notice. A second line serves a teletypewriter circuit which relays the translated news from Long Island to Radio City, and a third telephone circuit makes it possible for the short wave monitors on duty to check incoming news bulletins. The Radio City Newsroom is equipped with microphone and television studios, and with direct telephone and teletype wires to leading press services.

The Listening Post is supervised by Jules Van Item under the direction of A. A. Schechter, Director of NBC News and Special Events.

On August 14, at 8:45 p. m. EDST, a new Pacific Coast Listening Post was dedicated. This sensitive radio ear-tuned to the Orient's war of words is located in North Hollywood, and will supplement NBC listening activities carried on at Bellmore, L. I.

# THE NEWS FILTERS THROUGH...

## NBC NEWSROOM IN RADIO CITY ACTS AS "CLEARING HOUSE" FOR NEWS

**T**hrough the far-flung facilities of the NBC Newsroom in Radio City, the National Broadcasting Company keeps its listeners abreast of changes in the turbulent world of today. Fed a continuous flow of "raw" news by the Listening Posts at Bellmore and on the Pacific Coast, by ticker machines, radiograms and telephone, the Newsroom acts as a "clearing house" for verified, analysed and summarized news which goes out over the air and into newspapers.

In constant contact with its foreign reporters in all parts of the world where events are moving inexorably across the pages of history, the NBC Newsroom furnishes a fascinated, mindful audience of millions of Americans with an accurate, authentic and instantaneous accounting of news as it happens.

Through the direct supervision and management of the Newsroom are broadcast up-to-the-minute "spot" news, eye-witness accounts of special events by reporters and witnesses. Famous commentators take to the air with interpretative analyses of "fresh" news furnished by the Newsroom. These include Lowell Thomas, H. V. Kaltenborn, William Hillman and Raymond Clapper, Baukhage, Earl Godwin, John Gunther, Walter Winchell, John W. Vandercook, Upton Close, Edward Tomlinson and many others. These are representative of that group of radio news commentators which the "Fortune" (1939) survey found to be so popular with a news-conscious American public.

Out over America, across the seas—goes news which has filtered through the elaborate mechanism set up by the National Broadcasting Company to service a nation and a world.



Edward Tomlinson



Lowell Thomas



NBC Newsroom in Radio City



Raymond Clapper and William Hillman, veterans of the news front in Washington and Europe.



Helen Hiatt, John Vandercook and Maurice English, Editor, with NBC's International Division, swap experiences.



H. V. Kaltenborn, A. A. Schechter and John Gunther confer on latest news bulletin.



## ...AND AROUND THE WORLD FOR NEWS

### NBC ROUNDS UP WORLD NEWS FOR HOME AND FOREIGN LISTENERS

**T**o provide the most comprehensive series of international broadcasts ever arranged by an American broadcasting company, NBC has spared no expense in time, man power or money. As a result of its "switchboard" contact with representatives in all parts of the world and its assiduous listening to foreign broadcasts, NBC has frequently heard and made public events of epochal importance. From points all over the globe, have come the voices of its roving reporters abroad.

**Max Jordan** — NBC's famed roving correspondent—Switzerland

**Fred Bate** — London

**John MacVane** — London

**Charles Lanius** — Berlin

**Paul Archinard** — Vichy

**Martin Agronsky** — Ankara

**Helen Hiatt** — Spain and Gibraltar; now back in U. S.

**David Anderson** — Stockholm

**Robert Magidoff** — Moscow

**Grant Parr** — Cairo

**Mel Jacoby** — Chungking

**B. H. Silen** — Manila

**Paulsson** — Reykjavik, Iceland

**David Colin** — Rome

**Robert Allen** — Mexico City

**Ed McKay** — Shanghai

**Dick Tennely** — Tokio

**Sidney Albright** — Batavia

**Harrison Forman** — Singapore

**M. K. Slosberg** — Sydney

**Morton Rettler** — Buenos Aires

These are the NBC correspondents who speak and cover the news for American listeners, thousands of miles away. Direct from the source, they describe the news in their locality . . . the effect of events upon the country they're covering. They follow the news as it happens and report each day to a waiting audience at home.

Frequently, they bring personalities of the war zones before the mike to deliver, via short wave, messages of importance to every listener. Special broadcasts are arranged whenever world events require. When France signed her fatal Armistice with Germany in the forest of Compiegne, NBC correspondents broadcast the entire ceremonies direct from the spot. Munich . . . Britain's declaration of war . . . Churchill's speech on the invasion of Russia, are typical examples.



NBC's round ups of world news, direct from the news fronts, are scheduled as follows:

8:00-8:15 AM EDST—6 days a week—NBC Red and Blue Networks  
9:00-9:15 AM EDST—Sunday —NBC Red and Blue Networks  
6:30-6:35 PM EDST—Saturday —NBC Blue Network  
7:00-7:30 PM EDST—Sunday —NBC Blue Network  
7:15-7:30 PM EDST—5 days a week—NBC Red Network

Through correspondents abroad . . . from other news sources . . . from experts on mili-

tary strategy . . . authorities on the countries —people—terrain, news is gathered and summarized by the NBC Newsroom. At all hours during the day, the National Broadcasting Company presents comprehensive reports and analyses of the news which is happening in all sections of the world.





The Listening Post at Bellmore, L. I., is Another Public Service of  
**THE NATIONAL BROADCASTING COMPANY**  
A Radio Corporation of America Service