

The Standard-Star

WESTCHESTER NEWSPAPERS, INC.



NEW ROCHELLE
NEW YORK

April 14, 1937

To Whom It May Concern:

The bearer, Kenneth Tredwell, jr., was in the service of this newspaper as a distributor during the period from January, 1931 to October, 1936.

During all of this time he was found to be most industrious, thoroughly honest and capable in his work, which included delivery of newspapers to regular subscribers, collections and promotion of new business.

Tredwell has a real sales personality, as demonstrated by mounting sales in his territory.

In 1935, Kenneth, with a teammate was selected by this newspaper as its sales-demonstration champion. Later his team was declared to be outstanding in New York State, and finally captured International high honors in a demonstration at Cincinnati, Ohio.

It is the belief of the undersigned that Kenneth will discharge satisfactorily any duties that may be assigned him.

Sincerely

THE STANDARD STAR

Paul A. Wentz
Circulation Manager

PAW/P

Liggett's
SODA

**KENNETH TREDWELL JR.
CHARLES R. O'HAGAN**

Standard Star - Carrier Salesmen

1935 CHAMPIONS

For New Rochelle - Westchester County - N.Y. State

INTERNATIONAL CHAMPIONS
June 19th 1935 Cincinnati, Ohio

Liggett Drug Company, Inc.

The Standard-Star



The Standard-Star





PASSED BY CENSOR.

F. 24,406

29.7.43

THE BBC'S WEEKLY AMERICAN EAGLE CLUB PROGRAMME FROM LONDON

Since November 1940 this programme has been broadcast every week in the BBC North American Service. It is also relayed throughout the United States of America by the Mutual Broadcasting System.

Captain Ken Treadwell, U.S.A.A.F. Special Services Division, who comes from New Rochelle, N.Y., acted as Guest M.C. on this occasion, and is seen with a group of the men who took part in the programme.

PASSED BY CENSOR 277967

BBC COPYRIGHT PHOTOGRAPH

FROM: BBC, BROADCASTING HOUSE, LONDON, W.1.

THE BRITISH BROADCASTING CORPORATION

Broadcasting House, London, W. 1

TELEPHONE: WELBECK 4468 TELEGRAMS: BROADCASTS, LONDON
AEOLIAN HALL, NEW BOND STREET W.1.
MAYFAIR 8411 BROADCASTS, TELEX, LONDON

22nd April, 1944

Dear Ken,

This is just to congratulate you on your promotion and to thank you once again for all the grand work you have done for us in the "American Eagle in Britain" programme. When I get letters like this:-

Paulsboro, New Jersey

"..This programme is a great morale builder for the people in the United States.."

I feel we are really doing something with our team work.

Best wishes to you,

Yours sincerely,

Cecil

Cecil Madden

*Adolf Ofinger is the Program Director
at Paulsboro*

Major Ken Tredwell,
U.S.A.A.F.,
H.Q. 3th Air Force, A.A.F. 101,
A.P.O. 634

THE BRITISH BROADCASTING CORPORATION

Broadcasting House, London, W. 1

TELEPHONE: WELBECK 4468 CABLES: BROADCASTS, LONDON
INLAND TELEGRAMS: BROADCASTS, TELEX, LONDON

6th February, 1945

My dear Ken,

This is rather a belated note just to put on paper my best thanks for all the fine work you have done as interviewer in the "American Eagle in Britain" programme for so long. I know that these are very inadequate, but wanted to tell you how much I miss our weekly collaboration.

Yours ever

Cecil

Cecil Madden

Major Ken Tredwell,
U.S.A.A.F.,
H.Q. 3th Air Force,
A.A.F. 101,
A.P.O. 634.



BRITISH BROADCASTING CORPORATION

630 FIFTH AVENUE

NEW YORK 20, N. Y.

CHRISTOPHER CROSS
PUBLIC RELATIONS MANAGER

TELEPHONE
CIRCLE 7-0656

FAREWELL TO FIVE YEARS RECORD RUN

SOUVENIR OF BBC'S "AMERICAN EAGLE IN BRITAIN" PROGRAMME 1940-1945

Created by

CECIL MADDEN

Cpl. Ken Heady A.F.N., Lt. Col. Ben Lyon, Musician Sam Donahue U.S.N., Glenn Miller Crew Chiefs with Michael Carr singing "All's Well Mademoiselle," Bing Crosby, Pat Dodd, Cpl. Paul Penhoulhet (R.A.F. Skyrockets).

Major Glenn Miller, Sgt. Cecil Elmore, Bessie Love, Sgt. Jimmy Miller (R.A.F. Squadronnaires), Kim Hunter, Bebe Daniels, George Arliss, Julie Behar, Lt. Jerome Chodorov, Diana Decker, Verbon Gay A.R.C.

Ellen Drew, Cpl. Ross Halamay (163rd General Hospital Band), Helen Matthews A.R.C., Harry Parry, Virginia Cherrill (Countess of Jersey), Jimmy Osborne (blind boy pianist), General Eisenhower, Madeleine Carroll A.R.C., Quentin Reynolds, Cpl. Littnan (winner of doughnut dunking competition 1944).

Sgt. John Sweet, Bernard Newman, Sgt. Vick Knight A.F.N., Capt. Franklin Englemann, Alfred Lunt and Lynn Fontanne, Claire Luce, Cecil Madden, BBC, (Producer and Master of Ceremonies), Gerry Wilmot, Fred Astaire, Louise Allbritton, June Clyde, Adele Astaire, Major Ken Tredwell U.S.A. 8th. A.F.

Sgt. Roy MacKinley, Robert Donat, Marc Bowman A.R.C., Sgt. Dick Dudley A.F.N., Hal Monty, Mickey Rooney, Trudi Binar, Marlene Dietrich, Sgt. Keith Jameson A.F.N., Stephen Williams, (BBC), Lt. Dave Breger.

Hazel Bray, Eric Winstone, David Miller, Jose Sippe A.R.C., Ish-Ti-Opi, Helen Clare, Geraldo, Nat Allen, Pat Morne, Capt. Neal Lang.

Ronnie Aldrich, Yeoman Tom Bernard, Sir Alexander Fleming, Sgt. Hall, Jack Leon, John Blore, Capt. C.W.R. Knight and "Mr. Ramshaw" Golden Eagle, Carroll Gibbons, Joan Gilbert, (BBC), John Hooley, Cecil Madden (BBC), George Raft.

Blossom Brown, A.R.C., and VE Day Group (1945), U.S. Airmen in R.A.F. Eagle Squadron (1942), U.S. Airmen in R.A.F. Group (1941), Lt. Gene Raymond, W/O Frank Rosato (U.K. Base Central Command Band).

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BBC "AMERICAN EAGLE IN BRITAIN" PROGRAMME
NOVEMBER 1940 TO SEPTEMBER 1945

"American Eagle in Brit"
Finale After 5 Years

AMERICAN RED CROSS
SERVICE CLUB



ANDY
&
BARBARA

GRIFFITH

Unique Entertainment

January 30, 1953

Mr. Kenneth Tredwell
Assistant Vice-President
Radio-Television
WBTV
Charlotte, N. C.

Dear Mr. Tredwell:

Mr. Earl Wynn called me this morning in connection with your inquiry and suggested I contact you. I am assuming we were recommended to you by someone from the North Carolina Press Association for which we recently entertained.

Last fall my wife and I opened our agency to furnish entertainment for civic and professional groups over this state, South Carolina and Virginia. As you will observe from the enclosed brochure, we handle bookings for ourselves primarily. We are finding this business very successful and we are extremely happy over the possibility of a Television show.

If it is possible and you would like to see us work before a live audience, we will be in Concord, North Carolina on February 12 and Rock Hill, South Carolina on the 13th. Also, we will be happy to come to Charlotte for an audition at your suggestion.

I have listed below some more people who can give you a first hand opinion of our work. Thank you for your consideration and I will look forward to hearing from you.

Sincerely,

Andy Griffith

Andy Griffith
Box 635

Chapel Hill, N. C.

J. E. Ritch, Inspecting Dept.; H. H. Baxter, Counselor;
L. L. Ledbetter, Treasurer; L. E. Cato, Building Inspec.;
H. A. Yancey, City Manager. All of the above are officials
of the city of Charlotte.

February 5, 1953

Mr. Andy Griffith
Box 635
Chapel Hill, North Carolina

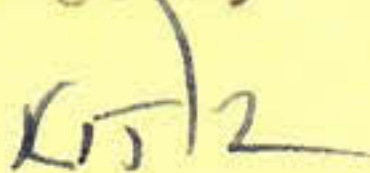
Dear Andy:

Thanks very much for your note of January 30th concerning yourself and your wife and your upcoming itinerary in this area.

If it would be possible for you to come into the Wilder Building in Charlotte during the mid-morning of either February 12th or February 13th, we would like very much to talk with you....take a look at you on camera....and discuss the possibilities of television.

Incidentally, you were spotted and recommended at the North Carolina Press Association meeting by Mr. Ralph Nicholson, Publisher of the Charlotte Observer.

Best regards,



Kenneth I. Tredwell, Jr.

KIT:lf

Does any know the whereabouts of Kenneth I Tredwell? Former BBC executive producer Cecil Madden would very much like to know for he is preparing a book about his long and distinguished career with the British Broadcasting Corporation. Cecil Madden was the BBC's first TV producer in 1936 and during World War II returned to BBC Radio. Amongst the many programmes he was associated with was AMERICAN EAGLE IN BRITAIN which ran non-stop for five years from September 1940. Cecil Madden introduced and produced the AMERICAN EAGLE which was broadcast in the USA. Kenneth Tredwell was the programme's interviewer for 2 years - his first broadcast was on March 17, 1943. Mr Tredwell who hailed from New Rochelle, N Y was attached to the U S 8th Air Force and rose to the rank of Major.

After the cessation of hostilities in Europe, Major Tredwell returned to the States and it is known that he eventually settled down in Winston-Salem. Cecil Madden received a Christmas greeting from Mr Tredwell for some time but in recent years there has been a silence. Mr Tredwell certainly married and possibly produced a family. Can you help Cecil Madden trace Mr Ken Tredwell? This is the address to write:

3 Chesil Court, Chelsea Manor Street, London SW3 5QP, England.

This appeal was sent to, and perhaps published by, the *Winston-Salem Journal*, causing the news columns that follow to be written.

Briton Traces Old War Buddy to Winston

A curious and intriguing letter arrived in the mail from Middlesex, England, with a plea for some special help:

"Does any know the whereabouts of Kenneth I. Tredwell?"

"Former BBC executive producer Cecil Madden would like to know, for he is preparing a book. . . ."

And those memoirs — dealing in big part with the tragedy and heroics of World War II — would not be complete without a section on Kenneth I. Tredwell Jr., who has been hailed as a special kind of hero for his role in that war.

Madden and Roland E. Taylor, an emissary, had traced Tredwell to 434 Westview Drive, Winston-Salem. There the trail ended. Tredwell had moved away a dozen years ago.

A reunion, of sorts, is in store, though, for the two old war cronies, Madden and Tredwell — a reunion whose joy must be tinged with sadness. Tredwell, now 63, is ill with cancer at his home in California.

But Tredwell's family is thrilled over hearing from Madden . . . of plans for the memoirs . . . of a possible visit . . . of Tredwell's possible return to Winston-Salem.

★ ★ ★

Cecil Madden, who had a long career with the British Broadcasting Corp., was the BBC's first television producer, in 1936, and during World War II he returned to BBC Radio.

Madden and Tredwell worked together on some close-to-the-war programs that many still call broadcast journalism at its best.

Madden, having been coaxed by historians into writing his special recollections, was eager to get back in touch with Tredwell.

Taylor, on behalf of Madden, had sought in vain to get in touch with Tredwell by letter, by putting out a tracer through the National Record. Personnel Center, by ap-

Ramblin'

By
Ray Rollins



peal to Gen. James Doolittle, by enlisting the aid of the American Embassy in London. . . .

Taylor's letter to the Journal said:

"Cecil Madden was involved with many programmes during WWII, but his 'American Eagle in Britain' was his finest achievement.

"It was a great morale booster for the American servicemen and in particular the servicemen's wives and loved ones at home.

"Tredwell was featured in a spot called 'Roving Microphone,' and he used to go round the audience of servicemen and ask them to state their name and hometown . . . his first broadcast was on March 17, 1943.

"There were several instances when that segment of the show proved to be a lifesaver for the families because their son had been reported missing.

"He (Tredwell) was the longest-serving interviewer in the five years the 'American Eagle' ran. . . ."

★ ★ ★

While stationed in Europe, Tredwell met Juanita Brunton of Palo Alto, Calif., who was an ambulance driver with the American Red Cross. They later married, and they have two sons.

The Tredwells, by chance, had dinner with Maj. Glenn Miller the night before the famed bandleader climbed onto a plane somewhere in England on Dec. 14, 1944, on an ill-fated flight across the English Channel to entertain

troops in France. (Miller and his plane mysteriously disappeared.)

Tredwell, who was attached to the 8th Army, rose to the rank of lieutenant colonel in the U.S. Army Air Corps.

He was awarded the Bronze Star Medal "for heroic or meritorious achievement" for his role in that war.

A native of Connecticut, Tredwell moved to Winston-Salem in 1961 to accept an executive position with Wachovia Bank and Trust Co., after a long postwar career in radio and television in Charlotte.

He moved on in 1971 toward California, via Phoenix.

K. Scott Tredwell, one of those two sons, is still a resident — a celebrated resident — of Winston-Salem. The other son is Steven C. Tredwell, who lives near Plains, Ga.

Scott Tredwell, quietly in the footsteps of his parents, specializes in working with handicapped people, which keeps him close to those wounded in the nation's wars. He is senior veterans' employment representative with the local office of the N.C. Employment Security Commission.

He was last year's winner of the James S. Massenburg Memorial Award for the most outstanding work done with the handicapped in North Carolina.

★ ★ ★

Scott Tredwell relayed Cecil Madden's request to his mother this week.

"She remembers Cecil Madden very well," he said. "She has plenty to tell, too.

"This could mean a lot to Dad."

Scott and his brother are planning to go California next week and, if possible, to move their parents back to Winston-Salem — for their father to be treated at a hospital here.

All are eager to see what happens next on a Madden-Tredwell reunion.

16th July 1983

Mr K Scott Tredwell
Employment Security Commission
630 W Sixth Street
P O Box 82
Winston-Salem
North Carolina 27101
USA

11 Stanhope Park Road
Greenford
Middlesex UB6 9LT
United Kingdom

Dear Mr Tredwell

Like my friend and colleague, Cecil Madden, I was naturally shocked and distressed to learn the sad news of the death of your father. And what made it all the more tragic was the fact that it had taken me so long to discover his whereabouts, something like 21 months, for it was on 31st August 1981 that I first wrote to the Wachovia Bank then 4 months later my letter was returned with a cryptic message scrawled on the envelope which stated 'no longer with Bank'.

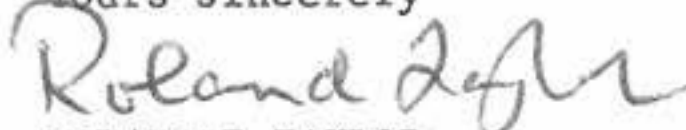
To further complicate matters, the National Personnel Records Center took 6 months to trace your father's records prior to their submission of my letter to their last-known address which was undoubtedly the address in their files at the time your father left the services and could well have been 434 Westview Drive, Winston-Salem - an address I also wrote to but received no response. Did your parents in actual fact reside there when they returned to Winston-Salem?

It was the American Embassy in London who put us on the right path with the addresses of your two local newspapers plus several other addresses of service organizations. Prior to that I had even written to your father's old 'boss' Lt Gen James Doolittle who was sympathetic but unable to assist.

You can imagine the excitement in Cecil Madden's voice when he called me immediately he received a copy of that news story that Ray Rollins ran in the JOURNAL. Then prior to my annual vacation I wrote again to Mr Rollins and his reply to Cecil Madden contained the news we had all dreaded. And it is rather strange too, that during our vacation, I said to my wife something to the effect that there would be a letter awaiting our return.

Cecil Madden has written to your mother at an address kindly supplied by Mr Rollins. I do hope that in the fullness of time when she is sufficiently composed he will hear from her. The address that Mr Rollins gave us was 440 Davis Court, No. 604, San Francisco, California 94111.

Yours sincerely


ROLAND E TAYLOR

War Buddies Can Now Relive Those Glory Days of '44

It seemed somehow a bit exotic to get a letter from Great Britain addressed to Ray Rollins Esq.

Ah, Esquire, is it now?

It was from Cecil Madden (or "Sir Cécil," as he has become fondly known here), from his residence at 3 Chesil Court, Chelsea Manor Street, London.

"I write to thank you and the Winston-Salem Journal," said Madden, grateful for the recent help in tracking down Kenneth I. Tredwell, a former Winston-Salem resident and one of Madden's favorite buddies from World War II.

Madden, former head of the British Broadcasting Corp., is 80 and is

Ramblin'

**By
Ray Rollins**



putting together his memoirs — dealing in big part with the tragedy and heroics of a war that he and Tredwell found themselves very much involved in.

For Madden, who had searched diligently, Tredwell's trail faded at 434 Westview Drive, where Tredwell had lived until heading to California, via Phoenix, 12 years ago.

The Journal and its Ramblin' sleuth picked up the trail and got the Tredwell and Madden families back in sight of each other again.

"I am delighted to be in touch with him (Tredwell) and his family and to know all you mention about him," Madden wrote.

"Luckily, all the information coincided, and after so long we can be in touch again."

Tredwell and Madden worked together on BBC Radio during the war on a program called "American Eagle in Britain" — interviews with American fighting men in broadcasts beamed to their families back home.

"He (Tredwell) was a splendid interviewer for flying men as well as the celebrated 'roving microphone' which brought so many GIs and their families together," Madden wrote.

Being able to be in touch again, Madden added, has "brought back the days of 1944 in London when we were all so assailed by the enemy V-1 flying bombs ... the USO camp shows (that) sent such stars as Marlene Dietrich, Bing Crosby, Gertrude Lawrence ... the performances of Maj. Glenn Miller."

Scott Tredwell, a son of Kenneth Tredwell, still lives in Winston-Salem and has flown to visit his now-ailing father in California.

It was a time for reflection on days gone by ... a time for memories.

"It was a poignant visit," he said. Possibly a final visit.

And young Tredwell is grateful for Cecil Madden's historical tribute to Kenneth Tredwell, father and hero.

Winston-Salem Journal

June 1983

★ ★ ★

Ex-Broadcasting Exec Kenneth Tredwell Jr. Dies

Charlotte Observer 6/21/83

By **JOE SOVACOO**

Observer Staff Writer

Former Charlotte broadcasting executive and civic leader Kenneth I. Tredwell Jr. died Saturday in San Francisco. He was 63.

Mr. Tredwell joined the programming department at WBT radio in January 1947 and was vice president of Jefferson Standard Broadcasting Co., parent company of WBT and WBTV (channel 3) from 1953 until 1961, when he resigned to join Wachovia Bank & Trust in Winston-Salem as vice

president for advertising.

At WBTV, he engineered blood drives and community chest campaigns and in 1951 was president of the board of directors of the Travelers Aid Society. He also had been active in the Charlotte and Winston-Salem chambers of commerce.

Funeral plans are incomplete.

The Connecticut native attended high school in New Rochelle, N.Y., and the University of Pennsylvania's Wharton School of Finance in Philadelphia, where he was graduated in 1941.

That summer he joined the Army Air Forces and spent four years with the 8th Air Force in England, retiring in 1945 as a lieutenant colonel.

He joined WGTC radio in Greenville, N.C., as an announcer, then moved to Durham as announcer for WTIK radio, later becoming programming director.

Active in the National Association of Broadcasters, he also had been a director of Television Stations Inc., a regional organization of broadcasters.

In Charlotte, he had been active in United Community Services and helped plan gatherings for area scouts. He was a member of Trinity Presbyterian Church.

Survivors are wife, Juanita of San Francisco; sons, Kenneth Tredwell of Advance, Steven Tredwell of Montezuma, Ga.; brother, Guilman Tredwell of Evansville, Ind.

Memorials can be made to the American Cancer Society, 1928 Randolph Rd., Charlotte 28207.

3, CHESIL COURT, CHELSEA MANOR STREET
LONDON, S.W.3 5Q

MBE, FBSA
from Cecil Madden

Apr 11 1984

Telephone: 352 8297

Dear Juanita

How nice to hear from you. I hope your sons look after you. Alas the book is still a myth. Roland Taylor mentioned it when we were trying to find Ken. Indeed a draft is here but it needs a fine writer now. Since my eyesight went off I have found things very difficult. I can type a little as now but cannot read at all. If it ever does come about and a writer I like appears Ken was a great part of my life for two years when we had Adele Astaire, Fred, both the Lunts and so many others like George Raft, Louise Allbritton, Marlene Dietrich, Bebe Daniels, Glenn Miller and his Bandsmen etc etc. It was a happy time despite the dangers, the V1s and V2s. I know you saw Bing sing at Grosvenor House. He had good manners always whenever he came over here after the war. Roland Taylor keeps the Glenn Miller society going and edits their magazine. We had the TV of the Hollywood oscars last night and many friends of mine were visible. Ken even knew Margaret Herrick who created the word OSCAR when she saw the faceless statue she exclaimed hes exactly like my Uncle Oscar..; And it lasted all her life and now beyond. I am still desolate I never caught up with Ken when he was with us. It should have happened years ago.

Anyway Love to you Juanita
from

CECIL MADDEN

