

LATEST PROGRESS IN TELEVISION FCC VIEWS NEW PORTABLE UNIT



Evolution of an Idea.

ball and football games. This sleek monster is the incredible descendant of the early moving-picture apparatus. The picture above clearly shows the dramatic evolution. Ed Stolzenberger travels back through time to demonstrate the actual Pathe camera used to shoot *The Birth of a Nation*. In the center Roy Meredith is at the controls of the modern Mitchell movie camera which he uses in producing the television subject, *Teletopics*. And on the right is Ed Cullen mastering one of the television cameras at present employed in Studio 3H.

And now there is a further development. The RCA Laboratories in Camden have produced a new light-weight portable television field pick-up unit. The compact apparatus will be able to televise material beyond the reach of the equipment previously used. There are also many other practical advantages in the new unit. The cost is about one-sixth and the weight about one-tenth that of the present mobile equipment. An entire three-camera assembly in eleven "suitcases" and with 1000 feet of cable weighs less than 1500 pounds. Also the power needed is about one-fifth of that formerly required. 110 volts, single phase, is enough. The flexibility of the system has been improved to allow dissolving from the scene on one camera to that being picked up by another, so that on the receiving screen you can see one view build up as the other dies out. The accompanying radio transmitter works on a wave-length of about one meter, the shortest yet employed in practical television work. The power is much less than that of the two-truck unit, but the wavelength is not only equally free of static, but can be used with small, highly efficient antennas which multiply the effective power several times. The RCA Manufacturing Company has already delivered one such unit to NBC.

The new field equipment was demonstrated Friday, November 24, before members and officials of the Federal Communications Commission in Washington, D. C., by the RCA Laboratories. Among those present were James Lawrence Fly, Chairman of the FCC; Commissioners Thad H. Brown, Norman S. Case and T. A. M. Craven, members of

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NEW YEAR SEES MANY TRAINING GROUPS HELD FOR YOUNGER MEN

AS the New Year approaches and gets underway, it finds the largest number yet of employe training courses in action. This is a result of the Company's policy of filling vacancies from its own ranks. It has been said more and more often in the past few years that the Company is old enough to prepare its personnel to fill the responsible positions created or opened as time goes on, and this year a more comprehensive effort than ever is being made in that direction.

Ashton Dunn of Personnel has already organized a group for the purpose of learning the structure and activities of various departments. It is similar to last year's group which was developed to satisfy the expressed interest of the younger employes. Some of the more specialized courses recently planned or begun are working in connection with the larger group to fill out the general training program. All of them have members of a remarkably high standard, the majority having received anywhere from one or two years of college to an M.A. degree.

The most elementary course, given to all new employes of General Service and to any others who may wish to enroll, is the Orientation Class. Meetings last about two weeks and are held whenever there is a sufficient number of enrollees. During the ten classes or so, the history of RCA and NBC is explained and the organization of NBC taken up.

After that, the logical step is to attend the group first mentioned above, which now has sixty-five members from eleven different departments. Since the first meeting in October, at which Dr. Angell spoke, they have gathered every Wednesday evening in the Sixth Floor Board Room to hear executives from the Continuity Acceptance, Engineering, Information and Program Departments discuss their work and the functions of their divisions. Following the talk there is usually a lively question and answer period to clear up any

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FCC examines new television unit. (L. to R.) James Fly, Thad Brown, Norman Case and T. A. M. Craven



One of the Wednesday night meetings in the personnel training program.

SHORTWAVE CARRIES FIRST COMMERCIAL PROGRAM

Europe often gets its own news more quickly by NBC shortwave than by any other means. From the fifth floor studio, French soldiers have even heard the first report of leave about to be given them. The fan letters received by the International Division are aweing both in quantity and praise. And such is the quality of these broadcasts to foreign countries that many colleges have become interested in using them in the study of languages. They have also proved successful enough to be granted a commercial license by the FCC.

Experimental programs in Spanish were started back in July, 1936. They covered only a few hours a week at the beginning, but increased in number as time went by. Exactly a year later, July 26, 1937, program services were inaugurated in six languages, Spanish, Portuguese, French, German and Italian besides English. And from that time on they have been developed to the unprecedented stage attested by the large volume of foreign mail received daily.

Until a few months ago, however, the FCC granted only experimental licenses for international shortwave broadcasting. Now the service has a commercial license and will operate on it sixteen hours daily. It will cover twenty Latin-American countries with programs in Spanish, Portuguese and English, beginning at 4:00 p.m. and running to 1:00 a.m., EST. In addition a service to Europe from 9:00 a.m. to 4:00 p.m., EST, in English, French, Italian and German will be available to sponsors. Negotiations already instituted with a number of leading concerns have demonstrated the definite desire of leaders in American business and finance to develop foreign markets, which, in connection with the huge popular following that International built up in its experimental days, augurs well for future activity. As the NBC guides tell the never-tiring public a hundred times a day, NBC International programs have a world wide mail response from 83 nations, dominions, colonies and protectorates.

The first organization to take advantage of the new commercial service is the United Fruit Company. Their opening program was broadcast from 9:00 to 9:15 p.m., EST, on December 1. The contract runs for fifty-two weeks and provides for a similar program seven days a week. The material broadcast is news in Spanish, and, as E. S.

Whitman, advertising manager of the United Fruit Company, has said, "is being sponsored strictly in the interests of good will." There will be no product selling on the program, according to Whitman, and all commercial announcements will be directed solely toward creating better understanding and good will between the United States and the countries of Latin-America where the United Fruit Company does business.

The programs are broadcast over the international stations WNBI and WRCA. The news is translated by Addison Durland and Eli "Buck" Canel of International, and announced by John Barrett and A. L. De Olivares, crack NBC International Division Spanish announcers.

John Barrett is the son of missionary parents and spent his early years in Puerto Rico. He graduated from the University of North Carolina, where he was particularly active in dramatics, in 1935, and a few years later received an M.A. He has traveled throughout the United States and the West Indies, and taught Spanish for several years. In 1938 he made a tour for NBC to points of interest in this country in order to write and record in Spanish, material for Latin-American audiences.

A. L. De Olivares was born in Spain and studied at the University of Barcelona and the Conservatory of Music there. He has had extensive experience as an actor and singer in both Barcelona and New York. During the past two years he has been a commentator in Spanish for M-G-M newsreels, travelogues and shorts. He has also written radio scripts for Latin-American broadcasts. His association with NBC began in 1936.



"News in Spanish."
A. L. De Olivares and John Barrett

TRANSMITTER AT RCAM

Six much impressed young men spent Thursday, November 30, visiting the RCA Manufacturing Company at Camden, N. J. The six men were the staff of the NBC TRANSMITTER, and this was the second in a series of visits to various RCA subsidiaries.

Mr. Gilbert, of the RCAM Press Department, met the group at the Philadelphia station and conducted them to the offices in Camden. *Welcome NBC* banners greeted the staff as they entered the Administration Building. There they were introduced to Mr. Julius Haber, director of RCAM Press, who outlined the day's activities.

The tour began in the display room where Mr. L. L. Titus, head of display, pointed out the latest RCA products and gave demonstrations of some of the equipment. A record of the individual voices of the group was made on a portable recording unit. Thus the gratitude of the men for the hospitality they received and their impression of the Camden plants was preserved for future generations of TRANSMITTER staffs.

Next, Mr. Throckmorton, president of RCA Manufacturing, was kind enough to greet the group personally, following which Mr. Gilbert took them for a short walk to the Research and Engineering Laboratories. Here they met Mr. L. M. Clement, vice president in charge of Engineering and Research, and Mr. E. T. Dickey, who is in charge of Engineering Publications and Engineering Societies Contacts. Mr. Dickey guided the men on an inspection tour of the Laboratories where they saw work in progress on microphones, photo-electric cells and infrared wave devices. They also heard music produced from a strip of magnetized steel tape.

Before starting the afternoon's tour, the staff had lunch in the Company dining room with Mr. Dickey, Mr. Haber and Mr. McKeag. It was Mr. McKeag who showed the group the die and cutting machines and led them through the stock and assembly rooms, and in general made the afternoon as hospitable and interesting as the morning had been.

Before they left, Mr. Haber cleared up a few final points for the men and topped the day off with a typical RCAM farewell and a promise to send up a Glenn Miller recording from RCA Victor. Finally, the staff, loaded with souvenirs and booklets, caught the train for Manhattan.

NBC BIOGRAPHY

Blevins Davis

The indefatigable Blevins Davis, who handles NBC's educational drama programs, did not wait until he was able to walk to display his talent for the unusual. He began promptly on his career by being born in Independence, Missouri, the starting point of the California, Oregon, and Santa Fe trails. The locale abounds in fascinating legends so unusual as readily to stir the imagination of an alert youngster. Perhaps it was this interesting background that laid the foundation of his interest in the theatre.

Sometime, if you urge him a bit, he may tell you of an early incident in his life which brought him very close to the natural lore of land still touched by the pioneer spirit. Business interests made it necessary for his father to travel into the Oregon country to adjust claims. He took young Blevins, then only six years old, along with him, and for six months they lived in the government house in the midst of the Umatilla Reservation located in an isolated part of the state. One has but to imagine the richness of such an experience.

His education was as varied as his early life, for he graduated from Missouri and Princeton Universities, and later did graduate work in the Yale University School of Fine Arts, Department of Drama. After he had received his degree from Princeton, Mr. Davis taught Drama and English. His activities in the National Education Association brought him recognition in the form of the chairmanship of the Visual Education Committee. It was after broad experience in this field that he again heeded the call of things theatrical and found himself enroute to the New Haven campus.

He had always had a deep interest in the coronation customs of English kings. His senior thesis in college was *Coronation Customs as Reflected in Shakespearian Dramas*. While at Yale he continued his researches and brought his familiarity with the subject up to the coronation of George V in 1911. It so happened that at the time Edward abdicated, Mr. Davis was still studying in New Haven. His knowledge was turned to material reward when he wrote coronation articles for the Hearst syndicate. NBC became aware of his work on the subject and had him furnish the factual matter for four Sunday night pre-coronation pro-



Blevins Davis

grams. It was then decided that he should go to England as special representative and commentator.

Mr. Davis found particular pleasure in reporting scenes along the coronation route from the actual places described. One of the most interesting spots presented to radio listeners was Christie's. Whenever a prominent English family finds itself on high financial seas, it turns its prized possessions over to the highest bidder at Christie's sessions. And it has been well said that sooner or later all the treasures of the British Empire find their way to those halls. Another noteworthy event was the broadcast description of the pageant at Bath in commemoration of the Coronation of Edgar in 973 with its colorful costumes and mediaeval miming.

Blevins Davis also remembers well an example of precision in the timing of a great public event that would warm the heart of any radio man. Those in charge of the ceremonies had announced that Their Majesties would arrive at Westminster Abbey at eleven o'clock. Mr. Davis can show you a photograph of the king alighting from the golden coach before the Abbey and in the same picture Big Ben's hands pointing out eleven on the dot. Looking back, Mr. Davis thinks Queen Mary attracted the most attention and that the native princes from India caused the greatest stir with their lavish and richly colored robes. Throughout he worked closely with Fred Bates, NBC representative in England.

Immediately on his return to America, Davis became associated with Mr. Phillips Carlin in the work of the Program Department. It was during this period that he developed his idea of the *Great Plays* series, the work for which he is most noted. The series was planned in connection with Lewis Titterton and William Rainey. It found a ready response from the public with its presentations of such traditional hits as *The Lady of the Camellias*, *Everyman*, *Alcestis*, *Macbeth* and *Volpone*.

In January, 1939, Blevins Davis entered the Education Division of the Program Department where he became an assistant to Walter G. Preston Jr., and now specializes in handling NBC's educational dramas, with particular emphasis on the *Great Plays* series, of course.

During the past summer he spoke before the American Library Association, which has been most helpful in publicizing the series. He then made an extensive tour of the universities in this country. The purpose of the tour was to establish personal contact and to discuss the reactions and viewpoints of the listeners. A closer understanding and mutual benefit naturally resulted.

It must be a great source of satisfaction to Mr. Davis to see his idea becoming continually more popular and more an integral part of drama study in the nation's schools. For one thing, over one hundred and fifty universities and colleges give credit to those who listen in. In the case of Michigan and Utah, *Great Plays* forms part of the graduate study. Three national radio awards have been received by *Great Plays*, and Mr. John Royal, vice president in charge of Programs, has stated that he regards it as one of NBC's most important contributions to education.

Getting it established was not all smooth sailing, however, as the following typically radio story shows. Shortly after the series was announced an enthusiastic letter came to Mr. Davis. The writer was delighted, thought the whole idea excellent. Radio, it seems, was really getting some place. To think, said he, that now we will be able to hear the actual voices of the country's finest athletes while they tell just how they made their greatest plays.

LATEST TELEVISION UNIT

(Continued from page 1)

the FCC Television Committee; Commissioner Frederick I. Thompson; and Commission Engineers headed by E. K. Jett, chief engineer. Representing RCA were Ralph Beal, director of Research; Dr. Charles Jolliffe, head of the RCA Frequency Bureau; Harry Sadenwater, RCAM Television Project engineer; T. A. Smith, manager of RCAM Television Equipment Sales; and RCA Laboratory Engineers G. L. Bears, C. D. Kentner, W. J. Poch, W. T. Dutton and A. H. Turner.

The apparatus for the demonstration was set up on the grounds of the U. S. Post Office Department Building. The activity on Pennsylvania Avenue was picked up, and various members of the Commission and others appeared informally before the ike.

Expansion in another direction is also reported. Since the beginning of public television broadcasting in April 1939, NBC has been actively engaged in developing program material and production technique considered suitable for advertising purposes. During the first six months of regular service approximately ninety-five experimental advertising programs were broadcast. For the production of these programs NBC had the cooperation of fifty-four advertisers. No charge or revenue was collected because of the prohibitive FCC regulations under the present system of experimental operation. However, due to recent FCC considerations, a plan may be worked out whereby a client would pay for at least part of the operating costs.



Inset: George W. Hayes at the first RCA transmitter, used for the Dempsey-Carpentier fight, July, 1931. At left, Mr. Hayes, now general manager RCA Victor Argentina, examines the latest type of RCA television transmitter.

AA ACTIVITIES

Skating

Roller skating has sprung into prominence as a popular winter activity with a party held at the Columbus Circle Rink Tuesday evening, December 12. The refreshment and game booths around the hall added much—it is said—to the enjoyment of the skating. All AA members can join in future parties, which may come as often as every Tuesday at 8:15. Miss Winter of the Treasurer's Office, who, fittingly enough, is handling the events, can get reduced rate tickets, but wants to know ahead of time how many are coming.

Horses, Horses

Indoor riding groups will be organized right after the New Year's holiday, and all interested should get in touch with Mr. Van Houten. The meets will probably take place at Aylward's Academy on West 67 Street. No fees will be collected until after January 1 when the actual riding starts.

Bowling

Standings at the head of the bowling league are beginning to crystallize with General Service Team 1 still in the lead and Sales close behind. The General Service alleycats have won 23 and lost 4, while the Salesmen have a record of 20 victories out of 27. The Ladies Team, we are sad to say, has dropped to tenth place from eighth since last month, with 9 wins and 18 losses on the wooden fairway. David Henri still holds the High Series championship with 601, and the High Score of 241 held by George McElrath has also survived. Luther of Treasurer's remains in the individual average lead with 179 for 9 games played, but Henri has pushed into second place with 171 for 27 games. Watch that fellow. He makes news.

Swimming

All this athletic expansion includes an opportunity for prospective mermaids which has opened up with an offer from the Women's Swimming Association of New York to give NBCites reduced membership rates. Twelve dollars will entitle you to a six months course of weekly lessons at the Association pool. All future Eleanor Holms should get in touch with Frances Barbour, Room 412.

Artists

The metal, clay and woodworking classes have been showing increased (Continued on page 9)

TRAINING GROUPS BEGUN

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points that may still be in doubt. It is planned to take up other departments in the same manner later on, and the classes will end in May.

All the participants have done considerable reading and turned in a large number of essays on various topics related to broadcasting activities. And besides all this, more detailed discussions are being scheduled. Representatives of such Program Divisions as Sustaining, Commercial and Music talk informally with small gatherings of men about their special responsibilities and enable the men to become familiar with certain charts, machines, records, etc., which are used. These intimate meetings, together with the opportunity offered to attend Commercial, Sustaining, Night Program and Program-Press Board Meetings, will give the members of the group a far better view of NBC organization than was previously open to them.

Both foregoing courses are, by nature and necessity, fairly general, but several divisions of the Company are giving, or planning to give, much more specific training to selected bodies of men in order to prepare them for possible entrance into the department concerned. For instance, there is Mr. Engles' course in artist management which has been successfully proceeding with its talks and studies for nearly two months.

And Pat Kelly's announcing class, as is well known, is the oldest training group of them all. This also is underway at present with Dan Russell doing his usual good job.

Furthermore, Mr. Beville has chosen ten employes from General Service for an eight to ten weeks course in statistics which began on December 14. For an hour each week the men will consider such subjects as station coverage, program surveys, advertising agency expenditures, tabulating, organization records and unsolved problems of radio research. It is intended to fill future vacancies in the Research Division with members of this class, and the whole arrangement has been made to tie in with the general employe training policy. The men who have been selected are Percival Black, W. Beverly Buschgen, Ralph Cameron, Howard Gardner, William Halsey, Robert MacFadyen, William Materne, John Simpson and James Tyson, all of the Guest Relations uniformed staff, and Gene Kennedy, Mail Room supervisor.

NBC SAN FRANCISCO

by Dick Bertrandias

By publication time, a great many things pending will have happened . . . and we trust all for the best.

For one thing, another holiday season will have exhausted itself. Among others . . . another KGO-KPO Xmas party, held in the Athletic Association's club rooms, will be rehashed from time to time, variously interpolated. . . . Production Manager Bob Seal will have returned from his "at long last" vacation.

It may be that Home Economist Gladys Cronkhite, will have presented the publicity department with those frequently-promised pumpkin pies, and Field Supervisor George Greaves will be a papa.

Archie Presby, of the Announcing Department, chairmanned the Xmas soiree. Date of the event was December 13 . . . a little ahead of the gun, but best suited for all concerned. Friends, relatives and sugah-pies were all on the welcome list . . . more about this epic in the next TRANSMITTER, we think.

Snow Party

At the same time plans for the Xmas party were molded, the Athletic Association membership began peeking around the calendar into 1940 to discover what the possibilities for a junket into the snow country might be. Jennings Pierce, head man of the local order of the NBCAA, appointed Ed Barker of the Sales force to shop around the R.R. companies for a good deal. The membership was properly intrigued by the idea.

Patching Things Up

Reciprocal friendliness of



With the Mystery Pumpkin—Stanley Smith, Barbara Storey, Gladys Cronkhite, Jennings "Farmer" Pierce, Anita Bolton and Sophie Dunich.

press and radio continued, with KGO-KPO Manager Al Nelson still wielding influence to light the way after nearly two years estrangement. Latest evidences are the tie-up with *S. F. Chronicle's* 75th anniversary, and joint sponsorship of a mammoth Xmas Eve Community Sing with *S. F. News*. Also in keeping with publicity activity is Press Manager Milt Samuel's window stunts. Latest being the animated displays that have San Franciscans and Oaklanders pushing in the plate glass.

A broadcast in front of one had Samuel ducking gendarmes who were annoyed over jammed-up traffic.

Pumpkin Larceny

. . . or "a bimpkin, a bumpkin, who stole the yellow pumpkin?" But first let's set the stage for this drama. Ag. and Ed. Director Jennings Pierce and his secretary, Anita Bolton, dug deep to provide the staff with a cider-and-ginger 'lasses-cookie bust, the day before Thanksgiving. Their office was elaborately decorated with corn stalks, a pumpkin, etc.

The party was over. What to do with the pumpkin? A challenge was flung at Gladys Cronkhite, station's cookery critic, defying her to make something of it. She did, but not without unprecedented difficulty. First, she suggested everyone contribute an egg, a piece of butter and so on. They did. Then tragedy struck. Someone stole the pumpkin. Finally another pumpkin was obtained, and the result was 12 splendiferous cream-blanketed pies which were raffled off to fatten the AA coffers, to say nothing of individuals. One individual, Traffic Manager George Feurst, was not interested in winning

a pie. Strictly circumstantial evidence, but evidence, if you're following us.

Miscellany

Welcome to Florence Larsen who has been hiding out as a new member of Mimeo . . . Mass birthday party for Agnes Ansel, Vera Lashin, Betty Milligan and Sophie Dunich . . . Manager Nelson so sold on S. F. he has taken up residence atop historical Nob Hill where he commands view of city and bay.

NBC PHOTO CONTEST

UNDERWAY

FIRST ENTRIES due January 8.

PRIZES of \$10.00, \$5.00, and a year's SUBSCRIPTION to U. S. CAMERA will be given each month for pictures, taken by NBC employes, which best illustrate TITLES of BLUE NETWORK SHOWS—for instance, a farmer looking back over the fields in the evening to the lights in his house for "The Farm and Home Hour." ADVENTURES IN PHOTOGRAPHY, Wednesday nights on the Blue, will give you an idea.

RULES are these:

1. Your picture must be illustrative of a title of a Blue Network show.
2. Send your print—not the negative.
3. Print must be 5" by 7" (available at any photo finishers for 25 cents).
4. Mail your gem to the NBC TRANSMITTER, RCA Building, Radio City, N. Y.
5. Send your name, department, division and explanation of the picture.
6. ENTRIES FOR SECOND CONTEST DUE FEBRUARY 8.

NEW YORK

Program's Program

As most of us know and all of us regret, Margaret O'Connor, secretary to Mr. Royal, has had to go to the hospital for an appendectomy. It was pretty bad. To cheer her convalescence, that impatient period of reconstruction, the Program Department got together and let their monocles down in a recording called, *The Life and Loves of Margaret O'Connor or*—

The show, five momentous minutes of voluble variety, singing, dancing and wisecracks, was cooked up by Script and delivered hot by such outstanding figures in the entertainment world as John Royal, Wilfred Roberts and Phillips Carlin. High lights of the new production were Frank Black's limerick, rhyming Margaret and "targaret": A. A. Schechter, vice president in charge of "It——, It ain't got no news value"; and "Titterton's Quartet" sending *Maggie won't you please come home?* Those who have heard this show, proclaim it unequalled in audience-appeal. The cry is definitely for more. The audience for which it was particularly built has called it "Unsurpassed." This, of course, is not surprising. Look at the performers. You will find them in the picture below. Reading from vice to versa, they are Lewis H. Titterton, Frank Black, William Hillpot, Ken Dyke, Vice President John Royal, Kathleen Kieffer, Selma Wickers, Wilfred Roberts, Tom Bennett, C. W. Fitch, Helen Guy, Phillips Carlin, Catherine Whitaker, A. A. Schechter and Howard Petrie.

Press

Benson Kosmos Pratt, erstwhile publicist of the Blue Network and dispenser of Toscanini tickets, has resigned from the Press Department to direct publicity for Thomas Dewey's campaign for the Republican presidential nomination. He will also coach Mr. Dewey in speech technique.

Arthur B. Donegan has been appointed to assume "the white man's burden." Ben Pratt's former job. Previous to assuming his new responsibilities, Donegan had been with NBC about five weeks. He was *Trade News* editor. Formerly he worked

for several years with the International News Service and successively for the *Chicago Daily*, the *St. Louis Post-Dispatch* and the *New Orleans Item*. He came to us from Warner Bros. where he was assistant publicity director.

The absolutely newest member of Press is Arthur Chapman Jr., a native of Denver and a graduate of the University of Colorado. He began his career as a journalist with several of the New York papers and then moved to the *Pittsburgh Sun-Telegraph*. Since then he has done publicity work for the Jones and Laughlin Steel Corp., for Westinghouse and for the New York World's Fair.

The adept young lady warding off stones from Mr. Kostka's crystal cubbyhole is none other than Marie Joslin, who has risen steadily in the company from Stenographic to the coveted position of secretary to the head of Press. For those who would have you believe there is not a New Yorker to be found in NBC, we offer Miss Joslin as exhibit A. She did, however, return to Georgia, her mother's home state, to study at the Robert E. Lee Institute. Her musical instinct has found expression in both voice and violin. The TRANSMITTER's May 1937 issue referred to a slight Southern accent. To those phonetically inclined may we say that the regional pronunciations have disappeared but the delightful softness of speech remains.

Return of the Natives

A familiar face has reappeared in Electrical Transcription. George Lowther is back — favorite haunt, room 272. Long, long ago, a little ere the mighty Herbert fell, in '27 to be exact, George Lowther was a page. Coming up through the years, he entered Continuity Acceptance and later turned to writing and directing. '36 saw him join

Electrical Transcription, and there he remained until January 1938 when he left to devote more time to such radio dramas as *Dick Tracy*, which he originated on the air, *Terry and the Pirates*, *The Shadow* and many others. Novels and plays are also part of his versatility and a new novel is in the offing even now.

History repeats in Production as well. Wally McGill has been re-engaged on the musical side. He has already had eight and a half years with NBC, the last five spent as assistant to Thomas Belviso. Before that he was on the stage, in the Schuberts' *White Lilacs* and Carroll's *Fioretta*. The Conservatory in Cincinnati, his home town, gave him some of his musical training, which he has also used to sing on our networks. He has been gone from us for the last twenty months in order to be personal representative for Jascha Heifetz. This meant he had to get around. He travelled more than 18,000 miles from April last to November. It also meant helping advise the production of *They Shall Have Music*. Now it's "Hello again!"

Other Promotions and Changes

John H. Norton Jr., manager of the Blue Network Division, has been appointed assistant to the vice president in charge of Stations, William S. Hedges. Mr. Norton is a graduate of the University of Maryland. After garnering several years of experience in Wall Street, he joined NBC's Commercial Engineering Department in 1931. When we moved to Radio City he became assistant manager of the M and O Stations Division. In 1936 he moved to Station Relations. In his new capacity Mr. Norton will be prepared to assume the responsibilities of Vice President Hedges in case of the latter's absence, and will continue to be manager of the Blue Network Division.

Al Isberg has been transferred from KOA Denver to Radio City and has taken up his duties as television engineer "No. 111339." He is native to Denver and a graduate of Colorado State. Several years of his early career were spent developing seismographic prospecting equipment for geo-physical companies. He joined the engineering staff of KOA in August 1937, specifically as a control room engineer. (Continued on next page)



"Maggie, won't you please come home."

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Al Isberg is the real "they said it couldn't be done and he did it" man. He moved his entire family, Mrs. Isberg, three children, "one canary and a hairless Mexican," all the way from Denver to Rockville Center, Long Island, and was in his new home in only seven days. Incidentally, this makes a Colorado community out at the Center. Vernon Duke, also of Denver and Television Engineering, has a bit of a family there, five children. "two canaries and a woolly dog." Three's a crowd. Eight's a community.

"M-A-Y D-A-Y, M-A-Y D-A-Y," an airliner, fog, danger and a call for help.

"May Day! May Day!" Harry Woodman, Station Relations and a call for aid. And help comes. You see, May Day is Mr. Woodman's new secretary. She was recently transferred from Central Files where she has spent the last few of her six NBC years. To be ready for crises and opportunities, she is studying business psychology and public speaking. She is still wondering, however, what the difference is between an impromptu and an extemporaneous talk.

Florence Snyder represents Philadelphia. There she was educated and majored for two years in English at the University of Pennsylvania. She entered Stenographic in July 1937. Now she is secretary to the Television directors, sitting on guard up there on the ninth floor. She belongs to the AA and demurely confesses to swatting the golf ball.

Barbara Frank was a fair co-ed at Cornell. She is the new script reader—call room 265. Her job, in Miss Pular's office, is to read the submitted scripts and weigh them in the balance. She came to us with considerable experience in the script line gathered at the New York Theatre League and also at the Federal Radio Project offices. The latter was part of the Federal Theatre. She brings with her an interest in painting and psycho-analysis.

Out of New York's Julia Richman High School and City College, out of a manufacturing company, up from Steno, Anne Benda comes to Traffic. She replaces Ethelen Van Port. When she worked on 36th Street, she used to gaze longingly at the RCA Building. (Radio must be fascinating work.) Errands brought her closer when she took samples up to the Rainbow Room on those exciting express elevators. Then, the last week in August 1939, as it does to the favored few, a place with NBC came to Anne Benda.

In the midst of this mad merry twentieth century, it is reassuring to find one who can with calm efficiency push the right button. Dorothy Park, having demonstrated that such is second nature to her, is secretary to Dwight G. Wallace in Personnel. But titles do not limit Miss Park's accomplishments. She has proven to all who come in contact with her that she is a handy person to have about. She trod the campus of the University of Vermont and later attended the Chandler School for Secretaries in Boston. Those who know her, like her, all of them. What more can we say?

If you have been near Mr. Carlin's office lately, you cannot possibly have missed Mary Louise Field. While Helen Gunderman is on leave of absence, Miss Field, enthroned in secretarial splendor, is busy oiling the wheels of Program's progress. If you're about to say, "I've seen her some place before," you're right. It could have been Traffic or News and Special Events. She is especially fond of traveling.

A recent addition to the Treasurer's office is Hamilton Robinson. Hamilton, hired November 27, came to NBC with five years experience as a bookkeeper for Chase National Bank and a background of accounting and law courses taken at N. Y. U. When he is not looking at figures, he gets a good deal of pleasure riding a spirited steed across the dunes.

Bill Kenneally, NBC television guide, voiced his way into an announcing job at the November 23rd auditions held for Station WAIR of Winston-Salem, N. C. He credited his break to knowledge and experience gleaned in Pat Kelly's announcing classes. Bill will have no need to feel lonesome in his new position, for Bill Gordon, another former guide, is also an announcer at that station. Good luck, Bill. It will be a long time before your basso profundo stops echoing through the ninth floor "murales."

After five years as secretary to the assistant of the HOLC in Chicago, Sue Foster came to New York in May to work for a heart specialist. She joined NBC the last week in October. Coming from Monticello, Illinois, she went to McMurray College in Jacksonville for a year and then finished at the University of Illinois. Work in a doctor's office was one of her ambitions. She trained for that for a year at Gregg College, Chicago, studying at nights to be a medical secretary. She is replacing Rita Doyle, who resigned.

Bernadette Bautz of Englewood,

ANNIVERSARY CHIMES

The NBC TRANSMITTER salutes these members of the National Broadcasting Company, who, this month, complete their tenth year with the Company.

New York

Elsie Illingworth	Artists Service
Marks Levine	Artists Service
Catherine J. Lovelock	Artists Service
David Ford Bond	Program
William M. Young Jr.	Program
Francis Thomas Breslin	Sales
Anthony P. Cusumano	Traffic

Chicago

Robert Marsh Kendall	Artists Service
Loretta Ann Dwyer	Sales
Sterling Cecil Williams	Traffic

New Jersey, and of NBC since September 1937, has moved around a bit in Station Relations. She is now secretary to John H. Norton Jr. Miss Scott, who was Mr. Norton's former secretary, has resigned.

Penguin Feathers His Nest

Do you remember Casper Kuhn? He turns up every now and then on the uniformed staff. He was also at one time a contributor to this paper, in fact edited a column known as *Penguin's Progress*. Last spring Penguin Kuhn left NBC on a flight of fancy to Ripley's Odditorium where he appeared in the guise of Master of Ceremonies. Lovely Marion Miller, the daughter of a missionary in far-off Hanoi, China, wandered in one July evening, the story goes, and one thing leading to another, they were married on December 16. It was a private ceremony, only relatives and close friends attending. The best man was Mr. E. Kirby, a member of the NAB-RMA Committee. The wedding was performed at St. Malachy's, the "actors' church." Miss Miller, moreover, appeared recently in *Father Malachy's Miracle*, all of which gives the circumstances a rare perfection of form, like some French *vers de société*. Now Penguin Kuhn is back here breathing the security so necessary to a married man. He mentioned that *Tobacco Road* is right across the street from the church. All we can do is wish the pair as long and successful a run.

Other wedding bells tolled for Herve Malcourome. In this case December 19 was the date, Jean Porter the bride. The marriage was the culmination of a romance begun in 1937 when boy met girl in the summer stock company at Martha's Vineyard. The principals returned to the scene of their meeting for the honeymoon.

NBC TRANSMITTER

Published for and by the employees
of the National Broadcasting Com-
pany from coast to coast.

VOL. 6 JANUARY, 1940 No. 1

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Address all correspondence to: NBC TRANS-
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Room 317, RCA Building, New York, N. Y.
Telephone: CIrcle 7-8300. Extension 220.

Stagecrafters' Dilemma

A Surrealistic Drama

DRAMATIS PERSONAE

SHAW	SANDBURG
KEATS	POPE
BULFINCH	SHAKESPEAR

Time: to be January 11 and 18

Credits to Hugh Chain for tickets,
Electrical Transcription, ext. 772.

St. Agnes' Eve, ah bitter chill it was.
The hall for all its fetters was acold.
The echo of a cry. With slow sus-
tained stealth the vicious villain glided
through the stygian shadows of the
sixth floor section Time forgot. Walls
that had looked down on Jane Eyre
and Kelvin Keech alike, eyed with dis-
trust this stranger with the cinematic
leer. Lumps of plaster under foot tore
at the offending heel. "Lecherous!
Traacherous!" they screamed. (Time
was to prove the little souls right.)
"What evil is brewing?" whispered the
hanging drops. "I don't know," giggled
the trembling rope ends. The dark
shape neared the sets for the Stage-
crafters' current production, *Help
Yourself*. "EEEEEE," screamed the slen-
der throated line brushes. "Ah me,"
sighed the sentimental sets of long ago.
"Bloody, bawdy villain!" roared the
deep-based pillars — for the old boy
took the play's word literally and
helped himself not only to the sets for
the present show, but for the past three
productions as well.

So now they're all pitching in to
complete a new setting and *Help Your-
self* will be presented January 11 and
18. Tickets are free, but you must
get them in advance from Hugh
Chain, Electrical Transcription, Exten-
sion 772.

WASHINGTON

by Marian P. Gale

Santa Claus arrived early at WRC and WMAL this December and dropped some prize packages. Best of all was the good news which came to General Manager Kenneth H. Berkeley from Bob Landry, Radio Editor of *Variety Magazine*, announcing that the two stations jointly had won the national 1939 showmanship award for stations operated by networks. It was received at first as a shock, because for many years WRC and WMAL had been unable to even get first mention for local showmanship in the contest. However, when the shock wore off no one had a feeling that it wasn't deserved, and a check of the report sent *Variety* a month or so ago on the year's activities listed a number of promotional ventures conducted by WRC and WMAL which were undoubtedly contributing factors for the national award. One thing of note about this year's contest, the two Washington stations concentrated as usual on constructive civic broadcasts rather than on what is generally known as stunt programs. Previously there had been an emphasis in the *Variety* questionnaire on the latter type of program, but this was abandoned for 1939. This being the case the "Mile of Dimes Campaign," the "NBC House of the Future," "The Doll House," building and promoting locally and nationally the staff orchestra, and other local talent such as commentators Baukhage and Godwin, played no small part in the decision for the final award. *Variety* didn't mention in their showmanship issue any specific reasons why NBC Washington stations were the winners but for those we mention above and any others which *Variety* may have had, the plaque will be proudly on display in the reception room of the studios.

In honor of the event Executive Vice President Niles Trammell gave a luncheon to those WRC-WMAL em-



Warren Francis (left), congratulates Kenneth H. Berkeley. Onlookers (l. to r.) Frank Mullen, Frank Russell, Ed McGrady and Niles Trammell.

ployes responsible for the program showmanship. It was held at the Willard Hotel, December 9. About twenty-five people attended the luncheon, including not only members of the Program, Production and Commercial Departments and heads of other departments, but representatives of RCA Vice Presidents Frank Mullen and Ed McGrady, and Warren Francis, Washington Correspondent for *Variety Magazine*.

Early in the month WRC and WMAL received important presents from the Federal Communications Commission too. Both stations received authorization from the FCC for substantial power increases. Each now has permission for full time power of 5,000 watts, effective as soon as directional antennas and other technical equipment can be installed. WMAL has been operating with 250 watts at night and 500 during the day. WRC has had 1,000 watts at night and 5,000 during the day.

Jimmy Seiler has been placed in charge of the newly created and much needed Sound Effects Department for the two stations. Seiler is a graduate of George Washington University, where he majored in psychology and languages. For the past month Seiler has been organizing the Department in the hope it would be accepted.

And now WRC and WMAL wish all their NBC brothers a happy and prosperous New Year.

WGY SCHENECTADY, N. Y.

—by W. T. Meenam—

WGY is all decked out in Holiday Attire. Christmas trees, three of them, scintillate in the brilliance of flood lights, and princess pine woven into heavy ropes is festooned about the premises. Preparations are now under way for the second annual staff Christmas party scheduled for Wednesday, Dec. 20. Howard Tupper is general chairman of the affair and he has as assistants, Gertrude Peeples, Caroline Osan, Betty Donahue, Vic Campbell, John Howe and Alex MacDonald. Staff members to the number of 150, that is including their wives or girl friends, are expected to join in a rollicking party. Numerous General Electric executives and several of their personnel who are in direct contact with the broadcasting force are also invited to join us. It was decided to make this year's party a masquerade affair and prizes will be awarded for the most attractive as well as the funniest and most original costumes.

It's the Whistles at the top of the WGY Bowling League at the present time, but by only a single game margin over the Statics. The second place team has a single game advantage over the Faders. Masters has highest individual average for the season with George White a close second.

Kolin Hager, who has developed into one of those golfers who refuse to put away their clubs until the snow is on the mountain peaks, captured Thanksgiving Day laurels at the Mohawk Golf Club, Nov. 23. Mr. Hager won first prize in an event promoted by the club pro. The boss, by the way, has been appointed by Mayor Robert Baxton of Schenectady to the special committee which is planning observance of the 250th anniversary of the Indian Massacre at Schenectady.

WGY's engineers have lost a chance to claim the General Electric plaque for the best operations record for 1939, but they have earned widespread commendation for the manner in which they met a real emergency.

It was a Saturday night when one of the engineers on a short wave transmitter discovered flames rising fifteen feet from the control cable that runs directly to the transformer vault. Two other men were on duty at the transmitter building, one of them on WGY's 50,000 watt transmitter. The problem was this, should WGY's engineer shut down his power and join

his fellow engineers in fighting the fire or should he attempt to keep the station on the air at all costs? They were aware of the fact that WGY had lost only ninety seconds due to manual failure in a year's operation. Our engineer, however, had to shut down the station for he knew the flames weren't very far from thousands of gallons of oil and that once the fire got into that area the entire building might be consumed. Bob Millham, Don MacElwain and Henry F. Vert, all trained for a fire emergency, went to work with chemical tanks, and in a few minutes the flames were quenched. WGY went back on the air after a quarter hour



This is Standby Wishing You
A MERRY XMAS.

interruption of service. As a matter of fact the station didn't lose any commercial time.

Jim Healey, current events commentator, performed as master of ceremonies at the annual banquet of the Wild Life Conference of the New York State Conservation Council in Troy. The principal speaker was Governor Herbert Lehman.

Gertrude Peeples, Secretary to Engineer W. J. Purcell, is still boasting of the fact that she attended a Toscanini-conducted concert of the NBC Symphony Orchestra in New York. "Trudy," by the way, offers the picture of her friend and companion "Standby," a saucy pup that's everyone's pal.

Alexander MacDonald, who finds plenty of time for his music after his tasks in WGY Promotion are completed, won second prize in the baritone division at the annual Eisteddfod of Eastern New York Welshmen in Utica recently. Mac sang *Ethiopia Salutes the Colors*.

EXCHANGE CORNER

This classified ad section is available, free of charge, to all NBC employes. Rules: Forty-five word limit; no regular business or professional service may be advertised. Address ads to NBC Transmitter, Room 317, RCA Building, New York.

OLD COPIES of the TRANSMITTER will be available for a limited length of time. If you wish to complete your files, let us know —if you are wise enough to keep a file.

CHICAGO—For sale, 1½ oz. Caron's Sweet Pea Perfume, \$5.00! Alice Weidenheim, Sales Promotion, Chicago.

MOVIE CAMERA for sale. Bell and Howell make, with lenses, tripod, projector. Call TRANSMITTER.

AA ACTIVITIES

(Continued from page 4)

interest and enthusiasm, so much so that they have decided to adopt a name: the Owls Club. Admitting that they are a group of bungling amateurs, they insist that they get a lot of fun out of their work. The clay modelling especially has become more and more ambitious, with John Becker producing a sleepy bloodhound, Don Bogert dashing off several realistic human figures, and a number of other members carving out various other animals. The metal workers have made some twenty ashtrays in copper. Grace Sniffen, the rugged individualist, has hammered out a beautiful pewter serving tray, and Miss Sprague has achieved four aluminum coasters. The aluminum Christmas tree seen gracing the conductors' office in the holidays was made by Owl Ann Jackwig. After the first of the year the club expects to enter into new and more difficult designs.

CHORAL SOCIETY FORMED

The Music Library is forming a choral society. If you are an inhibited Caruso or a mute, inglorious Schumann-Heink, call up the Library right away. If you hear someone in the corridors whistling an odd bit of Bach, corral him. The idea is to have a mixed group open to all members of NBC and their wives and their sweethearts, and hold three concerts during the year, possibly in Studio 8 H, certainly followed by some celebration. The third concert might even be an Oratorio, if we are up to it, but in any case, only the best type of music will be sung, Bach, Handel, Palestrina, maybe some Gilbert and Sullivan. No auditions required, only regular attendance. In spite of the serious repertoire the sponsors emphasize that "Music for Fun" will be the keynote.

WILFRED ROBERTS NAMED NBC PRODUCTION HEAD



Wilfred S. Roberts

Wilfred S. Roberts, who recently rejoined NBC after a six months leave of absence during which he was under contract to Paramount Pictures, has replaced William S. Rainey as manager of the Production Division, John S. Royal announced a short time ago.

Rainey, who had been with the company since December 1927, organized the Production and Sound Effects Divisions, and recruited the present staff of 32 producers and directors. He has resigned to join the Transcontinental Broadcasting and Television Corporation as a program executive.

Wilfred Roberts was born in Kenosha, Wis., and graduated from the University of Wisconsin in 1928. He began his career in the theatre as an actor and director, worked for several years in an executive capacity for the Aluminum Goods Mfg. Co., and joined NBC in February 1936, as a member of the Production Division.

After producing innumerable commercial and sustaining shows, among them *The March of Time*, Roberts transferred to the Commercial Program Division, where he was associated with Miss Bertha Brainard from September 1938 until he went to Hollywood in April of this year. During his leave of absence he worked as an actor in nine Paramount pictures and returned to New York on November 1.

Effective January 1, 1940. Station WTMA, Charleston, S. C., will become affiliated with NBC, replacing Station WCSC in the same city. WTMA broadcasts with 250 watts on a frequency of 1210 k.c. and is licensed for unlimited time.

“NOW WE ARE FIVE”

A fact of sentimental importance about this issue of the TRANSMITTER is that it is Volume 6 No. 1, to all appearances a birthday child. Far back in the TRANSMITTER office, which most of you couldn't find even if you tried, there are five bright candles burning and five bright little news writers celebrating a very significant fifth anniversary. Significant because after these five years, life has taken on a new meaning. There is a new consciousness in the type and a new expression in the simple halftone engravings. The TRANSMITTER—we blush to say it—has acquired Tradition.

We are behind ivy-clad walls. We expect old graduates will begin filing back to consider mournfully how things have changed and to ramble on in the following manner:

The paper was conceived in the minds of several members of the uniformed staff who believed that there was ability among the receptionists. The trials of bringing the idea to life were many; things like policies, principles and appropriations, so necessary to the first issue of a paper, were, to say the least, indistinct. The earliest concept was limited to news of the Reception Staff, a publicity release for the guides, pages and hostesses, an opportunity for anyone interested to show his ability and qualify for a job elsewhere in the company.

For the first year and a half of its life, the paper was called the *Reception Staff Review*. Frank Lepore, now of Television, was the first editor. He and his staff began work on the first issue early in September of 1934 and completed it three months later. The whole issue was rewritten three times in an effort to prepare it for printing. Each title had to be laboriously printed by hand, the master copy had to be perfect enough for a photostatic process, and when it finally came out there was just one thing wrong, the type was so small you couldn't read it. Nothing daunted, the editorial staff brought out the next issue with type so large that almost anyone could play squat tag between the lines. One startling feature of these early issues was an “all NBC crossword puzzle.”

In volume 1 No. 6 was a significant article written by Vice President and General Counsel A. L. Ashby. In it Mr. Ashby not only described the activities of the Legal Department but

also was one of the first executives openly to recognize the possibility of making the guide and page staff a training ground for positions higher up in the company. Thus Editor Lepore's idea was beginning to take form.

In May 1936, the *Reception Staff Review* changed its name to the present NBC TRANSMITTER and widened its scope to include items of Company interest. It took upon its broadening shoulders the job of fostering intra-Company activities. It did promotion work for groups like the glee club, the annual dance and the various chess teams. And it helped with the publicity work of coordinating many diverse sporting interests into a general AA.

As we look back through the files now, there are all sorts of imposing features and photograph contests and cartoons and growing pains which make research a fascinating subject. For instance, when stations outside of New York began to clamor for space the TRANSMITTER began to print exclusives from the M and O's. With this development the circulation rose to twenty-six hundred from the two hundred or so copies of the first few issues and we reached our full blown maturity.

In November 1936 NBC celebrated its tenth anniversary. For that occasion the TRANSMITTER really outdid itself. A sixteen page issue appeared, something unheard of up to that time. It had a cover and the most modern type of layout. A real masterpiece.

And now that we have reminded you of our austere past, you will, we feel sure, be conscious of the air of tradition in which we move. But after all, this is only because we move in accord with the Company. It is really NBC that has the Tradition, we are the satellites. And so, from time to time, to remind you of your heritage, we give you a new feature called:

5 YEARS AGO THIS MONTH

A six hour, coast-to-coast hook-up was broadcast on New Year's Eve.

A survey of the then hostesses was conducted by the then *Reception Staff Review*.

“On December 31, the first of a series of broadcasts concerning NBC tours went on the air.” Succeeding ones to concern themselves with “a dramatization of the ABC of Radio.”

An intercommunicating phone system was installed in 8G and 8H.

WTAM CLEVELAND

by Bob Dailey

Stubby Gordon is a busy man these days. Stubby is assistant music director of WTAM and conducts *Do You Remember* and several other NBC-Red shows from Cleveland. But besides his regular duties, Gordon was selected by the *Cleveland Press* to lead a large orchestra for its annual Christmas charity show. This year Movie Star George Raft is the featured attraction. Gordon will also direct the annual Ribs and Roast show which is part of a banquet held by the Cleveland Baseball Writers. The job calls for dramatic coaching ability as well as musicianship and taxes Stubby's versatility to the limit.

Staff members gave their fifth annual party to Manager Vernon H. Pribble in the Allerton Hotel. It was in celebration of Mr. Pribble's sixth year at WTAM, and he was given a complete set of luggage by the staff. Feature of the dinner party, as usual, was the presentation of comedy acts "ribbing" various people at the station. Actors were Charlie Avellone, John Disbrow, Lee Gordon and Tommy Carter. The party was arranged by a committee which included Pearl Hummell, Mildred Funnell, S. E. Leonard, Tom Manning, Hal Metzger, Avellone, Disbrow and Gordon.

WTAM Notes

Salesman Russell Carter and Manager Pribble being congratulated for landing the biggest commercial order in the history of the station. . . . Manager Pribble in Dayton for Ohio Broadcasters meeting. . . . Hal Metzger in Chicago for an NBC mid-west educational conference. . . . Pearl Hum-



Lee Gordon

WBZ BOSTON and WBZA SPRINGFIELD

by Charles J. Gilcrest

NBC-Boston gang spent Thanksgiving week - end boating to New York and returning with Radio City boys and other guests to give them a look-see of WBZ business and studios. WBZites making trip were Vince Callahan, Cy Young, George Harder, Frank Bowes, Herb Masse, Babe Norris, D. A. Myer, Fred Cole and Johnny McNamara. Their guests returning with them included Jim McConnell, Hap Myers, Maurice Boyd, Gordon Mills, Bill Tilenius, J. D. Van Amburgh, Don Roberts and Walter Scott from NBC-Radio City; Grif Thompson, KYW assistant manager; Sherman Gregory, KDKA general manager; and John Dodge, WRC-WMAL sales manager. WBZ General Manager John Holman met them at the Boston dock Saturday morning. (You'll find the whole gang in the picture.) During the boat ride the gang was entertained by WBZ talent,



They took a boatride.

mell being elected an officer of a Pythian Sisters chapter. . . . Tom Manning driving a classy new car. . . . Therese Sabo sales secretary, ill with an infected throat. . . . Lee Gordon interviewing Alec Templeton on the air. . . . Helen Munson, of the Auditor's office, laid up with an injured knee suffered in a fall while running for a street car. . . . Kathryn O'Connell getting her own office to handle station mail. . . . May Draxell, Stenographic supervisor, getting orchids on the six-months anniversary of her engagement.

Jane Weaver, director of women's activities, was hostess to 20 women listeners to her daily morning program at a dinner in Hotel Statler and the opening night of the *Ice Follies*. At the *Follies*, Miss Weaver was introduced to the audience and presented with a large bouquet of flowers. Her women guests were winners in a contest conducted on the program by Miss Weaver.

Rakov and his orchestra, Tony, Juanita and Bud, and Fred Cole. They had Saturday breakfast at the WBZ studios, then a sales presentation by Frank Bowes and thence by cab to the Harvard Club for lunch.

New WBZ control room engineer is Truman W. Craine, formerly with WNBC New Britain, Conn. Craine fills the vacancy left by the resignation of Dick Hammond who became chief engineer of a new Salem, Mass., station.

Chick Morris staged a Thanksgiving Turkey Quiz show with studio audience donating food items to Salvation Army for city's needy. Public jammed the studios so badly one guy ended up under the piano just as Gene and Glenn started their part of the broadcast.

Boston's Mayor Tobin officiated at the sealing of the cornerstone for the new 50,000 watt WBZ transmitter at Hull, Mass. And Massachusetts' Governor Saltonstall did the honors at the ground breaking ceremonies. The Mayor worked under difficulties with a mouth full of pain-deadener to relieve the yawning cavity left by an extracted tooth.

Election night scoop by WBZ was getting showman-wise Mayor Kane of Woburn to studio immediately after he was returned to office. Mayor Kane made the broadcast okay but was distinctly lopsided . . . a swollen jaw incurred when he tried to close a saloon, illegally open, adjoining polling spot.

And a MERRY CHRISTMAS to all.

KYW PHILADELPHIA

by J. A. Aull

**Griffith B. Thompson Named
Assistant Manager of KYW**

Griffith B. Thompson, sales manager of KYW, has been appointed assistant general manager. During the absence of Leslie Joy, at present ill at his home, Mr. Thompson will act as manager. In addition to his new duties as assistant manager, Thompson will continue as sales manager of KYW. We are glad to report that Mr. Joy is coming along in good shape and it is hoped will be back at the office by the time this goes to print.

James P. Begley, program manager of KYW, is recuperating at home following two blood transfusions at Graduate Hospital, Philadelphia.

When Dr. I.Q., during his broadcast from Philadelphia last month, asked who ran against McClelland for the presidency, the contestant answered without hesitation, "Abraham Lincoln." He won the money and turned out to be a great nephew of the Great Emancipator. Of all the people in the house that night Dan Munster, the KYW announcer, had selected one of Lincoln's few remaining relatives.

Kerby Cushing, KYW sportscaster, celebrated two events last month, his own birthday and the arrival of a daughter, weight 8 pounds 4 ounces, name Kathleen MacFarlane Cushing.

Again this year KYW took its microphone behind the forbidding walls of two of Philadelphia's prisons to broadcast the Christmas concerts by the inmates. Both programs were for the benefit of the Prisoners' Family Welfare Association. The first concert on December 9 was from Eastern State Penitentiary and among other things featured an original solo number in Chinese by inmate D-4345. A special program for the occasion was designed by C-7927. This concert was followed on December 16 by a similar broadcast from Philadelphia County prison at Holmesburg.

At the present writing KYW is getting ready for its annual Christmas party for the families of the staff members. Last year about 225 adults and 70 kiddies filled the auditorium and kept everybody on their toes. Although it is being kept a secret, if all goes well Leroy Miller will again swelter in a Santa Claus outfit. Joe Proulx will probably tear out more of his hair worrying over the arrangements and everybody will have a good time. Until then MERRY CHRISTMAS to all.

KOA DENVER

by Charles Anderson

KOA-grams

"Perry" Peregrine, KOA Engineer-in-charge, is grouching because the sunshiny weather this Fall is too much like his old home state, California. NO snow! He's itching to get ready for more shortwave shows from one of our 14,000 foot mountains with skiers sliding down describing the sensation for the "City" folks who can't get up into the snow country.

Barry Long is much happier now since receiving news that his father has returned to his business duties after a stay in hospital.

All hail "Bull's-Eye" Yoder! A 70-yard shot that brought down a beautiful cock pheasant probably gives KOA General Manager Yoder some sort of a field gun record. During the season just closed, Bill Brown of the Brown Agencies and KOA's Jim MacPherson introduced the transplanted Californian to Colorado's special variety of hunting and all hands reported good luck in the field, with the 70-yard shot topping the record.

Dunc McColl of Artist Bureau is booked for the fourth year straight for the January Convention, Colorado Chapter, American Mining Engineers' Congress. This is a big show every year and the KOA talent is always well received.

On Saturday, December 4, Manager Yoder, in his capacity as a former Carnegie Tech All-American, refereed the hot football game between Regis College and Colorado School of Mines. Walt Morrissey, Engineering supervisor, reports that some diplomatic refereeing was necessary during an incipient riot when one of the Mines' boys made a 90-yard run for a touch-down.



KYW Camera Club renews its series. (L. to R.) Jim Harvey, John R. Hogan, Charles Heller, Milton E. Goldensky.

Transmitter Engineer Slusser and his group of experts out at the big 50,000-watt boomer are giving a luncheon in honor of Manager Lloyd E. Yoder and his able assistant, Robert H. Owen. "Sluss" and his crew of experts know how to throw a wicked luncheon for special occasions like this, as each man feels he must uphold the high standard of KOA in everything done around that 475 foot tower.

Clarence Moore, Program director, traveled to Chicago for the Educational Conference in connection with the great Chicago Public Schools System. Mr. Moore has long worked with prominent Colorado educators in their broadcasting activities and will be able to contribute much to the Conference meetings.

Assistant Manager Robert H. Owen has been laid up with the flu for a few days, contracted while rooting for his Alma Mater on Thanksgiving Day when he and Mrs. Owen were hosting Manager Yoder. Nobody blamed him for such contracting since his Alma Mater, Colorado U., won handily in a tight game with Denver University.

A visit to quaint Santa Fe, the 400-year-old capital of New Mexico, was recently enjoyed by Marie Gregoire, secretary to the manager. One of Miss Gregoire's favorite diversions is to hop into her convertible coupe with the top down and drive the 400-odd miles to Santa Fe over the week-end. There she inspects the ancient buildings in the city established by Coronado only 25 or 30 years after Columbus discovered America.

Doctor I.Q., broadcasting from the Denver Theatre, continues to pack 'em in up to the roof. KOA Announcers Chas. Anderson, Gil Verba, Bob Young, Jim Campbell and Ivan Schooley are ably assisting the Doctor in these NBC Red Network shows. Last Monday night Dr. I.Q. announced that the previous week's theatre audience had answered correctly, on the "Right and Wrong" portions of the program, more questions than any other audience to date.

Bill Ratigan, Continuity, is busy helping Roscoe Stockton, Production, get scripts in shape for a series of shows to be presented by the Sloan Foundation on the subject of "Government Management." And now Happy New Year to all.

KDKA PITTSBURGH

by Jim Luntzel

Christmas

As this is written plans are under way to make this a "Radio Christmas" in Pittsburgh. All five stations here are planning on co-operating in a move to collect old or discarded sets, repair them and distribute to needy homes. Co-operating with the stations are the Radio Service Association, the *Pittsburgh Post-Gazette*, and the Association of Federated Charities. Westinghouse KDKA is attempting to lead the field in ingenuity and energy to make the affair a success.



Jim Luntzel

Each year the *Pittsburgh Press* stages an "Old News Boys Day" when business, professional men and civic leaders return to their old corners and sell papers to raise funds for the Children's Hospital. This year KDKA will stage a giant sales effort to enable Old Newsboy Sherman D. Gregory to win the silver cup offered by *The Press*. A "Sidewalk Theater" will be erected on the steps of the City and County Building, and every actor on the staff of KDKA will take part in a two hour sales ballyhoo. The Mayor of Pittsburgh already has promised to buy a paper from Old Newsboy Gregory for \$5.00. Greg's motto is: "We keep the change."

Sympathy Extended

Roy Hasenbalg continues to hold his own as this is written, although Allegheny General Hospital officials declare his condition is critical. Since entering the hospital Monday, Nov. 6, Roy has had no less than nine blood transfusions, all but three being given by members of the KDKA staff, Lynn Morrow (twice), Carl Wyman, Billy Hinds, Francis Fitzsimmons and George Meyer.

Ed Calahan, head of Artists Bureau, back in the hospital again. Trouble: recurrence of a heart ailment. Condition: serious, so much so that his daughter was called here from Pittsburgh, Pa. Fortunately Ed rallied with that Irish pluck of his and, while the entire staff still is concerned about him, he is not as dangerously ill as he was.

Personalities

"Silent" Jim Luntzel, the man of a few million words, celebrated a birthday party at the Metropolitan Club with Hal Cohen of *Variety*; Si Steinhäuser, radio editor of *The Press*; and John Paulus, promotion editor of *The Press* among those present. Those in the know report a fine time, even a boisterous one, was had by all.

Ralph Harmon, one of the world's best radio engineers and the inspiration behind the new 50,000 watt KDKA transmitter, placed himself in the category of the absent minded professor during the tests which followed the inauguration of the new outfit. Driving the KDKA field car about the city to test the signal strength produced, Harmon completed his duties and drove the car blithely into the Grant Building garage . . . but forgot to lower the demountable directional loop antenna as he entered the building. What happened was a SHEAR accident. The antenna was clipped off as if it had been mowed down—as Charlie McCarthy would say.

When Joe Baudino, Dave Garroway and Carl Wyman get together they don't talk shop; they pull out candid



. . . Through a four inch telescope . . .

camera pictures they have taken and each in his loudest voice starts trying to outtalk the other about "f.2.5," "astigmatic," "gamma," "circle of confusion." The latter term is a perfect description of this outfit.

Joe Baudino is Westinghouse KDKA's chief engineer, and you can see him—speaking of pictures—in the photograph above, perched atop the new 718 foot transmitter tower at Allison Park, Pa. On either side of him is one of the steeplejacks who helped erect the tower. The picture was taken by W. B. McGill through a hook-up with a four inch telescope, and *Popular Science Monthly*.

recently published a half page, illustrated article about it. McGill is merchandise and promotion manager of KDKA. Photography is only one of his hobbies. In fact, no one has ever been able completely to classify and catalogue his activities. The man would be a year's material for *Hobby Lobby* if it were still on NBC.

UNUSUAL FILM SERIES

FOR NBC NEW YORK EMPLOYEES

HOW would you like to see again such famous films as—

The original *BEAU GESTE* with Ronald Colman and William Powell; Lon Chaney's *PHANTOM OF THE OPERA*; Harold Lloyd's *SAFETY LAST*; Buster Keaton in *THE GENERAL*; Fritz Lang's outstanding film, *METROPOLIS*; *ANIMATED CARTOONS 1907-1933*; Pudovkin's *THE END OF ST. PETERSBURG*; Lewis Stone in *THE LOST WORLD* with the famous prehistoric monster animations; Rin-tin-tin in *WHERE THE NORTH BEGINS*; Douglas Fairbanks in *THE AMERICAN*.

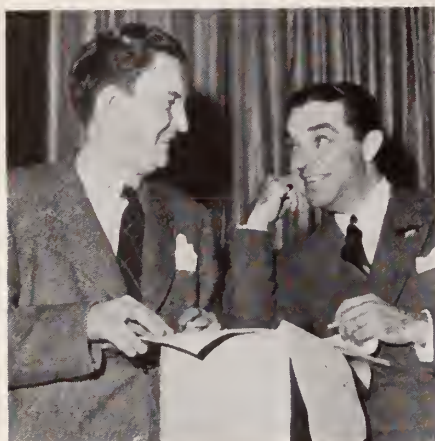
IF you would, let's get together about it. Send your name and room number to

CHARLES L. TURNER

#317 RCA BUILDING

NBC HOLLYWOOD

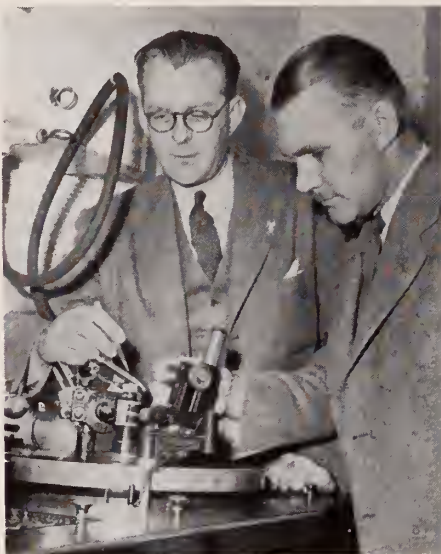
by Noel Corbell



Bob Cobb (right) president of the Brown Derby Restaurants, guest on the initial program of "Little Ol' Hollywood"; Bob Redd, writer and director of the sustainer.

Football was one of the big reasons Christmas shopping in Hollywood took so long to get under way. Interest in the USC-UCLA game ran so high that a few days prior to the contest that was all anybody around the studios could talk about. The 0-0 outcome pleased everybody, except some of the lads who'd been handing out 14 points. Another game that gathered considerable interest was the Soundmen vs. Pageboys. Because the tilt was of the "touch" species, there was a minimum of broken bones. However, Ted Cottrell, page, came out of one skirmish with a shiner and later Harry Saz, sound chief, got a busted lip. Everything was pretty even up until the last quarter when youth asserted itself and the pageboys came through with a burst that gave a final score of 19 to 9.

The Camera Club, which got off to a



B. F. Fredendall, Audio-Facilities engineer from New York, and A. H. Saxton (left), Western Division engineer, examine new orthacoustic equipment.

swell start by planning field trips and renting a dark room de luxe, didn't run up a very good attendance at the first outing. Charlie Smith, Artists Service, was the only member who visited the Chinese Junk anchored near Fish Harbor. The boys really missed something, because several world famed photographers were guests of Dr. Peterson that Sunday. Charlie brought home some good negatives of the ancient Chinese boat and wins this month's prize offered by Gilbert Morgan of the Morgan Camera Shop for the picture accompanying this story.

Fred Dick of Maintenance, one of the first Hollywood employes, is leaving NBC after six years of service. Fred and his wife have bought a forty-acre ranch in Tillamook County, Oregon, where they plan to make their home around the middle of January. Fred and his wife are planning to raise Labrador mink and chickens. He is planning plenty of trout fishing and deer hunting in his spare time. However, with a whole gang of minks and chickens to keep track of there



A Prize-Winner

shouldn't be much spare time. Sounds like an awful lot of fun; good luck, Freddie.

From Cahuenga Pass where all kinds of strange things happen, comes a story about a ten-ton iron ball. It appears the big pill slipped its moorings and bounded down the Pass, scattering motorists like scared rabbits, eventually coming to rest in the living room of a local resident. The next day Hal Bock, while cudgeling his brain over publicity problems, received a phone call from the irate landowner demanding that he remove the ten-ton ball immediately. After several minutes of amazement, Bock informed him he certainly wasn't the owner of the big ball and that it was a case of mistaken identity because he never knew iron balls came in ten-ton sizes. (The ball belongs to a contractor who is also named Bock.)

QUICK PIX . . . Don E. Gilman, vice president in charge of the Western Division, was chairman of the Assembly Program Meeting entitled "What Is Radio's Position As a Factor in a Democracy?" . . . Alex Robb, manager Artists Service, collects match covers for a niece in Chicago. To date has given her over five thousand, collected from different spots throughout the country . . . Mae Regan, Artists Service, received an audition request from an artist who claims to be a sensation with a pair of table spoons.



Edgar Bergen broadcasting from St. Vincent's Hospital, December 10. Besides McCarthy, others are Dick Mack, Diana Carlson, Joe Parker, Paul Greene and Joe Alvin behind the pillar.

NBC CHICAGO

by Bob McCoy

Brandt to McCoy

Introducing to readers of the Chicago page, the real McCoy! Ah yes, gentle reader, yours truly, Lynn Brandt, who in the past year and few months has been conducting this page, would like to express my appreciation for the assistance and interest shown by those who have so kindly followed our Chicago page. But now, I am more than delighted to pass the editorial baton to this guy, Bob McCoy, who henceforth will be your Chicago correspondent. So long, and come in Bob!

Thanks, Lynn, and . . . Here is the tale of a moose steak and how it started life in a North Woods wilderness and ended it in a Chicago broiler.

Announcer Gene Rouse and Production Director Bucky Harris, in Minneapolis one night for a Thomas Dewey broadcast, met an old friend of theirs. Friend had been hunting and bagged a handsome moose. In a burst of huntsman's generosity, he presented our NBC representatives with four steaks apiece.

Beaming almost as much as if they themselves had bagged, killed and quartered the ill-fated moose. Messrs. Rouse and Harris returned to Chicago. On Thursday Gene Rouse left one of his steaks in the restaurant drug store with orders that this particular steak was to be handled with loving and tender care. ". . . this is a *moose* steak." It was to be none of your namby-pamby, gently reared steer steaks. Indeed no! This was a steak of great proportions; one fit for such a man as Gene Rouse, robust and hearty.

At 6:40 P. M. Mr. Rouse joined the diners at the NBC table. Present at this memorable occasion were Jack Fern from Special Events; Ed Weber, Guest Relations; and Announcers Durward Kirby and Bob McCoy. All were dining on nothing wilder than incubator chicken, well done spare-ribs and salad with lots of mayonnaise.

"Boys," beamed Mr. Rouse, "I am going to enjoy a rare treat. A moose steak!" Everyone appreciated the situation. After all, it's seldom we in the city get to taste the delightful, gamey flavor of even a squirrel.

Julia, the waitress, wondered "What would Mr. Rouse want along with his moose steak?" Gene would have something mild as long as the meat would be of such a strong, gamey flavor. At

6:50 the waitress came bearing the steak much as an acolyte would carry a censor. Mr. Rouse smiled lovingly on it. The rest of us gazed questioningly on it. None had ever seen a moose steak before. There it was, a quite harmless looking, indeed a mild looking bit of meat.

And then Gene Rouse did the characteristic thing. He began slicing off small pieces for his friends. Of course, no one refused. As your writer took the first bite all eyes were upon him, especially Mr. Rouse's. "Was it tender?" "How was the flavor?" "Was it gamey and strong?" "No, it didn't seem to be strongly flavored, very delicious, but not strong."

And so Mr. Rouse began his dinner. He cut into the steak easily, took a bite and closed his eyes and chewed. Diners Kirby, Fern and Weber did likewise.



Louis Roen and son Ging, Caroline Montgomery and Ed Cerny of the NBC Flying Corps.

"Very good, Gene, but not gamey."

"Tastes just like regular steak to me, Gene."

"Maybe they burned your moose steak and substituted one they had lying around."

And from Mr. Rouse: "Does taste awfully mild, nice meat, but very mild." And Mr. Rouse silently finished his meal of moose steak looking just a little downcast. Later, over his coffee: Gene Rouse was heard to mutter, "Wonder if that moose's name was Ferdinand?" (Editor's Note: This must all be a big moosesteak.)

Hello, Mr. Kringle

On December 12 four red-sweated Scotties running across the top of the page and bearing holly wreaths, mistle-

toe and a gold lettered "SEASON'S GREETINGS" banner in their mouths, brought the invitations to the Third Annual Christmas Party. The Scotties probably won't be in Studio A on December 22, but it's sure that just about all of the Chicago employes, artists, musicians and their families will put in an appearance. Every year since the Christmas Party was inaugurated more and more people have made it a point to be there. The first year the cast of *Kaltenmeyer's Kindergarten* gave a moving enactment of an NBC Program Meeting. Last year the high spot was a cultural program of Chamber Music by the announcers' orchestra. The program reached a startling crescendo with Charlie Lyon winding himself inextricably around the bass viol. Just what the committee has planned for this year we don't know, but we're very sure that nobody will be disappointed.

Sky Birds

Since early in September several of the Chicago personnel and artists and musicians staff have quietly been going out to Northbrook each Saturday morning. Reason for the weekly exodus is to take flying instruction at Sky Harbor airport. Top man in the local NBC Flying Corps is actor Hugh Rowlands, who leads the field with over 300 hours. Ed Gilbert, musician, has 150 hours. The neophytes are Announcer Louis Roen, Ed Cerny and Caroline Montgomery. All these brave and hardy souls are taking their instruction from Bill Turgeon. Louis Roen takes his flying so seriously that he has been pestering the life out of the United States Weather Bureau. He wants to find out flight conditions for a quick Christmas trip to his family in Northern Wisconsin.

Good Deed Well Done

Again this year NBC employes will be hosts to one of Chicago's needy families at their Christmas party. The employes' custom of helping a family each Christmas began three years ago. Employes, artists, musicians donated clothing and money to help make Christmas a happy time for a poor family. This year, as in other years, the leading spirit behind this very worthy cause is Rudi Neubauer. It has never been necessary to use any high pressure tactics to get donations. By now everybody asks about the family a month before Christmas.

ROVING REPORTER

VALE ATQUE AVE

The end of the day; people looking out the windows, looking at their watches, looking back over the day to see what they forgot to do, scribbling memos for tomorrow: the end of the year; looking back, wondering, looking forward and wondering, suddenly realizing that the guillotine of time has struck off another piece of history—time to scribble on the memo pad another series of good intentions, time to find a resolution that can be easily kept or quietly broken. Perhaps it is the Lethean sense of days gone and departed, which makes us now celebrate so violently, or perhaps it is the sense of futility in resolutions promised while celebrating that makes perverse mankind go out and celebrate to oblivion. We have not yet begun our customary festival, but the New Year creeps upon us and throws about our shoulders the long, entangling folds of a vaguely philosophical mood. "Why," we ask, "Should we rejoice? What resolution is there which we have not before this had the intimate pleasure of breaking? This is as good a time as any to take stock, and what do we find?" Well, we find another volume of the TRANSMITTER gathering dust and tradition in the files, a volume, however, sturdy enough to endure a change of format, of offices, of editors even. We find, perhaps, an increasing effort to be truly representative of the history of the Company and the interests of the employees. And right there we find also our new resolution—"To mirror more clearly your concerns and activities." But since we are a collective enterprise, this really calls for your help. So, as our New Year's gift, we offer you, wholeheartedly, a nice shiny resolution, easy to keep and profitable, namely—to send the TRANSMITTER any news or incident which you think interesting material or a reasonable facsimile thereof. And having gotten this far we find, too, our reason for rejoicing, for considering the last twelve months we see a year to be proud of in NBC, a year of growth and expansion, of startling new developments and good intentions already being fulfilled which promise an even better twelve months for the Happy 1940 which we wish you.

FOWL BOWL

Max Russell of Set Up has been talking a lot of turkey lately. He won a fowl at the Thanksgiving bowling over at the Radio City Alleys. He was so proud of it we thought we'd mention it. 14 pounds of turkey! We're proud of you too, Max.

WITCHCRAFT IN RADIO CITY

Carefully concealed from the eyes of man and the light of day, there is a weird cavern on the third floor, in which, if your divining rod should lead you in that direction, you will hear strange spells muttered amid clouds of steam—"Pressa da pants," "Mena da sleeve," "Sewa da label." This is the domain of Gaetano Velotta, who passes among us in the guise of a valet, keeping the guides' uniforms in shape and sewing on their nameplates, so that, when lost,

someone can bring them back to the mezzanine. But keeping the guides neat is too much work for any one man, and Tommy has contrived an unearthly being to help him. Among the racks and presses and other diabolical machines, he has suspended from the roof of his cave a grotesque little figure, a Zombie. At a casual glance it seems to be a doll with one hand raised to its forehead, and Tommy passes it off by saying, "If anyone come, he make-a salute." But look closer and it begins to grow disturbingly familiar. It is fittingly dressed in a guide's uniform and the label it wears is "G. Olenslager", a person whom the public knows as a guide trainer. Those who have seen it consider this repulsive little figure, with its popping eyes and pudgy hands, a true Zombie, and are convinced that when no one is around, it gets down from the roof and helps Tommy at the presses, perhaps even works the sewing machine. The original, or former, G. Olenslager has been wandering around in a daze lately and suffering peculiar itches. He believes this is caused by Tommy's sticking pins in the little Zombie and roasting it over a slow fire. He is afraid he will soon wither away.



Zombie? Olenslager?

see Miss Bradley gets around. So far she hasn't collected any livestock of this order, but if you have a stray tiger cub you want to get rid of, she probably won't be able to resist it.

AND EVERYTHING IN ITS PLACE

Bill Samuell ushers at the Waring show weekday evenings—perhaps it's the money, perhaps it's Donna Dae—and one night a solitary figure crept down the aisle and sat brooding over Bill's "First-two-rows-reserved." Well, our hero approached the individual and gave the ultimatum. "Sorry, this section is reserved." Whereupon the squatter said, with his race's traditional composure, "But I'm an Indian. I belong on a reservation." And the whole point is—the man was telling the truth.

PROMETHEUS IN THE PLAZA

Rockefeller Plaza is in winter dress, the ice rink bigger than ever. We often pause to watch the little carnival of skaters in their ballet costumes, yet are saddened by the plight of poor Prometheus, traditional bringer of fire, his expression changed, the divine assurance with which he sprawls over the Plaza diminished, his tradition eclipsed by another—the Christmas tree. Prometheus, bounded on the North and South by the branches of a seventy foot spruce, peers moodily out at the passers-by. And even the children laugh at him because they know his torch cannot harm one needle of you green tree or melt one cube of the ice below.

NBC TRANSMITTER

VOL. 6

FEBRUARY, 1940

No. 2

NATIONAL BROADCASTING COMPANY, INC.
GENERAL LIBRARY
30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

ADVANCES REPORTED IN MANY FIELDS DURING 1939



Paderewski

THE yearend survey for 1939 has been made and shows remarkable progress in practically all fields of broadcasting. We present herewith a brief review of the Press Release on the past twelve months.

TELEVISION: Following inauguration of regular telecasting on April 30.

outstanding progress was made in production, lighting and programming. Portable field equipment was introduced and the schedule increased from two hours to an average of fifteen hours a week.

SPECIAL EVENTS: Events leading up to and following declarations of war in Europe challenged radio's news coverage as never before. NBC's factual reports kept listeners informed of all activities. One result of the news-packed year was the development to a fine point of a new type of radio "forum" broadcasting, in which commentators scattered throughout Europe in strategic capitals were linked in two-way discussions within a single program. The ten outstanding stories of 1939 as selected by A. A. Schechter were War Coverage, including Poland, Czechoslovakia, Albania, Memel, the European war, the Russo-Finnish Conflict and the Sino-Japanese War; Neutrality and Congress; Roosevelt's Peace Appeal and Hitler's Answer; Death of Pope Pius XI and Coronation of Pius XII; Royal Visit to America; *Squalus* Disaster; *Graf Spee*; Capture of the *City of Flint*; Duke of Windsor's Address from Verdun; Louis-Galento Fight.

INTERNATIONAL BROADCASTING: Commercial news



Special Events at the Outbreak of War

programs were introduced, steerable antennae installed, and program service below the Equator increased by three and a half hours daily.

TECHNICAL AND TRANSCRIPTIONS: Outstanding were developments of high fidelity sound transmission for television and its application for electrical transcriptions.

EDUCATION AND PUBLIC SERVICE: A revolutionary step in educational broadcasting was taken with the development and inauguration of a new plan of public service programs to cover definite fields of learning in a systematic way. According to an analysis by Dr. James Rowland Angell, the NBC plan breaks down into three major services: (1) Programs designed for classroom use and programs by and for educators, discussing educational problems; (2) programs furnishing systematic information in various fields for adult education and assigned listening by students; (3) general service to public interests over a wide cultural front.



Ray Johnson, Arch Oboler and Alla Nazimova discussing Oboler's play, "This Lonely Heart."

This plan extends far beyond the schoolroom in subject matter, appeal and availability because, in Dr. Angell's opinion, the four time zones and the fact that each state has its own school system and each school its own schedule makes it impossible for a national network to extend direct classroom service beyond certain minimums. However, during the closing months of 1939, more than 80 programs a week were presented under the new schedule.

DRAMA: Continuing an unbroken eight-year rise, we reached a peak of 1,397 hours devoted to dramatic presentation. The quality improved commensurately with the introduction of new program series and the offering of performances by many distinguished theatre names.

ARTISTS SERVICE had outstanding concert success. New services inaugurated were Radio Features Division, for planning and testing "package shows", and a lecture division, enlarging the scope of bookings.

MUSIC: The Symphony Orchestra became a year-round organization. A specially written radio opera was given its world premiere. Several distinguished instrumental groups were introduced. International musical events were widely covered.

SPORTS: Opening with the Rose and Sugar Bowl grid-iron battles, NBC followed every major sport event of the year, including prize fights, baseball, track and field meets, horse, crew and airplane races, hockey, golf and tennis.

WOMEN'S AND CHILDREN'S PROGRAMS: Direct contact with more than 100 leading women's organizations and active participation by individual women listeners

(Continued on page 5)

1939 YEAR-END STATEMENT BY DAVID SARNOFF

The following article is a condensed report of the Year-End Statement by Mr. David Sarnoff, reviewing the achievements of 1939 and pointing ahead to important developments for 1940.

"Radio in 1939 has had its greatest year. More than 9,000,000 radio receivers have been sold. With 45,000,000 receivers in American homes and automobiles, radio has become an integral part of our national life.

"American-owned radio communication services, vital to our national defense, have maintained direct contacts with all nations, belligerent and neutral. Our radio communication facilities guarantee the freedom of our communication lanes for the flow of international messages and in the interests of American trade.

"The war, and its threat to the neutrality of the Western Hemisphere, put the American system of free and private enterprise in radio to the acid test. American broadcasting met the test. American radio told the truth to its listeners at home and throughout the world. Its short-wave broadcasts were almost the world's only free, factual, and uncensored sources of radio news. From day to day and from hour to hour, it told the history-making story of the year.

"As RCA is the only radio organization in the world engaged in every field of radio, the progress of the Corporation is indicated by its position in broadcasting, manufacturing, communications and research, and its advances are determined by its ability to render public service in each of the fields in which it is engaged.

"An increase in the volume of business handled by NBC by which the nation's advertisers stimulated the distribution of products, enabled the company to carry on an expanded service in all fields of broadcasting." (At this point Mr. Sarnoff mentioned many of the activities recorded in the article on the front page.)

"In translating the developments of the research laboratory into practical devices for existing and new radio services, the RCA Manufacturing Company has contributed materially to the 1939 progress of radio in all fields. Rapid advances are being made in the development and use of radio devices in many industries in which speed and precision of manufacturing operation are vital factors.

"Improved television equipment, and tubes and transmitters for long, short-wave, and ultra-short-wave transmis-

sion and reception, have been developed for commercial use. Radio services depend on equipment, and RCA not only has invented, developed, and manufactured but has also aided the American radio industry to put these new products into daily use.

"The outbreak of war in Europe brought to RCA Communications, Inc., a substantial increase in traffic during the last four months of 1939. Daily word-of-mouth reports from the war zone by trained observers have been brought to America by this company, and then broadcast over national networks. Radio photographs from Europe and South America, received via RCA Communications, have appeared daily in our newspapers.

"In reviewing the year's accomplishments of radio, it is evident that they cannot be measured in statistics, or dollars and cents. They must be gauged by the public service rendered—by technical advance and by social contribution. It is in these terms that radio in 1939 has surpassed all its previous achievements.

"The research laboratories of the Radio Corporation continued their coordinated attack on all fronts of radio to explore the possibilities of improving old services and to create new ones. New areas of the ether spectrum have been invaded with startling results, and with great promise. Television, the latest child of the RCA research laboratories, after a period of field test, emerged into the domain of public service. Here economic and artistic problems were confronted requiring a trial-and-error method of solution. These problems have been studied in the television program operations of NBC in 1939 with substantial progress.

"On the technical side, the quality of television images broadcast by NBC has shown striking improvement in brilliance and clarity. A new type of Iconoscope or pick-up tube—the "Orthonicon"—has been developed by RCA Laboratories and tested with great success by NBC. This type of Iconoscope, far more sensitive than any heretofore employed, and requiring less brilliant light on the subjects televised, will be available to all television stations during the coming year. Similarly, the latest types of television transmitters developed by RCA are available to stations through the RCA Manufacturing Company.

"Two other important television developments are scheduled for public

TELEVISION

This is the first in a series of monthly articles on Television written especially for the TRANSMITTER by Noran C. Kersta, assistant to Mr. C. W. Farrier, Television coordinator. We hope that the column will serve as a record of RCA-NBC progress in this new field.

NBC television ended the year 1939 having put on 668 individual programs in the eight months from April 30, 1939 to January 1st, 1940. The schedule was on an average of five days a week, two hours a day, for a total of 361.87 hours, or an average of a little over ten hours a week. The programs were made up of approximately one-third from the studio, one-third film, and one-third out-door pickups.

Some of the outstanding studio shows were such Broadway hits as *Jane Eyre*, *Dover Road*, *The Milky Way*, *Three Men On a Horse*, and others; such Gilbert and Sullivan operettas as *Pinafore*, *Cox and Box*, and *Pirates of Penzance*. Some of the outstanding outdoor pickups were President Roosevelt, speaking at the dedication of the New York World's Fair; the Eastern Grass Court Championship matches in Rye, New York; most of the Brooklyn Dodgers professional football games; six-day bike races at Madison Square Garden; the Baer-Nova fight; the Television Ball from the Waldorf; the premiere of *Gone With the Wind* at the Capitol Theatre; and the weekly boxing and wrestling matches from the Ridgewood Grove Arena. Among the outstanding film programs we have had Walt Disney cartoons, many foreign and domestic features, and the *March of Time* series; travelogues, educational and scientific shorts made up the remainder of the film programs.

Our television audience is estimated to be in the neighborhood of 2,000 home receivers as of January 1, 1940. With the average of four or five persons per receiver as indicated in an early survey, it means that our potential audience is between 8,000 and 10,000. Each week the television audience has an opportunity to express its likes and dislikes on every program transmitted. We have found that the average of all shows since the beginning of our survey on October 8th has been rated "Good", on a basis of "Poor", "Fair", "Good", and "Excellent". It has also been found that on the average, about

(Continued on page 5)

(Continued on page 9)

NBC BIOGRAPHY

N. Ray Kelly

"We're off to see the wizard" sang the happy little notebook on its way to keep an appointment with Ray Kelly, master magician of Sound Effects. It was a very special occasion, too, because Ray Kelly this month completes ten years with NBC as head man in the business of whees, booms and bangs.

Way back in 1930 Sound Effects consisted of one make-shift door, for slamming, and a few cups and saucers. The department was kept in a spare closet in the top of the Fifth Avenue building. There was room to stand up on one side but the gables soon put a stop to that. There were only two or three shows a week, ones like *East of Cairo* and *Harbor Lights*, which needed sound effects anyway. About that time NBC decided to organize a special department to take care of the incidental sounds, previously made by the concessions or an odd musician here and there. Ray Kelly was called in to be the head of this new NBC Sound Effects Department; the title impressed him but the size of the quarters soon left him no illusions.

Today it is a different story. Kelly and his ingeniousness are responsible for the change. The Department has grown from one and a half to twenty-four men. Instead of the original two shows per week there are now some hundred and thirty, with the Department in New York divided into two functions, the operative group under Major Dillon and the Development and Maintenance group for which Mr. Kelly is directly responsible. Operations in the studio we are all familiar with, but the job of Development and Maintenance is to develop new sound equipment and cooperate with the stations in building and maintaining the same high standards of equipment and service throughout the network. Equipment of standard design is furnished network stations as required, or, in the case of stations doing their own construction, the necessary plans, drawings, etc., are supplied. At present there are five or six stations on the networks with full grown Sound Effects Departments and many others well underway.

Lots of the men in charge of sound effects all over the country were trained under Ray Kelly, and the familiar items to be seen in the studios, the big turntables, wagon wheels, etc., were most of them built in the fourth



Ray Kelly and Rain Machine

floor shop by Kelly and the three others who work with him. Alchemy and sound effects are not far removed. If a few incantations and thick smoke float out into the corridor, it is because a mysterious new gadget is being contrived.

Kelly was born in Prior Creek, Indian Territory, now Oklahoma, of part Cherokee, part Irish parentage. Perhaps the beat of ceremonial drums is still running through his veins, and it may account for his genius when it comes to sound effects, which after all are a sort of ritual. Some of the land now making Tennessee was bought by the government from the Cherokees. Mr. Kelly has said that if he had all the government still owed his family in the land deal, he could retire.

Ray Kelly was only two years old when his family moved to Tulsa, Oklahoma. Tulsa didn't actually exist then, but his father and family rode into the territory on a spring-bed wagon to stake their claim during the Cherokee land rush and when Tulsa materialized the Kellys were already moved in. School in Tulsa accounted for the next few years in his young life. The college career began at Washington University. However, he got his degree from Knox College. As an undergraduate, Kelly was stage manager and later president for two years of the Campus Theatre at Knox. The faculty sponsor for this group was a C. L. Menser who became associated

with NBC and was later responsible for Kelly's being called to us.

When the inevitable 1929 came along and put a stop to everything, Ray Kelly was in the Harvard Law School. During the summer he had worked for the Gypsy Oil Co. as a production clerk and so, after he left Harvard, he went back to his old job, but this time in a Seminole district lease camp. An unusual place to develop a sensitivity for sounds. Perhaps because Ray Kelly listened to the sound of drills all day and then spent the still nights in a bunk house where only tired men and crickets conspired against the silence, perhaps because he developed the mechanical dexterity so necessary to a drilling crew, perhaps these help to account for his success as a sound effects man.

The original sound equipment was all manual. Not until 1933 was permission granted Kelly to use recorded sound. Today we have five thousand different subjects on records. Usage is about half and half between manual and recorded effects.

When the Department gets a requisition for a given sound, if it is entirely new, then, Kelly says, the whole Department works hand in glove inventing. With a mysterious manner they pull out bits of incongruous materials and before long the sound has evolved. The rain machine is the classical example of this process. Stumped for a revolutionary method of making rain. Ray Kelly went out to lunch. He sprinkled a little salt on his lettuce, and there was the solution. With a little interpretation and a piece from the cabinet maker it became the rain machine. Bird seed, poured onto a turn table gently revolving, then eased off by a windshield wiper splashing it onto a perch and a ping pong ball and finally onto a pitched roof made of cellophane and tightly stretched cheese cloth, made a very realistic rain.

Kelly believes in putting the real article into use whenever it is possible. If you hear the sound of a duel you can be sure the sabres are real. Long ago he discovered you can't fool the feminine listeners about household sounds. They know the ring of five and ten cent store glass and there's no use telling them it's crystal. So the Sound Effects Department has its own very discriminating kitchen and pantry taking everything into consideration

(Continued on page 8)

NBC CHICAGO

—by Bob McCoy—

Santa Claus Came to Town

As promised in the last issue of the TRANSMITTER the Third Annual Christmas Party was held in Studio A on December 29. And also as promised the party was, literally, a howling success. The howling began in the throats of the NBC young and so contagious was it that it soon spread to the grown-ups along the walls of the studio and even to the overflow crowd in the corridor. In one corner was the mammoth Christmas tree and in the other three corners were people, people and still more people. Naturally, the center of the studio wasn't a vast waste of green congoleum. That's where most of the guests of honor were. Kids, kids and more kids and everyone of them having a swell time. Well, why not? After all, who could ask more of life than a trained crowd, a marionette show, magician and best of all—Santa Claus!

Besides the entertainment, every one received a present from Mr. Claus or one of his helpers he'd put under contract for the occasion. Judith Waller and John Whalley were two who were kept busy digging down for presents for the guests—big and little. Sorely missed this year was Niles Trammell who heretofore has always occupied a place on the floor smack in the center of the studio, having a grand time for himself. To Judith Waller and her committee go all of our thanks for a really happy Christmas party which is now definitely a tradition here.

Vegetable Crooner

If Announcer Durward Kirby ever wants to mix up a pot of soup, he knows how to get the vegetables for it. All he has to do is sing. When he made his singing debut on *Club Matinee* little did he realize to what heights he would soar. When he did a repeat performance on the same program on January 5 he knew just where he stood. At least in the estimation of his fellow announcers. As the last notes of his solo died away, Announcer Bob Brown stepped to the microphone and read a touching tribute to Kirby's vocal talents. It was to the effect that the artists of the Metropolitan "... were indebted to him for making the public appreciate them the more . . . and we confer upon you the degree of Novocanum, Cocanum . . . because if there ever was a dope, it's you!"



KIRBY COMES HOME A WINNER
Corinne Murphy, Durward Kirby (as if you couldn't tell), Jane Stahl, Lois Aeppli and Ransom Sherman.

Then Guide Paul Millen, struggling under the weight of it—and the aroma—brought in the huge horseshoe made up of choicest vegetable specimens. Paul brought along not only the vegetation but some of the girls from Central Stenographic. By the time the violent osculations were over our announcer looked like some of the vegetables might have been hurled by the studio audience. Not for long however was Durward Kirby aghast at the effects of his charm and glamor. As the accompanying picture shows he made a quick recovery and like all champions was able to bring a broad smile to his violently red and beaming face.

Peanuts, Candy, Popcorn

At the January 8th meeting of the Athletic Association, the question of having automatic vending machines installed was brought up. No decision was made by the members, but should they be installed, the profits derived from them would go directly into the



PART OF THE PARTY IN STUDIO A
"Hey, Ma! See me, ma, see me?"

AA treasury. The machines would be a pleasant way of helping to swell the coffers, and certainly a convenience to anybody who can't take time to go to the main floor for cigarettes.

Fine Romances

Up in the National Sales office these days two new rings are giving off a blinding light as they skim over the typewriter keys. One of those rings belongs to Esther Nilsen who at Christmas time announced her engagement to Mr. Herman Husted. Our congratulations to the fortunate Mr. Husted.

The other fellow whose luck is running in spades is Mr. Bernard Schroeder whose ring the popular Rubye Downs is wearing. Rubye plans on wedding bells March 1 and she and Mr. Schroeder will a-farming go. They'll go as far as Libertyville, Ill. Lest anyone think Rubye will live a *Grapes of Wrath* existence, perish the thought. The farms around Libertyville are super special productions all done in new glorious Technicolor.

Quick Delivery

Proving that our Engineering staff is fleet as the wind and moves on winged feet, we cite this case, in which Engineer E. L. Bernheim was here in the Merchandise Mart one minute and at the Hotel Sherman the next. Well, almost the next. Seems the Sherman was scheduled for a broadcast at 12:30 a.m. one Thursday. At the last minute the equipment at the pickup point went "kaput." The nemo man worked frantically to get it going but to no avail. At 12:33 Mr. Bernheim left the Mart with an amplifier and a battery cord. At that time of the morning this neighborhood looks like the vast Arctic wastes and it felt like them. Not a cab in sight, but, fortunately for Bernheim, Mrs. Marvin Royston had driven down to pick up her husband, so, quick as a flash, into the car went Bernheim with an anguished plea to "... get to Hotel Sherman, quick." Evidently Mrs. Royston covered the four and a half blocks in minus nothing flat for the Sherman was ready to take the air at 12:40, equipment perfect and just dying to be put to use.

New Faces

Welcome to these new members: Corinne Murphy, Margaret Benbow, Phillip Steitz, Earl Ebi, Claude Welles, Bob Larimer and Joseph Carroll.



Sidney Strotz

SIDNEY STROTZ NEW V.P.

Sidney N. Strotz, manager of the Central Division, was elected a vice president by the board of directors at their regular December meeting.

Strotz has been manager of the Central Division since last January, succeeding Niles Trammell. Previously Strotz had been Program and Artists Service manager of the Central Division, since he joined the Company in 1933.

Strotz is noted especially for making Chicago one of the major points for originating outstanding programs and for developing radio talent which has achieved national prominence.

A native of Chicago, Strotz attended St. John's Military Academy and Cornell University, leaving college to serve in the 326th Battalion Tank Corps during the World War.

In 1928 he organized the Chicago Stadium Corporation and became secretary and treasurer of the Company, which built and operated the largest indoor arena in the country. He became president of the Corporation in 1930. As president of the stadium he promoted almost every form of entertainment from championship fights to circuses, indoor football games and ice carnivals, and brought Sonja Henie to this country for her first exhibition tour.

5 YEARS AGO THIS MONTH

The \$15,000 "tubes" exhibit was installed among the clover leaf exhibits of the NBC tour.

The *Reception Staff Review* began a series of articles on the history and organization of the Company.

William Burke Miller advanced to the newly established position of Night Program Director.

CURTAIN CALLS OF 1939

The last day of the old year heard an historic broadcast over the Blue Network. It ran from 1:30 to 4:00 p.m., was called *Curtain Calls of 1939*, and the speeches, talent and entertainment were as varied as the past amazing year. Mr. Sarnoff spoke and, by way of contrast, ten Jeter Lesters. Dorothy Maynor and Carmen Miranda contributed, and seven languages were heard by an astonished audience. We have had somewhat similar programs on other New Year's Eves, but this was in many ways unique, no other program having contained, for instance, a review of events leading up to a major war, or a television show.

Among the high spots were a visit to Helsinki, *Information Please*, Bob Hope, Joe DiMaggio and John Charles Thomas. The television part picked up Larry Clinton in the Sunken Plaza, who appeared on receivers in Studio 3H and thus conducted his band. The program ended with the audience, led by Mrs. Franklin D. Roosevelt in Washington, repeating the oath of allegiance to the flag of the United States, and the playing of the *Star Spangled Banner*.

1939 ADVANCES

(Continued from page 1)

throughout the country contributed to a year of vast improvement and enlargement of interest in programs designed for women and children.

NETWORK EXPANSION: With the addition of 20 stations our network affiliates reached the unprecedented total of 181 outlets in the United States, Canada and Cuba, a far cry from our founding in 1926 when we were only 18 stations strong.

TELEVISION

(Continued from page 2)

65 per cent of the receivers are in use at all times; daytime viewing is in the neighborhood of 50 per cent, and the night-time average runs over 80 per cent. A survey of the technical reception in the home has shown that the people rate the technical quality of our programs much better than "Good".

On January 15th, the FCC held a hearing on its new regulations for television. It is anticipated that partial commercialization of television will be permitted under the new approved regulations. NBC has been doing a considerable amount of groundwork for the past few years on the commercial aspects of television and it is expecting some early participation of sponsors under the new regulations, should they be finally accepted.



Mus. Mod. Art Film Library
A memorable moment from Fairbanks' "Robin Hood," second program of the NBC Film Society. See Page 11.

A PHOTO CONTEST

ALL NBC EMPLOYEES

PRIZES

will be given, \$10.00, \$5.00 and a year's subscription to U. S. CAMERA, for the best pictures illustrating TITLES OF BLUE NETWORK SHOWS. ADVENTURES IN PHOTOGRAPHY, Wednesday nights on the Blue, will give you an idea. Due to the small number of entries, the first contest has been postponed for one month—but one month only, so send your pictures in now.

RULES

are these:

1. Your picture must be illustrative of a title of a Blue Network show.
2. Send your print—not the negative.
3. Print must be 5" by 7" (available at any photo finishers for 25 cents).
4. Mail your masterpiece to the TRANSMITTER, Room 465, RCA Bldg., N. Y.
5. Send your name, department, division and explanation of the picture.

START IN

CLICKING

NEW YORK

Well, you know, it was Christmas, and people got together and had a high time, and a lot of interesting things happened, and there were curious incidents which will never be fully explained, and, well, you know, it was Christmas. Gradually we're getting the loose ends stowed away in the third drawer on the left, but there are still a lot of rumors running around the corridors in short pants. A pair of red flannels disappeared—from right outside the Legal Department of all places. Now what in the world . . . And then there was the kid at the 8H party who got a football from Santa and turned it back, which, in its minor way, is also puzzling. And the strange clicking noise from Television. And the sound of many leaves being turned over in Script. And the weird celebration the little Zombie staged for itself. Fortunately, we have all been through the holidays before, so everybody was more or less braced for the occasion, and we have no casualties to report, in fact everything was tossed off very neatly and we think it the best Christmas and New Year's yet.

Broadcasting went on, telecasting continued, recording did not falter, and there were a few changes and promotions.

For instance, Mr. D'Agostino, who, like the inevitable Nugent, has a faculty for popping into these columns virtually every issue, has done it again, this time by acquiring a new secretary. Hazel Olsen must have con-



FATHER MILLER'S MIRACLE

When we saw this, we knew you'd want to see it, too. Meet Mrs. Casper B. Kuhn.

vinced NBC pretty promptly that she had what it takes to take dictation, for she was barely a week in Stenographic before she joined the cliffdwellers of the fourth floor, parking her papers under Mr. D'Agostino's fabulous flora. (This may seem florid, but consult the December issue.) How does she do it? Well, her story is briefly told. Hazel majored in Sociology at Nassau College. She graduated from Katherine Gibbs Business School. During the last political campaign she worked for the Independent Coalition of American Women. The next three years found her at the Bank of Manhattan, and NBC completes the tale. She likes ice skating and music (but you won't see her in the Plaza). There are those who will be interested to know that her hobby is collecting Toscanini recordings.

And then there is Mary F. Sheppard. If you manage to steal past the reception desk of the producers' office, you might in your hurry run smack into her, now performing secretarial duties for those fateful judiciaries. Hunter was the college, and the publishing house of Grosset and Dunlap was her first business conditioning. From books to law seemed a logical step, and she was soon firmly entrenched behind the formidable lettering of Cravath, Degersdorff, Swain and Wood. She then went back to the academic atmosphere, taking a position in the publicity office of Fordham University. Her tastes are seasonal, tennis in summer, bridge in winter.

Bulah Scott set out on her NBC career just as we went to press, so here she is. She attended the Erasmus Hall High School where she distinguished herself on the athletic field, basketball and hockey being her favorites. At graduation she was named Girl Athlete of the class. She is definitely in the "Know," having worked for Dun and Bradstreet. This was followed by three years with Shreve, Lamb and Harman, a noted architectural firm which designed a certain tall building down Fifth Avenue a bit. It was this association that stimulated her interest in the arts.

And that takes care of the ladies. As for the gentlemen . . .

Returning to NBC after a two year interval with Hearst and CBS is Willan C. Roux, who joins the National Spot and Local Sales Department to work on M and O Stations promotion. A resident of South Orange, Mr. Roux was born and spent the better part of his life in New Jersey, although according to a rumor



Our own Charles Van Bergen helps Debutante Mary Ellen Cookman relax at a Television Ball rehearsal.

now floating around among his friends, he did go through a short period of residence in Ossining. He attended Newark Academy and Brown University, class of '23. After graduation he entered the advertising department of L. Bamberger and Co. and then set up his own agency. He joined NBC for the first time in 1932. Mr. Roux dabbles in stamp collecting and plays a little golf. His principal interest is gardening, however, with which he combines a propensity for building rock walls, possibly acquired during the Ossining period.

They're giving us the run around up in the Telegraph and Traffic Departments. Those occupying the chairs won't sit still long enough for us to discover who's taking whose place. Perhaps it's because the department is right next to that room where they play records all day long, but it seems to us like a game of Going to Jerusalem.

Beginning at one end of the line, because Kay Barr has left for San Francisco Press, we note that Anthony Cusumano is comfortably filling the former's chair in room 562—or else he'll be at home taking old automobile engines apart; he can really put them together again though. Cusumano came from Brooklyn City College and started work at NBC as a page, ten years ago, on a New Year's night.

Albert Frey is filling Cusumano's shoes. He has been in Traffic since last July and now sits looking around uneasily at the alluring chairs in other corners of room 565. He came originally from the Mail Room and has been with NBC for several years.

Val Kalligeros runs quick and grabs Frey's ex-chair and now has a coy expression on his face. He began

(Continued on next page)

(Continued from page 6)

life as a Guest Relations Page, one day he became legman for Telegraph, and now he is in Traffic.

Vincent O'Connell goes in for Kalligeros as clerk and general office boy in Traffic. If you notice the slight brogue remember that O'Connell has only been over here for the past six years. Since O'Connell has left Telegraph, Pete Ratyca moves up to the day schedule and reports that he has the staff all under control. Bill Ripa comes up from Duplicating to take the night schedule. We are sure though that by next week all will be different.

All right, you probably think the Traffic jam is pretty confusing. That's nothing. Whole divisions are moving around in a mad circle, the TRANSMITTER as usual on the periphery. You see, they dispossessed the television receiver from 465 and moved the TRANSMITTER in, which left 317 vacant, and Harold Bisson, Advertising Production manager, took over, right where he was when he first came with the Company (he has to have a window for matching colors—and after all, the TRANSMITTER is just black and white and read all over), and that made 302 a great emptiness (the tabulators gone heaven knows where) and Information has gone in there, causing a gaping hole in Press which may be filled by the Library, which, of course, makes room back on the fourth floor that, it is rumored, might be taken over by Television. (We'd have gotten James Joyce to do this story for us, but he's busy with a semicolon.)

The News and Special Events Department had a gathering at Mr. Schechter's house on December 27th. Occasion: the holiday spirit, which brings together members of the Department once a year, and also the fact that Mr. Schechter has sort of moved. The party opened with a chorus of *Adeste Fideles*. The guests, having met first at the household appliances department of the five and ten, proceeded to Mr. Schechter's and a buffet supper. The packages were all opened at once, among the articles found in the tissue paper were a large cork screw, a box of roach powder, dust cloths, a broom and a bedbug exterminator. Also among the wrappings was Mr. Schechter, right in the middle. Some time later when the party broke up, members of the department went home convinced that this had been the special event of the year.

Now that you have gotten this far, we would like to congratulate you and make a date for next month at the same time in the same old place.

AA ACTIVITIES

As a body the AA was practically in a state of hibernation during the holidays while its individual members were at play elsewhere. Wood and metal working, dancing, and women's swimming were all in a state of suspended animation, while basketball and chess were still struggling to wake up.

Dancing

The dancers had one last class before the holidays in which the members insisted on learning some smooth waltz steps and fox trots that could be used for Christmas and New Year's parties. This emphasis on practicality had good results, and all the members reported great social triumphs when they returned to the class in January. On New Year's Eve some of them even attempted the tango, and came out without a scratch.

Artists

The wood and metal workers, dormant during the festivities, reawoke in January and went back to their old haunt in room 300. Clay modellers and woodworkers are meeting on Monday evenings at 6 o'clock under the direction of Trygve Hammer, and the metal workers gather at the same time on Wednesdays. Any more people interested should get in touch with Lewis Julian in 293.

Riding

Plunging into the season with new vigor after a short post New Year's rest, the Riding Club got under way with groups organized for both indoor and outdoor activities. The fresh air fiends continued to meet on Saturdays if weather permitted, and on January 6 attempted some skjoring on the snow covered roads near their headquarters in Closter, New Jersey. Skijoring (said to be pronounced "skiyoring"), for those who don't know, is an ingenious sport combining all the perils and excitements of riding, skiing and crack-the-whip. The versatile members of the riding group seemed willing to tackle the intricacies of all three and took turns at towing from horseback or being towed on skis. Those on the latter end of the game seemed to spend more time in snow drifts than they did on their runners, and all ended the day with hands bruised by the tow-line. However, in spite of all discomforts, the sliding was so popu-

ANNIVERSARY CHIMES

The NBC TRANSMITTER salutes these members of the National Broadcasting Company, who, this month, complete their tenth year with the Company.

New York

May Frances Ball	Artists Service
Harry A. Olsen	Engineering
Louis A. Anderson	General Service
Elsie Marie Ashton	Information
Mary Frances Sprague	Information
Peter Zalantis	Program
Norval Ray Kelly	Program
Edward DeSalisbury	Sales
Hugh Malcolm Beville, Jr.	Sales
A. Burke Crotty	Television
Theodore Zaer	Treasurer's

Washington

Elsie Mae Ramby	General
-----------------	---------

lar that near the end riding was given up altogether, and the members started some independent coasting and skiing.

Bowling

Bowling is one exception to the rule on inactivity over the holidays. Like Tennyson's brook it seems to go on forever, and the balls continue to roll down the alley in spite of New Year's, winter or what not. As the alleymen (and women) emerged from the Christmas season, General Service Team 1 still held the lead, but Engineering 1 and Treasurer's had pushed out the Sales Team for second and third place. The gallant American women of the Ladies Team, after standing in tenth place last month, have fought back to ninth, while the men from Program, whose talents seem to lie more in the entertainment field, are still in the cellar. On individual honors among the ladies, Mary Lesko of Accounting runs off with both the High Series and High Score, getting a 464 and 187 respectively. Dot Michel of Traffic, secretary of the League, by the way, has the second High Series with a 446, while Ada Moyer, a ringer on the Ladies Team, is runner up for High Score with a 167. Among the men, George Frey of Sales has shot up to first place in both High Score and High Series with 660 and 258. George Milne's series of 615 gives him second place, while George McElrath (this sounds like a pullman porters' convention) is in second place having a High Score of 241. Albert Protzman and George Frey lead the individual averages with marks of 172 and 171.

NBC TRANSMITTER

Published for and by the employes
of the National Broadcasting Com-
pany from coast to coast.

VOL. 6 FEBRUARY, 1940 No. 2

EDITORIAL BOARD

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Address all correspondence to: NBC TRANSMITTER, National Broadcasting Company, Room 465, RCA Building, New York, N. Y. Telephone: Circle 7-8300. Extension 220.

RAY KELLY

(Continued from page 3)

except, well—the ladies can't hear the colors clash.

You've probably heard the distant roll of thunder. Technician Kelly took six months trying to find a steer hide large enough to give the proper sound for a thunder drum. One was finally located in Chicago, cured and stretched onto a six-foot square frame. It is used now for many varieties of percussion sounds, long sustained rolls and distant explosions. In the natural world sounds very seldom are the same. That, too, is considered up in the sound effects shop. The single sound of thunder may come from an electronic machine, from a recording, from an inflated basketball bladder filled with bird-seed, or from the inexplicable thunder sheet with a magnetic pickup, as well as from the drum.

This winter a specially designed RCA sound effects kit for youngsters appeared. It had a little rain resonator, a mild steam engine puffer, a couple of balloons, one for surf, one for thunder, and other charms. The story finally comes out that the designer was Ray Kelly. Now every kid that got one for Christmas has written to Uncle Ray who has been elected Chief Engineer of the Short Pants Sound Effects Club. This makes the young Kellys, both of them, the talk of the town among the younger set of Great Neck, Long Island.

In fact, Ray Kelly seems to be able to create any sound with precision and proper variations. So if you're writing a radio play that needs unheard of noises, don't worry about them, go on worrying about the play, because Kelly could, if necessary, produce the sounds of life on Mars, and these would be authentic.

KOA DENVER

by Charles Anderson

KOA goes to the Theatre! December 14th, Denver's 12 leading theatres began a promotional co-operation campaign as result of an agreement signed by General Manager Lloyd Yoder and Harry Huffman of Fox Intermountain Theatres, Inc. To celebrate the signing of the pact a mammoth program was presented from the stage of the Denver Theatre. Clarence Moore, Program Director of KOA, M.C.'d the show introducing Manager Yoder, Mr. Huffman, singer Donald Novis and Dr. I. Q. KOA will carry Theatre reporter program daily and theatres in Denver and Rocky Mountain Region will carry trailers publicizing KOA-NBC outstanding radio attractions. Conservative estimate states that theatre audiences will get 8,000,000 reminders yearly of NBC's programs. As Promotion Manager James MacPherson of KOA says, "8,000,000 KOA flashes can't be wrong."

Denver University has again commandeered the services of KOA's Assistant Manager and Chief Engineer Robert H. Owen. He will lecture the Electrical Engineering Seniors in the College of Engineering. Mr. Owen garnered his B.A. in Science and Electrical Engineering at the University of Colorado and spent several years with the General Electric Company in Schenectady, New York, before coming to Denver again to put KOA on the air for the first time, in 1924.

Saturday, December 9th, President Neville Miller of the National Association of Broadcasters, paid a visit to Denver for the regional NAB Conference. The meetings were attended by Manager Lloyd Yoder, and Assistant Manager Robert H. Owens.

The welcome mat was spread in typical KOA class for the arrival after Christmas of Mrs. Yoder, wife of Manager Lloyd Yoder. Mr. Yoder went



Seated: Harry Huffman (left) of Fox-I. M. Theatres; Lloyd Yoder. Standing: Manager Rice, Paramount Theatre; Bernie Hynes, Manager, Denver Theatre; James MacPherson.

to San Francisco to officiate at the Annual East-West game and to bring his wife back to Colorado with him. The Staff of KOA turned out en masse at the station to greet Mrs. Yoder and give her a bouquet of roses as an expression of our hospitality.

KOA is joining with the Sloan Foundation in a very worthwhile effort to make educational broadcasts equally interesting to every listener. With Dr. A. D. H. Kaplan, Professor of Government Management at the University of Denver, acting as authority, and Forbes Parkhill, nationally known writer, preparing the scripts, Roscoe Stockton, KOA Producer, is directing the series to be started soon under the title *You Make America*. The shows will have dramatic appeal and production techniques applied to make them interest-getters as well as educational aids to better understanding of the problems of Government Management. Program is result of months of consultation between Manager Lloyd Yoder, Dr. A. D. H. Kaplan, Clarence Moore, Program Director, and members of the Sloan Foundation.

J. A. Slusser, engineer in charge of the KOA Transmitter, received from the Chamber of Commerce of Aurora special commendation for the beautiful Christmas lighting effects which had passersby oh-ing as they drove by the building and tower. Two evergreens in front had strings of lights; a big wreath and rope of green over the door; inside another wreath and lighted Christmas tree; and on the roof the two small towers for the Hi-frequency antenna were floodlighted. All this combined with the neon on the tower and the fountain out front made something to look at.



Welcome to Denver, Mrs. Yoder!

WBZ BOSTON AND WBZA SPRINGFIELD

by Charles Gilchrest

Christmas Party

The WBZA, Springfield, crowd came to Boston to join the WBZ gang for the stations' combined Christmas Party Friday, Dec. 22. The whole mob was present except George Harder, Fred Cole and Bob White who were up in rural Snellville staging a Christmas broadcast from a little red school house for the Blue Network. Mr. Holman played the part of Santa and dealt out the studio gifts to each staff member. Followed a big turkey dinner with punch on the side and the lads and lassies had a swell time, later adjourning to the Bradford Roof for dancing and a floor show. Programs continued to be broadcast by a mournful skeleton crew who eyed the festivities enviously. Bob White made up for his doing duty come Yuletide by packing wife and self off to Springfield for re-union with his old gang for New Year's Eve.

Holman Address

John A. Holman's address on "Prepare New England for Possible Enemy Invasion" brought a packed house to the Advertising Club of Boston's first 1940 meeting, even if it was Hangover Day—Jan. 2. Mr. Holman, general manager of WBZ-WBZA for NBC, also is a captain in the United States Signal Corps Reserve. In addition to the local ad execs the meeting was attended by every leading regular army, national guard and reserve officer in Boston.

Coming and Going

Assistant Manager Vince Callahan and Sales Manager Frank Bowes opened the new year by going to New York on a business trip. Incidentally, the new Callahan kitten has six toes on each paw . . . Vince always does things in a big way.

Recent visitors to BZ included popular Bill Kostka, head of the N. Y. Press Department, who spent a day getting acquainted with the Boston NBC gang and discussing press problems with local radio eds. Consensus of BZ boys is that Bill is a swell guy with plenty on the ball.

To and Fro

Sports Commentator Bob Evans is sporting one of those new torpedo bodied Buicks and so is Salesman Babe Norris . . . Frank and Mrs. Bowes are moving to Boston's Beacon

Hill and closing their country home for the winter. The twenty-five mile drive in snow and ice is too tough . . . Announcer Fred Cole achieved an ambition yesterday when the driver of a huge Greyhound bus let Fred take over the wheel for a few blocks. Fred also went home last night with a huge skyrocket four feet long but he refuses to say what its purpose may be . . . Promotion and News Manager George Harder's horseback riding has been curtailed by the deeply drifting snow along the bridle paths . . . Cy Young's nautically minded pals aren't wasting the winter even if their boats have been put in dry dock. The sailors meet regularly at WBZ for navigation training . . . Kay Leatherbee of Sales and Promotion is back from a midwinter vacation in New Hampshire . . . Vince Callahan, Frank Bowes, Babe Norris and Herb Masse spent a weekend in a snow surrounded Maine lodge and went to a country barn dance where only Mrs. Callahan and Mrs. Bowes could handle the tricky steps.

Announcer Arch Macdonald moved into Boston from his Providence, R. I., home for the winter . . . Traffic Manager Gordon Swan has been too busy lately to paste heads of the local gang on cartoons from the New Yorker and Esquire. Hence the BZ-Bulletin Board is drably full of nothing but serious business . . . Ruth Nylan joined the BZ staff, working in the Accounting Department under Bob Halloran.

Christmas Cards

Home Economist Mildred Carlson and Song-Patter Men Gene and Glenn requested old Christmas cards on five broadcasts. Cards were to be turned over to crippled kids in Boston's hospitals to be used in helping numbed fingers regain agility. More than 70,000 cards came in. The hospitals finally announced they could use no more. The flow was stopped only when these stations broadcast that fact.

Perhaps you turned over to this page to finish reading Mr. Sarnoff's speech, perhaps you were in a hurry to find your name in the Boston-Springfield column, or perhaps—the point is perhaps you missed reading about the Photo Contest, on page 5. It's a good chance to make money and have fun at the same time, so why not join and get your friends in on it too.

EXCHANGE CORNER

This classified ad section is available, free of charge, to all NBC employes. Rules: Forty-five word limit; no regular business or professional service may be advertised. Address ads to NBC Transmitter, Room 465, RCA Building, New York.

OLD COPIES of the TRANSMITTER will be available for one more month. If you wish to complete your files, let us know—if you are wise enough to keep a file.

NEWSREEL THEATRE—Last year NBC was the biggest user of Rockefeller Center Newsreel Theatre passes. This year they are again available. They admit you for 15c. If interested see Mr. Tart.

BEDROOM SET for sale—7 pieces Hungarian ash with walnut trim. Good condition. Original cost \$1600, will sell \$97. For appointment Wickersham 2-8694.

HARVARD CLASSICS for sale—A complete set not yet removed from shipping boxes. Best brown cloth binding, retail for \$40, will sell for \$25. Call TRANSMITTER.

TRUMPET for sale—Goldplated Conn "Symphony Special", with chromium-plated valves, special engraving, in excellent condition. Call TRANSMITTER.

RCA RADIO Victrola, AC, armchair model. Listed \$120, will sell \$50. Call Miss Conway, 733.

DAFOE'S "Robinson Crusoe", 1843 edition, with duplication on page 226, lines 16 and 17. Will pay up to \$200 depending upon condition. Call George Olenlager.

STATEMENT BY SARNOFF

(Continued from page 2)

demonstration during 1940. One will be the improved projection of large screen television images, of a size adequate for theatre presentation. The other is that of television relay stations, using frequencies of 500 megacycles and upwards, an important step toward a television network.

"The birth-date of broadcasting in the United States is generally regarded as Election Day 1920, when the returns of the Harding-Cox election were broadcast. Only twenty years later, more people will actually see and hear the presidential candidates in 1940 by television, than heard the 1920 election returns by sound broadcasting.

"In all history, no other industry ever crammed so much amazing progress into one 20-year span. But the far-reaching developments, which are now the subject of investigation and experiment in the radio research laboratories, already indicate that the progress of the next two decades will surpass the achievements of the last two—in the birth of new miracles of radio science, and in the building of new highways of public service."

GEORGE DE SOUSA NAMED VICE PRESIDENT OF RCA

George S. De Sousa, Treasurer, was elected Vice President and Treasurer of the Radio Corporation of America. David Sarnoff, President, announced following a regular meeting of the Board of Directors on December 22, 1939. Mr. De Sousa has been Treasurer of RCA since its formation in 1919, and prior thereto was an officer of the Marconi Wireless Telegraph Company of America, the predecessor company to RCA.

TRAFFIC XMAS GREETINGS

While the regular broadcasters were flooding the ether with messages of holiday cheer on Christmas Day, the Telegraph and Traffic Divisions broke out of the rut of routine messages and sent out their own greetings to various key points around the country. From the Telegraph room an elaborate design was transmitted to Chicago on the teletypewriter, a large Christmas tree with three candles bearing the initials, NBC, and the words, "Holiday Greetings to Chicago Communications from New York," in block letters, all formed by using the letter X on the machine. Mr. Kiklica in Traffic sent out an even more intricate design to all the key points of the A.T. & T. transmission lines. His picture employed most of the letters of the alphabet as well as X and numerous dashes and periods. It also represented a Christmas tree, flanked by an NBC microphone and the A.T. & T. Bell, and had the words, "Merry Christmas Happy New Year," in block letters.

About twenty minutes were required to run off the design on the machine. It must have been greeted with lively interest at the receiving points as people gathered around the teletypewriters to see all the details gradually taking shape. Within half an hour after it had been sent out, seventeen replies were received from the various key points sending thanks and returning the greeting. From Minneapolis came the greeting, "Very beautiful piece of artistry and best wishes to you all from Minneapolis Radio Department." Toledo replied, "Toledo thanks you and wishes every one a Merry Christmas and a Happy New Year and may your shadow never grow less," while St. Louis was even more enthusiastic: "A classy and artistic piece of work beautiful enough for framing and placing in a conspicuous place. We reciprocate your Xmas greetings." Other responses came from all over.

KYW PHILADELPHIA

by J. A. Aull



Boy beats Girl in diapering contest.

"Parkie", the cow that introduces the KYW program, *At Our House*, ran into difficulty recently with almost disastrous results. It seems that the producers had been unable to find sound effects that completely filled the bill. Dan Munster, ingenious and mechanically-minded announcer, finally succeeded in developing an effect which seemed to satisfy—a small pair of bellows placed inside an ordinary megaphone. The cow effect was produced by blowing through the small end of the megaphone.

The other day, however, disaster occurred. As the "go ahead" was given from the control room, Munster blew through the megaphone just a bit more strenuously than usual. The bellows popped right out of the megaphone and clattered to the floor, while the only noise picked up by the microphone was a generous exhalation of Munster's breath followed by an uncontrollable snicker. It was the misfortune of Mrs. Edith Gifford Stanhope, who conducts the program's interviews, to follow "Parkie". Mrs. Stanhope managed to get out the first few words, but just as she reached the point where the script called for her to extol the awe-inspiring virtues of parenthood, she broke down completely—breaking into a paroxysm of laughter that bordered on the hysterical. The show's producers have agreed that it would be safer either to record an actual cow's voice or else to broadcast by remote control the actual moo of a cow at the beginning and end of every program.

Lambert Beeuwkes, Sales Promotion manager of KYW, has been busy mailing more than 2500 compasses to prospective sportsmen in the station's listening area. It all started early last month when Joe O'Byrne, director of

the KYW *Hunting and Fishing Club*, made one announcement during a broadcast offering a compass to any listener who would write in for it. Requests were received from 262 towns in six states, Pennsylvania, New York, New Jersey, Delaware, Maryland and Virginia.

Thirty-six fathers who got that way on New Year's Day were treated to a special broadcast and entertainment in the KYW Auditorium on Tuesday evening, January 2, in honor of the "events". In addition to the entertainment, each father received a gift package including just about everything from a week's free Dy-Dee Wash Service to a box of cigars. Highlights of the evening were 81-year old Mrs. Elizabeth Ogden, who was born on New Year's Day, and Alton W. Seibert, Harrisburg, father of twins, who was flown into town by Esso Marketers to receive the two hundred dollars award of the Standard Oil Company. Seibert announced on the air that he would call the two little girls Carol Esso and Caroline Esso Extra because he was so happy about the whole thing.

After the broadcast, which featured the KYW orchestra and vocalists in appropriate baby songs, the guests were entertained with a diapering contest between a team of five beautiful student nurses from Hahnemann Hospital and five University of Pennsylvania students. The boys won a silver cup presented by the Stanley-Warner Theaters for completing their task in the record time of 34 seconds.

In addition to the Dy-Dee Wash Service and the box of La Azora cigars, the gift package included an Esso glass bank, two press passes to the movie, *A Child is Born*, a bank account of five dollars established by Esso Marketers for the new baby, and a tank of the new Esso Extra Gasoline.



Which of these fathers doesn't look happy?

NBC HOLLYWOOD

by Noel Corbett



To win this month's Hollywood Photo Contest Jack Hall went to New York.

Parties and open houses were highlights of this year's holiday festivities. In addition to many private office parties and get-togethers, several of the employes hung out the "come one, come all" signs. Frank Figgins, Engineering Maintenance supervisor, gave his annual egg-nog party, and another successful meeting was Ben Gage's wing-ding.

By the time this hits the office desks, Joe Thompson will be a director on the New York staff. Thompson, who knows a good deal about musical programs, having worked with Meredith Willson and produced that type of program for the past six years, will work on musical shows in Radio City. Incidentally, for those in New York who might be interested, Thompson is an advocate of swing music. He has over 14,000 records which he is shipping to his new home in Gotham.

Here's an old story involving new people. Joe Kay put off getting burglary insurance and the other day sneak thieves entered his home and cleaned out all available cash and jewelry. The prowlers got thirty-two silver dollars which Joe was saving because they had cocked-eyed eagles or something, a dime bank that was almost full and a roll of Jefferson nickels. His college ring, his wife's wedding ring and a wristwatch made up the swag.

Oh, yes. Frank Davis sold another policy the next morning.

A couple of years back when Robert Schuetz came to Hollywood to be in charge of broadcasting equipment during construction of Hollywood Radio City, Helen Welty was secretary to the engineers in charge of the job. "Lefty" Lefler, then a page, acted as Schuetz' assistant in checking incoming equipment. When the job was completed

Schuetz returned to New York, Helen went to work for Henry Maas in Sales Traffic and "Lefty" was transferred to Traffic. Now they're all together again in the Hollywood Radio-Recording Division: Schuetz is the boss, Helen's his secretary and "Lefty" is the third member of the newly formed Department, working as clerk.

When Don E. Gilman decided to start 1940 right by lunching NBC Western Division executives, there was a 100% turnout. You can see the entire list of them gathered together in one place in the picture above. Left to right, standing: Sydney Dixon, Sales Manager; Wendell Williams, Continuity Acceptance, Hollywood; Paul Gale, Traffic Supervisor; Robert Schuetz, Radio-Recording Division; Walter Bunker, Production Manager, Hollywood; Charles Brown, Sales Promotion Manager; William An-



One picture, fifteen executives.

drews, Guest Relations, Hollywood; John Swallow, Program Director; Marvin Young, Assistant Program Director. Left to Right, sitting: Alfred H. Saxton, Division Engineer; Alex Robb, Artists Service; Frank Dellett, Division Auditor; Harold J. Bock, Press Relations Manager; Lew Frost, Assistant to Vice President; and Don Gilman, Vice President in Charge of the Western Division, NBC, Hollywood.

QUICK PIX . . . Lew Frost attended the East-West Game in San Francisco New Year's Day and later visited with Lloyd Yoder who journeyed there from Denver to act as head linesman of the tilt . . . Vice President Don Gilman was elected to the Board of Directors of the L. A. Chamber of Commerce the beginning of the year . . . Jack Stewart of Sales nabbed \$250 from the Times Movie Contest . . . Kathryn

Phelan has been transferred into Continuity Acceptance from Engineering . . . Charlie Brown has been appointed Chairman of the L. A. Ad Club's "On to Vancouver" committee. The Pacific Coast Advertising Clubs convene there in July . . . Paul McCluer visited with Sydney Dixon last month . . . George McMenamain's appendix went out with 1939.

LLOYD AND FAIRBANKS LAUNCH NBC FILM SOCIETY

FEB. 1 5:10 and 8:30 P.M. Harold Lloyd in SAFETY LAST.

FEB. 15 5:10 and 8:30 P.M. Douglas Fairbanks as ROBIN HOOD.

A series of 10 famous films will be presented for NBC New York employes and their families. Admission to members only. Membership fee \$2.00 each person.

John Barrymore's DR. JEKYL AND MR. HYDE; Charlie Chaplin and Marie Dressler in TILLIE'S PUNCTURED ROMANCE; Lon Chaney's PHANTOM OF THE OPERA; and other famous films not publicly available.

SEND YOUR NAME AND ROOM NUMBER NOW TO—

CHARLES L. TURNER

ROOM 465

WGY SCHENECTADY, N. Y.

by W. T. Meenam

Christmas At WGY

WGY's second Christmas Party in the new building, with Manager Kolin Hager as host, has been chalked up among the unforgettable events of the 30 decade by 180 guests, including the staff, musicians, artists and their wives and sweethearts, as well as officials of General Electric. It was a costume party, the first undertaken by WGY, and there were action and entertainment every minute until the early hours of the morning. Highlighted among the events was the unexpected appearance of Philip D. Reed, chairman of the board of General Electric and the new President, Charles E. Wilson. Announcing their intention just to look in and pay their respects, they remained to join the holiday fun. Other G-E guests included Chester H. Lang, Publicity Department manager, and his assistants William Merrihue, Bartlett Rowan and Robert Gibson.

Victor Campbell and Gordie Randall were heads of the entertainment and they combined to produce an hour show with music by orchestras directed by Randall and Edward A. Rice, solos by Annette McCullough, Barbara Knox and Vicki Colamarie, a special song-sketch by the Landt Trio and Curly Mahr, a serious address which turned into a comedy by William Merrihue of G-E. and an original sketch in which male members of the staff, impersonating the secretarial staff, conducted a heavenly broadcasting station.

Among the many attractive prizes which were distributed to lucky numbers were a radio set, a spectacular basket of fruit, an album of Straus Waltz records, an I. E. S. Lamp, white pottery vase, musical powder box, end



FIND THE MAN IN THE MIDDLE
C. H. Lang, Charles E. Wilson, Bernard Cruger, Kolin Hager, Philip Reed and Martin P. Rice.

table, set of dishes, a permanent wave, table silver and slacks. Many beautiful costumes were exhibited by the guests. There were Colonial costumes, Mexican, Spanish, Dutch, kid outfits, Hillbillies and many comedy make-ups. The most original was that built and worn by Bernard Cruger. Cruger's hobby is making miniature locomotives to scale from the giant locomotives. For his costume, he reversed the process and built, to scale, a five-foot speaking likeness of a ribbon microphone. Crug, inside the microphone, communicated with the outside world by means of portable public address equipment. Annette McCullough received a prize for the best "kid's" costume, and Mr. and Mrs. W. T. Meenam prizes for the most original couple's outfit—"Angels of Peace"—Hitler and Stalin.

The committee in charge consisted of Howard Tupper, chairman; Gertrude Peeples, Betty Donahue, Caroline Osan, Alexander MacDonald, John Howe, Victor Campbell, Chester Rudowski and Gordie Randall.

Three Christmas trees, gayly decorated and brightly flood-lighted gave the premises of WGY a gala holiday appearance. Massive ropes of Princess Pine were festooned the length of the foyer and at each end of the hall was a large tree. The third tree, thirty feet high, made a festive background in the audience studio.

Kolin Hager

Kolin Hager extended a Happy New Year to WGY listeners on the *Scissors and Paste* program Thursday, December 28. The following morning a hastily summoned doctor ordered him

carried to an ambulance and the hospital for an emergency appendectomy. Mr. Hager survived the surgical ordeal in fine shape and three days later was doing a good job of running a broadcasting station from a hospital bed.

Scissors and Paste

Tom Lewis, of Young & Rubicam's radio department, returned to his Alma Mater in time to join in the annual New Year's air show of *Scissors and Paste*. All members of the staff, secretaries, pages, engineers, announcers, etc., extended public greetings.

Bowling

In WGY's six-team bowling league, the Whistles have a one-game margin, as of Jan. 4. Only three games separate the bottom and top teams. Anything can happen and probably will. So much interest has been built up in the game that three men, A. O. Coggeshall, John Sheehan and Chester Vedder asked Santa Claus for bowling balls and got them.

Skiing

After waiting for weeks for a good skiing show, the winter sports enthusiasts of WGY are getting their fill. Bill Purcell helped Lowell Thomas with his broadcasts and skiing at Lake Placid and the following week tried out the slopes at Old Forge—Betty King Donahue with husband Lloyd enjoyed the New Year week-end at Placid—Horton Mosher, who did the real work for the Thomas pick-ups from Placid, spent his leisure time photographing skiers on the Placid trails and the bobsledders on Mt. VanHoevenburg—Victor Campbell attended the Ralston convention at St. Louis—Chet Vedder, senior announcer, is back at the microphone after six weeks' sick leave—Miss Ruth A. Clark is wearing the ring of Kenneth Hallenbeck of Press—Jack Keane and Mrs. Keane passed the Christmas week-end in New York.

Bonanza

We were going to put a story in here that we have been trying to tell you for months, but the title will do just as well for calling your attention to the chance to win yourself a bonanza in the photo contest. Page 5 will tell you all about it.

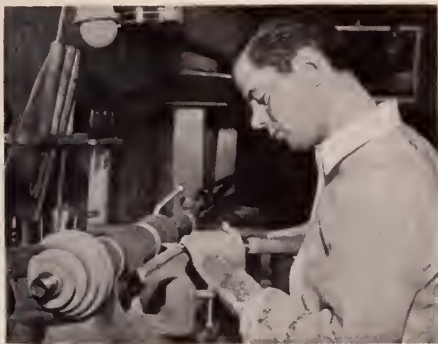


ANGELS WITH FUNNY FACES

Tom Martin, Ken Hallenbeck, Alex MacDonald, Michael Tusco, A. O. Coggeshall and Phil Brook.

KDKA PITTSBURGH

—by Jim Luntzel—



Bernie Armstrong, away for the moment, from the KDKA organ.

Thousands of radio listeners know Bernie Armstrong as an outstanding organist, a master of music. But they do not know that he also is a mechanic, an actor and the possessor of a unique sense of humor; neither do they know (and he would certainly deny it) that he is a maker of mistakes.

To his credit, Bernie designed KDKA's new \$25,000 pipe organ, the first Wurlitzer ever to be designed especially for radio. While he was working on the plans he got an idea. "Why not," he thought, "build a smaller pipe organ for the home. After all, the wife is visiting her mother, and if I work nights I can get it finished and surprise her when she comes back." So he plunged into the project. The console, Bernie decided, naturally should go into the living room of the apartment. So into the living room it went.

Now, everybody knows that a pipe organ must have a blower; but what everybody doesn't know is that a blower fits just dandy under the kitchen sink. This was Bernie's own discovery. The two-and-a-half horse power motor which runs the blower was somewhat of a problem, but Bernie, with the true instinct of a born discoverer, found that it went nicely in the kitchen pantry. Of course he had to remove a shelf or two but old ideas always must make way for the new. The chimes fitted perfectly in the bedroom clothes closet, but where to put the xylophone? This required a bit of study, but eventually the xylophone went under the davenport in the living room. Finally, everything that an organ needs to be an organ found its resting place in the Armstrong apartment. Bernie would sit in the living room. He would press vox humana on the console keyboard,—and vox

humana would emerge in dulcet tones from the bathroom. Bernie was thrilled. The neighbors weren't.

"They won't mind when it's all tuned up," Armstrong told the irate landlord. "Besides, I will play request numbers for them. They'll like it then."

Then Mrs. Armstrong came home. One look at the console: everything was O. K. One look at the kitchen,— "Get that thing out of here!" There was a glint in Mrs. Armstrong's eyes.

"Now don't be hasty, Baby. Just let me play it for you. Listen how nice it is. Just like downtown."

And Armstrong sat down to play one of those intricate arrangements for which he is famous. He gave it all he had. At the first few bars, Mrs. Armstrong listened with lips compressed. Then Bernie opened up. Sound effects started pouring from every room of the apartment, bedroom, closets, kitchen and hallway. Mrs. Armstrong is said to have fainted.

The Armstrongs now live in a bungalow.

Perhaps it's a complex. It COULD be, because Bernie has more than one. The number one fixation in the Armstrong psychological make-up is his horror of going into a store. He hasn't gone into a department store, a clothing store or a bank for ten years. He even refuses to go into a drug store. He explains it by saying:

"I just don't go for that sort of thing. It makes me nervous; I'm embarrassed." Every stitch of clothes he wears was purchased by a Western Union messenger boy. Anytime Armstrong needs socks, shoes or "sealing wax" he calls the boy and makes the purchase through his "agent".

This could go on until it would make a book which would dwarf *Gone With the Wind*. It could contain chapters on how Bernie won \$4,000 in the sweepstakes (hardly a mistake by any calculation), and how he bought a complete set of lathes, band saws, drill presses for a basement workshop; how he dropped a hammer on his foot and decided to sell the outfit, costing more than \$800 for \$150; how he regretted his sale a week later and started buying the same equipment back piece by piece at a cost of more than \$250; and how after making one small cigarette box he decided to "send away" and buy various objects already cut out

which he glues together, varnishes and gives to his friends as products of his machine shop.

Before he came to KDKA, Armstrong was organist at the Stanley Theater in Pittsburgh and for three years he took part in sketches and blackouts on the stage with such stars as Dick Powell, Joe Penner, Jack Haley and Joe E. Brown. Before that he played the organ in silent picture theatres and this period goes back to the days of "Fatty" Arbuckle, Mary Pickford, Gloria Swanson. He remembers playing for *The Shiek* with Rudolph Valentino. Going back further we find him as a youth of 13 playing violin in the pit orchestra. Those were the days of road shows in the "opery house". Bernie made a salary of \$2.00 a night.

We find him at the age of six pestering his parents for a banjo, which he eventually got from Sears-Roebuck. He learned to play all the "hoe-downs" and "patters" by ear within three months. At eight he pestered again, and a mail-order violin was forthcoming. At 9 the pestering started once more—this time for a piano. When he was ten years old he could play all three instruments with such skill that his parents decided to give him a musical education, so the family moved to town. (Weston, W. Va., papers please copy) and for three years he studied the piano. By the time he was 13 he was playing the exit march daily in school. He received a dollar a month for this. During that summer he got his first "big" job, among grown men, in the "opery house" mentioned above.

Bernie has had innumerable offers to go on the road with various stage and movie stars as accompanist and straight man. He has always refused. Pittsburgh remains the only big city in which he has ever worked.



NATIONAL BROADCASTING COMPANY
GENERAL LIBRARY

WASHINGTON

—by Marion P. Gale—

Until President Roosevelt's Christmas broadcast when he extended his greetings to the nation, WRC-WMAL engineers had never had an occasion to switch to emergency equipment while on the air. However, while the invocation was being delivered at the lighting of the Community Christmas Tree ceremonies, just before the President was scheduled to speak, an amplifier tube in the main set of equipment burned out. Quickly Ralph Hamill, Control supervisor, changed over to auxiliary equipment. Only three seconds of the actual program were lost. Ever since the first Presidential broadcast announcers and engineers have carried along duplicate equipment to insure success in transmitting the Chief Executive's voice.

The NBC-*Evening Star* "Mile O'Dimes" campaign, which last year raised over \$10,000 for the fight against infantile paralysis, has been repeated here as a feature of the National Capital's celebration of the President's Birthday Ball festivities, as was announced by General Manager Kenneth H. Berkeley. The campaign was begun January 14th and continued through January 29th. The "Mile O'Dimes" stand, which attracted so many thousands last winter, was put up once again on the corner of 14th Street and New York Avenue directly in front of

the entrance of the WRC-WMAL studios in the Trans-Lux Building.

Gordon Hittenmark, "WRC Time-keeper", distributed more than 18,000 dolls to hospitals and charity organizations in and around Washington this year as a result of his Christmas Doll Campaign for needy children. This year's record was the highest of any of the four years that Hittenmark has conducted the drive. Beginning December 4th and ending Christmas Eve, he broadcast pleas daily on his program for donors to his campaign. A specially constructed dollhouse was erected at a down town street corner so that people could deposit their dolls any time of the day it was convenient.

The title of Director of Women's Activities for WRC and WMAL has been conferred upon Mary Mason by General Manager Berkeley. Since "Cousin Mary", as she is known to her WRC *Home Forum* listeners, started broadcasting in 1925, her work has been mostly with women's programs. During her four years in Washington, she has been in great demand by club and church organizations for her interesting talks on progress in radio.

Announcer Jack Roney is recuperating in a local hospital from severe burns he received when a kettle of water on a stove tipped over on him.

George Wheeler, who has been a

WRC-WMAL announcer for the past year, has been appointed to the Production Department. Roger Von Roth, recently with Station WDBJ at Roanoke, Virginia, will take Wheeler's place as an announcer effective February 1st. He started in radio many years ago at NBC in Radio City . . . working first in the mail division, then as a page, a guide and later as a member of the set-up staff. He is a graduate of Dan Russell's announcing school, and has announced at Stations WAIR Winston Salem, and WPTF Raleigh before going to Roanoke.

Rose Ewell, receptionist, entertained a number of NBC people at her home on New Year's Eve. "Sardines" and "Murder" were the two most popular games of the evening. Those attending were, Vice President Russell, Attorney P. J. Hennessey, Esther Jenkins, John Hurley, Mary Mason, Vic Kissal, Gladys Murphy, Bryson Rash, Rodney Erickson, Ross Filion and Eva Cluff.

An informal party was held in Commercial Manager John Dodge's office the day before Christmas. A contest between Rudy Goldenstroth, auditor, and Vice President Russell was decided a draw. Several NBCites turned their Christmas money over to Mr. Russell on the outcome of bets made that day on the California-Tennessee game.

Here's a chance to get acquainted with the WTAM Cleveland staff. The party which brings them all into the picture is the fifth annual one in honor of Manager Vernon H. Pribble, who is seated at the head of the table. Unfortunately there isn't room to tell you who the rest of them are, but you can see they're a very attractive looking group. We'd like though to point out our columnist Bob Dailey just above those curls on the right.



WTAM honors Manager Vernon H. Pribble, seated at the head of the table.

NBC SAN FRANCISCO

by Kay Barr



Thousands stopped, looked and listened.

Since early December the NBC stations in San Francisco have been receiving wide and favorable attention for a series of broadcasts based on the history of San Francisco and the Bay region. Both KGO and KPO are carrying the broadcasts under the title of *The City of St. Francis*, and Dave Drummond, writer-producer, is doing the heavy work back stage.

Starting with one half-hour program each week, a second was added when the material became too plentiful. The *San Francisco Chronicle* is co-operating, which is another achievement for Manager Al Nelson. For nearly two years before he became manager last October the local newspapers had shunned radio news except for program schedules. *The City of St. Francis* series reached its climax in a two and one-half hour program in the Civic Auditorium. It was also a celebration of the Diamond Jubilee Anniversary of *The Chronicle*, which made its first appearance January 16, 1865. All of which is getting much favorable attention for NBC stations. In connection with the *News*—KGO-KPO Christmas Sing promotion, the stations received especially kind attention from *The News*.

KGO and KPO attracted thousands of Christmas shoppers with three window displays in San Francisco and Oakland. Two were miniature broadcasts with moving figures and sound. The third was a demonstration of a toy sound effects set. In the picture, Uncle Bennie Walker, m. c. in the group, appears at the right. Ruth Sprague, "Susie Q", right of Bennie in the group, also appears alive, top center. Credit should be given to Milt Samuel, Press head, and Al Dinsdale of the O'Dee Studios, who was assisted by Cyril Miller and Laurie Hollings.

Manager Al Nelson gave the staff a party December 22, starting at noon. Everyone not on actual duty was present and those who were working heard the program over a special inside set-up. George Mardikian, owner and chef of the famous Omar Khayyam restaurants, was on hand with 18 roasted turkeys. Every person received a gift and scores received prizes up to a console receiving set.

Five Christmas trees, artistic festoons and wreaths decorated the offices and lobbies; "Uncle" Bennie Walker made a convincing Santa Claus; Jennings Pierce was the general chairman; Announcer Larry Keating did much of the emcee business; Program Manager Glenn Dolberg led the "community" singing, and a dozen others contributed time, energy and genius to the success of "the best party we ever had." Pierce and some of the boys produced the climax in the special record of songs and talks addressed to Nelson, a feature of which was an arrangement of special words to the tune of *Jingle Bells*, *Jingle Bells*, only the call letters, KGO-KPO, were used in place of the usual words.

Cupid contributed to the Happy Holidays at KGO and KPO studios with five matches. June Shaw of Press started the epidemic by announcing that she had been married since last July 17 to Dr. Clifford L. Feiler of Cleveland, Ohio. Her resignation was to be effective January 15.

Florence Larsen of Mimeograph re-



Detail of the Xmas display in Ethel Henercoff's home.



Anita Bolton, Jennings Pierce, Mardikian, Al Nelson and Gladys Cronkhite.

ceived the significant diamond solitaire from Alfred Siren, and said the marriage would take place during the coming summer.

George Fuerst, head of Traffic, received his grandest Christmas gift in the form of a capital "YES" from Mary Cody, and they will march down the middle aisle within a few months.

Engagement of David McNutt, also of Press, to Janet Gullman had been announced but Dave slipped one over by jumping over to Reno for a surprise ceremony December 31. The happy day culminated a University of California romance.

Natalie Park, actress of the dramatic staff, and Melvin Vickland, former announcer, planned an elopement to Reno. But Natalie's mother got wind of the plan and went along. The Reverend T. Clarence Vickland, uncle of the groom, also got the tip and joined the party so he could perform the ceremony. Vows exchanged January 4.

In co-operation with *The San Francisco News*, KGO and KPO broadcast the annual Carol and Community Sing from the War Memorial Opera House in San Francisco, Christmas Eve. Some 7000 persons were attracted to the place by the program, a third of these being unable to get into the theatre. Outstanding soloists and singing groups were on the 90-minute program, parts of which went network and shortwave. Ancient bells from the Mission Dolores started and finished the network portion of the broadcast, being picked up in the 155-year-old tower of the Mission. Boys pulling ropes were too vigorous and two of the ropes broke. Engineers had to ring the bells by hand to keep the show going.

ROVING REPORTER

BUT ONCE A YEAR

The 3H Christmas show was a great success. Lurking between two blondheaded tots after it was over, we heard a lot of remarks that any producer would be glad to print on his marquee. It was also quite original, combining in one and the same performance the dramatic glorification of Cinderella, a tapdancing Pied Piper, and a Santa Claus whose favorite paunchline was "My! I wish I wasn't so hoarse!"

But we don't intend to report here the highlights, the dancing, the beautiful costumes. To us, the best part of the show was the eighth floor after the presents had been dispersed—and we mean dispersed. Children underfoot, children wreathed around the columns, mothers chasing offspring among the ashstands, football games, rubber balls lying in wait, airplanes buzzing, whistles blowing, bells ringing, toy dogs barking, toy dolls walking, rolling, tumbling, squirming around the floor. It was an overwhelming spectacle, something like a Hollywood premiere, which we were incapable of describing. So we asked our cartoonist to try it, and after visiting the Picasso show to refresh his memory, he immortalized the whole business in the masterpiece at the right.

A day or two later, still chagrined at the defeat of our literary prowess, we boarded a 5th Avenue bus (where it seems almost anything can happen) and ensconced ourselves on the upper deck. At the next stop a young man with an intelligent-looking young woman got on and sat down a few seats ahead of us. The young woman immediately turned around and said, looking straight at us, "But it's an old hack. It is!" Such clairvoyance is cruel. We are still wondering, as you probably are too by now. But that's all.

PAGE BOYS' EISTEDDFOD

Even the singing mice begin to pale when we think of the usually austere brass buttons and citation cords bursting into song. Sixteen voices, some in the high C range and a sprinkling of baritones and even basses, on the guide staff is quite a phenomenon even for a soundproof building. And all sixteen voices were raising Saint Nick in the halls, come Christmas Eve. Eventually they ended up in Studio 3G for the Christmas Eve program of *Name It and Take It*. The audience thought the show was under martial law when the uniformed staff marched in with their specially acquired you name it and we'll take it attitude. All through the program Ed East, the well known master of ceremonies, kept hinting at a surprise, and it turned out to be the sixteen guide and page voices led by Production man Bill Marshall. It concluded the half-hour program with ten minutes of four part Christmas carols.

STRAIGHT FROM THE STORK'S MOUTH

Hugh Savage's cherubic grin is well known on the mezzanine and somehow even comes over the loudspeaker when he calls the tours together. The grin is wider than ever now. Hugh the Expectant has become Hugh the Proud. On January 10, at 8 o'clock in the morning, at Physicians Hospital in Jackson Heights, his wife presented him with a fine bouncing baby girl, 6 pounds, 12 ounces. This is worth the heartiest congratulations of us all, and it is likely to have a considerable effect on our public relations. The infectious smile, the friendly voice have become irresistible. Guides reporting for tour now have a sense of roseate clouds floating about the mezzanine. And the tourists, hearing themselves called, feel an unexpected touch of spring in the air and enter the elevator with hearts uplifted and a warm sense of all being well with the world.

JENNIFER WREN

We've mentioned in another place, but we're not going to tell you where, the gay whirl of life in Radio City, divisions skyrocketing from one floor to another, managers whizzing past, and the TRANSMITTER in its third office in three months. Our last one was known to habitués as the Elbow Room, just 62 floors below the Rainbow Room. The present one is a little smaller and seems to have been christened the Orifice. We've been trying to think what it all reminds us of—and at last we've remembered. It reminds us of a story, just a little thing we picked up from the boys in the back-room, but we thought you'd like to hear from the mob, so here is the edifying story of small Jennifer Wren.

It seems a little bird, just back from Palm Beach, started to build a nest in an oak tree. She was tired of living with her family and wanted to branch out for herself. But no sooner had she started in on her twigging, than a storm came along and blew the branch down. It was a rather decrepit old tree. Nothing daunted, the little bird started in again on a new branch, but that was soon closed because of the Bank Holiday. She tried again and the farmer's boy, playing Tarzan, knocked the stuffings out of her horsehair upholstery. She tried once more and had just finished putting a copy of *Poems We All Love* in the guest room, when the farmer came along and cut the tree down for firewood. By now the little bird was feeling pretty discouraged. As she sat in a bush, brooding, she saw a spider trying to build itself a web. Six times it tried and failed: the seventh time, however, the spider dropped gracefully on its thread from the top of the bush to a twig right in front of the little bird, who quickly gobbled it up and said to herself, "If at first you don't succeed, go home to mother," and she flew back to Palm Beach and went in for Female Suffrage.



PAGES' AND GUIDES' MINSTREL SHOW TELEVISION SUCCESS



"Better than most Broadway hits."

SENSATION of the month was the Pages' and Guides' Television Show January 24th, repeated February 1st because of public demand and for the FCC, who visited Radio City to see how things were getting along. In the traditional minstrel form, the idea was conceived and executed by the uniformed staff and coached by Television Producer Warren Wade, who knows what a minstrel show should be if anyone does.

At a cast meeting after the performances, Vice-President Morton brought in some of the responses and the audience rating sheet. The acclaim was "four starred", "special consideration", "more". Letters made statements like, "Have never enjoyed any television show as thoroughly." There were telegrams too—"Best entertainment ever. Better than most Broadway hits". The cold figures, averaged from questionnaires sent to owners of television sets, are the most indicative of all. The figure was 2.66 out of a possible 3, the highest rating for any variety show.

The public still gets a kick out of the old-fashioned songs, and it still has a soft spot in its collective heart for the Chautauquas, the minstrels and carnivals of years past. 21 guides and pages are also apt to be lively and enthusiastic. Altogether the show ran off quickly and brightly. Much hard work went into it, done in the pages' and guides' spare time—of which there is little. The artists wrote their own acts, thought up the stage routine and arranged the music. Then, with a trouper like Mr. Wade to add the authentic touch, the effect was perfect. The *Daily News* suggested that if these were the guides and pages, NBC had better put the regular Broadway talent in the uniforms and let Guest Relations wear the grease paint.

When the curtain went up on the kinescope, Casper Kuhn, the interlocutor, was all dressed up in a sort of Mad-Hatter costume. In back of him was the traditional minstrel form with four end-men and the chorus lines. The fanfare was given by Bob Button, a particularly glib young man on the piano. Earl Wrightson, one of the highlights, began the

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ARTISTS SERVICE DEPARTMENT ATTAINS TENTH ANNIVERSARY

EACH month the Chimes proudly ring out the tenth anniversary of various individuals in the Company. Now we ring a special change on our Anniversary Carillon with ten resounding peals at the end for a whole Division. NBC Artists Service has celebrated its first decade. Along with it, the Civic Concert Service celebrates too.

Ten years ago NBC's artist bureau was reorganized. At that time Civic Concert Service became affiliated with the newly formed NBC Artists Service. Miss Dema Harshbarger became Civic president and Mr. George Engles, Civic vice president, later succeeding to the president's title. Mr. Engles was also made vice president of NBC and Managing Director of NBC Artists Service in that early move.

The years that followed developed not only an outstanding record for the Division but also a deep loyalty and remarkable friendship. The foremost example of this is Mr. Engles' long association with Dr. Walter Damrosch.

Before he came to NBC, Mr. Engles was almost entirely concerned with the management of a few great artists, such as Paderewski, Schumann-Heink and Heifetz. When he came to our Company, however, he took advantage of the opportunity to develop young talent and has even extended his activities to the recent establishment of a training class for potential concert managers. Indeed, Mr. Engles can survey with satisfaction a decade of ever increasing success, highlighted by the management of supreme figures like Kirsten Flagstad.

Another source of satisfaction which the entire Division must value greatly, is the closeness of their organization. Many of them are likewise celebrating their tenth anniversary, or longer service with the Company. Helen Mobert, May Ball, Adelaide Bucheister, Alex Haas and Larry Fitzgerald came to NBC with Mr. Engles in 1928. Marks Levine and Elsie Illingworth are ringing in the start of a new

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CIVIC CONCERTS LUNCHEON
Major Lenox R. Lohr in the center; to his right, Niles Trammel;
to his left, George Engles.

DR. CONRAD PRESENTED BY SARNOFF FOR MEDAL

At a recent dinner of the American Institute of the City of New York, Dr. Frank Conrad, Assistant Chief Engineer of the Westinghouse Electrical and Manufacturing Company, and known as "the father of broadcasting", was presented by Mr. David Sarnoff for the Gold Medal of the American Institute. We publish herewith a condensed report of Mr. Sarnoff's presentation speech.

I am grateful for this opportunity to join with The American Institute of the City of New York in honoring one of our country's great pioneers, Dr. Frank Conrad.

Today, the frontiers of geography have almost vanished. But expanding civilization still calls for the pioneering spirit. The modern pioneer blazes a trail of experiment and invention into the boundless wilderness of our ignorance, and converts it into a fertile land of useful knowledge and service.

Such a pioneer is Dr. Frank Conrad, to whom we are glad to pay our respects this evening.

In April 1920, Dr. Conrad began sending out experimental broadcasts. He would talk into the microphone and then, for a rest, would play phonograph records. His broadcasts began to attract attention around Pittsburgh, and stimulated the sale of radio parts to home set builders; so much so that business executives of his company authorized him to build a new radio-telephone transmitter, which was completed in the fall of 1920.

The broadcast of the Harding-Cox election returns over the Westinghouse Station KDKA in Pittsburgh made history. That event is universally regarded as the birth of public broadcasting. Although it was the 1920 election broadcast which chiefly made the name of Frank Conrad known to the public, he has made many contributions of basic importance to radio.

The United States was created by pioneers. As long as the pioneering spirit lives, America will go forward. Dr. Frank Conrad is an illustrious example of this pioneering spirit.

Mr. President, I have the great privilege to present to you, for the high honor of the Gold Medal of the American Institute of the City of New York, one of America's true pioneers: a benefactor of humanity, and my friend—Dr. Frank Conrad.

STORY OF SHORT WAVES

A condensed report of an address delivered by Dr. Frank Conrad in accepting the medal of the American Institute.

Mr. Chairman and ladies and gentlemen, I deeply appreciate the honor extended by the American Institute of the City of New York in awarding me the Institute's medal. I am particularly gratified that the award was determined in part by work in the development of radio broadcasting.

Radio broadcasting may justly be classed among the developments which have done most to produce our present civilization. It is in the forefront of agencies for the extension of civilized thought and action. Ultimately, it should be a mighty weapon for peace, but paradoxically, it was literally born of the last World War.

Before the struggle began, radio's apparent field of greatest use was in communication from ship-to-shore, vessel to vessel or with isolated spots. The apparatus as developed before the war period effectively served this purpose. The military necessities of war time furnished the incentive for a further development, but, what was even more important, it furnished the necessary financial support.

At the close of the war, we found ourselves in possession of the radio products of many research agencies but with no apparent use to which to put these products. In my own case it was undoubtedly the natural fascination of working with a new tool that induced me to continue my research and experimentation.

Today we all know that radio has come far and fast since those war days. I am convinced that if radio broadcasting is to continue to expand, then the short wave lengths offer the only road. Two developments in the use of short wave bands appear to be imminent at this time: a network of short wave broadcasting stations, and television. There is ample room on these bands for expansion. What is more, the short waves are the long distance carriers of radio.

We began to realize this fact as early as 1922. I arranged to carry on experimental short wave tests from my home transmitter to an amateur station in Boston.

Radio men in general were convinced that the short wave signals died out after traveling a relatively few miles. They did not know—and this is one of the things we demonstrated



Recall early days of short wave.

Early pioneers in radio broadcasting gather to honor Dr. Frank Conrad, Westinghouse engineer, second from left, who demonstrates a replica of the first short wave set with which he picked up a Pittsburgh broadcast in London in the early 1920's. At the far left is C. W. Horn, now an NBC official, who sent the program. At Dr. Conrad's right is David Sarnoff, who was with Conrad when the broadcast was received. R. T. Pollock, President of the American Institute, donor of the 1940 Gold Medal to Dr. Conrad, is at the extreme right.

in our Pittsburgh-Boston tests—that this phenomenon is due to the skip zone near the transmitter.

At a conference of associated radio companies held in London, England, in the early 1920's, delegates raised some questions as to short waves ever being of any value in radio. Tying a wire to a curtain rod for an aerial, I "tuned in" on our station 8XK at Pittsburgh and the Pittsburgh announcer launched a prearranged program. On New Year's Eve in 1923, we transmitted a short wave program from Pittsburgh to Great Britain. This program was rebroadcast to British listeners, and was the first internationally broadcast program as well as the first to be rebroadcast. Near the end of 1924, KDKA's short wave program was transmitted to Australia. This transmission marked the ultimate in distance transmission since it was sent half-way round the world.

Since those rather crude beginnings, the technique of short wave broadcasting has advanced daily. Today every nation in Europe displays a keen appreciation of the importance of short wave transmission in inter-country mass communication. The day will come when short waves will find their rightful use as bonds of international understanding and appreciation.

NEW YORK

An introductory column has the editorial privilege of being the expression of a magazine's own point of view. It is also a handy place to acknowledge errors. First, then, we would like to apologize to two whole Departments, to Press and to News and Special Events for getting hold of the wrong picture last month and printing the wrong caption for the picture we did get. Many kowtows to all. Next, we would like to state our policy on the tender subject of engagements and marriages. These have always been news, and our policy is simply to print them, when we hear of them and have the permission of the people involved. But we haven't organized a secretarial spying system yet, and so we often don't hear the Crossley report on Cupid Inc. Therefore, we make the plea that if you have knowledge, rumor, or suspicion of such events, or indeed any incident that would be of interest, convenience or necessity to the public, just buzz 220, drop a word, and we will start snooping. If you are involved yourself, all the better. We carefully protect the anonymity of our sources. To see his name in print is an experience everyone should have once.

Major Lohr, who heads our Names in the News this month, cannot be unused to seeing himself in print. On this occasion, however, it is not in connection with radio, but with relaxation. The February 13th issue of *Look* carried a double spread of Major Lohr engaged in the pursuit of his hobbies, with pictures and all. On pages 44 and 45 you can see him in his workshop, studying his coin collection, playing with his bear cubs and following various other of the ten activities which he lists as his hobbies. Major Lohr is quoted as saying, "A hobby must be something you don't

have to do. I have found many hobbies better than just one. Some have furnished me with recreation; others have been the means of forming intimate and lasting companionships or business contacts." He can, it seems, be interested in almost anything. The hobbies he lists at present, for there may very well be additional ones by the time we go to press, are: his workshop; coin collection; a small zoo; a collection of ancient decks of cards; gun collection; making movies of his children, often with sound and in color; athletics; magic, learned while studying at Cambridge, England; butterfly collecting and stamp collecting. Such variety speaks for itself. Major Lohr could easily form a Hobby Club by himself.

Traveling in this illustrious company we find Bill Stern, making that issue of *Look* pretty much an NBC affair. Bill is pictured before the mike, but the write up tells how he went to Hollywood to become an actor, and ended up digging postholes on the RKO lot. Later, however, he was stage director of Radio City Music Hall and the Center Theatre before becoming one of our finest sports announcers. The write up ends on that wistful note, so well known in radio, "He hasn't had a vacation in six years."

Hearts and Flowers

Connubiality is rampant in NBC. California had its season, reported in the last issue, and the tide has now surged over Radio City. All three acts of the drama are represented, giving a complete cross section of this business of getting married.

Act I sees Ranald MacDougall of Script engaged. We, as chorus, asked him how it happened and something about the object of his good intentions. Mr. MacDougall obliged with, "Well—She's a young lady." "Yes, yes," we urged. "Her name is Lucille Brophy, and she's the secretarial assistant to Jerry Danzig, head of Commercial Programs on a (slight pause NOT for station identification) rival network." The engagement was officially announced on February 19th, the bride-to-be's birthday. The month of June is being cleared for musical rights for the performance. This is what comes of acting in plays with attractive young ladies, but Mr. MacDougall is very happy about it all, and the adhesive plaster over his right eye has nothing whatever to do with marital arrangements. Thus, ACT I



Presenting—Mrs. Edward Herlihy!

closes with the banns up and the bars down.

ACT II shows the climax with a large cast. The characters, in the order of their appearance, are: Ann Lee Strom, of Sales, and Robert E. Eastman, of Programs, who were married January 14th in Scarsdale, N. Y.

Next, Announcer Ed Herlihy made his vows with Jeanne Suzanne Graham on January 19th at St. Paul's Church R.C. The Rev. John Fitzgerald, a fellow classmate of Ed's from Boston College, Class of '32, performed the ceremony. Previous to her marriage, Mrs. Herlihy was an illustrator's model and was judged the most beautiful "Red head" in New York in a recent poll. Mr. and Mrs. have taken up residence in a penthouse on the East side—"Close to heaven" says the effervescent Ed. The scene closes with a startling statistic: Mr. Herlihy has gained seven pounds since the ceremony.

The plot continues to thicken. On January 20th, Miss Cornelia Redington Dickerman, of New York and Long Island, and Ernest Lee Jahncke, Jr., of Station Relations, were married at All Saints' Episcopal Church, Richmond, Virginia.

Completing ACT II, temporarily, Evelyn Vergaletti, of Long Island, and Alfred Patkocy, supervisor of Duplicating, became man and wife January 27th at St. Patrick's Cathedral, and then left for Florida.

The denouement comes in ACT III, rounding out the story. Up in International, we found Arthur S. Deter, known to his Portuguese listeners as Fernando de Sa, floating merrily around the sub-stratosphere. On Monday, February 5th, at 3:48 and 10 seconds, came Mary Jean, all of eight

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Evelyn Vergaletti becomes Mrs. Alfred Patkocy.

TELEVISION NEWS

by Noran E. Kersta

On January 30th, RCA announced the successful operation of a television radio relay system for network connection of television transmitters in various markets. This is perhaps one of the most significant developments of television since the introduction of the orthicon, the new sensitive pick-up tube for television cameras. These relays work on a frequency of around 500 megacycles, with a power of 10 watts or less. At these extremely high frequencies the antennas are very small and can be designed to give very efficient beam transmission from one relay tower to the next. Preliminary plans for the erection of such a network ranging along the Eastern seacoast from Boston to Washington show possibilities of making television programs available to approximately 20 million persons, or roughly one-sixth of the nation's population. Programs could originate or be received at any city along the link.

Each relay station contains both receiving and transmitting apparatus, and is mounted on a 100 foot steel tower. Towers would be spaced approximately 30 miles apart. Of course, this tower spacing would vary depending upon the nature of the terrain over which the transmission is to take place. An experimental relay system has been in operation between NBC's Empire State transmitter and Riverhead, Long Island. One relay station is located 45 miles from the Empire State Building and the next fifteen miles farther which boosts the signal another 15 miles to Riverhead.

During the week of January 15th, Mr. Morton and Mr. Hanson, along with several RCA officials, testified at the FCC hearing on television. The hearing was held in conjunction with a preliminary report on the status of commercial television issued by the FCC a few weeks before. The NBC's testimony was in favor of the tentative rules and regulations set up in this report. A few other companies interested in television, however, have objections to the FCC's stand on certain technical standards of transmission, and to the time when television broadcasting should become commercial in the same sense that sound broadcasting is today. After a week and a half of testimony and cross-ex-

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PAGES' AND GUIDES' SHOW

(Continued from Page 1)

specialty acts with the plaintive appeal, *Can't You Hear Me Callin', Caroline?* and when the audience was reduced to tears, Bill Garden cheered them up with a comedy interpretation of *Ida*. Next, "Introducing Mr. Walter Covell, fugitive from a summer stock company," with an original monologue impersonating "hams of the stage and the movies, known for mugging, not mustard, I mean." Slightly on the burlesque side was the Benson-Donlin-Jenkins-Button murder in the first degree of a specially written *Iconoscope Symphony*. It set a new idiom in symphonic music. Bill Miller and the chorus must have pulled the heart strings of many ex-drugstore cowboys with their extravagant nostalgia, beginning, "Gee, but I'd give the world to see that old gang of mine." And then the dancing pageboy, Parsons, showed how he trips through the halls on payday, to the accompanying screams of 21 rhythmianiacs.

The remaining minutes saw a trio specialty and the never-to-be-omitted barbershop quartet. Keith Gunther brought in the white glove element and explained why he was "—gonna quit, Sattiday." There was a very moving rendition of that classic in sentiment, *Mighty Lak a Rose*, by Joe Jenkins. And for a perfect example of the minstrel manner, we refer you to Roy Pascal's *Mandy*. Earl Wrightson brought the show to a close with the mournful note about "I used to sing in Frankfort, now it's frankfurters I sell." And the chorus went off to the *Dark Town Strutters' Ball*.

If you missed this show, there will be another soon. This was only the first stop for the 21 minstrels. Mr. Wade will continue in the director's chair. So keep your eyes on the 3H marquee.



STAGECRAFTERS PRESENT

Help Yourself

DRAMATIS PERSONAE

Frederick Bittlesby.....	Kirk Quinn
Uncle John	Ray O'Connell
Fanny Keane.....	Jeanne Harrison
Messenger	Jack Morris
Miss Breckenridge.....	Virginia Kelly
Miss Oglesby.....	Edmee Logan
Tony.....	George Andrews
Christopher Stringer.....	Walter Covell
A Job Hunter	Robert West
Schuyler Danforth	Dave Crandall
A. B. Alexander	Robert Stone
Peggy Danforth.....	Mary Nealon
Philip Nichols	William Garden
John C. Holman	Gillette Malcherone
Henry C Williams	George Bartholomew

Nicholas B. Bradley.....	Ray Girard
A Woman	Barbara Kirk

First nighters acclaimed it, critics crumbled before it. It was the latest presentation of the Stagecrafters, *Help Yourself* by Paul Volpius, a balmy bit of business in a bank. The first performance was on Friday night, February 2, on the famous boards of Studio 8G. That and all succeeding performances played to packed houses, and if you didn't see it, you will be out of the conversation for months to come, with people pointing to you as a man who is definitely not up on the progress of the arts.

By now you have gathered that we have nothing but praise for this theatrical milestone, and we do not hesitate to confess that the problem of the reviewer is merely to choose the brightest lights from this galaxy of stars. Walter Covell, in the lead, easily earned for himself the title of "the modern Garrick", Gillette Malcherone, (obviously a stage name for Gillette Malcouronne) turned in a fine and finished characterization, Kirk Quinn and Robert Stone glowed in a light of their own, and, in fact, the entire cast scored personal triumphs.

But there are others who equally deserve the laurel. Bettina Steinke, for her sets, wins the TRANSMITTER Critics Circle's Art Award of the year. Virginia Black earns orchids as assistant to the director, as well as John Becker, Business Manager, and Hugh Chain, House Manager, and on down the line. Great plaudits, of course, go to Robert Stone, the brain behind the deed, impresario, producer, director and actor, a theatrical milestone by himself.

The Stagecrafters are in the great tradition of grand old troupers. They

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NBC CHICAGO

by Bob McCoy

This Changing World

Life in the Chicago office this month was quite a whirl, what with all the changes, promotions and auditions. Hold on tight and we'll plunge right into the maelstrom—

It starts with the popular Jimmy Neale who has been assigned to assist Salesmen Harry Kopf and Paul McCluer in servicing their accounts. Neale is still in charge of Sales Traffic, but Floyd Van Etten now handles most of the duties of that office. Ed Stockmar moves over from Program Traffic to replace Van Etten. Frank Golder, formerly Night Program Supervisor, now fills Stockmar's chair as Day Program Traffic Supervisor.

Are you still tagging along and keeping track of things? Here we go again. Lincoln Douglass, who now has ten years service behind him, moves up to the twentieth floor from Artists Service to be Night Traffic Supervisor. Ray Neihengen is now Artists Service Accountant, and Ken Stedman moves over to the next desk, formerly Neihengen's, and is Credit and Collection man. Arnold Johnson comes up from Artists Service to replace John Wehrheim who in turn replaced Stedman. From the Mail Room comes Fred Klein to do Johnson's former work in Artists Service. Fred Klein is the young fellow who last spring won a fight over a terrific illness which seriously threatened his life.

If you think we've stopped reporting recent transfers, you're very wrong because here are some more for you. After all, they're all good news and why keep things like that quiet. Lois Aeppli is now a full fledged secretary in Network Sales. Comes from the Central Stenographic and replaces Florence Reiland who resigned. Dorothea O'Heron is now pounding out script in place of Miss Aeppli. New faces on the Guide Staff are those of Jerry Hawthorne, William Bent and Sherrill Edwards. They're polishing up the brass buttons formerly worn by Bob Larimer and Claude Welles who resigned and Jim Madden, now in the Announcers' office. Up in Network Sales there's a new Salesman. He is John M. McCormick who comes to us from Minneapolis, Station WCCO, to be exact, where he was Assistant Manager.

Changes, promotions and good



Al Barker wonders what the heroine should do next.

breaks weren't confined only to the Traffic, Sales and Artists Service Departments last month. Things happened around the Announcers' office that give you that smugly pleasant feeling that it's a pretty good world.

First of all Tom Casey was moved up to a Senior Announcer's berth replacing Pierre Andre who returned to Station WGN in Chicago. Tom was the first graduate of the Chicago Announcing School and has been with NBC for about six years. Started out on the Page staff and in 1936 was made a Junior Announcer, the first in the Central Division. So now, you see Casey is fulfilling all those prophecies made concerning his future success.

Replacing Tom Casey as Junior Announcer is Fred Kasper who has been carrying out the duties of Assistant to Bill Kephart for the past nine months. Kasper is also a product of Lynn Brandt's Announcing School. Incidentally, considering the number of men here and throughout the country who trained in the Announcing school, it is obvious that the school is paying dividends. Jim Madden comes from the Guide Staff to replace Fred Kasper. Madden joined NBC four months ago—and, you're right—he attends classes in announcing.

Final, but not the least, personal success story is that of Announcer Dave Zimmerman. One day last fall Dave had an idea for a program. He worked it out carefully, wrote and re-wrote sample scripts and finally had it ready for presentation. Now, the idea has blossomed forth as a new Red network program. It's *Beat the*

Band, heard on Sundays and sponsored by General Mills. It's interesting to note that of all these men promoted this month, ten of them originally started out with NBC either on the Guide Staff or in the Mail Room.

Apologia

The writer bows his head and humbly asks pardon from the following people for the following reasons: To Helen MacDermiad and Georgeanne Huxley of Audience Mail who have been here for lo! these many months with nary a word of welcome from the official publication; To Production Director Archie Scott whom we so badly ignored when we wrote up the Xmas party. Scotty was that all-important man behind the scenes, and sometimes in front, who produced the entertainment and kept it running smoothly; To Esther Ludwig, the Continuity Contralto, whose engagement to Golf Professional Bob McDonald somehow slipped through our typewriter.

Extra-Curricular

Adding to the achievements of our Chicago Continuity Staff this month was the feat of Albert Barker who had his new play *Overnight* performed in Chicago the nights of January 31 and February 1 and 2. The play was presented by the Radio Theatre Guild in the Chicago Women's Club Theatre. Al Barker has been a member of Ken Robinson's staff for several years and is well known for his writing of *Don Winslow of the Navy*. He has also written several *Lights Out* scripts. For the legitimate theatre he has had presented on Broadway *Man on Stilts* produced by Arthur Hopkins; *Buckaroo* and *American Holiday*. Outside literary activity was not confined only to Al Barker of Continuity. Although he left our NBC writing staff about seven months ago, we're sure you'll be interested to know that Leslie Edgley will have his first novel published this month.

My Card, Sir!

Ed Bailey, speaking for the Sound Department, challenged the Guide Staff to a Basketball game this month. Chuck Klein and Warner Holmgren of the Guides are in a huddle considering the challenge and right now it looks like they'll take the Sound men up on it.

NEW YORK

(Continued from page 3)

pounds and trailing traditional clouds of cigar smoke. Mr. Deter or de Sa wants it distinctly known that this is not an ordinary baby. For one thing, its face doesn't pucker like most babies, and for another, it needs a haircut already. Mr. Deter, when pressed, admits that Mary Jean doesn't talk yet, but an assertive "ma-ma", or probably "da-da", is expected momentarily. (Blackout)

Changes and Additions

A usually reliable source of information sent us word that the Script Department, which is so retiring and so omnipresent, has a new member. So, while Mr. Titterton was out to lunch, we sneaked in and interviewed her. Very pleasant it was too. The new member turns out to be the cor-ridorable Kathleen Lane, who shows great vice-versatility in her education. She went to school in Bronxville. Then she went to the University de Grenoble for two years, where they also speak another language, and hence can talk French like all the other literary linguists in Script. After some further rounds with a business school in California, Kathleen worked as secretary for General Smiley and at the Flushing Kirmesse before she came here. Stenographic knew her for a week only, after which she found herself in Mr. Titterton's foyer. She is a sort of assistant secretary, though she and the irreplaceable Helen Sweeney often "double in brass", as Mr. Titterton so expressively puts it. Kathleen's diversions are music and badminton and there is the additional interest in her job of frequently seeing the literary grate.

Presenting now a woman of great experience, Mr. Chotzinoff's new secretary, Ross Frederick. We say "a woman of experience" because she is by no means new to radio, having worked, just a short while ago, with Hugh Gibson and, earlier, for the *Voice of Experience*, itself. Her home is in Newark. She went to Maryland College, first as a student, some years later as secretary to the president of the college. Among other activities which have given her a wide view and great love of life, she worked with her mother on a famous column in the *Newark Evening News*, with a psychiatrist who was running a clinic with one hand and writing a book with the other, with H. H. McClure, and with Robert West (the one who



THE ANNOUNCING CLASS

Sanford Doremus, Maestro Dan Russel, Bill Raleigh, Jack Erixson and Howard Flynn.

is not with the Stagecrafters). It is not surprising then that one of her interests is walking, just walking and looking at the people about her. Another interest is music, very fitting for her present work, and she once played over the radio in Baltimore before networks were even thought of. All this adds up to give increased zest to her position, where she can watch the musically famous coming in and going out like the tide.

The word was going around that the Production office (second floor) was a brighter, gayer place these days, so we went down to see what all the shouting was about. On inquiring where the phenomenon might be found, we were told to keep going straight ahead, and when we came to a door marked "private", to go right in and that would be it. It was. Petty hasn't discovered Mary Christiene Leahy yet, but he will. And beneath the blond curls rests knowledge garnered from Notre Dame College, Wildcliff Jr. College and the Presbyterian Hospital Nursing School, not to mention business courses and knowledge of musical structure from the noted pianist Charles Haubiel at New York University. Christiene did medical work exclusively before coming here, specializing in medical stenography. She is a familiar figure at the City Morgue, but says she likes NBC better. In fact, she laid seige for a year and a half to get into NBC. Reaction—"it was worth it". We agree.

The most recent arrival from the West Coast to take up activities in New York is Joe Thompson of the Production Staff. He replaces Austin Croom-Johnson who is free lancing. Mr. Thompson's NBC activities have been well-recorded in previous dispatches sent in by our Hollywood Reporter, Noel Corbett. Predominant among them was his estimated collec-

tion of 14,000 swing and symphonic records. Questioned upon this point the modest Mr. Thompson sighed regretfully and said "No! Only about 4,000." The difference in figures must undoubtedly be attributed to the Hollywood influence, Mr. Thompson agrees. Joe graduated from Stanford University, California in 1931. He then left his home state to work in New York for various magazine houses and edited such publications as *College Humor*, *Life* and *Cosmopolitan*. However, he was more interested in radio, and in 1934 he returned to San Francisco and shortly afterwards became affiliated with the NBC San Francisco office, where he wrote and directed for the next two years. In 1936 he took up similar duties at our Hollywood studios and was associated with such shows as the Packard and Maxwell House programs. He remained there until this January when he was transferred to the New York Production Division.

He first saw the light of day in Rio de Janeiro, Brazil. There, Portuguese was a native language to him. He graduated from Baylor University, Texas, last June and soon became affiliated with our International Department. Recently he was added to the permanent roster. His name is James I. Christie. Since he came to NBC, he has been announcing and writing script for Portuguese programs. His *nom de microphone* is Mario Cardoso, and under that title he is now on the air from 4:00 to 5:00 P.M., EST. Starting March 13, he is presenting a new series of Portuguese programs, organized by himself, which is called *Knowing New York* and will offer short wave listeners colorful and interesting descriptions of various phases and activities of the metropolis. The series will be broadcast each Wednesday from 4:45 to 5:00 P.M., EST. During the summer, the first Wednesday in each month will be devoted to activities of the New York World's Fair for 1940.

Announcers

Bob Stanton has come from WJW in Detroit to take a position as Senior Announcer at NBC. He has also announced for KSD in St. Louis. He was raised, "more or less," in Minnesota and Florida and is a graduate of the University of Miami. Having done considerable Special Events work in the past, you are likely to find Mr. Stanton announcing at the scene of action

(Continued on next page)

(Continued from opposite page)
 as well as in the studio. He takes the place of George Ansbro, who resigned, after six years, to free lance.

Also in the announcing line is Mr. Francisco J. Lara of International. Venezuelan born, Mr. Lara is the announcer and script writer most recently associated with the Division. He studied at the Colegio Nacional del Tachira, and has traveled extensively through Central America, Colombia and Venezuela. He has been in this country for twenty-one years, six of which were spent in the New York offices of Metro-Goldwyn-Mayer, where he was in charge of the Spanish publicity and the supervision of synchronization of short pictures in Spanish, the scripts of which he prepared himself. He was married in this country and has two children. If you are looking for a fourth at bridge, we give you Mr. Lara.

When he started to work as an NBC page last April, Russell Dollar had a firm intention to become an announcer. He studied the art in his spare time for seven months and was well prepared for the announcing class auditions of last October. He was immediately selected for the class, and then Dan Russell went to work. The results of the two Russells' efforts speak for themselves. Towards the end of January, Dollar won an audition for WPTF, Raleigh, N. C. After three weeks, he was put in charge of all continuity for transcribed announcements and handles thirty-two hours of announcing a week.

On top of this, Jack Erixson, also of the announcing class, took the honors at an audition held February 9th for WFBC, Altoona, Pa. Jack joined the page staff at the same time Dollar did and rapidly rose to be a guide. Lately, he has been at the mezzanine desk, helping the tours get off to a good start. We congratulate these fellows heartily, but it looks as if Dan Russell will soon be without a class to teach.

Many of the feminine visitors to NBC during the past year and a half have gone out sighing about "that cute little fuzzy-headed guide," but alas, this can be no more because the perplexing but cute Mr. Materne of the guide staff has been moved up to the Sales Department, where he is taking over the ex-responsibilities of John Hoagland. This new job, Bud says, gives him plenty of walking around.

The above mentioned John Hoagland has been moved to a position as
 (Continued on page 9)

AA ACTIVITIES

Election Month

During February, AA President George McElrath appointed a special committee consisting of George Frey, Al Nicol and Claire Maxwell to nominate candidates for the offices of president, first vice president, second vice president, secretary and treasurer. Hence, for the past month the election fever has permeated the atmosphere as nominating and secret balloting has been going on, and now all the members are anxiously awaiting the results to be announced at the annual AA meeting scheduled to be held some time this month.

Bowling

The third and final chapter of the Bowling League is well underway, and all teams are still striving valiantly. Thursday, Jan. 30, marked the second meeting of the Ladies Team and Auditing. The ladies startled the brawny men by trouncing them three games for the second time this season. (After all, it's leap year.) As we go to press, the scores from September 28 through February 8, stand as follows: in the first three brackets are General Service I with 42 games won; second, Treasurer's 35; and third, Engineering 2 with 33 victories. To date the highest score for a single game among the ladies stands at 187 bowled by Mary Lesko. George Frey boasts the top score for the men with 258. The individual averages, for those who have played 25 or more games, credit Protzman—174, Nicol—174 and Heitmann—173. NBC's bowlers take over twelve of the twenty-four Radio City Bowling Alleys each Thursday evening from 5:30 to 8:00. Spectators are invited.

To The Ladies

Several groups of NBC girls are finding considerable enjoyment in AA gymnasium and badminton classes. There's room for more athletes in these classes, so if you enjoy muscle-limbering exercise and would like to join the groups, call Al Walker on extension 625. The classes are held at Al Walker's Gymnasium, 251 W. 80th St. on Monday night from 7:30 to 9:30, and on Wednesday evening, there is badminton from 5:30 to 7:30.

Skating

Old Man Rain's attempt to put a damper on the ice skating party

ANNIVERSARY CHIMES

The NBC TRANSMITTER salutes these members of the National Broadcasting Company, who, this month, complete their tenth year with the Company.

New York

Wilbur Carl Resides	Engineering
Magnus Opsal	Engineering
Margaret C. Leonard	General Service
Isabel McGeary	President's Office
Benjamin Ferdinand Baer	Program
Harvey John Gannon	Program

Chicago

E. G. Eisenmenger	Engineering
Vern D. Mills	Engineering
Eric R. Danielson	Program
John James Neale	Sales

Hollywood

C. E. Pickett	Engineering
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scheduled for the evening of Feb. 6 was a dismal failure. The festivities were to take place in the Rockefeller Plaza Skating Rink, all the plans and arrangements had been made, and then as evening settled over the city, the rains came. Shrugging their shoulders the undaunted skaters pooh poohed the rain and instead of partaking of skating, they partook of food in the cafe adjoining the rink. While the gaiety was going on inside the rain continued to pour without, until finally, giving up in despair, it ceased. Quickly the ice was brushed off and soon the merrymakers were gliding around the oval. Thus, after an evening of food, frolic, and possibly a few bumps, the party ended with everyone heading for home with a happy feeling, and possibly a few bumps. Those attending the party were Marion Ayer, Charles Wall, Mary Irvine, R. J. Teichner, Grace Sniffin, Anthony Faillace and Helen Winter (and possibly a few bumps). If interested in joining, call Helen Winter.

Dancing

Dancing classes, which terminated in the middle of January, were pronounced a first rate success by the participants and Mary Coyne, director of the group. The final meeting ended in a whirl of skirts and dancing feet answering to the rhythm of Bolero, Tango, and swing music, and even before the final strains of *Goodnight*

(Continued on page 11)

NBC TRANSMITTER

Published for and by the employes
of the National Broadcasting Com-
pany from coast to coast.

VOL. 6 MARCH, 1940 No. 3

EDITORIAL BOARD

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ARTISTS SERVICE

(Continued from page 1)

decade this year, as are Siegfried Hearst, Catherine Lovelock, O. O. Bottorff and D. L. Cornet. "I believe," Mr. Engels said, "that this long and friendly companionship in a job which we all love is one of the greatest contributing factors to what success we have achieved so far."

Coinciding with this occasion was the 19th Annual Convention of the founders of the Civic Music Plan. This group formed the Civic Concert Service for the purpose of insuring annually excellent concerts and a sound economic base for Civic Music Associations. It was in 1930 that Civic Concerts became affiliated with NBC. Last year it achieved its best record in artist bookings.

Mr. O. O. Bottorff, general manager, presided over the Convention and recalled the past history of the group. The visiting members of the Field Staff were widely entertained by executives and artists, the activities culminating in a luncheon given by the president, executives and heads of departments of NBC, in the Rainbow Room. Major Lenox R. Lohr congratulated the representatives on their remarkable success.

In one of the final sessions of the conference, George Engles, president, outlined the plans for 1940. He stated that the same general policies which had proved so successful in the past would be continued in the future. In conclusion, Mr. Engles pledged the continuance of NBC's policy of constantly searching for new and outstanding concert attractions, thereby enlarging the artistic reservoir upon which Civic Music Associations might draw.

WASHINGTON

by Marian P. Gale

Results for this year's Mile O'Dimes Campaign came after the deadline for this column last month, so we will make a report now. Smashing the goal by more than a half a mile the final tally showed \$16,500 or 165,000 dimes were laid on the track during the two week drive. After a special broadcast January 29th from the Mile O'Dimes stand in front of our studios, the dimes were sent by armored trucks to the White House to aid in the fight against infantile paralysis. Colonel Edwin M. Watson, military aide to the President, accepted the gift for President Roosevelt. The dimes were poured into 16 bags, each with a huge \$1,000 sign painted across it. Night Supervisor Bud Barry, who was active night and day drumming up competition between government departments and local business organizations for contributions, found need of a short vacation after it was all over.

Lots of NBC folks were present at the Washington Ad Club annual Janiboree held at the Mayflower Hotel, Saturday, January 27th. Those on hand for the occasion were NBC Vice Presidents Frank Russell and A. H. Morton; J. V. McConnell, manager of NBC's National Spot Advertising; P. J. Hennessey, Ross Filion, Carleton Smith, Fred Shawn, Mary Mason, Rodney Erickson, Ben Baylor, Stanley Bell, Martha Cosgriff, Helen Mobberley, Eva Cluff, Rudy Coldenstroth, Harold Thomasson, Vic Kissal and Rose Ewell. Commercial Manager John Dodge and "WRC Timekeeper" Gordon Hittenmark entertained at informal parties for clients and advertising agency executives preceding the banquet.

Last month cigars and candy were passed around for two special events in the Commercial Department. Salesmen Jim Sweet and Ben Baylor were the donors . . . and the reason was the arrival of a little boy at Mr. and Mrs. Sweet's house and a baby girl at the Bayers.

John Hurley of NBC's Legal Department in Washington, played one of the leading roles in *Criminals at Large* recently presented by the Civic Theatre Players. On hand to congratulate him after the final curtain were Vice Presidents A. H. Morton and O. B. Hanson, and Attorney P. J. Hennessey. At Hurley's dressing room they



AT THE MILE O' DIMES STAND
Mrs. Roosevelt sees Assistant Attorney General Edwar Kemp turn over to Bud Barry the Department of Justice's contribution.

assured the promising actor, however, they were not scouting for television talent but were merely seeking diversion from the television hearings being held at the FCC.

Announcer Raymond Michael is attracting considerable attention these days as WMAL's "man before the mike" at the hockey games. Newspaper reporters and columnists have been very enthusiastic about Michael's hockey broadcasting ability. In fact he has been described by some of the nation's hockey connoisseurs as "far the best they've ever heard". And this is the chap, mind you, who broadcast the first game he ever saw.

Five WRC-WMAL announcers were selected by the President's Birthday Ball Committee to emcee the celebrations and introduce the visiting moving picture stars at the local hotels January 29th. Those taking part were Lee Everett, Gordon Hittenmark, Raymond Michael, William Crago and Bryson Rash.

A telegram we recently received advises that a brand new weekly magazine covering all local radio stations is soon to make its bow, and the cover will bear the title of *On the Air*. It is signed by the "Editor of *On the Air*". Well, by way of the old grape vine telegraph system we have learned the identity of the editor—it is to be none other than our "WRC Timekeeper" Gordon Hittenmark. Having started the year out with one successful venture after another, namely the Doll Campaign, then the Barrel of Dimes for the fight-infantile-paralysis drive—it's no wonder Hittenmark is bursting with enthusiasm to start a new local radio magazine.

KDKA PITTSBURGH

by Jim Luntzel

Last month's story on Bernie Armstrong was not intended to become a serial, but there was a loose string or so to be tied, and we thought the following was pertinent enough to merit the submission of a second chapter. (Editor's note: *The Saturday Evening Post* took THREE chapters to tell the story of Orson Welles!)

Now Bernie Armstrong, as was pointed out in last month's issue of the TRANSMITTER, is an unusual fellow—but he would be the last one to admit it. The record shows, however, that this gifted organist at KDKA is one of those children of fate to whom things always happen. Recently when Armstrong was recovering from the flu, he chafed at remaining away from the studio with nothing to do. So he decided to make time pass quickly by taking stock of his extensive wardrobe, every stitch of which was bought for him sight unseen by Western Union messenger boy. (Last month it was explained how he has a phobia against going into a department or clothing store.)

"Here's a pretty how-de-do", he mused to himself in dismay. "My new camel's hair topcoat—all splotched with mud." Being a man of direct action, Bernie went to the bathroom filled the tub and doused the coat. First hint of trouble came when he tried to rinse it. The water weighed it down so heavily that he couldn't lift it. Inspiration came in the form of his youngster's baseball bat, which made a fine tamper. Bernie will recommend it to anyone. It works fine. The next difficulty came when he tried to hang the coat up to dry. Again inspiration!

"Why not hurry this business?" thought Armstrong. "Why not put that coat in the turkey roaster and dry it in the oven?" The surprising part of this story is that the idea worked. The coat fitted into the roaster. The roaster fitted into the oven. Bernie carefully adjusted the fire to "medium" and felt quite proud of himself.

"It's foolish to spend money sending clothes to cleaners," he said to himself. "From now on I'll do this all the time. Think of the money I'd save." Well,—we repeat that the idea worked—the coat did dry. But Bernie became interested in a book, forgot about the coat until he smelled some-

thing. He dashed into the kitchen.—Bernie now is the best customer of his neighborhood cleaning and dyeing man.

Sounds, which with charity and forbearance could be translated into S.O.S. signals, came with high power and great frequency from Dr. Russell Pratt's office recently. Like many disappointed and disillusioned humanitarians, Pratt was paying the price of over generosity. Stressing on his early morning kids' program that every child should have a pet, Doc offered his program as a clearing house for youngsters who wanted to give away pets. Then came the deluge. To date he has had over four hundred telephone calls and letters for pets. The trouble is, the kids who have pets are holding on to them, and for every one who wants to give away a pet, there are twenty who want them. Never again, says the sadder but wiser Doctor.

Dave Garroway, former page boy who has made good at KDKA as special events announcer, has all the aplomb and poise that is necessary to carry him over the routine emergencies which may arise in the course of his daily work, but one situation developed on a quiz program last week which tested him to the limit.

A team of meat salesmen were opposing a team of fish salesmen as part of a pre-Lenten feature and a swell set of questions had been prepared, with answers attached for Garroway's information. The program got under way, and with an audience of over a hundred invited guests looking on, Dave called the first contestant, who pulled a master script from his pocket, glanced quickly for the question and read off the answer. As the next contestant came up, the first one handed over the script, and so on and so on, to the announcer's discomfiture.

With the program headed for a certain tie, naturally each side rolling up a perfect score, Garroway was getting redder and redder around the collar. Finally on the last round of questions, Dave discarded the script and ad libbed questions of his own,—much to the contestants' discomfiture. The fish men won out when two of the meat men were stumped on the final round. Which was appropriate enough since it was just before Lent anyway.

EXCHANGE CORNER

FOR SALE—An original oil painting, portrait by Gerard Ter Borch, 17th century Flemish painter. "The Scholar." Call TRANSMITTER.

NEW YORK

(Continued from page 7)

assistant salesman under George Benson. His career at NBC began in the Messenger Service during the summer of '38 and he moved from there to Central Files. In July '39 he became clerk in Sales, which position he has just left to Up-and-Coming Maternic. Hoagland attributes his success as a salesman to his past experience with his father's iron foundry.

Inside Story

This month there are two young men who deserve mention, not because they have become vice presidents, or even become engaged, but for creative work which has momentarily carried them out of their departments and put them on the air. You will recognize Gordon Webber as the member of the Information Department who helps write the good will letters. Such a job obviously calls for writing ability to start with. It has also given Gordon realization of radio's tremendous audience and an understanding of that audience's interests and psychology. So he wrote a play—and then some more plays. The first was produced by the Radio Guild on January 17th. It was called *Peter Lovely's Pigeons* and presented the reminiscences of a gentle old man. Mr. Titterton described it as "a delicate and nostalgic drama".

On February 3rd, the Guild produced two more plays for which Gordon Webber was responsible. *Going Home* was in the form of a dialogue between an old man and a boy in which the old man regained, in a way, his youth, slowly merging into the character of the boy. *Moon Road*, the second of the plays, was adapted by Gordon from a story by Tom Carey, who holds the Black Watch in International. It tells of a boy and girl, much in love, who are dead, and how the girl gently brings the boy to a realization of this.

All three plays are clearly based on the intimate psychology which radio, perhaps, can present better than any other medium. We wish continuing success to Gordon and Tom, who are of the writing tribe that is growing up in radio, not coming from the outside.

RADIO CITY FLYING CLUB

In a Company like this you are bound to find adventurous people. Some of them take to the air, a natural medium for the unconquerable spirit. About a year ago Paul Burton—if you don't know him it's because he has the dawn patrol up in Air Conditioning—a brother of his and Tommy Severin of Guest Relations decided to buy an airplane, and out of it all came an organization known as the Radio City Flying Club. With Burton, a licensed pilot these past six years, at the controls, the club has grown by climbs and glides. This year, out at Flushing Field, the three charter members act as administrators. Harvey Gannon from Night Program is president of the student body, which is made up largely of NBC recruits. Helping Burton with the instruction is A. T. Williams of Engineering, also a licensed pilot. Vincent O'Connell of Traffic is bright student No. 1 with many hours of solo flying to his credit. One department in the Flying School is known as the Future Gold Star Flying Mothers. Mary Coyne, Jean Harrison and Virginia Black, all of Sales, are taking flying lessons. The girls have affectionately named the ship "DeBoid". There are many in NBC who have taken demonstration flights with a wary hand to the controls to discover how easy flying really is. There are members of the Flying Club from other Radio City companies and lately a group from the New York Telephone Company. All together there are about twenty regulars, including five women. Seven have soloed so far.

The Civil Aeronautics Authority is the guiding angel for the school. It advocates a certain routine of instruction and this is followed very closely by Instructor Burton. The course consists of fifty hours flying time, the first eight are with the instructor and are the minimum required for solo flying. It soon becomes evident to the student that an airplane is very light and can be handled gently. When the preliminaries are taken care of, there are 35 hours of solo flying required and seven more hours with the instructor in the form of check flights and instruction in advanced and precision maneuvers. Lessons in cross-country piloting are also given at this stage and lead to the fifty mile, two-stop solo flight. About then you are ready for a license—it is all very simple.

And what is so rare as a day when

WGY SCHENECTADY, N. Y.

by W. T. Meenam

Bowling

If George McElrath of New York and John Howe, president of WGY's bowling league, can get together, there's likely to be an inter-city NBC bowling meet somewhere in the Mohawk Valley sometime before the days get too long. From NBC's New York twelve-team league it is proposed to select ten men or two teams to meet the same number of men from WGY's modest six-team league.

The Squeals, sparked by Al Taylor of Sales and including such marksmen as Peter Narkon, Horton Mosher, Howard Wheeler, Kolin Hager, benched by an appendectomy, and Gordie Randall, are leading the league by a two-game margin over the Howls and Faders. Not a comfortable lead but it looks pretty big at the moment. Chet Vedder, who returned to announcer duties after two months' illness, has been going great guns and now leads the league in average and also with the best three-game total of 613. Howard Tupper's 242 continues the high single.

Skate Race

Al Zink and Tommy Martin, turned loose on the National Skating Championships at Schenectady, gave a fine performance as air reporters and commentators. WGY was associated with the *Schenectady Union Star* on the three-day events which brought all the American Olympic skating eligibles to Schenectady. Dan Duval, the *Union Star's* sporting editor, handled the background story on the air and Zink and Martin did the descriptive job. Sunday, a succession of three broadcasts spotted during the afternoon, built up to a stirring climax with the point championship hinging on the result of the five mile race. Both Zink and Martin let themselves go on the event which was enlivened by a one round fight between two of the contestants.

all the dues get paid. That was when Ace Burton climbed out of the cockpit with all seventy-five dollars in his pocket. Along came the wind from the propeller and the seventy-five were scattered all over the field. But when Paul got through picking dollar bills out of the ruts where the planes taxi back and forth, he counted up and discovered he had seventy-seven dollars.

March O'Dimes

Announcers Wilbur Morrison, Howard Tupper, Tom Martin, Al Zink and Phil Brook had a tough outdoor assignment recently. WGY, associated with the *Schenectady Gazette*, presented a daily noontime program on the main Schenectady business thoroughfare in connection with the March O'Dimes Campaign. The week was the coldest of the winter and all the programs originated on the street. However, the job was worthwhile as Schenectady County's contribution to the Infantile Paralysis Fund this year was 100 percent greater than in 1939.

Massacre

Victor Campbell, Al Zink and Tom Martin are receiving the congratulations of Schenectady officials for their work in writing and presenting a half hour dramatic sketch depicting the exciting incidents in connection with the Schenectady Massacre in 1690. On Feb. 8 at 11:15 P.M., the 250th anniversary of the massacre and fire almost to the minute, the WGY Players presented the dramatic offering. The performance was preceded by short talks by the present Mayor of the city, Mills Ten Eyck, and his predecessor, Robert Baxter.

W2ALP-W6OSH

Members of the WGY staff Horton Mosher, Phil Brook and Bernard Cruger recently contacted Al Korb, former WGY control engineer and now in the Maintenance Engineering Division of Hollywood NBC. Gene Darlington, G-E Manager in charge of short wave broadcasting, and an amateur operator of years' standing, established the voice contact via his transmitter W2ALP. Korb talked via his outfit W6OSH and reported that he had recently built a home at Burbank and will shortly start digging for his swimming pool.

To and Fro

A. O. Coggeshall, manager of the Program Department, Alex MacDonald, Promotion, and Howard Tupper, announcer, are members of the Schenectady Choral Society—Al Zink and Mrs. Zink have joined the Schenectady Civic Players and are booked for parts in the next production—Caroline Osan is spending a few weeks in a well earned rest.

DO YOU LIKE TO SING?

The Choral Society, which we mentioned a while back, is underway and growing rapidly. If you are interested in joining a unique society, one formed for "fun and relaxation" with no fees to pay at all, get in touch with Harry Wightman of Music, Room 373, or extension 647. If you are interested enough, a concert may be arranged in the spring. And all you have to do is attend rehearsals. All NBCites are eligible. No auditions are required whatsoever.

STAGECRAFTERS

(Continued from page 4)

have carried on and on and on trying to get *Help Yourself* produced. Through the singular adversities of missing sets, missing lines, a holiday season and the effort of finding a "dark" studio, they battled their way to their gala premiere. The only criticism that followed the curtain raising was directed not at the performance, but at their unconscionable luck, when some misguided minor suggested they reentitle themselves The Grope Theatre. Considering these difficulties, we must bestow additional praise on all hands.

And now, as the sun sets over the Sunken Plaza, we say farewell to these unusual people, hoping we may soon return and join once again in their delightful diversions. We say "Good-bye" to the Stagecrafters, or, in their own quaint language, "The Curtain is Down."

AA ACTIVITIES

(Continued from page 7)

Ladies wafted through the air, there was talk of a new class. Mary Coyne is working on plans for the reconvening of the group even now, so if you're interested in brushing up on the art of swing and sway, you may reach her on 561. Here's a tip: The annual NBC spring dance will be here soon.

Swimming

Special flash from the aquatic front. Frances Barbour sends out a general invitation to all NBC swimmers to join the AA swimming club. Now's the time for you mermaids and men to rehearse your favorite dives and strokes for the approaching summer days you will spend on the local beaches. For information call Miss Barbour, 361.

WINNERS OF PROGRAM TITLE PHOTO CONTEST

D. R. Buckham, John N. Fricker and Jack Leonhardt come through this month as the winners of our latest

photo contest. Mr. Buckham wins first prize, ten negotiable dollars, for his picture entitled *Quicksilver*, which you



"QUICKSILVER"
1st Prize: D. R. Buckham.

have no doubt already noticed at the top of the page. The idea behind the contest was to make a picture representing the title of a Blue Network show. On this line, Mr. Fricker wins second prize, five dollars which might be spent on photographic equipment, for *The Wife Saver*. It speaks for itself. Third prize is a year's subscription to *U. S. Camera* and goes to Mr. Leon-

hardt, who turned in the *Easy Aces*.

Ray Lee Jackson, Richard G. Spencer and Herbert C. McKay were the judges of the contest, photographic experts all. Mr. McKay is the expert on *Adventures in Photography*, which is on the Blue itself. Wednesday nights at 10:30 P. M., EST.

To the other contestants, our thanks for their enthusiasm, our condolences for missing out this time.

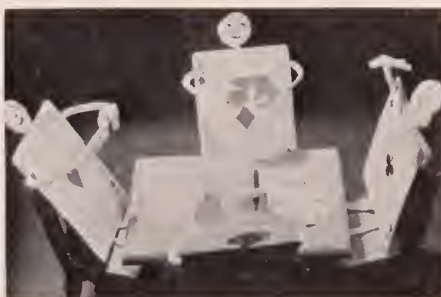


"THE WIFE SAVER"
2nd Prize: John N. Fricker.

TELEVISION

(Continued from page 4)

animation in Washington, the FCC took a tour of practically all the television laboratories, manufacturing plants and broadcasting stations in the East. During most of this visit, they watched NBC television programs on various types of receiving equipment, in many different locations. In the Newburgh area, they visited private homes to find the amount of enthusiasm and audience satisfaction with the present type of programs and service possible under existing financial limitations, technical equipment, and standards. As yet they have not voiced their opinion, nor have they released new official rules and regulations. It is hoped that in this column next month a full explanation of the commercial status of television may appear as a result of any FCC statement made in the interim.



"EASY ACES"
3rd Prize: Jack Leonhardt.

WTAM CLEVELAND

by Bob Dailey

Manager Vernon H. Pribble brought honors to the station when he was elected president of the Ohio Broadcasters Association, an organization of 22 stations. Pribble was instrumental in organizing the association in 1935, shortly after he came to WTAM as manager.

WTAM's men's organization, the 1070 Club, has been very active during the past month. Two evening social meetings were held in the club room with a capacity attendance. Billiards, ping-pong, cards and refreshments held the attention of the men for four or five hours each time. Secretary Tom Manning was in charge of arrangements.

Strangely enough, all three of WTAM's news announcers claim Irish descent. They are Tom Manning, Will Kennedy and John Murphy. Even News Editor Bob Dailey has a flavor of Erin in his ancestry. The only man working on news broadcasts who won't be wearing green on St. Patrick's Day is Editor Al Orrick. Orrick is newly arrived from New York where he worked in the News Department for the past year. Incidentally, both Kennedy and Murphy are recent fathers. And both carry photo albums wherever they go.

Jesse Francis, of the Engineering Department, is planning an ambitious vacation this summer. He and his wife are going to cruise down the Ohio river in the cabin cruiser Francis built himself last winter.

Announcer George Hartrick is just out of the hospital as the result of injuries suffered in a recent auto accident. It was his fourth annual visit to Charity Hospital. But as Hartrick puts it, "someone has to check up on the hospital system."

Two added members to the staff: Pretty Lois Faulhaber, with her "you all" and "ah 'spect" from Nashville, Virginia, becomes a switchboard operator, and Dorothy Morris, a former Ohio University student, enters the Stenographic Department.

WTAM NOTES: Maestro Lee Gordon directed the Cleveland sports writers annual *Ribs and Roast* show for the third consecutive year . . . Sports Announcer Tom Manning threatening to play handball again to remove that waistline . . . The WTAM news room getting a new interior.

WBZ BOSTON and WBZA SPRINGFIELD

by Charles Gilchrest

WBZ-WBZA General Manager John A. Holman was just elevated from the rank of Captain to Major in the United States Signal Corps, Reserve . . . and now sports the new insignia of his increased rank in Uncle Sam's army . . . George Harder, Promotion chief, thought up the idea of installing radio's first ice skating studio. Had the roof of WBZ Studio frozen over and got Skating Stars Bess Ehrhardt and Roy Shipstad to stage the first broadcast with their artists and clowns from the 1940 Ice Follies. The show caught plenty of pictorial space in Boston papers . . . Westinghouse moved WBZ Studio Supervisor Bob Duffield to WOWO-WGL, Ft. Wayne, Ind., and promoted him to Plant Manager. Bob was replaced on the WBZ staff by Bill Hauser, formerly Studio Supervisor of WBZA in Springfield . . . News, Sports and Special Events Broadcaster Bob Evans resigned his WBZ job to return to his first love—baseball. Bob is the son of Billy Evans, manager of the farm system for the Boston Red Sox and former famous umpire. George Harder temporarily put Harry Goodwin, of Sales Promotion, on the morning newscasts to replace Bob and turned special events over to Charles Gilchrest, afternoon and evening news editor.

Social Notes

Brother Aelred (Aidan Redmond) returned to visit WBZ where he was Chief Announcer for years. Old timers on staff staged a party for him. Attending from BZ were Johnny McNamara, George Harder, Peggy McGarahan, Grace Edmunds, Harry Goodwin and Ruth Moran. Party broke up with Brother Aelred offering a baritone concert in Studio C . . . When Gene and Glenn turned their Junior Quiz into a BZ affair, the two sons of Assistant Manager Vince Callahan, Danny and Vincie, both won prizes for spelling . . . Salesman Babe Norris broke his Kernwood Club's bowling record the other night—high single string of 190 Boston pins—and the Kernwood boys expect that record to stand for a long, long time . . . Harry Goodwin also is an expert bowler and hies to his club whenever busy BZ biz will give him an evening off . . . Traffic Manager Gordon Swan's

wife went to the hospital for a physical checkup . . . Illness kept Announcer Arch MacDonald home in bed for a week . . . Sales Manager Frank Bowes enjoys the fact that the new Boston boulevard Bowes winter apartment is only ten minutes from the studio. But he wonders how it will work out. Mrs. Bowes is werry, werry pleased she is only fifteen minutes from the best shoppes . . . Announcers Chick Morris and Fred Cole spent a weekend skiing in New Hampshire. Control Room Engineer Bob Henderson also weekends in New Hampshire with a pair of skis, or is it love, Bob?

Re Resolutions

The Bob Whites' (Night Manager) budget, the result of New Year's Day resolutions, died an ignominious death after exactly three weeks—much to Bob's relief and Mrs. White's regret . . . As much as she likes Mr. Weeks and his broadcasts, George Harder's secretary, Kay Leatherbee, will think thrice before offering to copy his script for him again. It took all her spare time for three full days . . . Accountant Bob Halloran spends three nights a week in school and 15 more weekly hours studying. And still, somehow, he finds time to go Maine-ward on weekend ski trips . . . Clairvoyant warned Announcer Keyes Perin NOT to take an auto ride soon to be offered him by a co-worker named Frank. Since Salesmanager Bowes is the only BZite named Frank, Keyes wonders whether the clairvoyant really sees into the future or only saw Bowes drive a car at his customary clip.

Personnel Changes

Jo Tierney, former secretary to Gordon Swan, becomes secretary to Program Director Johnny McNamara . . . Betty Baker becomes Gordon's sec., giving up her work in the Program Department . . . Ruth Nylin goes into Prog. Dept. and Doris C. Campbell joins the Accounting staff.

Home Economist Mildred Carlson is building up quite a public speaking business for herself. Latest speech was given to the Simmons College Journalism Class on the subject: *Writing for Advertising* . . . James Wood becomes chief operator at the WBZ transmitter in Millis. He replaces Donald Stanier.

KYW Philadelphia

by J. A. Aull

Clarence Fuhrman, maestro of the KYW orchestra, has answered lots of fan mail but a request sent in last month stumped him completely. For some time KYW has been putting on an "opportunity" program offering to give anyone with talent an opportunity to be heard in an audition in the KYW studios. If their ability warrants it, they are then invited to sing on the program. Last month, Fuhrman received a post card from out of town which said, "Dear Sir, I am interested in having one of your auditions. Can you please send me one."

Away back in 1934 Prudence Penny was doing her bit over KYW in the interest of the *Chicago Herald and Examiner*. Although the records don't disclose the fact, apparently Miss Penny offered her listeners a very beautiful fork if they would prove possession of a gas stove six years old or over. That was in Chicago. The other day, a red faced postman brought in a post card to the KYW mail room addressed to Prudence and Moore, KYW, Chicago. "Heard your program", read the card, "and am writing in to accept that fork. We have an old stove that must be 50 years old, but our Alcazar gas range is six years and 2 months old." Attached was a note from the Superintendent of Mails. It said briefly, "Attached was found in Supply section of this office while destroying a condemned distributing case. Kindly deliver with suitable explanation and the regrets of the post office for the delay." The card was postmarked September 14, 1934.

On February 9, the KYW Camera Club celebrated its second anniversary with a special broadcast in the KYW auditorium. A number of prominent photographers attended the broadcast.

The KYW Production Department was notified the other day by NBC music rights that the original theme for the program *Singing Strings* was no longer available. The Department appealed to Martin Gabowitz, pianist of the orchestra and a composer of no mean reputation in his own right, to give them a new theme. In just one half hour Gabowitz was back with a new theme. "I'd had it in my mind for some time", said Gabowitz to a flabbergasted Production Department. "I just put it down on paper."

K O A D E N V E R

by Charles Anderson

A white-faced calf, donated by KOA, was awarded during the Stock Show to members of the 4-H Club. The KOA calf, along with a dozen others, was turned loose in the arena with 24 boys grasping for them. Each calf was given to the boy who managed to wrestle and throw a rope halter over the animal's head. This is an annual stunt which provides a humorous touch to the show. The 1938 winner of the KOA Calf, Jake Van Dyke of Ovid, Colo. sold his prize beeper for enough to pay a year's tuition in the State Agriculture College at Fort Collins, Colo.

Miss Leona Leigh, KOA Receptionist, was the recipient of a bridal shower by Mrs. Jane Parsley, former member of the KOA Staff. Miss Leigh will be married to Mr. Kenneth Stanley in February.

It's a tough life we lead fellers . . . KOA covered the dedication of the new Ski-tow at Winter Park a few weeks ago and did we have fun. First, Stan Neal, engineer, loaded himself with short-wave equipment and set himself gingerly on the tow. All went well, till half-way up and then boom . . . off he went into a snow bank and just by the way of adding insult to injury the Tow seat smacked him on the konk for good luck. Undaunted he rose and demanded a recount. After awhile he reached the top wondering what hit him. Then, Jim Campbell, announcer, assayed the perilous ride loaded with a portable radio "cue" receiver . . . You said it, Boom! The Tow caught him by the seat of the pants and drug him through the snow. Well, to make a long story, they got together successfully and did a fine job from the top of the mountain. Don't get us wrong, it's a very safe Ski-tow. Just needs a bit of practice.

Inaugurating KOA's week-long celebration of the 5th anniversary of Denver's "Radio

City" opening, a gala hour-long program went on the air January 15th. During the week an all-star revue of KOA talent appeared four times daily on the stage of the mammoth Fox-Denver Theatre celebrating the event. Clarence Moore, Program director, acted as M.C., introducing Milt Shrednik and his orchestra, Patty Worth, juvenile singer, Men of the West, and Helen Marie Briscoe with her 5 Gentlemen of Jive.

KOA's studios were headquarters during January 13th to 20th for many Rocky Mountain visitors in Denver to attend the National Western Stock Show. Stockmen and their families thronged the halls of Denver's Radio City gandering the miracles of radio.

A reception and tea at the Denver Country Club on January 17th honored Mrs. Lloyd Yoder, wife of KOA's general manager. Invitations were issued by Mrs. Robert H. Owens to 100 of Denver's elite.

Recent additions to the KOA Staff are George Mathews, Guest Relations, Robert Morris, elevator operator, and William Anderson, elevator operator, all of whom live up to the KOA tradition of welcoming all visitors with a smile.

Walt Morrisey, handsome Control supervisor, is now sporting a new convertible coupe which is practically a travelling radio laboratory, since Walt attached all the latest gadgets. Hot and cold running water is the only convenience missing so far.



Governor Ralph Carr speaking at dedication of new Ski-tow at Winter Park.

NBC HOLLYWOOD

by Noel Corbett



John Royal (left) and John Swallow explain "policies" to Arch Oboler.

Royal Visit

John Swallow's office was the focal point of much activity recently. Vice President John Royal's visit kept the Program director busy bringing him up to date on Western Division doings, which included the exchange of program ideas, visiting all the broadcasts and their stars, and contacting everybody in local agencies.

Royal, in the company of Vice President Don Gilman, Swallow and Earl C. Anthony and Harrison Holloway, owner and manager of KFI and KECA, visited the affiliated stations' proposed television transmitter site. Royal was greatly interested in Director Ted Sherdeman's experimental broadcast, "S4-K1", and pronounced it an absolute new departure in radio technique. Sherdeman and Joe Kaye, studio engineer, succeeded in conveying the effect of depth of sound to radio listeners. More than 150 sound effects were used in the broadcast, and Harry Saz and his boys even brought an automobile into Studio A.

During his stay, Royal found time to put in a couple of rounds of golf at Lakeside in the company of Messrs. Gilman, Swallow and Bob Hope. That particular January day, the weatherman recorded 80 degrees for Hollywood while the rest of the country was freezing.

Radio-Movies

Soon after Ted Sherdeman got his

"S4-K1" broadcasts under way, he received the good news that 20th-Century-Fox wanted him for an original screen story, *Cavalcade of Radio*. Ted will continue with his experimental programs, as well as the writing of *Brenthouse*.

Here's another radio-movie tie-in: Ted Hediger, director, was "hamming" at his ham station, W6QED, when he picked up Shanghai. The message, from Miss Ann Swayne, was a leap year proposal of marriage for George Brent, Warners star. Hediger phoned the message to Brent, who graciously declined and informed Miss Swayne through Hediger's station that he was sending her a silk dress.

Mishaps

Alex "Honeyboy" Robb, manager, Hollywood Artists Service, who never



World Wide Photos, Los Angeles
George Brent declines via Ted Hediger's W6QED.

drove a car until a couple of months ago, had his first encounter with traffic officers last week. Driving down Hollywood Boulevard, Robb suddenly decided to make a left turn at Western. There was a sign there that read "No Left Turns", but Robb thought they were only fooling. The five motor-cops who were waiting for him right around the corner weren't fooling though when they handed him a tag.

Frances Scully, fashion editor, Joe Parker, director, and "Buddy" Twiss,

in charge of Special Events, had a lot of fun working out the special broadcast from the Annual Style Show at the Biltmore Hotel. It was Miss Scully's idea to present a Radio Glamour Gal for 1940 during the program, and Helen Wood, one of Hollywood's loveliest, got the bid. Everything went along swell until Ben Alexander (accompanied by the strains of *A Pretty Girl is Like a Melody*) got up to introduce Miss Wood. He slipped flat on his face on the runway. "I should be emceeing the 'fall' opening," he cracked.

Quick Pix

Margaret Kent, Artists Service, did considerable horseback riding on the desert on a recent holiday . . . George McMenemy is so full of pep since his recent appendectomy that he's decided to grow a mustache . . . Ned Tollinger, director, recently transferred down from San Francisco, has a swell bungalow in the Hollywood hills a few blocks from the studios . . . Bob Lamb, Maintenance, reports that his little girl won a dancing scholarship at the recent Better Babies Contests . . . Wynn Rocamora, assistant manager, Artists Service, in New York . . . Bob Schuetz also in Gotham for a week . . . Sydney Dixon, Western Division sales manager, to Seattle and Portland on business . . . Bill Andres, manager, Guest Relations, had his car stolen from the parking lot . . . Here are the results on another Brentwood golf match. Lew Frost, 91; Frank Dellett, 95; William Andrews, 99 and Norman Noyes, 89. (Par 72). Scores submitted by Noyes . . . Matt Barr and Mel Traxell compare photographic records on their babies.



John Hall

Four years ago, Harry Alber took over his little girl's stamp collection. Now it's worth \$8,000.

NBC SAN FRANCISCO

— by Kay Barr —



Milt Samuel, Jack Bennett and Gene Clark.

Seal of Approval

Shades of Mark Twain and Bret Harte are still floating around the news rooms of San Francisco newspapers. Keeping that precious tradition alive, editors encourage distinct personalities among their writers. One of these colorful veterans of the old school who has been neither mechanized nor eliminated by news syndicate methods is Percy Montgomery of the *San Francisco Chronicle*, as fine a gentleman as you'll meet 'twixt here and Timbuktu.

Well, Percy made a special visit to KGO and KPO the other day to pay the NBC stations a sincere compliment. For some years he had observed a lack of the old spirit of San Francisco, the fighting-back nerve and courage that put the Phenix in the City's official seal. When he observed the reaction to the Christmas Sing, staged Christmas Eve by KGO-KPO and *The San Francisco News*, Montgomery caught a glimmer of that old courage and determination. When he attended the KGO-KPO *Chronicle* Jubilee January 26, and heard the *National Anthem* sweep up from more than 12,000 throats, he knew he was right. The old never-say-die spirit was still in San Francisco hearts. And it had been revived by the united efforts of two broadcasting stations and two newspapers.

Manager Al Nelson won't know of Montgomery's comment until he sees

it in the TRANSMITTER. So this is just an indirect way of putting the posie on the right lapel, for it was Nelson who brought radio and the newspapers together and who engineered both the Sing and the Jubilee.

Jubilee

It would take thousands of words to tell the complete story of the KGO-KPO *Chronicle* Jubilee, staged in the Civic Auditorium, San Francisco, January 26 last. An index of the success is found in the fact that between 35,000 and 40,000 tickets were requested. The house was exhausted 11 days before the show. For eight weeks dramatizations of the history of "The City of St. Francis," had led up to the climax. Advance build-up in *The Chronicle* was terrific with daily page-one breaks. The Diamond Jubilee angle came because the big show celebrated *Chronicle's* 75th birthday. To relieve the disappointment of the thousands who could not get in to see the show, the entire two and one-half hour entertainment was repeated as a broadcast from records the following night on both stations. The dramatizations were continued and the Jubilee show was repeated in the Auditorium February 28.

Fair News

KGO has launched an ambitious program for promoting the Forty Fair in cooperation with *The San Francisco News*. Dates for the 1940 Golden Gate Exposition are May 25—September 29. Each Friday evening Bill Monahan, general manager of the Fair, gives a weekly report of plans and progress direct from his private office on Treasure Island. Each Thursday evening a 30-minute broadcast, *Treasure Island Varieties*, presents entertaining talent and such celebrities as are available. Ben C. Bubb, a commercial artist on *The News* staff, who used to play trombone in a high school band years ago, wrote a song, *Take Me Back to Treasure Isle*, and submitted it in a contest for a Fair Theme Song being conducted by Vincent Lopez at the Palace Hotel. Ben's song won and was made the official musical symbol for the Forty Fair. Lopez introduced it on the *Varieties* program and it became the theme of that weekly show. Members of the



Ira "Very" Blue.

promotion committee of the Exposition organization gave KGO and *The News* a vote of thanks for their cooperative efforts in behalf of the Fair.

Personalities

Ned Tollinger, of the KPO-KGO Production staff, has been transferred to Hollywood, replacing Joe Parker who went to New York.

Jennings Pierce, educational director for NBC stations KGO and KPO, was the chief instigator of the KGO-KPO Snow party to Lake Norvell February 17. Some fun.

Another wedding at KGO-KPO. Producer Wally Ruggles and Bunny Paulsen walked down the middle aisle of the Trinity Episcopal church February 23.

So Blue The Ira

Ira Blue handles daily *Let's Listen* broadcasts for KPO. He also does various interview programs, sports comment things, etc. etc. Werry versatile. But he admits he's slipping. Says he had more sense when he was 10 years old than he has now, 20 years later. How come? Well, at that time he was editor-in-chief of a school paper and he hasn't had such a hifalutin' title since. He had forgotten all about it until a few days ago when a listener sent him a page out of the old *Normal News*. There, big as life, at the head of the editorial page, was "Editor-in-Chief, Ira Blue." And it was dated November 16, 1920.

ROVING REPORTER

ROVING MANAGER

Mr. Harold Bisson, as we should all know, is our Advertising Production Manager in the Radio City offices. We should all know it not only because he is an A Number 1 fellow, but also because he has been in nearly every room in the building, carrying on the good work. This situation finally caused Archie Brayden, who is always trying to see Mr. Bisson, to vent his feelings in a fine burst of poetic frenzy. As Mr. Morgan wrote to Mr. Gilcher, "This heart-rending appeal, by a paper salesman, touches me deeply." So we present it herewith, that you, too, may feel something of the pathos of metropolitan life.

THE LITTLE MAN WHO WASN'T THERE

By Archie Brayden

No radio job stumps NBC
But one thing has 'em up a tree—
I sure wish they'd agree upon
Locating half-pint Harold Bisson.

Try calling on him any day.
"He's somewhere on the 5th," they'll say.
Just where he's at, the gods won't know—
You'll find he's moved two floors below.

I caught a glimpse of him one noon—
It was breathing spell—for soon
This migratory little chap
Skipped off upon another lap.

It seems like yesterday that I
My peripatetic pal did spy
Enscenced for keeps in Three-One-Seven—
He's somewhere else; but it ain't Heaven.

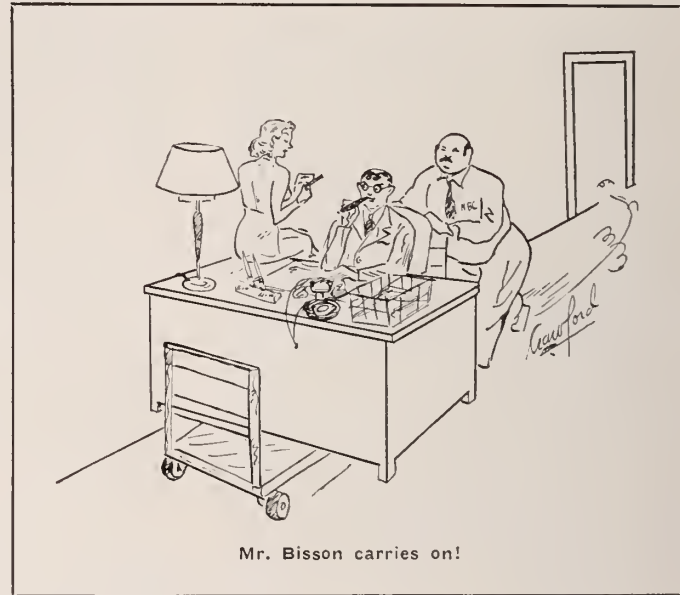
He looked all set in Four-Sixteen.
When next I called—place emptied clean!
For he had left for Three-Oh-Oh—
The guy is always on the go!

If they keep shifting Harold around
We'll have to write to Lost & Found.
His trek will reach by 1950
Thru every office in Radio City.

I huff and puff from floor to floor.
I stagger on from door to door—
A Traveling Salesman that am I,
All on account of one short guy.

Please, Mr. Sarnoff, man to man,
Nail down this Bisson if you can.
Give him a permanent room and chair—
This little man who's never there.

I beg, Clay Morgan, speak the word
That cages this itinerant bird.
No more to vanish in thin air—
Henceforth—the man who's always there!



Mr. Bisson carries on!

BONANZA

A factual account of skirmish Z97 in the war between men and women. Janet Ross, star of KDKA's *Shopping Circle*, some time ago conducted an investigation among the male members of the KDKA staff to find out whether men or women carry the most miscellaneous array of "things". An inventory of Announcer Ed Schaugency revealed (get your adding machine): pair of scissors, box of pills, cigarettes and coupon, four packs of matches, pieces of link bracelet, two packs of gum, grocery list, bunch of keys, several rubber bands, package of Life Savers, handkerchiefs, bottle of nose drops, theatre stubs, prize fight stubs, pen-knife, watch, movie pass, wallet (contained driver's card, etc.), program from one of his shows, screw and nut, check book, comb, nailfile, snapshots, box of negatives, odd key—unknown origin and use, styptic pencil, piece of chalk, paper clips, Rotary Club luncheon door check, pay check, two additional folding check books, office memo, cigar, fountain pen and three pencils.

SOUND EFFECTS VERSUS MECHANICS

Sound Effects has its own endless problems. It isn't enough to create any given sound. They must go on to explain how the sound is produced and, all too frequently, why. The latest was when a mechanic, applying for a job, and being pretty alert, wrote, "I have noticed that the gears in the transmissions of all your cars are worn and are exceptionally noisy in first and second gears." Sound Effects explained that in radio without the noise of gears no car could start.

5 YEARS AGO THIS MONTH

The Reception Staff Review did not appear but—

A baseball game was arranged with Sing Sing. We won. The Magazine was happily ensconced in its original office, Room 284, where Dorothy McBride now holds the fort of Script. We are now soberly settled in 465. So long.

NBC TRANSMITTER

VOL. 6

JULY, 1940

No. 4



Niles Trammell
(at left)



Lenox R. Lohr
(at right)

NILES TRAMMELL SUCCEEDS LENOX R. LOHR AS PRESIDENT

Niles Trammell, our executive vice-president, was elected President last Friday, July 12. He succeeds Lenox R. Lohr. The great pleasure we all take in Mr. Trammell's promotion is tempered only by our regret at the resignation of so able a man as Major Lohr.

The announcement, made by David Sarnoff, Chairman of the Board of the National Broadcasting Company, stated: "The National Broadcasting Company at its regular meeting of directors accepted the resignation of Lenox R. Lohr as President, tendered on June 7th.

"The Board unanimously expressed its appreciation for Mr. Lohr's devotion and service to the Company and its good wishes for his continued success in the new work he has chosen.

"Niles Trammell, who for the past 18 months has been executive vice-president of the NBC, was then elected by the Board as the new President of the National Broadcasting Company.

"In electing Mr. Trammell, the Board has promoted to the Presidency a man who has risen from the ranks of the Company. He began his career with the RCA in 1923, and joined the National Broadcasting Company in 1928, where he has achieved outstanding success as a broadcasting executive both in Chicago and in New York. He now brings to the position of President, 17 years of experience in communications, merchandising and broadcasting.

"Mr. Trammell is 46 years of age. It is a distinction to a young industry that it has produced from its ranks a young executive of his type. Mr. Trammell's successive advances in positions of responsibility with the NBC have been made as the broadcasting industry grew from small beginnings to a nation-wide service of entertainment, information and education, and as a vital service to commerce and industry.

"His intimate knowledge of broadcasting, his popularity and wide acquaintanceship in all segments of the industry are important assets of the Company he now heads."

The TRANSMITTER has learned with regret of Major Lenox R. Lohr's resignation from the Presidency. Following the closing of the Chicago Exposition he was elected President of the NBC in December, 1935.

Recently Mr. Lohr informed the Directors that he had received an invitation from the Chicago Museum of Science and Industry to become the President of that organization, and that he desired to accept the position.

At the regular meeting of the NBC Board held July 12, Major Lohr's resignation was accepted. During his five years of Presidency the National Broadcasting Company has expanded in all directions under his excellent leadership.

On the evening of Thursday, July 11th, a farewell dinner was given Major Lohr by the executives of RCA and NBC in the Iridium Room of the Hotel St. Regis in New York City. Among those present were David Sarnoff, Chairman of the NBC Board and President of the Radio Corporation of America, and Frank Mullen, vice-president of RCA. Following the dinner a special record made in the March of Time manner dramatized the events in Major Lohr's career. Speeches were made by David Sarnoff, by Mr. Lohr and Mr. Trammell.

The resigning President was presented with a very fine double-barreled English shotgun of 12 inch gauge, the type used for duck hunting. There was a present also for Mrs. Lohr and the Major received a parchment scroll with the signatures of all present.

For many years Major Lohr has held an annual picnic at his Tarrytown estate for the employes of the NBC. This has been traditionally on the 4th of July. This year we like to think that it was his farewell party to all of us. Despite the early morning gloom a large group of NBC personnel promptly arrived and spread themselves over the beautiful grounds. It was an all day affair with swimming, bowling and power boating among the day's activities.

The big event of the evening was a display of fireworks with rockets and aerial displays and fountains of fire on the lake.

MEGACYCLES

FM ON SCHEDULE

Frequency Modulation is a current problem for many of us who do not have a working knowledge of electrical engineering. It is interesting, however, to know a few of the non-technical facts. RCA, in keeping with its policy to pioneer all radio developments, has always worked with the frequency modulation idea. Actually, our first experiments in this field were conducted at NBC during the years 1934 and 1935. Now, since there are receiving sets on the market to pick up this type of broadcast—thereby supplying a public demand—the National Broadcasting Company has begun to operate an FM Transmitter.

The call letters for this station are W2XWG. The equipment in use was installed in the Empire State Building in the 85th Floor Transmitter Room, originally for experimental comparisons of frequency as against amplitude modulation. Amplitude modulation is the method used for regular broadcasts. Today a choice of programs has been made available for transmission from the W2XWG antenna—it is working on a schedule of about nine hours a day for a five day week, usually taking the air about two o'clock in the afternoon. It is impossible to say how many FM sets are in private use. However, a significant fact is that FM reception is being incorporated into a new line of sets being manufactured for the market which in the future will provide a large audience.

Several indications have been given as to the advantages of frequency modulation. The widely publicized "better service" or higher fidelity is the result of several different factors. In one sense it refers to a greater frequency range which can be handled in this system. An example would be the case of an orchestra whose instruments cover a great variety of different pitches. With the FM method of broadcasting, both the extremely low and extremely high sounds of the orchestra would come through in good tone, provided a correspondingly accurate speaker was used for reproduction. In another sense, the "better service" refers to the fact that with FM the tone is clearer. This is due first of all to the fact that FM is transmitted in the ultra-high frequency range. Static due to atmospheric conditions, for example lightning, does not exist in the mega-



NBC Television Transmitter

cycle range but rather in a different part of the radio spectrum, consequently it cannot interfere with FM reception. Secondly, the reception is clearer because with frequency modulation transmission the effect of a phenomenon engineers call "man-made noise" is reduced. This noise is a disturbance caused by ignition systems and similar bits of equipment, which, in effect, are spark gap transmitters sending out intermittent disturbances. Credit is to be given to frequency modulation for this noise reduction. In the case of the atmospheric disturbances, however, it is not the principle of FM but rather it is the fact that the transmitting is done in the ultra high frequency range that FM transmission remains undisturbed by natural phenomena. FM occupies a wider band than is necessary for amplitude modulation, a band with a width of 200 kilocycles for each channel. The Federal Communications Commission has assigned a total band of 8 megacycles for FM broadcasting which includes 1 mc (space for 5 FM channels) for non-commercial educational broadcast stations and 7 mc (35 channels) for commercial FM broadcast stations.

GOP Convention Televised

At the time this copy was written the Republican National Convention at Philadelphia was being broadcast over W2XBS, our television transmitter. Radio has always been a significant force in political events. This television coverage at Convention Hall

marks the entry of radio's newest medium into politics. The event is comparable to the historical good showmanship of Samuel F. B. Morse who first demonstrated his electrical telegraph by carrying the news of Clay's nomination at the Whig National Convention at Baltimore by wire from Annapolis to Washington. Television will, in the same way, become identified with the Republican Convention which, falling at a time like this, is bound to be remembered.

NBC's Orthicon field camera will be the main instrument to pick up the colorful activities from the floor of Convention Hall. On the third floor of the building in a special television studio, another camera is located to pick up interviews with party personalities and political experts. A third working position is at the Curie Avenue entrance to Convention Hall, where arrivals of the party officials are televised giving brief and informal interviews. The schedule calls for about thirty hours of pickup, television's largest coverage of any event anywhere in the world.

The event also marks the longest line relay of programs from field station to transmitter in the history of television. The cameras are separated by 108 miles of cable from the telecasting station of NBC in midtown Manhattan. The program is carried by equalized telephone wire to the Philadelphia end of the coaxial cable, then by the cable to the terminal end in down-town New York.

The program next goes by equalized lines to the NBC control room and then by the regular coaxial transmitter line to the Empire State antenna. In addition to the 4,000 receiving sets at large around New York City, many others have been placed in public places, bars, hotels, etc., where unusually large groups may look in. On the basis of this we may assume that 15 to 20 thousand people will be able to watch the proceedings.

In Philadelphia, at the Convention Hall, special viewing facilities have been set up. An RCA large screen television system, and sixty other standard type RCA 120 sets, will be available for the public. Other sets will be located in strategic points throughout the city. The total audience figure could be placed somewhere around

(Continued on page 7)

NBC EMPLOYEE TRAINING

At this time we may look back upon a year of the most comprehensive training ever given to junior employes of the National Broadcasting Company. The training plan, under the personal supervision of Ashton Dunn of Personnel, is an activity of the General Service Department under the direction of Vincent J. Gilcher. It was designed for the junior employes of various subdivisions of General Service, namely, Guest Relations, Central Files, the Mail and Messenger staff, Duplicating and Stenographic, and is open to employes of other departments upon application. The execution of this training plan is a job especially delegated to Dwight Wallace's Personnel Division of General Service and this past year it has expanded greatly to include different types of courses from the elementary orientation to specialized training in a great many fields of the broadcasting industry. The different courses have taken form over a period of several years but this past season the training plan reached an interesting stage of development.

Nor has it ceased to expand. As regards the future, according to Mr. Dunn, there are still plans on the fire which may be realized during the coming year, all aiming toward a greater understanding of the Company and its individual functions by the younger employes. Because of the success to date of the NBC training plan and the approval shown by the NBC executives, it is hoped that the schedule will be enlarged and improved and courses covering other phases of the industry will be added.

It is the policy of the Company so far as is possible to fill vacancies in the personnel by promoting from within. Sometimes this cannot be done because of the highly specialized nature of radio operations. The training received under Mr. Dunn's supervision helps to qualify younger men in the Company for possible promotions and is thereby a valuable aid to this policy, one we would all like to see carried out to its fullest extent.

The junior employes in the General Service Department are regarded as potential executive material. In March, 1939, President Lohr announced the beginning of our present two year plan. Junior employes were to be hired for a two year period, during which various types of training were to be given and a better working knowledge

of broadcasting was to be the result. It was felt that in this time if any definite radio ability was shown by the employe he would have had an opportunity to secure a permanent position inside the Company. It was from the members of this training school that vacancies as they occurred were to be filled.

The advantages of the training plan are numerous and the benefit is enjoyed by both the Company and the trainees. The plan works for greater efficiency among the employes and it gives them a sense of security to feel that the Company is interested in them and in their future welfare. From a public relations point of view our training plan contributes to the impression that NBC is a forward looking concern. The effect that a policy of this kind has upon our affiliated stations is also beneficial to the Company. Further, the training plan enables the Personnel Division to spot the better material among the employes and thus the department is put in a position to promote or transfer those best suited for a job.

The oldest of all the training courses now in operation is Pat Kelly's Announcers Class, originally organized some five or six years ago for the purpose of filling from the Company's ranks, vacancies on the Announcers staff. Since the beginning of this year, two men from the class have become junior announcers in our NBC New York line up. To be heard on either network now we have Caspar Kuhn and John Simpson who were trained in Pat Kelly's headquarters with Dan Russell as the professor of inflection, diction and interpretation. Recently managers of outside stations have requested that auditions be given to members of the group for the purpose of selecting announcers for their own stations. During the past year and a half about fifteen men from the various General Service staffs have secured positions in outside stations as a result of contacts made through these auditions.

Next in the line of tradition is the Orientation Class. It was begun in the fall of 1937. Today it is offered to all new members of the Company shortly after employment. A series of one-hour classes given over a period of two weeks is designed to acquaint the newer personnel with the historical background of RCA and NBC depart-

ments and divisions. Since June, 1937, nearly every male member who has entered General Service has taken this Orientation course.

It is interesting to note here that as a follow-up of the Orientation course, employes come to the Personnel Office and, in a series of interviews, possible avenues of advancement are discussed and records made of their interests and abilities. Employes are encouraged to make known their desires and are welcome whenever they may wish to discuss their ambitions and problems.

In order to give employes of longer standing a better idea of the Company as a whole and to afford them a greater knowledge of each of the different divisions, the Discussion Group was formed. It was the outcome of a series of informal meetings held unofficially by a group of employes who wished to learn for themselves more about the Company for which they worked. The Personnel Office during the winter of 1938 enlarged this group and devised a plan for study whereby the members would meet twice a week and read reports written about their own departments. These meetings were also addressed at different times by eight or ten executives of the Company who reviewed the operations of their own offices. There were about thirty members enrolled that year; however, so many employes asked to be admitted that this past year the enrollment was increased to seventy-two, including thirteen women. Today half the group is composed of General Service employes and half are from other departments of the Company.

There were thirty-one meetings of the Discussion Group this year and an average of forty-seven members attended each lecture, a figure which is high considering the fact that many men from Guest Relations were compelled to be absent because of Guide and Page duties. The meetings were held every Wednesday evening last winter in the Sixth Floor Board Room for about a two-hour session. The series was opened by Dr. Angell, Educational Counsel for the National Broadcasting Company.

Reports upon assigned subjects were requested of members from General Service and all members of the Discussion Group were permitted to attend the Commercial and Sustaining

(Continued on page 14)

NBC HOLLYWOOD

—by Noel Corbett—



Miss Brainard and Messrs. Frost, Swallow and Gilman.



At the Brown Derby, Lillian Cornell and Artists Service.

Maybe the TRANSMITTER has been taking time off, but that hasn't been the case in the Hollywood office. Lots of events have occurred in the past few months, including many prominent visitors; installation of television on the tours; awards; marriages; promotions, et cetera.

Here are a few of the easterners who honored us by their presence lately: John Royal, Roy Witmer, Mark Wood, Bertha Brainard, Keith Kiggins, Dan Tuthill, O. B. Hanson, Judith Waller, Franklin Dunham, Margaret Cuthbert, B. F. McClancy and Bill Clark.

Vice President Don E. Gilman termed himself "honorary grandfather" of *One Man's Family* when he accepted an award by the Women's Press Club of New York for the program last May. Hal Bock and his

Western Division Press Department received the annual *Billboard* award for the most outstanding radio exploitation and promotion during 1939.

Walter Davison, who started his career with NBC in New York is now in Sales and David Lasley, formerly of Maintenance, has taken his spot in Sales Promotion. Here's a couple of couples who hopped over the line and got married. Bill Nugent, Sound, married Shirley Munkelwitz in Yuma, Arizona, and Alberta Thompson left the Payroll Department for a week to run over to Las Vegas and marry John Sanders.

Good things came to George Volger in abundance. He married his childhood sweetheart and became a full-fledged announcer all in one week. Another lad raised to the announcing staff from Maintenance is George McMenamin—Pardon us, it's George Emmet now. And only one T please.

Television is now part of the regular tours, and according to Bill Andrews, Manager Guest Relations, and Norman Noyes, in charge of Tour Promotion, the installation has caused a boom in business. We have three new Studio Engineers-Video to handle the equipment, C. W. Turner, R. B. Graham and D. R. Scheuch.

Everybody likes a vacation, and here are some plans—past, present and future.

Despite the whispering, direct mail and display campaign that Hal Bock launched against Tracy Moore's no-traffic, no-cops, no-trucks, route to Portland, after giving it one try last summer, Tracy swears he'll go that way when he travels North to open his

palatial home at Ocean Park, Moore Manners. Bock claimed he found the route to be a no-service station, no-human being, full of chuck-holes and rocks road, and is still suffering a backache from the bumpy trip. Charlie Brown, Sales Promotion Manager, goes to Tahoe, and his assistant, Dave Lasley, goes to Laguna Beach. Henry Maas, Manager Sales Traffic, visited folks in Alameda and Napa. Don Gilman will not take time out for a vacation, other than a few days at the Bohemian Grove encampment. However, his summer will have a full traveling schedule and will include visiting Vancouver for the PACA Convention and Del Monte for the Four A Convention, and San Francisco for the NAB.

Sydney Dixon, Western Division Sales Manager, will also take in the Bohemian Grove encampment the last of July. Frank Dellett will vacation amongst the tall timbers in southern Oregon. No matter what reaction the Delletts have from hotel managers en route, Michael, their rangy Kerry Blue Terrier goes too. Walter Davison drove back to New York to visit the folks.

Caroline Gay and Betty Frazer visited Radio City, New York. They saw old friends there, including Caroline's former boss, L. H. Titterton, Manager, Script Division, and Joe Thompson, erstwhile Hollywood director.

That weekend of fishing on the Kern River was just enough to send Sybil and Hal Bock back again for their two weeks.

Charlie Smith, Artists Service, goes to Wyoming with Don Wilson when the latter goes on location there in his new picture.



They Give You Hollywood: Frances Scully, Oscar Otis, Clinton Twiss.

RADIO CITY - NEW YORK

Blue and Red

Walls have been torn down, Personnel has whisked around the corner and down the hall, and while the dust was high, the NBC Blue Network marched in and settled in all its glory in room 308. Edgar Kobak, long prominent in radio advertising, has become Vice President in charge of the Blue Network. Keith Kiggins is the Blue Network Sales Manager, and Robert Saudek is assistant to both. Seven salesmen are assigned to sell the Blue exclusively. These men, formerly handling both Red and Blue accounts, are Duncan R. Buckham, Dudley Rollinson, John G. Hoagland, George M. Benson, Charles E. Phelps, Paul M. Massman and Fred Thrower.

A quick checkup of the Red Network reveals Roy C. Witmer as the Vice President in charge, Edward Hitz as assistant to Mr. Witmer, I. E. Showerman as Eastern Sales Manager, and George Frey as Service Manager. Of the original group of salesmen, John McNeil, Walter Myers, R. R. Kraft, and James Martin may still be found bringing in the accounts. Gordon Mills from Spot and Local is now on the regular Red sales staff. Three others have joined this group from other fields. William L. Kost comes from the publishing business, Eugene A. Kraemer served as Advertising Manager for *Scientific American*, and Frederick Horton was formerly with Alco-Gravure. The two networks have been separated as completely as possible.

Anita Barnard replaces Leonard W. Braddock, who resigned to become assistant to the president of Mayfair, Inc., one of the most prominent of interior decorating companies in the state. Miss Barnard is well fitted for the position of Manager of the Information Division. She has been with the Company for eight years, including assignments in the President's office, as Assistant Editor of Continuity Acceptance, and with Judge Ashby in the preparation, and later the analysis, of the recent testimony for the FCC.

Robert W. Friedheim, in reward of his excellent services, has been made Sales Manager of the Eastern Radio Recording. Willis B. Parsons becomes the Assistant Manager.

Down in Washington, Robert E. Henderson has acquired valuable experience as White House correspon-

dent and as Manager of the Washington Bureau of Central News. The Washington office of NBC signed him up for their News and Special Events Department. Now Mr. Henderson is serving in a similar capacity here in our Radio City offices.

Leaving NBC

Mr. Wailes, former Manager of the M & O Stations, has left NBC to become Manager of Broadcasting for Westinghouse, Inc. He is replaced by S. D. Gregory from KDKA.

KDKA, WBZ, WBZA and KYW, NBC managed and operated stations since 1932, are being taken back by Westinghouse in view of Westinghouse's desire to resume active work in the radio broadcasting field. It will be remembered that these stations were among the first five radio stations in the United States. The change is being made with the mutual accord of NBC and Westinghouse. The other Westinghouse owned stations are WOWO, 10,000 watts, and WGL, 250 watts, in Fort Wayne, Indiana.

Legally Speaking

A. L. Ashby, Vice President and General Counsel, has been appointed by the New York County Lawyers' Association, one of a committee of five, which includes former United States Attorney

Chaney's Hunchback on Summer Film Series—Call 220 or Write Room 465.



George Z. Medalie, former Solicitor General Thomas D. Thatcher, Samuel Seabury, and Edwin M. Otterbourg, to aid the government's National Defense Program.

Margaret N. Stone, Secretary-Stenographer to A. L. Ashby, has tendered her resignation, effective June 30th, in order to become the Research Secretary of a well-known author in the field of psychoanalysis. Success to you, Peg! The vacancy is being filled by Miss Jessie W. Stewart.

The Legal Department wishes to announce the engagement of Miss Agnes L. Locherer, Secretary to Mr. R. D. Swezey, to M. Edward de Champlon, of 16 Park Avenue.

Assistant C. P. M.

Miss Brainard's office has gained immeasurably in the recent appointment of Robert Easton Button as Assistant Local Commercial Program Manager. You may have heard Bob's original music for Gordon Webber's Radio Guild script "Crazy Heart Blues." He participated in the Bermuda Cruise demonstration of Television, both on shipboard and on the island itself. Bob holds an AB from Dartmouth and an LL.B from St. Lawrence. During summer vacations from college, he would take orchestras on ships bound for Europe or South America, playing the piano, composing and doing orchestrations. There is every indication that this is only a brilliant start to a promising career.

Last Month Was June

Wedding bells are in season, as when are they not, so we find that Florence Schwarzer of Press took advantage of Memorial Day weekend and became Mrs. Karl Plock.

Ruth Gould, assistant to Alice Maslin, on the *Woman of Tomorrow* program, has become Mrs. Frank R. Scoppa. It's another Rockefeller Center romance, for Mr. Scoppa is with the Arthur Kudner Agency in the International Building.

We have a wedding to look forward to, as Lucille Lizotte, secretary to Vincent J. Gilcher, Director of General Service, has announced her engagement to Eric Hartley-Waters. Mr. Hartley-Waters is an international patent law attorney.

Ary B. Moll announced his engagement to Miss Hilda Sama, of Puerto
(Continued on page 6)

NBC TRANSMITTER

Published for and by the employes
of the National Broadcasting Com-
pany from coast to coast.

VOL. 6 JULY, 1940 No. 4

EDITORIAL BOARD

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CHARLES TURNER *Assistant Editor*
CHARLES VAN BERGEN *Photographs*

ASSOCIATES

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JAMES MCCONNOCHIE *Guest Relations*
STANLEY MILLER *Guest Relations*
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Address all correspondence to: NBC TRANSMITTER, National Broadcasting Company, Room 465, RCA Building, New York, N. Y. Telephone: Circle 7-8300. Extension 220.

John Kelly, former editor of the TRANSMITTER, is now in the Information and Publicity offices of the Radio Corporation of America. Mr. Kelly anatomizes and indexes the reports of the Federal Communications Commission.

His editorship set a high standard, the maintenance of which will require the wholehearted effort of those who follow.

RADIO CITY—NEW YORK

(Continued from page 5)

Rico at the AA Dance; they were married June 16th at the Church of Notre Dame, New York.

Dot and Dash

John S. LaTouch, until recently supervisor of the NBC Telegraph Office, was called back to the Naval service and is now Chief Radio Operator on the U. S. S. Cowell in the Navy Yard at Philadelphia.

George Olenslager, in charge of guide training, has discovered that the best things come in small packages. It's a girl. Karen Lee by name, and already she instinctively reaches for a microphone.

When you hear a particularly compelling voice sign off a program with "your announcer is Richard Dudley," then you know that Casper Kuhn is extending his delivery from a circle of intimates to a nation-wide hookup. It was Mr. Kuhn who bowled over the television audience in the minstrel shows, and held the locker room in rapt attention with his reading of Winnie the Pooh. Maxwell Russell went from Guest Relations to Studio Set Up; the summer period now finds him in the Sound Set Up office.

MINSTRELS

The five units of the NBC Page and Guide Television Players, dramatic, orchestral, choral, novelty act, and comic opera groups are fast acquiring a professional polish during rehearsals for their next presentation early in July, according to Bill Garden, president of the organization.

Mr. Warren Wade, Television Director and Supervisor of the Page and Guide Television Players, has been rehearsing the various units.

The dramatic unit is headed by Joseph M. Seiferth, Jr., formerly with the station WDSU, and director of the Tulane Radio Players and University Dramatic Guild in New Orleans.

Forty members of the Page and Guide staff have joined the television dramatists; they write their own scripts, work out the continuity of action, and act in the monologues and playlets.

Richard Dinsmore, graduate of the Eastman School of Music at Rochester, N. Y., and ardent saxophonist, has been placed at the head of the orchestral group. Nine hand-picked musicians, all of whom have had experience in bands throughout the country, include the following Pages and Guides: Sam Lake, violist; Al Bengston and Stanley Miller, pianists; Joseph Jenkins, drummer; Robert Raleigh, guitarist; Harold Bass, trombonist; Bill Hoffman, saxophonist; and Addison Amor, trumpeter. Robert Button has charge of both the Choral and Satirical Opera groups. One of the originators of the Page and Guide Minstrel shows, Button has contributed original arrangements and compositions to the various performances. His piano solos have also added considerably to the high standing of the group.

Roy Pascal heads the new Novelty Act group. At present he is doing some television work at the RCA exhibit at the World's Fair.

Bill Garden's statement can well be applied to the entire organization: "We have taken great care, great pride, and great enjoyment in the preparation of and participation in the past efforts of the Page and Guide Television shows. Our reward has been the realization that we are contributing something worthwhile today in the entertainment field. With these facts in mind of our brief, but colorful history, and with the unexcelled cooperative spirit of hard-working, talented men to inspire proceedings in the future, we should be very optimistic."

STAGECRAFTERS

Just before we went to press, the Stagecrafters held an election and Kirk Quinn, in a just reward for his long and faithful service, emerged with the presidential plum. George M. Nelson, who has encouraged the group from its inception, was elected vice president. Virginia Black is executive secretary, while Adelaide Piana assumes the treasurer's duties. Martin Hoade becomes press representative; Ray O'Connell, business manager; and Barbara Kirk, chairman of the play-reading committee.

The TRANSMITTER at once interviewed the new president to get the very latest word for its readers, and briefly the word is this: It is quite possible that the group will do a summer show. If so, it will be a light and frothy comedy. Or, and this is just an idea at the moment, an original revue with all the sketches, music and lyrics written by members of the Company. There are no definite plans, so if you have any ideas for any phase of the production they will be most welcome. There will be a general meeting soon, possibly the middle of July, open to anyone interested. Watch for a notice to be issued shortly. Finally, the Stagecrafters are very pleased with the reception given their most recent production, *Kind Lady*.

Kind Lady, needless to say, was not for the nervous. The mere sight of the lovely Chris Leahy (Production) being pushed about and generally mistreated by Roy Pascal (GR) and May Day (Station Relations) was enough to send chills up and down the back of the hardest of heart. Norman Cash, momentarily laying aside his flannels and citation cord, supplied the romance and proved that chivalry was not dead. Kirk Quinn clinched the president's chair with his performance, while Virginia Kelly, Agnes Lockerer and Cornelia Horn were further evidence that a play is not made by its stars alone. Stuart Billhart made such a convincing doctor that he had to ward off several nice old ladies after each performance. Edmee Logan and Ed Fitzpatrick made marriage convincing, and Dorothy Callahan and Roy Girard gave more than creditable performances.

To those behind the saw and brush, an especially lush orchid, while four stars are due Barbara Kirk's excellent make-up job on the entire cast.

NBC SCHENECTADY

Organization of an Athletic Association, to include women as well as men on the staff of WGY, is under way. Announcer Howard Tupper and Engineer Al Knapp are heading up the committee and they are receiving great support from their fellow workers as there is strong sentiment in favor of the Association.

To make sure that everything is quite regular and orderly, a committee on constitution and by-laws has been appointed with Horton Mosher, engineer, as chairman. With Mosher are Gertrude Bevan, Veronica Layden, Donald MacElwain, Phil Brook, Jack Keane and Virgil Hasche.

Softball and bowling are the chief sports advocated by the organization, but staff members are demanding other activities, and arrangements are under way to organize the golfers, tennis players, chess and bridge addicts, all to operate under the promotional guidance of the Athletic Association.

WGY's bowling league is three years old, and this year the women of the staff organized a league and carried through to the end of the season. Softball contests have been held occasionally but only at station outings. With an Athletic Association it is proposed to get more men out for the game and develop four to six teams for league activities.

Charles King is wearing the uniform of "Guest Relations," succeeding Robert Warner, who has been promoted to "Press."

Secretaries Caroline Osan and Gertrude Peebles attended the state convention of the Business and Professional Women's Club held in Buffalo. Miss Peebles is a native of Buffalo.

Manager Kolin Hager recently addressed the Schenectady Parent Teachers Council and a joint meeting of the Rotary and Kiwanis clubs of Amsterdam.

It was a postman's vacation for Victor Campbell. Vic's idea of a rest and change was a visit to Radio City where, for several days, he sat in on production of network shows.

Wilbur Morrison of Press is spending his vacation in New York and Plattsburg.

Albert Knapp, of Engineering, bought a half acre of land out of Chet Vedder's vineyard in the town of Niskayuna, on the outskirts of Schenectady and is building a home. The land has been in the Vedder hands since its purchase from the Indians back in 1685.

W. J. Purcell, whose hobbies heretofore have been fishing, photography, skiing and hunting, has gone overboard on this game of golf. He has worked his handicap down to sixteen, has read all the literature on the subject and can quote all the authorities on every shot in the game. But he still finds it's difficult to coordinate mind and muscle on a particular shot at a particular time.

Five of the WGY staff are members of General Electric's golf organization—the Edison Club. They are W. J. Purcell, Alan Taylor, Bernard Cruger, W. T. Meenam and Betty Donahue.

Harold Paul Kent, until recently an announcer on WNBC, Binghamton, is serving as vacation relief on WGY's announcer staff. Kent, formerly employed as a technician with the Agfa-Ansco Corporation at Binghamton, has been warmly welcomed by the photography fans of the staff, Howard Wheeler, Ray Strong, Horton Mosher and Alex MacDonald.

Just when Alan Taylor was getting to sock a golf ball far and straight he slipped, fell and strained a ligament in his right arm. Al had expected to pitch for the WGY team in the inter-city softball contest but that ambition has been wrecked.

Pete Narkon, Ray Strong and Vic Campbell produced a total catch of four lake trout on their excursion to Piseco Lake. The score was Narkon 2, Campbell 2, and Strong 0. It was Campbell's first fishing trip. He brought back a very painful sunburn.

Jeanette Swart, secretary of A. O. Coggeshall, attended graduation exercises at Green Mountain Junior College, Poultney, Vermont.

The Phil Brook family now numbers four. Peter Edward recently entered the Brook household, joining David Sanborn.

EXCHANGE CORNER

This classified ad section is available free of charge to all NBC employees. Rules: Forty-five word limit; no regular business or professional service may be advertised. Address ads to NBC TRANSMITTER, Room 465, RCA Building, Radio City, New York.

FOR RENT—Very small two-room furnished cottage for week-ends only. Four miles from New Canaan, Connecticut. \$100 for season. Call NBC Extension 433.

FOR SALE—Federal radio recorder, cabinet model, 78 rpm only. Immediate playback, practically new. Call TRANSMITTER.

FOR SALE—National HRO Senior. Grey finish table model, ten months old, complete with four coils, home built power pack, Brush headphones, \$135 Cash. I. C. Grabo, N. Y. Field.

FOR RENT—Sublet, three-room apt. 353 East 56th St. \$45 monthly till October. Call NBC Extension 213.

MEGACYCLES

(Continued from page 2)

50,000, reaching from remote parts of Pennsylvania to some parts of Massachusetts. The majority of the receivers however, are located within a radius of about 70 miles of the New York Transmitter.

Since the establishment, on April 30, 1939, of the NBC RCA television service, the first in the Americas, the coverage of the Convention marks the first occasion on which it has televised an event in one city for broadcast in another.

Many outdoor activities have been scheduled for broadcast by the Television Department for the summer season.

The triplet progeny of Ray Strong—Joan, Jean and junior—graduated en masse this month from the first grade.

John Campbell of Accounting is sporting a new Ford of a type known as "Convertible Club."

Betty Donahue and husband Lloyd passed a recent week-end somewhere on the Jersey shore.

Chester Rudowski passed the Memorial Day week-end in New York.

John Howe and family visited friends in Buffalo over the long May 30th week-end.

Alex MacDonald of Promotion has become a home owner.



One for the outfield—Al Protzman.



Martha McGrew and Priscilla Lohr.



Pearl Watts and Phil Hartnett

NBC AA OUTING 1940 HELD AT SEAWANE

A record attendance of about 285 people contributed toward making the NBC Athletic Association Outing a brilliant success. It was held out on Long Island at the Seawane Club of Hewlett Harbor. Chick Showerman, President of the AA, in reference to the occasion, was heard to remark, "Ca va sans dire," which means "wow" or "sensational," "unprecedented," all expressions of undampened enthusiasm. Records of every sort were broken. Even before 9 a.m. there were several golf fans well up on the first "eighteen." Frank Jones, chairman of the golf committee, says there were 130 golfers teed off during the day, a figure exceeding the highest of any previous Outing by about fifty.

Herewith we print a camera cross-section of the day for which we are indebted to Charlie Van Bergen of Press. All pictures are the property of the AA and are not to be used for blackmail.

Golf led the field in popularity and it was a well-rewarded day's work for those who won the prizes. George Frey of Sales drove the top golf prize home after winning the Low Gross Men's Tournament with the amazingly low total of 151 strokes for the 36 holes. In the afternoon round, he played a par game which for the Seawane course is 72 strokes. Nineteen points away and second prize winner was Albert Frey with a total of 170. During the morning, the qualifying round of the Championship Handicap event was played. In the afternoon play-off, Hugo Seiler of the Mail Room came in with a gross score of 95, handicap

(Continued on page 16)



The riding group starts on a cross-country jaunt.



On the courts with E. B. Lyford and Sam Ross.



Battledore and Shuttlecock.



Commuting—Bermuda-style.



Dorothy Anne Healey and Adam Gayeck.



Dinner and dancing at Seawane.



Frank Jones scores the golf match.

KOA DENVER

On their recent visit to Denver, the Freddy Martin Orchestra challenged the NBC Denver radio boys to a game of baseball at Morrison, Colorado. The challenge was accepted, but, unfortunately, the game ended in a 12-12 tie at the end of the 6th inning when it was called off due to rain.

* * *

KOA's famous "Men of the West," while singing at the Ship's Tavern of the Brown Palace Hotel, were requested by an airline official to sing a number for him. This aviation man liked them so well that he called his president by long distance telephone in New York and he held the line for 15 minutes while the "Men of the West" sang various selections for his enjoyment and the acclamation of the listening guests in the Ship's Tavern.

* * *

Announcer Tor Torland, KOA's Ace Newscaster, suffered an eye injury recently, necessitating the taking of four stitches. Everyone is glad to see that the injured eye is now free from bandages and usable again.

* * *

Milton Shrednik, one of KOA's orchestra directors, led the house orchestra in its appearance at the Brown Palace Hotel recently at the opening reception of the National Hotel Greeters' Convention.

* * *

KOA General Manager Lloyd E. Yoder and Mrs. Yoder have returned to Denver from the West Coast where Mr. Yoder took part in the Naval Reserve activities.

* * *

KOA engineer Glen Glassecock, who is an officer in the American Radio Relay League, has returned to Denver from a trip through the East during which he attended a convention of the ARRL in Hartford, Connecticut, the last of May.

* * *

A recent addition to the KOA News Staff is Don Martin, whose father is Managing Editor of the *Denver Post*, the leading newspaper of the Rocky Mountain West.

* * *

Verne Andres has taken his place in the KOA Control Room, following return from his honeymoon.

* * *

It is reported that Tor Torland has purchased a motorcycle. It's a high-powered affair with a tandem seat.

WASHINGTON

—by Marion P. Gale—

For the past several months since the European war broke out in earnest, our news department has simultaneously become a beehive of activity, attracting the attention of everyone. Customarily bare walls have been bespattered with maps. Between White House press conferences, defense legislation up on the hill and general increase in the number of local news broadcasts, the news staff has grown rapidly along with the developments. In fact extra employes came in so fast that at least on one occasion a receptionist stopped a harried newsman as he attempted to reach his office . . . the receptionist thinking that the new employe was attempting to "crash the gate." Commentators Baukhage and Godwin, and chief news editor McAndrew were either constantly in the office or only telephone distance away. Tom Knode, day news editor, arrived at work one morning to discover that the daily news schedule had been increased so that he had to prepare a broadcast every hour as well as supervise one to two network pickups in Washington, beginning at 6:30 a.m., and running through to 11:00 a.m.

Ed Haaker, night news editor, saw the beginning of most of the action. The invasions of Norway, Holland and Belgium all occurred on his trick. It was his job to rout out the news staff and set up preliminary coverage at the White House and State Department.

To reduce the amount of confusion and unimportant kibitzing present at times while the boys were working and the commentators were preparing their last-minute broadcasts, it was finally necessary to tack up signs and release a memorandum for the rest of us to the effect that the news room was to be kept cleared except for conducting the necessary business.

Among the new men employed to cover the extra news work: Frank Goodwin, formerly with Central News of America and Washington papers, was added to the staff on a full-time basis, while Ralph Falvey, Gerald Gordon and Ralph Peterson were started on a part-time basis.

To increase NBC coverage of Washington, the news desk in the capital is connected by private telephone with the press rooms at the White House, State Department and the Senate and House. NBC representatives cover all

President Roosevelt's press conferences, Secretary of State Hull's conferences and the First Lady's, as well as important debates and committee meetings in the Senate and House.

Earl Godwin, NBC Red Network Washington commentator, serves full-time at the White House, while Baukhage, NBC Blue Network Washington commentator, concentrates on the State, War and Navy departments as well as the foreign missions. Both are assigned to presidential press conferences and major congressional stories.

The entire program and engineering staff, working under General Manager K. H. Berkeley and Chief Engineer A. E. Johnson, are on 24-hour call for the duration.

With all the long hours and work going on there still has been time for social gatherings. The White House annual dance for press and radio folks was held on May 21st. NBCites attending were: Vice President Frank Russell, Assistant Managers Carleton Smith and Fred Shawn, Night Supervisor Bud Barry, Bill McAndrews, Commentators Baukhage and Earl Godwin, Frank Goodwin and Ed Haaker. Members of the fourth and fifth estate danced to a swing orchestra holding forth in the East Room and rambled around the White House grounds for a breath of air and to have refreshments during the intermissions. Later in the week, members of the Radio Correspondents Association of Washington gave a banquet at the Mayflower Hotel in honor of their newly elected officers. A large number of members from NBC and their guests heard Postmaster General James A. Farley, and several members of Congress praise the work of the Radio Correspondents during its first year of existence. Among those on hand were Frank Mullen, Vice President of RCA; Executive Vice President of NBC Niles Trammell, Vice President Frank M. Russell, Kenneth H. Berkeley, General Manager of WRC and WMAL; News Editor William McAndrew, who is the new vice president of the Association; Thomas Knode, Frank Goodwin and Ed Haaker of the News Department; Assistant Managers Carleton Smith and Fred Shawn; Mary Mason, our Director of Women's Programs; John Dodge, WRC - WMAL Commercial Manager, and several others.

INTERNATIONAL COMMERCIAL BROADCASTING



Lunsford Yandell

One of NBC's most significant activities is the recently commercialized International Broadcasting. This division takes on heightened respect in the light of new social and political relationships. A friendly gesture, it is in position to service a much greater area than is possible for a station located on the southern continent itself.

It is indeed fortunate that so widespread and important a service is in the hands of a man well suited to the task. Lunsford P. Yandell was persuaded to leave his duties at RCA to assume the responsibility of this work in which all of us have a vital interest. Mr. Yandell upon graduation from Princeton worked for the Central Hanover Trust Company. Then for seven years he was president of his own mining corporation "The Mohawk Mining Company", producing ingot copper. This was followed by two years of executive work with the Todd Robertson Todd Engineering Corporation which built Radio City for Mr. Rockefeller. Five years were devoted to RCA on the Executive Board of RKO. Mr. Yandell was also in charge of the execution of the Recapitalization Plan devised by Joseph P. Kennedy and approved by RCA's stockholders in 1936. He was loaned to NBC last November and on May first of this year became officially the Director of International Commercial Broadcasting.

Actual international short-wave broadcasting started in July of 1937, and through regular schedules presented by experienced radio programmers a large audience has been built.

The listening habit is one which must be cultivated and NBC through the many letters sent in response to broadcasts has been able to determine sectional tastes and listening peculiarities. A number of European governments use international broadcasting as a tool at the cost of many hundreds of thousands of dollars to themselves. Here in America, this unbiased service is rapidly becoming self-sustaining and is a true credit to the radio industry.

Rigid standards have been set for the men who represent us on the air. Some forty foreign language announcers, script writers, and editors, both men and women, must have intimate knowledge of the language in which they work so that they may be accepted as one of the listener's own friends. They are heard over the twin stations WRCA and WNBI of 25,000 watts each. The strength of these short-wave stations is now being raised to 50,000 watts each. The beams may be directed like search lights, and working as they do on narrow angles, they compare most favorably with European stations of much higher wattage.

During the morning and until four in the afternoon, the stations broadcast in six different languages to Europe. The Latin-American broadcasts begin at four and continue for nine hours. This latter schedule is divided into six hours of Spanish, two of Portuguese, and one of English. The 40,000 letters received last year confirm the wisdom of this apportioning.

Now that NBC has established an audience and demonstrated that international broadcasting is more than ready to make its own way, and now that commercial licenses have been granted, some interesting sponsors are taking advantage of this service. The United Fruit company with shipping interests along the South American coasts became a sponsor to promote good will. On February 9, a ringside broadcast in Spanish of the Godoy-Louis fight was presented by the Standard Oil Company of New Jersey. The Waldorf-Astoria, headquarters for many prominent South Americans when they come to New York, features Xavier Cugat in a regular series. The Hotel Astor features Tommy Dorsey's orchestra in the *Carnival de Broadway* from the Astor Roof. All of the Mike Jacobs and Madison Square Garden fights are now presented by Adam

'SUPPOSE NOBODY CARED'

Last April the Greater New York Fund started its third drive to help the two million New York needy—two million who make up one-seventh of the metropolitan New York population. The proceeds from this drive support the voluntary social welfare and health agencies here in the city.

Miss Joyce Harris of Personnel directed the solicitation of NBC employees. Her final statement, just released, is that we have contributed \$3,319,54 to the Greater New York Fund. This is about fourteen hundred dollars more than the amount turned in last year. \$274.50 of the total figure was earned by the Guides and Pages Minstrel Show given for the Fund at the Ritz Theatre, May 16th, which was attended by various members of nearly all the departments of the National Broadcasting Company, whose enthusiasm helped to enlarge our contribution to the Greater New York Fund.

Hats. And the RCA Manufacturing Company puts on a series of commercial programs each week.

NBC permits Latin-American stations to make voluntary rebroadcasts of its shows. There is an average of twenty-five local Latin-American stations using NBC programs, with the result that our material covers most of Latin-America from Mexico to Cape Horn.

It is estimated that over 2,000,000 sets in South America are capable of receiving our short-wave programs. Ninety-five percent of the sets sold by RCA south of the border during the last four years have been all-wave sets. These sets are scattered over a great expanse of land, for even if one were to consider Brazil alone, the area would be greater than that of the United States. As for distribution by country, the sets run approximately 900,000 for Argentina, 360,000 for Brazil, 225,000 for Mexico and 175,000 in Cuba. There are many short-wave receiving sets along the west coast of South America because territorial conditions such as mountains make other types of reception impractical.

The American people and their government watch with increasing interest this valuable service cementing through friendship the interest and destinies of the western hemisphere, appreciating the fact that experienced broadcasters will produce the greatest good because their audience is the largest. Listening there as well as here is a voluntary action.

NBC CHICAGO

by Bob McCoy

Announcer's School Progresses

The Central Division's Announcer's School, under the direction of Lynn Brandt, once again has a capable group of young neophytes ready to go out into the radio world and look for placement as "spielers." At the start of the school semester, Brandt's problems were many, as he had just had in the neighborhood of a dozen of his star pupils placed at various stations and had only a group of willing but untrained students to work with. But "Old Teach," as the boys call their popular instructor, had a few aces left up his sleeve and turned out some smooth performers. Latest to leave the Guest Relations staff to take up announcing duties are Jackson Tisch, now at WKZO in Kalamazoo, Michigan, and Jules Hack, who has gone to KSO in Des Moines, Iowa.

Writers School for Employes Introduced

An innovation in the opportunities offered the younger employes of the Central Division is a Continuity Chief. The members of the class are writing their own material and having it produced by staff actors at their class meetings. They also have lectures by leading writers in Chicago on the various phases of radio writing. First of the problems studied in the class was the daily fifteen-minute serial for women listeners. The boys first submitted a synopsis of the action for two weeks and then wrote the dialogue for a series of fifteen-minute episodes. Other types of story to be studied included men's fifteen-minute, five-a-week, half-hour complete dramatization, and a half-hour show with a carry-over. Incidentally, John Lagen, formerly of Guest Relations, has rejoined the Company in Continuity, after having served on the writing staff of KSO.

NBC Slips After Fast Start in Softball League

The opening of the softball season found the NBCCA team off to a fast start in the Merchandise Mart League and the Red and Blue of NBC was carried to victory in the first two games of the season. Overconfidence, or increased ability on the part of the opposition was evident in the next two struggles, however, and the boys dropped to a .500 rating. George Bolas of Sales Promotion is manager of the squad. George is a playing manager, holding down the shortstop berth and being the

team's leading hitter. The team sports natty jerseys with blue bodies and red sleeves and are picturesque—even in defeat.

AA Like Topsy—Just Grewed

The biggest development around Chicago in recent months has been the steady growth of the NBCCA into an organization of nearly 300 members. The AA is carrying on a full schedule of activities and the varied interests of the members must find an outlet for expression somewhere. The AA has created a large recreation room equipped with three ping pong tables, two golf driving ranges and a "shinny" game, which is the noisiest and dust-producingest game known to man at the present time. Archie Scott of Production is the chairman of the membership committee and was the leading force in the membership drive. As a means of providing refreshments for all and sundry, and incidentally to add to their growing treasury, the AA has installed Canteen Vendors on both the office and studio floors and you now can purchase anything from coke to peanuts if you have the necessary wherewithall. Treasurer Lincoln Douglass of Traffic reported operations were profitable at a recent meeting.

Outing Looked Forward To

The AA's event of the year is of course the Annual Outing which this year was scheduled for June 19th at the Lincolnshire Country Club. As that date was just after we went to press, we had to forego a description of the frolic until the next edition. However, we promise verbal and pictorial evidence as to the fun everybody had.

Ping Pong Winners

The Central Division has crowned a whole series of new ping pong champions as the result of a month-long double elimination tournament conducted on the aforementioned AA tables. In the men's singles, Ken Christiansen, the left-handed larruper of the Mail Room, took the championship gonfalon after a bitter battle with Johnnie Wehrheim, the placement shot expert from the General Office. Christiansen also shared in the doubles crown, teaming with "Steady Eddie" Nickey, also from the Mail Room, to beat Ed Bailey and Tom Bashaw, the pride of the Sound Department. Bashaw, who was the defending champion in the singles, was eliminated in the semi-final round of the singles.

RCA PALACE

The RCA Exhibit at the New York World's Fair for 1940 has been considerably enlarged and revamped to make it one of the most interesting and impressive exhibits in the commercial section. The great variety of material covered and the manner of presentation give the radio-receptive visitor a scientific thrill. Here in this building you will find all sorts of interesting developments, the latest, from all the subsidiaries of the world's largest radio and television organization.

Don't expect to see the same things that were there last year. Because of the lightning progress of this business we're in, the scientific panorama has completely changed since last season. Here, better than anywhere else, you will be able to realize all the changes. As a matter of fact, we discovered that the only item in the building that has remained the same in this changing world of radio is the Kidnap Alarm, a perfectly innocent looking baby carriage fitted out with an electric alarm system to ring if touched—perfectly innocent in itself—but a monument because it alone has remained unchanged over the winter.

The name of the exhibit, given by its publicity directors — Palace of Radio Magic—is really applicable since the fittings are palatial and at the same time in a modern industrial theme. For those of you who have not been able to penetrate the inner circle of Studio 3H at 30 Rockefeller Plaza, there has been created a complete television studio showing through glass the most modern equipment and methods of production, giving a cross section of how television studios will look and how the directors and technical staff will produce future television entertainment.

Familiar faces you saw on the Guides and Pages Minstrel Show during the winter season are to be found entertaining the summer visitors over their favorite medium. Among them is Earl Wrightson, television's favorite baritone. Other young men from NBC whom you have seen before, are helping with the production and engineering work. So this is television's sum-

(Continued on page 14)

WTAM CLEVELAND

—by Bob Dailey—



Personnel increased: Helen Forsythe, Editors Orrick and Dailey.

WTAM has a poetic engineer! To most of us, an engineer is a technician, a man who grinds gain, monitors lines and performs all those other important and highly technical duties around a radio station. And it's not very often we find one with snatches of original poetry running through his mind. That's why we take considerable pleasure in introducing Bert C. Pruitt to every one in the NBC circle.

Several days ago we learned that Pruitt has sold several poems to the *Ohio Farmer*, one of the nation's foremost rural magazines. Talking with the modest engineer, it was learned further that he had started putting his thoughts on paper only four months previous. We asked Pruitt to write some verse for the TRANSMITTER, and here is the result. Incidentally, he dashed it out in less than an hour.

THE TRANSMITTER

The news we hear of major stress

So often causes sadness;

A world of grief devoid of fun

With faces minus gladness.

A world of gloom is sad indeed.

Encouraging evil graces;

And then we note the happy smiles

Replace the weary faces.

What mystic hand has caused this change?

What caused the gloom to flitter?

Could it by any chance have been

The NBC TRANSMITTER?

* * *

Two of WTAM's engineers will spend their free hours this summer riding the waves of Lake Erie and the nearby streams. Jesse Francis has a 30-foot cabin cruiser which he constructed him-



John Murphy

self in the basement of his home. And on his vacation this summer, Francis and his wife plan a cruise down the Ohio river. The other boat skipper among the engineers is Hank Gowing, who recently purchased a 40-foot cruiser for use on Lake Erie.

* * *

A May bride was May Draxell, Stenographic Supervisor and a member of the WTAM staff for the past five years. In private life, she is now Mrs. E. D. Radu. The couple spent their honeymoon in the Smoky mountains. Previous to the wedding, Office Manager and Auditor Pearl Hummell gave a luncheon shower for Miss Draxell, with all of the feminine staff members attending.

* * *

Program Director Hal Metzger again this year places three canvases in the May show of the Cleveland Art Museum. Metzger's principal hobby is painting with oil.

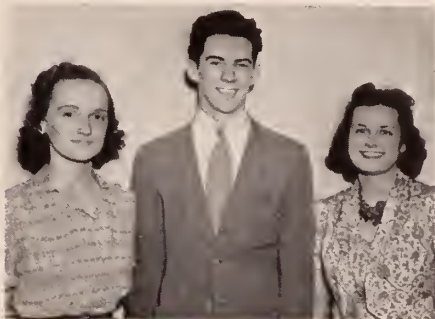
* * *

Kathryn O'Connell, of the Mail Department, has been playing bingo regularly for the past two years. Finally, she has crashed into the win column with \$50 in cash.

* * *

The 1070 Club, an organization composed of male staff members, held its first annual dinner for club members and their wives Saturday, July 13th. The evening party came as a climax to the monthly social meetings which have been held for the past ten months.

Arrangements for the party were handled by the following committee: Lee Gordon, Hal Metzger, Harry Caskey, Tom Manning, Russell Carter, S. E. Leonard, Bob Dailey, Wade Barnes, Tom Carter, Burt Pruitt and Fred Wilson.



Dorothy Morris, Fred Lloyd, Lois Faulhaber.



May Draxell, bride.

Jane Weaver, director of women's activities, and her husband, have broken ground for a new home to be built in Shaker Heights.

* * *

Dramatic production director Waldo Pooler is walking around these days with his head just a little higher in the air. Reason is that Pooler has just become a grandfather.

* * *

Manager Vernon H. Pribble also has a good reason to be proud. Betty Pribble, one of his two pretty daughters, brought her father home a report card from the seventh grade with eight straight "A's."

* * *

The coming of summer has changed the recreational habits of Salesman Russell Carter and Harold Gallagher. Carter has switched from a fast game of ping pong to just a fair game of golf, while Gallagher deserted the bowling alleys, where he is an embryo champ, to the fairways where he is just another golfer. Other consistent golfers around the station include Manager Pribble, Sports Announcer Tom Manning, Music Librarian Bob Oatley, Entertainer Claude Moye, News Announcer John Murphy and Engineer Alvin McMahan. But Pribble and Manning usually lead the field in the carding of low scores.

* * *

Mildred Funnell, secretary to the manager, has been supplementing her office duties with regular appearances on Jane Weaver's *Women's Club of the Air*.



Wade Barnes

WORLD'S FAIR

(Continued from page 1)

mer quarters. Special programs originating in these Flushing studios will be relayed to the NBC television transmitter atop the Empire State Building in New York City where they will be retransmitted into home receivers.

Miss Television is a feature of the exhibit, three of her in fact, working in shifts. A complete show is given each fifteen minutes with comedy, singing, keyboards, puppets and a news commentator. The latter shows that news service will be very effective in the future over the television systems by using the simple expedient of a map on which the commentator may follow movements through cities, rivers or sections of the country which otherwise would be conveyed just as unfamiliar names.

Visitors to the RCA Exhibit are ushered into a Television Suite where receivers are set in typical American interiors helping to impress the public with the nearness of the art. Immediately preceding this, they have been shown a moving picture taking them behind the scenes in a television studio illustrating how programs are made and explaining the television techniques thus far devised.

In one of the recording studios where the public can record its voice, either in a patter or an aria with the studio piano, the prize question of the week was asked, "Will it record a foreign language?"

When you wish a change from the carnivalesque air of the Flushing exposition, you may retire into the RCA Music Lounge where, in a quiet atmosphere, the RCA Victor recordings are played in an all-request program for the public.

A small edition of the Camden assembly line is to be seen in one corner of the building. Every four minutes a complete RCA "Little Nipper" is turned out and you can not only watch it being made but you can buy it. Radio facsimile apparatus is on display and can be seen producing a special newspaper of the air, issued several times a day. This machine demonstrates how journalism of the future may operate.

There are other fascinating items on display here, developed by the many branches of RCA. In all, the exhibit is a very important factor to our future welfare. It is making definite contributions to the radio and television industries by providing a testing ground for new equipment and a workshop where new studio techniques and pro-

TRAINING PLAN

(Continued from page 3)

Program Board, the Program-Press and Night Program meetings to get an idea of the occult art of programming.

An important advance in the NBC training plan made specifically this year was the inauguration of a series of study groups for the purpose of training men for specialized work in various fields. The Announcers Class discussed above is of course one of these. An entirely new idea was the Artist Management Group under the direction of Mr. George Engles, Vice-President and Managing Director of the NBC Artists Service. Thirteen employes of the Company were given an opportunity to learn how to handle radio, concert and theatre talent. A feature of the class was a series of lectures given by noted talent managers, artists, and executives of the Company. One or two nights a week were spent at the opera, at the concert hall or in the night clubs, even at motion pictures suggested by Mr. Engles, for the purpose of meeting and observing the artists. Afterwards reports of each performance were written.

During December of this year, Hugh Beville, Director of Research, by a process of elimination selected ten employes from General Service for a course in statistics which dealt with the problems of radio research. The course lasted for about twelve weeks and such things as station coverage, program surveys, agency expenditures, etc., were discussed. Three of these men to date are doing laboratory work in statistics in Mr. Beville's division. They are Howard Gardner, Percival Black and Bob McFadyen.

In April an Outside Stations course was launched. It was designed to acquaint NBC employes interested in being transferred to or in gaining employment at affiliated or independent stations with the management and problems of those stations. The course was conducted by Willard Delano

gram material can be developed and tested. Radio designers are able to study public reactions toward new equipment, style and quality of reception. Because millions of people visit the Fair, our exhibit is proving that television is really not in the same category with Aladdin's Lamp, nor is it even an experiment—it is an actuality. Miracles of radio research have been made intelligible in the presentation at the Palace of Radio Magic, Flushing Meadows, New York.

Whitfield and had a regular attendance of about forty members.

In conjunction it is interesting to know that the Stations Relations Department has become very much interested in the type of employe turned out by the NBC training plan and has written to all our affiliated stations advising them to notify us in case of vacancies. In many cases we have been able to refer our employes and they have been accepted.

The following figures obtained from the Personnel Office give evidence that advancement is made from the General Service ranks. During 1939 there were 120 men engaged for training positions in the General Service Department, 38 of these were transferred to other departments and 8 men were placed in other radio stations. This makes 38 percent of the number hired either advanced within our own departments or to positions in some other radio company. For the first five months of 1940, the General Service Department hired 30 men and has transferred 19 into other parts of the Company. 12 have gone to other stations. This means that 39 percent of the number hired from January through May, 1940, have been placed in positions of greater importance either in NBC or in some other radio company.

And so with the end of this year, the NBC training plan has acquired a certain amount of dignity and prestige. Not only the Company but also the outside world is beginning to take notice. There is an evident enthusiastic response from many executives throughout the Company who feel that a great need is being filled by such courses as those outlined above, and others which can in the near future be organized. Applications from a type of person who would otherwise not have sought employment at NBC have already been received as a result of publicity given our training. Several newspapers and magazines have written articles regarding our training activities.

It is the hope of the Personnel Division that the general study groups be continued and expanded and that courses giving a more specific type of training will be organized. So once again, if your office in New York or elsewhere is looking for a qualified recruit, don't forget that the NBC Training School hands out a well earned sheepskin to a very select group of young men with ambition and ability applicable to this business of broadcasting.

NBC SAN FRANCISCO

by Kay Barr

Plans for New Home

During the past few weeks an impressive list of NBC executives from New York visited San Francisco in connection with the proposed new million-dollar home for KGO and KPO. This new NBC building has been under consideration for 10 years. When Al Nelson was made general manager of the San Francisco Division last October, it was one of his specific assignments to work on a plan for new quarters. It has just been decreed that the building will stand on the corner of Taylor and Farrell Streets.

Vice President William S. Hedges visited the Coast in November and saw the start of the negotiations. After the first of the year things began to take definite shape. Bertha Brainard, Commercial Program Manager, dropped in February 27.

Mark Woods, Vice President and Treasurer, arrived March 16 for conferences regarding the building. B. F. McClancy, Traffic Manager, came in March 18 and sat in several sessions. William A. Clarke, Technical Facilities Manager, reached the Coast April 3, and spent five weeks working with architects and engineers on the plans.

Judith Waller, Educational Director for the Central Division, NBC, with offices in Chicago, made a visit April 8, and gave the building plans her approving inspection.

Roy C. Witmer, Vice President in Charge of Sales came in April 9 to add his emphatic approval. O. B. Hanson, Vice President and Chief Engineer, arrived for a week of intensive study April 19. Thomas H. Phelan, Audio Facilities Engineer, followed April 22 and remained for several weeks of



Cassidy Junior, Technician

co-operation with the architects. Keith Kiggins, Director of the Blue Network, and Easton Woolley, Service Manager of Station Relations, made approvals unanimous May 15.

At the Fair

All the imagination, the creative ingenuity and skill of artists, artisans, mechanics and electrical engineers were employed in conceiving, planning and building the huge clock-like device which is the feature of the NBC-KGO-KPO exhibit at the Forty Fair on Treasure Island, San Francisco.

Building the 12-foot dial was one thing. Creating the 18-inch figures of a dozen outstanding local radio stars required another type of genius. Cutting a record that would present the actual voices of all these people proved

a difficult and complicated assignment. Applying the electrical equipment that would animate the different figures presented unusual technical problems.

Located in the Electricity and Communications Building, the exhibit occupies 2392 square feet of floor space. In addition to the spectacular "Personality Clock," the display contains scores of huge photographs of San Francisco radio artists, dramatic casts and other activities connected with broadcasting.

Thousands of spectators are fascinated as they watch the little copies of their favorite radio stars go through their paces and the exhibit is winning many favorable comments from the self-appointed critics who go around estimating the different displays.

Special Award

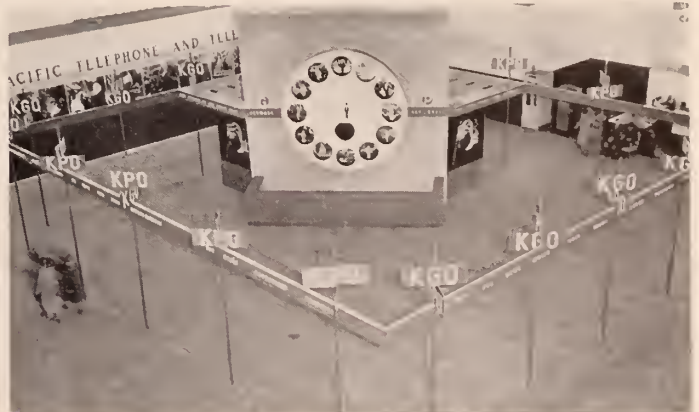
Billboard made a special award which brought outstanding honors and recognition to the San Francisco Division. In connection with its annual awards, *Billboard* singled out KGO-KPO and Al Nelson, general manager, for "the one outstanding exploitation endeavor by a radio station during 1939."

In the opinion of the Awards Committee, Nelson, manager of NBC's San Francisco stations KPO and KGO, is unquestionably entitled to this Special Award for his work in breaking down newspaper opposition in his city.

KPO also received second place in the clear channel station division for exploitation which included "a thorough campaign at the Golden Gate International Exposition and good merchandising exploitation throughout the city."



Radio folks and a birthday cake.



KGO-KPO Personality Clock—Forty Fair.



Chick Showerman



Mary Coyne

(Continued from page 8)

25 and a 70 net, thereby winning the first prize. Runner-up was Howard Cann also of the Mail Room who play-

ed a 96 gross 22 handicap and 74 net. A Member's Consolation Handicap was played and won by Bill Roux of Spot and Local Sales who drove a good bargain to 102 gross, 32 handicap and 70 net. The Guest Handicap was won by Jack Warwick of the Warwick and Legler Agency, with 104 gross, 73 net and 31 handicap.

Tying for the honor of second place were two visitors, Herbert Rice of the Travelers Insurance Co., and E. C. Anderson of RCA. Because of darkness the match was not played off on the course but Mr. Anderson finally won out with a lucky roll. A novel event, Ball Nearest the Pin, gave a prize to William McCaffrey who drove to within 14 feet, 4 inches of the 135 yard hole. In the ladies competition, Mrs. Mark Woods stepped forth for the first prize with an enviable low gross of 98 for 18 holes—gentlemen please take notice. Mrs. Marks Levine won the Ladies Handicap tournament with a 73 net. Bringing up the rear was Burke Crotty who during the day—all of it—earned the distinction of "Participant taking the longest walk," indicating that he won what is sometimes known as the "Booby Prize." Burke is at home in Television Production where his friends are congratulating him on his 170 strokes.



Steere Mathew

ment; E. C. Anderson, Manager of License Division, Patent Department; Chas. B. Jolliffe, Engineer in charge of the Frequency Bureau; L. B.

Morris, Vice-President and General Counsel at Camden; Ralph Beal, Research Director of RCA, and Horton Heath, Manager of Department of Information.

Major Lohr was represented by Miss Martha McGrew and Priscilla Lohr. Niles Trammell was there in person as was Judge Ashby, Vice-President and General Counsel; Clay Morgan, Assistant to the President; Mark Woods, Vice-President and Treasurer; O. B. Hanson, Vice-President and Chief Engineer; William S. Hedges, Vice-President in charge of Stations, and Alfred H. Morton, Vice-President in charge of Television.

The close of the day was marked by a superlative filet mignon dinner and afterwards the prize presentations. The door prizes you all hoped to win went to Miss Mae Frohman of the Hurok offices, to Bill Kostka of Press, and, happily enough, a member of the WGY baseball team drew a lucky number. All three prizes were donated by RCA. A handsome table-model radio went to each winner. With the dining and the prizes over, the dancing began to the tunes of Irving Miller and his NBC orchestra. Expert dancing to the Conga was a feature of the evening, which, by the way, lasted well into the morning.

There was much activity in the other fields. Mr. D. B. Van Houten, chairman of the equestrians, presented an unusually interesting riding program with the promised three two-hour rides and a pair of novelty events. The Potato Race was first and the prize went to Jack Yandell who played potato-in-the-bucket faster than anyone. Next, Mat Boylan learned the front and back of the Nightshirt Race with great ease, netting him a handsome prize.

Many a muscle was developed on the beautiful open tennis courts. Keith Gunther found little rest from his duties of arranging matches as the courts were filled from dawn till dusk. Softball highlight of the afternoon was the scheduled struggle between WGY Schenectady and NBC New York. Genial Kolin Hager, manager of WGY and his teammates fought the home team, captained by Adam Gayeek, to a standstill for thirteen innings and then lost the game by a one-run margin. It seems, though, that the Schenectady team won a moral victory as they are said to have been the most popular element at the Outing.

Bridge, ping pong, badminton, and swimming captivated a number of variety seekers. When all was totaled up, the bicycle medium had soared to unsuspected heights of popularity. It proved to be practical as well as pleasurable, many using the bikes as a means of transportation to the beach, a half-mile distant.

Among the distinguished guests of the NBC AA Outing was Frank Mullen, Vice President in charge of Advertising and Publicity for the Radio Corporation of America, and Col. Manton Davis, Vice-President and General Counsel for RCA. Others from the parent organization were O. S. Schairer, Vice-President in charge of the Patent Depart-



Marion Ayre



D. B. Van Houten



Henry Hayes

Credit for the day's success goes to Mary Coyne, chairman of the Outing, to Mr. Jones for his golf tournaments, to Marion Ayre who managed the sale of tickets and to the ticket representatives in the individual departments of the Company. Credit goes to each of the activity chairmen and also to all you guys and gals who made up the record breaking 285 AA members who attended the Annual Outing.

Indicating the Outing's tremendous success, we noted that the first giant bus scheduled to leave for New York at 10:30 p.m., was still half empty when it finally left at 1:20 a.m.



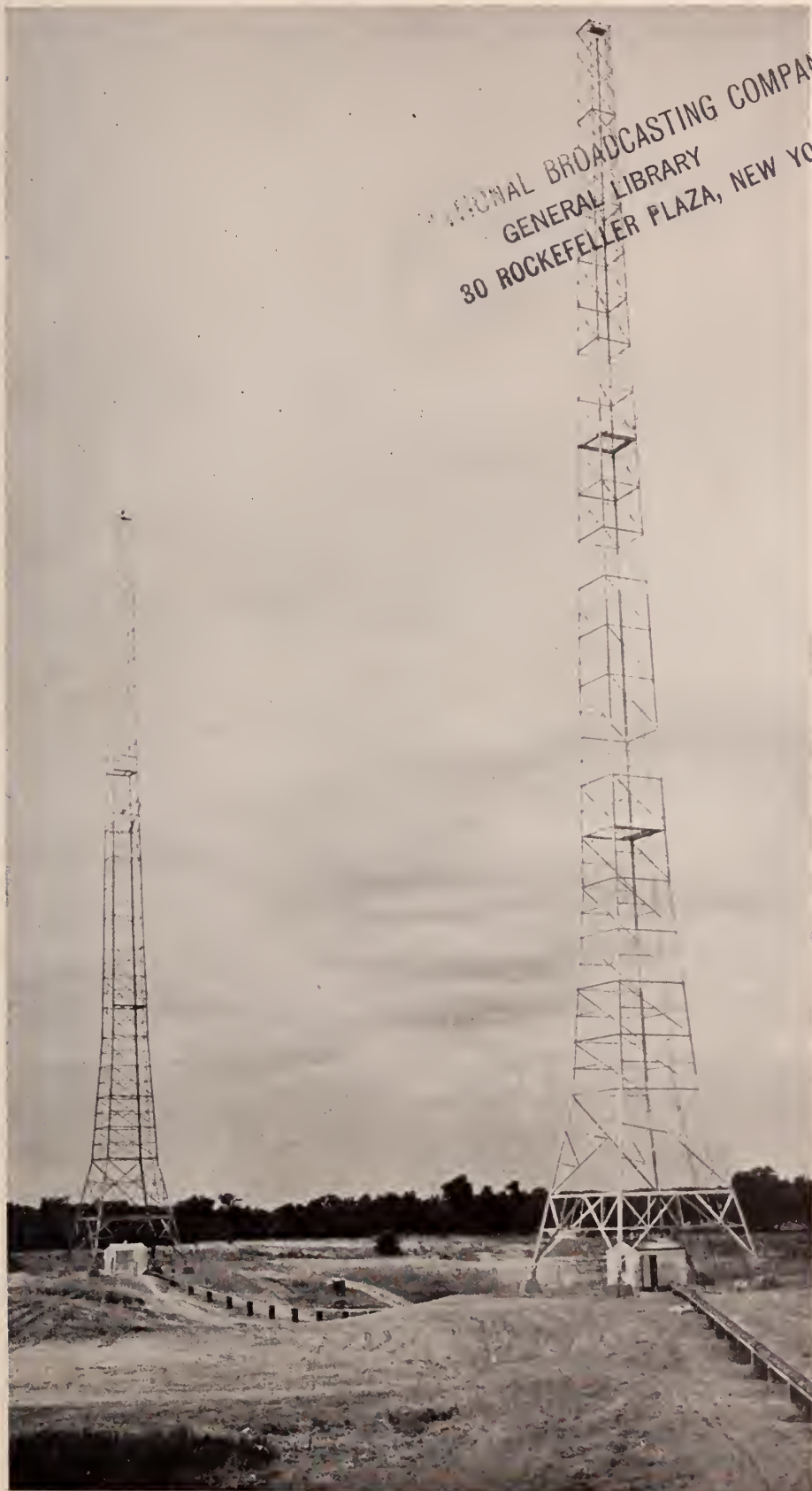
Bill Roux, Bill Webb, Howard Stillman, Bill Kostka, Earl Mullen, Henry Hayes.

NBC TRANSMITTER

VOL. 6

OCTOBER, 1940

No. 5



WEAF MOVES TO PORT WASHINGTON

After thirteen years of broadcasting from the historic transmitter at Bellmore, New York's pioneering 50,000 watt station, WEAF will, within a few weeks, take possession of its new and up to date equipment which is now under completion at Port Washington, Long Island.

Never in the history of radio have such difficulties been encountered in the selection of a site for a transmitter nor has such a price been paid for the essential twenty or so acres needed for the buildings, towers, and burying of ground wires. However, Mr. Raymond Guy, of the Radio Facilities Division of NBC, seems to have borne the brunt of these difficulties with sly good humor.

When WEAF's transmitter was built in Bellmore in 1929, it provided a hitherto unattained standard of reception throughout the New York metropolitan area. However, standards of broadcasting have changed in the past 13 years, and all stations built since have profited by WEAF's experience. Early investigations were begun many months ago to establish what location would provide the best possible facilities for placing the old champ back into its former outstanding position. These investigations pointed to a section of Long Island around Port Washington as being most desirable, after which, the search narrowed down to a plot by plot investigation by engineers turned real estate hounds. The problems, far too numerous to be detailed here, include the subdivision of the land under consideration, the zoning laws, the regulations of the Civil Aeronautics Committee of the Department of Commerce concerning tall towers in locations endangering air travel, the irreducible utility requirements such as power and water connections and, finally, adequate roads.

It was found that the roadway leading up to the proposed site was all public except for a small stretch one foot wide which was held by some party apparently for the express purpose of barring the extension of the road. NBC entered negotiations to acquire some land by which it might by-pass this legal red herring, but the

(Continued on page 10)

MEGACYCLES

TELEVISION NEWS

by Noran Kersta

On July 31 the NBC completed 15 months of regularly scheduled public television broadcasting in the New York City area. During this period approximately 1300 individual programs, comprising over 800 hours, were broadcast on a schedule of between 10 and 15 hours per week. Some weeks considerably more hours were transmitted such as the week when over 33 hours of the Republican National Convention was coaxial-cabled from Philadelphia to the New York City area for broadcasting.

Since August 1, NBC has discontinued television broadcasts. The shutdown was necessitated by a revision of the television regulations by the FCC. Under these new regulations the NBC was required to shift its operating channel from 44-50 to 50-56 MC. To do this required considerable alterations in the Empire State transmitting equipment. At present these changes are well along, and upon completion, test broadcasts will be made to facilitate final adjustments before the resumption of regular service.

Other than the changes in FCC regulations requiring a shift in transmitting frequency, the question of all television transmission standards is being further analyzed and surveyed by a newly formed group called the National Television Systems Committee, which is working with the sanction of the FCC. The Committee is composed of representatives of all manufacturers who have expressed intentions of participating in television manufacturing. It has been stated by the FCC that it will be guided in its final action by the decisions of this standards committee.

A recent statement of the National Television Systems Committee held that the tentative goal of January 1, 1941, has been set for the completion
(Continued on page 6)

85th FLOOR, TELEVISION

Ever since it was completed, the Empire State Building has housed at its topmost reaches a small group of NBC and RCA engineers who have conducted research in short and ultra-short wave transmission. Early in 1939, W2XBS, America's first scheduled television transmitter, began its service. This was not interrupted until the recent Federal Communications Commission order which assigned the station to a new frequency and caused it to go off the air about August 1. In the interlude, however, the 85th floor transmitting room has been equipped with the first frequency modulation



Empire State Transmitters—85th Floor

transmitter to be put in regular operation by the National Broadcasting Company. Further studies have been made of the relative advantages of different systems and equipment for the new field of ultra-high frequency broadcasting.

Mr. Buzalski and his five assistants share a bare-walled and rather crowded office on the top floor of the building. Desks piled high with charts, blue prints, slide rules and other engineering impedimenta accentuate the austere purposefulness of the place. Brilliant light admitted by a window seems reflected from the haze that covers the city below. Another window opens onto the monitoring desk of the television transmitter where the incoming signal sent from the NBC television

studios in the RCA Building is controlled, and any loss in signal strength is regained.

A door leads out of the office into a long corridor-like equipment room with the right wall taken up by the familiar black instrument panel of the transmitter racks. It is here on the left that two, large, grey enclosed transmitter racks house the new revolutionary FM transmitter, now in operation every Monday through Friday broadcasting pick-ups of the biggest fidelity programs of both the Red and Blue Networks of NBC.

Though little publicized, this new activity promises to loom ever larger in the future development of the Company and it is fortunate that, with the Empire State Building, we take advantage of the outstanding transmitter location, both for high fidelity radio and for television programs sent into the homes of nearly ten million people, in the New York area.

Just across the aisle is the audio modulator of the television transmitter, and not only has it been retuned in conformance to the FCC's latest edict, but certain modifications have also been brought to it which a year and a half's constant use has shown to be desirable. Thus, within a few feet of one another, here on the top of the world's tallest building, stand two of the most advanced and most perfect radio broadcasting stations in the world.

The remainder of the room contains the various stages of the audio and video equipment of W2XBS, which, since last Fall, has been the only scheduled television transmitter in the world. Each stage of this equipment, on its individual chassis, has undergone complete overhauling, modification and retuning. Overhead, through all the length and breadth of this room, hang large groups of assorted copper pipes that seem to be part of some vast organ. Mr. Buzalski, who
(Continued on page 6)

EXECUTIVE ELECTIONS



Frank E. Mullen

Recently elected into the position of Vice-President and General Manager of the National Broadcasting Company is Frank Ernest Mullen, until August 12, Vice-President of the Radio Corporation of America. In his new capacity, Mr. Mullen becomes right-hand man to President Trammell.

"For seventeen years Mr. Mullen has had an outstanding career in radio," Mr. Trammell said in making the announcement. "He has been identified with broadcasting, and particularly with network operation, practically since its inception. He has been closely associated with every phase of the conception and progress of broadcasting as a national public service."

Big, broad-shouldered, good-natured Mr. Mullen has long been known for his agricultural tie-up with radio. One year out of college he was conducting a farm news page on the Sioux City, Iowa, *Journal*. In 1923 he was offered a newly conceived and undefined job as radio editor of the *Stockman and Farmer*, a well-known agricultural weekly published in Pittsburgh. Instinctively radio-wise Mr. Mullen sensed the significance of the new art as a public service. The new radio editor of the *Stockman and Farmer*, among other things, produced a radio program dedicated to the farmer over the infant KDKA which had made radio broadcast number one just a year and a half before. His program included

ORRIN DUNLAP JOINS RCA

Orrin E. Dunlap, Jr., has joined the executive staff of the Radio Corporation of America as Manager of the Department of Information, it was announced last week by David Sarnoff, President.

In this position he succeeds Horton H. Heath, who has been appointed RCA Director of Advertising and Publicity. For the past eighteen years Mr. Dunlap has been radio editor of the *New York Times*. He is the author of seven books, including the biography, "Marconi: the Man and His Wireless," and "The Outlook for Television." Associated with wireless since 1912, when he built an amateur station, he served as chief operator in the United States Navy, graduating from the U. S. Naval Radio School at Harvard as one of the three honor men in the class. Mr. Dunlap was graduated from Colgate University in 1920, after which he attended the Harvard Graduate School of Business, specializing in advertising and marketing. After a year with the Hanff-Metzger Advertising Agency he joined the staff of the *New York Times* as radio editor. Also for several years he was corresponding editor in charge of radio for the *Scientific American* and *Boy's Life*. As a pioneer in amateur wireless, Mr. Dunlap was an early member of the American Radio Relay League, and has been a member of the Veteran Wireless Operators' Association and the Institute of Radio Engineers.

market reports on grains, poultry produce, citrus fruits and livestock, as well as weather reports for all sections of the country.

When, in 1926, the National Broadcasting Company was formed, Frank Mullen became Director of Agriculture. He was sent to KFKK in Hastings, Nebraska, to make a survey of the possibility of originating a farm program from that point, the geographical center of the United States. A quick appraisal convinced Mr. Mullen that the idea was not a sound one.

He was ordered to Chicago to open and operate offices for NBC in that city. Mullen was the first to establish relations with the advertising agencies and clients in Chicago in developing NBC's business in the Middle West. While in Chicago he established the

(Continued on Page 8)



C. Lloyd Egner

Niles Trammell announced last month that C. Lloyd Egner was elected a Vice-President of NBC by the board of directors at its regularly monthly meeting. Egner's elevation to the Vice-Presidency marks the growing importance of the NBC Radio Recording Division.

Egner was manager of record and recording sales for the RCA Manufacturing Company in Camden before joining NBC. He has made NBC's Radio Recording Division one of the world's largest transcription services. Under Egner's management NBC's transcription service has grown until today the Radio-Recording Division's Thesaurus, a library service of recorded music, is used by more than 225 stations in the United States, Canada and countries throughout the world.

Egner, born in Philadelphia in 1895, started his career in the record business in 1917 as a salesman with the Victor Talking Machine Company. After a year in the army he returned to Victor in 1918 as assistant manager of salesmen, becoming manager in 1923, and district sales manager in Chicago in 1925. From 1927 to 1929 he served as assistant general sales manager. After two years as president of the Chicago Talking Machine Company, from 1929 to 1931, he became manager of record and recording sales for RCA Manufacturing Company, the position he held before joining NBC.

NBC SAN FRANCISCO

—by Kay Barr—



Mr. and Mrs. Frank E. Mullen, Niles Trammell and Manager Al Nelson



KGO-KPO goes to the convention.

NBC played such a prominent part in the NAB Convention, August 4-7, that San Francisco newspapers and even *Daily Variety* carried headlines calling it the "NBC Convention."

Niles Trammel was easily the most-photographed man at the conclave. Frank E. Mullen dished out some of the best interview copy. O. B. Hanson was besieged by folks who wanted to see and hear his tricky new portable receiver.

But the home-guard had a hand, too. Through the personal efforts of Al Nelson, General Manager of KGO and KPO, the *Chronicle* and *News* covered the convention so completely that the other San Francisco newspapers were forced to assign reporters and photographers to the job.

Nelson and his crew had been making hotel reservations for visitors since early last May. Every one of the "visiting firemen" was met at train or plane. Specially printed Information Folders awaited them in their rooms. KGO-KPO men were on duty at the convention hotel 24 hours a day to render any and all possible service to the guests.

On the social side, the outstanding item was the 52 course Armenian dinner at Omar Khayyam's Sunday evening, August 4.

President Trammell spoke briefly to thank Nelson and the KGO-KPO crowd for staging such a remarkable party.

Governor Culbert Olson designated Saturday, September 7, as Radio Day at the California State Fair. KGO and KPO were represented by a bus-load of staff people and artists.

* * *

Three times daily KGO-KPO personalities have been appearing at the exhibit of those stations at the World's Fair on Treasure Island.

This routine hit a climax Sunday, September 15, which was "KGO-KPO Day" at the Exposition. From 1:30 to 10:00 p.m. there was continuous entertainment. Four regular broadcasts were staged from the exhibit. Other periods were filled with interviews, sound effects demonstrations, special shows, etc.

Milt Samuel, press chief, engineered the traffic-blocking stunt.

* * *

Carrying out the division of Red and Blue sales departments, Gene Grant has been placed as head man on the Blue side and Harry Bucknell on the Red for the NBC stations in San Francisco.

* * *

Duncan McCall of KOA Sales, Denver, visited Al Nelson, San Francisco, July Fourth.

* * *

Mary Kenney, secretary to the program manager at KDKA, Pittsburgh, spent the last two weeks of August with the Kay Barrs in San Francisco.

King Harris is a new member of the KGO-KPO sales staff.

* * *

Proctor Arnold "Bud" Sugg, plant supervisor of KGO and KPO, was elected president of the NBC Athletic Association. Joan Peterson of Auditing was elected secretary and Stan Smith of Guest Relations, treasurer.

* * *

Floyd Wright, outstanding organist of the Pacific Coast, has joined the staff at KGO and KPO.

* * *

June wasn't long enough for all the weddings at KGO and KPO so they spread over into other summer months.

Wanda Woodward, supervisor of Audience Mail, celebrated 12 years with NBC by marrying Jack Watson.

Robert Edmund Dwan, producer, married Lois Smith August 7, climaxing a Stanford University friendship.

Frances Wiener, violinist on Staff Orchestra, married Lew Shoor, cellist, formerly with NBC.

Ruth Peterson, dramatic actress, married Charles Patrick Breen of the Recreation Commission, July 3.

Florence Larsen, mimeograph department, married George Alfred Siren, June 29. Doris Mathisen of the Promotion Department was bridesmaid.

Judy Deane, whose theme song for years has been "A Good Man Is Hard to Find," found him. His name is Corday Cather.

NBC GENERAL SERVICE DEPARTMENT

It may seem strange that the largest department in the largest broadcasting plant in the world, the General Service Department, is composed of 330 employees whose voices are unknown to the air waves. But this is not so much of a paradox as it might seem to the average radio listener, for behind the turning of a dial or the casual pressing of a button on a receiver is an enormous amount of silent efficiency. NBC produces 55 hours per day in unduplicated network programs; esprit de corps and cooperation are a vital necessity in order to maintain continuously a schedule of this kind.

The concept of a General Service Department grew with the needs of the Company. As its title implies, it serves the needs of all departments. The activities of General Service are coordinated by Vincent J. Gilcher who has been with the Company since 1927. Mr. Gilcher came to NBC as an engineer and in 1930 was made Plant Engineer, concerned and designed with the Company's technical apparatus. Four years later he succeeded to the managership of Technical Services in the Engineering Department, and was appointed to his present position as manager of General Service in August, 1933, succeeding Walter G. Preston, Jr. The General Service Department has four divisions with a manager in charge of each. One of the principal characteristics that impresses a visitor on a tour of General Service is the flexibility of all operations.

Guest Relations

The largest division in General Service is Guest Relations, under the managership of W. G. Martin. Besides the administrative staff there are about 140 men employed as Pages, Guides, Set-up Men and Studio Patrolmen. Over half a million visitors annually take the NBC tours and in a single day over 3,000 visitors have been on tour. On this past Labor Day week-end there were more than 17,000 people who came to NBC to have radio and television explained to them. The Studio Tour has been in operation ever since the opening of the NBC Studios in 1933. It began as a result of the many requests made for a tour of the Broadcasting Building. Ever since the inauguration of this system the uppermost thought has been the efficient and courteous treatment of the guests. Since the majority of our tour traffic is com-



Vincent J. Gilcher

posed of people from out of town, constant contact is maintained with travel agencies, hotels and transportation companies. The Television Tour is by far the younger of the two attractions; it began September 1, 1938. The annual attendance of guests at broadcasts in our Radio City Studios and outside theatres totals one and one-half million people. Guest Relations is the headquarters for the distribution of broadcast tickets. Last year approximately 50,000 letters were received asking for these tickets. The requests varied in size from one person to an occasional request for groups as large as 500. The Division is proud of the fact that it has been able to fill 50% of these requests. All these functions place Guest Relations in continuous and amiable contact with the general public.

Office Services

D. B. Van Houten, who has been with NBC for eleven years, is Manager of Office Services. This Division is comprised of five specialized service sections.

Central Files

In Central Files a written record is kept of all programs and correspondence used in connection with broadcasting. The general correspondence filed there amounts to about 38,000 letters a month although this does not include such special items as scripts,

reports, auditions, and logs. The most important records in these files are what is known as the Master Books which comprise the official record of every program that has gone out of the New York Studios since the inception of WEA and WJZ. Lucille Claus, supervisor of this section, is in charge of a staff of nine file clerks, whose duty it is to file all material received promptly and accurately so that any paper sent to Central Files can be produced at a moment's notice.

Duplicating Section

The Duplicating Section under the supervision of Alfred Patkocy is a harbor of amazing facts. All the mimeograph paper used in Duplicating over the period of a year would stretch 4,786 miles—which is quite a stretch. In this section there are a number of different kinds of duplicating machines operated by a staff of nineteen people. Some of the machines include mimeograph, hectograph, addressing equipment, and Hooven Automatic Typewriters. The Hooven machines have a capacity of 400 individually typed circular letters a day. This section prints, among other things, nearly two million broadcast tickets annually besides mimeographing and binding scripts, recordings reports, program schedules studio assignments—to mention just a few. Last year the Duplicating Section ran off about 20 million mimeograph copies, most of which was script. Mailing lists totaling 60,000 names are maintained.

Central Stenographic

Working hand in hand with Duplicating is the Central Stenographic Section usually employing about fifty people. This section is in operation from eight o'clock in the morning until midnight. In the neighborhood of 430 miles of continuity are typed each month in Central Stenographic or about 200,000 lines per week. The Section is divided into four groups. There is the Secretarial Group of girls available for loans to various executives whose secretaries might be ill or on vacation and who also assist during fluctuations of work volume in other departments. Vacancies in stenographic and secretarial positions throughout the Company are filled by transferring experienced employes from this group where new stenographers are

(Continued on page 14)

NBC TRANSMITTER

Published for and by the employes
of the National Broadcasting Com-
pany from coast to coast.

VOL. 6 OCTOBER, 1940 No. 5

EDITORIAL BOARD

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CHARLES TURNER *Assistant Editor*

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Address all correspondence to: NBC TRANSMITTER, National Broadcasting Company, Room 465, RCA Building, New York, N. Y. Telephone: Circle 7-8300. Extension 220.

85th FLOOR, TELEVISION

(Continued from page 2)

very kindly showed us around, seemed a bit put out by our question when we inquired about these pipes; he hesitated, then advanced the tentative information that some people called the whole thing a "residual band filter." Having looked up the word residual in a dictionary, however, he said he questioned whether this eognomen covered the object. With several small diagrams, he explained the function of the object and advanced another, more precise if less literary, designation. This whole matter having been referred to our standing committee on titles and designations, we need only add that this "filter" is a part of the antenna lead that has had to be retuned along with the rest of the equipment. Each of the pipes has been shortened and retuned, while at the same time, several basic improvements have been incorporated into its design.

Above the transmitting room, an elevator ascends the few remaining stories of the tower and opens out on an observation platform just below the metal cone-like roofing. From there on, up a narrow ladder through the crown of the building, it is every man for himself. The ladder stops half way up and we must follow Mr. Buzalski very carefully as, climbing over and under girders, we skirt the high voltage equipment with all its "danger" signs. This dimly lit tangle of girders and equipment seems like the setting for a Frankenstein horror picture, while the memory of King Kong's last stand atop this very building, gives an added feeling of unreality to the scene. This was dispelled, however, when opening a

trap door above our heads, we emerged 103 stories above New York City on a platform twelve feet in diameter.

Above us is the long, chrome plated cone with a small circular sound transmitting antenna at the top and lower down four olive shaped projections to transmit the video signal. These point in the four cardinal directions making strong patterns in the sky. All this, too, had to be dismantled and readjusted to the new wave length: neat welding scars show where the job has been done. Damage to the radiator, caused by the accumulation of hundreds of pounds of ice on the structure during a north-western sleet storm last February, has also been repaired.

Today the Empire State Transmitting System stands ready to radiate to every New York home the pictures of the National Broadcasting Company's television service.

The FM transmitter has not yet received its definitive aerial. At present it operates from rod aerials installed at the lower transmitter lever.

TELEVISION NEWS

(Continued from page 2)

of its recommendations for the FCC. It is believed this report and agreement of the majority of television manufacturers in the United States will be the last remaining step to settle the transmission standards problem. There are further indications that should the FCC accept the standards as set forth by the NTSC, full commercialization of television broadcasting will be authorized by the FCC in the near future. With the standards problem settled and with the possibility of commercialization we look forward to a busy future.

NBC DISCUSSION GROUP BEGINS

The Discussion Group, part of the NBC Employes' Training Plan under the direction of Ashton Dunn of Personnel, this month begins its third consecutive year of operation.

Mark Woods, Vice President and Treasurer of NBC, will open the series. Other speakers for October will be Wilfred S. Roberts, Production Manager; Ray Kelly, Manager of Sound Effects, Developments and Maintenance, and Ernest LaPrade, Director of Music Research. Other speakers will be announced soon.

Because of the popularity of the Discussion Groups over the past two years, it will be necessary to hold the meetings in one of the larger NBC Studios. Previously they had been held in the sixth floor Board Room.

If you are interested in this year's series and have not yet indicated the same, stop in and see Ash Dunn, Room 321.

RCA DRAWING POWER

The enlarged RCA exhibit at the New York World's Fair has been a decided hit. It works nearer to capacity at all times than any other exhibit at the Fair. It has also the second largest attendance among the industrial buildings. Considering that the exhibit represents all the various divisions of the large RCA Family we should take notice of its excellent record. It is evidence of radio's rapidly expanding horizons and a credit to each and every employe of RCA and the Subsidiaries. In case you haven't been there yet, closing day is Oct. 27th.

TWO GREAT FILMS
ALL QUIET ON THE WESTERN FRONT

with **Lew Ayres, Louis Wolheim**

IT HAPPENED ONE NIGHT

with **Clark Gable, Claudette Colbert**

IN A SPECIAL FALL SERIES of the
NBC FILM SOCIETY

CHARLES L. TURNER

ROOM 465

RADIO CITY — NEW YORK



W. G. Martin

William Gerald Martin has been appointed to the position of Manager of the Guest Relations Division of General Service succeeding Charles H. Thurman who resigned Friday, September 6th.

Mr. Martin joined the Company in October, 1935 and now moves up from the position of Executive Assistant Manager.

Old friends, people who are already new friends, welcome Miss Evelyn Hale back to the National Broadcasting Company. She returns trailing clouds of glory as the secretary of Mr. Frank Mullen, whom you have met on page 3, if you didn't know him before. She has been with him since the pioneer days in Pittsburgh where Mr. Mullen originated farm service programs. She picked up her typewriter and went with him to Chicago in 1926, when he opened NBC's new studios. It was there that Mr. Mullen put on the first production of the famous *Farm and Home* hour. In fact, you might say that that Hour was Mr. Mullen and Miss Hale. Somewhat like Atlas's old job, she supported it on her capable shoulders all during its early years. She picked the talent, scheduled the show, checked scripts, for a while even wrote the scripts. At that it was only an incident in the work that made Chicago a keypoint on the networks.

One testimonial to her ubiquity and popularity is her collection of miniature animals (all kinds) which she made while in Chicago. She has more than three hundred of them given to

her by radio people (all kinds) from all over the world.

In 1935, she packed up her typewriter again, and the midget zoo, and came to the executive offices of RCA, still with Mr. Mullen. While there she rose from being secretary to the manager of the Information Department to being secretary to a vice-president, all without leaving her old boss.

Seriously, we suggest you run up to the sixth floor and say hello and we're sure you'll enjoy it as much as we did.

Alice Martens is the latest arrival to the Red Sales Office. She is employed as receptionist therein. At present, Miss Martens is living in Manhattan after moving from Lafayette, Indiana, where she attended Purdue University.

Corinne Dobson has tendered her resignation as file clerk in our Legal Department in order to spend this coming year with her parents in South Carolina. Connie has done excellent work with our legal files, and we send her our "bon voyage" and best wishes for the future! Beulah M. Scott will succeed her on September 11th.

Richard Porter Leach brought NBC considerable publicity recently when pictures and stories of his wedding to Katherine Sands Thatcher were featured by the New York press. Dick's residence in the Script Department has been a productive one, and he brought to his work a rich background gained at Dartmouth and the Sorbonne in Paris. It Happened One Afternoon in the chapel of St. Bartholomew's Church.

Almost at the same time Mr. McElrath's office lost part of Edgar Kahn's allegiance to Frances Klim of the Bendix Aircraft Company. That makes it another RCA Building romance. A great many of Ed's NBC friends gave him a bachelor dinner which was not only a great success, but a complete surprise. NBC was

also well represented in the party that saw them off as they sailed for a Caribbean honeymoon.

Warren R. Williams has joined the NBC Press Department handling mostly the publicity for special events. He is a Sigma Nu and Colgate was the university. He worked on the Wilkes-Barre, Pennsylvania, *Record* for several years, and followed this with Associated Press assignments in New York, Indianapolis, Chicago, and Philadelphia. His hobby is Wire Haired Terriers. As for sports—the customary ones.

The Photographic Section is under the capable management of Tommy Weber. He studied at Columbia University. Ten years of service are chalked up with the Hearst organization, then he spent a year and a half as head of Standard Newpicture Service. He is married and has two boys, who have a swell set up because their dad's hobbies are photography and airplanes.

Frank Barber comes from New York State, Westport to be exact. He's Tommy Weber's right hand man and has an enviable record for laboratory work. He was with Edwin Lavick for eighteen years. Following this he went with Standard Newpicture Service. He spent two seasons at the New York World's Fair before coming to NBC. He and Tommy make a perfect team for turning out top notch pictures.

Measuring from his first day at NBC Tom Pedler would be only a month or so old, about the age of his baby girl; actually, however, he is

(Continued on page 16)



WASHINGTON

by Marion P. Gale



© Underwood & Underwood
John Marshall Dinwiddie

Here's the latest at WRC and WMAL. General Manager Berkeley announced the appointment of John Marshall Dinwiddie as Merchandising and Sales Promotion Manager of the two stations effective September 1. Mr. Dinwiddie was formerly a member of the executive council and advertising manager of Macy's store in Atlanta. In 1929 he was advertising and merchandising counselor of the Washington *Evening Star*, and later was rotogravure editor of the paper. He started his career in 1923 in Washington as assistant advertising manager of the Hecht Company, and since then has done special promotional work for many of the nation's leading organizations. He was associated with Alco-Gravure, a division of Publication Corporation in New York and Baltimore. Mr. Dinwiddie also has taught advertising in the University of Pittsburgh's famed Research Bureau of Retail Training. Until recently he was special assistant to the Director of Public Relations of the Federal Housing Administration.

Plans for a farewell party are taking shape for Mrs. Helen K. Mobberley of the Sales Department. She has been with the Company since 1933 and is leaving to accept a position of Sales Manager of Washington's newest radio station, WINX, effective September 15. Martha Cosgriff of Sales is scheduled to take Mrs. Mobberley's place as secretary to Commercial Manager John Dodge.

The new addition to the announcing

staff is Donald Fischer of Quincy, Illinois. For the past two years he has been Assistant Manager of WTAD, and announcer there. At one time he worked on Capitol Hill as secretary to former Congressman Adair of Illinois.

More Time

Beginning September 30 Mary Mason, Director of Womens Programs here and also Mistress of Ceremonies of the WRC Home Forum, will be on the air six days per week. Heretofore her program has been heard Mondays through Fridays. Beginning Saturday, October 5, and each Saturday thereafter, Mary will also be heard at 9:15 a.m.

Golf Tournament

Gordon Hittenmark, early morning mikerster on WRC is holding his third annual radio golf tournament for the golden putter award at Kenwood Golf and Country Club, September 17. The tournament will be open to men and women amateur players. Besides the first prize for the best score there will be more than one hundred other prizes.

It's good to see News Editor Bill McAndrew back at his desk after several weeks absence. McAndrew contracted typhoid fever sometime during the political conventions this summer and has been ill ever since.

FRANK MULLEN

(Continued from page 3)

National Farm and Home Hour which has been on the air continuously since it began.

Mr. Mullen was born in the little town of Clifton, Kansas, on August 10, 1896, attended grammar school from a homestead home in the broad farm belt of South Dakota, where his father was a lawyer and a county judge.

Henry A. Wallace originated the plan of settling husking arguments by actual competition in the game field during an allotted space of time, and it was about then that Mr. Mullen started the idea of husking contests over the air. In 1928, the first husking broadcast from Missouri proved so entertaining that the Cornbelt Derbys have been continued each year.

In Mr. Mullen's collection, there is a gold key emblem of honorary membership in the select group of American Farmers, highest distinction of the Future Farmers of America organization. Mr. Mullen is a national director of the Izaak Walton League, nationally famous because of its work in fostering the development of natural resources and the protection of wild life of the nation.

It is interesting to know that while in Chicago Mr. Mullen composed a song dedicated to the Izaak Walton League and suggested as a theme for Uncle Sam's Forest Rangers, then part of the *National Farm and Home Hour*. The song, an Indian ballad, was known as "Trail's End."

A MEMORABLE MOMENT

from "It Happened One Night" NBC Film Series.



ATHLETIC ASSOCIATION ACTIVITIES

Riding Group

An interview with Mr. Van Houten of General Service revealed many interesting things about saddle activities for the Fall and Winter. Although there was riding done by individual members of the NBC AA, there was no organized riding during the Summer months of July and August, vacations and other Summer activities too much disorganizing the group. Ah, but the evening ride and corn roast held at 7:00 p.m. on Friday, September 13, when some twenty persons set out from the Oliver Stables in New Jersey. It was quite a party, lasting into the wee, small hours of the morning. It was a grand evening. Ask the man who went. The enthusiasm displayed by the members is without doubt its most distinguishing feature, and if you don't think they have fun, I suggest you take a ride sometime.

As for the Fall and Winter activities there will be groups every Saturday afternoon in New Jersey, and two things that you can count on are the moonlight ride in October, jumping and riding classes indoors at the Ardsley Academy here in New York. It all adds up to good exercise, good mounts, good instruction, inexpensive riding, as well as fun and the best of companionship.

If you are interested and would like to learn anything more about the group, just pick up the phone and dial for Mr. Van Houten.

Dancing

Mary Coyne, chairman of the NBC AA Dancing Group, announces that plans are under way for a renewal of last year's highly successful step-and-slide activities. A review for the old members of the Tango, Rhumba, Fox Trot, Conga, and Waltz is the first item on the schedule.

Last year's group comprised fifteen couples, which my lightning calculator tells me makes thirty people. All new (you really ought to be a couple) and old members are welcome for the sum of five dollars for the ten very profitable supervised shindigs, which are held on prearranged nights at Arthur Murray's. Madame LaZonga is out of business because she could not meet the prices or the competition.

Softball

Steere Mathew, Traffic, explains that there has been no softball since the

highly successful June outing at which NBC New York demonstrated the high caliber of its team, defeating Schenectady 1-0. Mr. Mathew is working on league games with the larger corporations about town.

Skating

Mary Zostant, Research, was busily planning roller skating parties for various days of September. Come October, the rollers are being doffed in favor of slithering slips of steel; surface, of course: ice. If you find you are not a graceful, gyrating grimfuss when you begin the exercise you'll find yourself sort of like that before too many spills are past. If interested, check with Miss Zostant, ext. 698.

Tennis

Racquet swingers extraordinary began their matches, the first of August, to determine the recipients of the winner and runner-up tennis trophies.

The favored finalists are Merkle of Set Up, last years winner, and Paul Rittenhouse, last year's runner-up to Merkle. The only person to reach the semi-finals so far this year is yours truly, Jim McConnochie, who gained his position by default over Kel Keach, Announcers, but only after splitting two hard fought sets, and by winning over Norman Cash in straight sets 6-3, 6-3. McConnochie meets the winner of the Rittenhouse-Mayer match. Keith Gunther failed to supply the expected opposition to Rittenhouse, and Mayer advanced with a win over Jim Sawyer. In the upper half of the draw, Merkle has yet to play his second round match, having drawn a bye in the first round.

Unless there are unforeseen defaults by Messrs. Rittenhouse and Merkle, it looks to the writer as though the two finalists of last year should meet again.

Bowling

Of all the NBC AA activities, the

most popular, at this time of year as judged by the number of participants, is bowling. Twelve different departments contribute approximately 120 men to the activity. There is, wherever possible, one team for each department. And, in case you think it's an entirely long pants affair, let me inform you that there is a ladies team which asks for no quarter and gives none.

There is a league of twelve teams. The winning team in last year's league series was General Service I, captained by Dwight Wallace. Frank Heitmann, of Building Maintenance, walked off with the prize given for the best average of the season. His average was 173.74, a scant half point ahead of Nikol who maintained an average of 173.24. The prize offered for the best three consecutive frames in one evening was won by George Fry with a total of 660.

The balls thunder down the Radio City alleys regularly every Thursday night from 5:00 p.m. to 8:00 p.m. propelled by the NBC artists. Each evening is league competition, teams bowl three games apiece.

There were no outside meets last year, but the future looks bright for a meeting with the best bowlers of RCA Manufacturing in Camden.

Baseball

NBC baseball is captained by Jack Wahlstrom and plays in the Motion Picture League which it led a year ago.

New additions to this years team include a Villanova College battery, Knickolas and Flood, and a Manhattan College infielder, Bill Little.

As last year, NBC scheduled two games this year with RCA Victor in Camden, New Jersey. Out to seek revenge on the two defeats suffered last year, NBC's team won the first game with Camden, played on George Washington Field, with a score of 5-4. September 14 is the date of the second game, and at this date of writing it has not been played. The games with the smart playing Camden outfit are always closely contested.

League games are played during the week and on Saturday afternoons, from 6:00 to twilight. The two games played at the Polo Grounds were close ones but the American Legion team, which subsequently lost some of its players to the Yankee farm system, won 2-1 and 5-4.

IF you haven't received your NBC AA Membership Card yet, call Al Protzman NOW — Ext. 286.

WTAM CLEVELAND

by Bob Dailey



Rance Valentine—"Do You Remember?"

Notes About WTAM People

Al Orrick, of the News Department, has just returned from a vacation during which he took his newly-won wife to visit friends in New York and his family in Washington, D. C. The bride is the former Helen Forsythe, who for five years was a staff member at WTAM, first in the Stenography Department and later in the News Office. Orrick was just transferred to Cleveland from the New York News Department last January.

Manager Pribble took his wife and two daughters on a vacation trip through Yellowstone National Park and the western states after attending the NAB convention at Los Angeles.

Other vacation trips took Program Director Metzger through the New England states with his wife; Edith Wheeler, Program Traffic Manager, to New York City; Musical Director Lee Gordon and his family to Detroit; Announcer George Hartrick to northern Michigan; and Switchboard Operator Lois Faulhaber to Canada.

Sports Announcer Tom Manning and Manager Pribble spending a weekend with Cleveland Grotto members on a lake cruise.

Announcer Wade Barnes dividing his vacation time between a cottage on Lake Erie and New York City. Announcer Harry Burge oiling his guns

and preparing for the hunting season in Michigan. Jane Weaver, director of women's activities, having her vacation interrupted by a severe throat infection. Salesman Russell Carter also came in for a bit of the same kind of tough luck on his vacation.

Organist Dorothy Crandall flying to New York with her husband to see their daughter married. The wife of Engineer Henry Gowing also made the trip, and for the same reason . . . to see the wedding.

Ten bright candles shine over the heads of 32 members of the WTAM staff this month. For it was just ten years ago, on October 16, that one of the midwest's most important radio stations became a part of the National Broadcasting Company. And 32 men and women who formed a vital part of the staff in 1930 are still proud to be working for WTAM and NBC in 1940. These 32 veterans comprise more than a third of the station's present staff. And six others who were at WTAM in 1930 are now employed by NBC at other key points.

Manager Vernon H. Pribble, himself a veteran of six years with WTAM and NBC, announced the names of the ten year staff members in a message of congratulation. "WTAM has become a broadcasting institution," he declared. "largely through the loyal and inspired efforts of its staff members, past

WEAF TRANSMITTER

(Continued from page 1)

search for the owners of the necessary land lost itself in the Italian east side of New York into which the deed holders had vanished without a trace. Reluctantly returning to the owners of the small strip, NBC was fortunate in finding them most obliging and willing to part with the small plot in question. Had they balked, however, some fifteen or twenty thousand dollars would have had to be spent in building a new approach road leading up to our new transmitting station.

Except for a large sign reading: "The National Broadcasting Co., WEAF," there is little at Port Washington yet that the layman could conceive of as able to send the *NBC Symphony*, *Information Please*, the *Chamber Music Society*, and other famous programs winging through the air. The building housing the transmitter looks at present like your house or mine just after the plastering has been done. Vast tangles of wires, gauges and frighteningly lethal looking switches have no effect on the serenity of the engineers and construction men, who, we were told, would have the whole

(Continued on page 14)

and present. And I especially congratulate each and every one of the 32, ten-year members of the NBC Family."

Ten-Year Employees Named

Here are the names of the veterans, many of whom came with WTAM even before the station became a part of NBC in 1930:

Mildred Funnell, Secretary to Mr. Pribble; Hal Metzger, Program Director; Thomas Manning, Director of Special Events; Chester Zohn, Night Program Manager; George Hartwick, Singer and Announcer; Harold L. Gallagher, Salesman; Donald G. Stratton, National Sales Representative.

Many Engineers included S. E. Leonard, Engineer in Charge, and John D. Disbrow, Alvin M. McMahon, Jesse J. Francis, Harry B. Caskey, Thomas C. Cox, Bert Pruitt, W. C. Pruitt, Clayton Russell, Arthur H. Butler, Harold V. Brandt, John A. Cheeks, Chester D. Pay, Albert B. Stewart, Hugh A. Walker.

Robert Oatley, Music Librarian, and the following Staff Musicians: Dorothy Crandall, Charles Avellone, George Scholle, Erwin Goetsch, Earl Rohlf, Sam Willis, Ben Silverberg, Ted Rautenberg, Arthur Stefano, Robert Morris.

NBC HOLLYWOOD

by Noel Corbett



It's in the bag for Messrs. Dowson, Dellett, Baker and Boone.



Hollywood Brown Derby—Lew Frost, Lloyd Yoder and William Andrews.

Following NBC's Sales policy of separating the Red and Blue, Sydney Dixon was recently made head of the Coast Red and Tracy Moore, of the Coast Blue. Dixon was formerly Western Division Sales Manager, and Moore was a member of the Sales Department. Both men came from the Pacific northwest. Dixon started his radio career in Seattle, and Moore came from KGW, Portland.

After Edgar Kobak installed Moore in his new position, Tracy celebrated by vacationing for a few days at his home at Ocean Park, Washington. On his way home he bumped into Division Press head, Hal Bock, at Portland. Bock has always insisted that Moore's famous inland route, Highway 395, to the northern states, is a fizzle. In short a roadway reminiscent of the one traversed by Father Junipero Serra, back in the days of the Spanish Padres.

Moore claims the highway is one of glass, but Bock says its only connection with glass is of the broken variety. So when the two met in Portland, and the discussion was renewed, Tracy told Hal to travel any way he pleased, but that he had his carburetor adjusted for mountain air along 395, the highway that knew no traffic and where hospitality grew along the wayside in abundance.

That night Moore and family arrived in Reno, Nevada (Labor Day Eve). The natives and folks in from the hills were working up for the next day's festivities, which was to consist of four rodeos, a horse show, three conventions, the hoss races and a championship prize fight. The Moores looked

eight hours for lodgings, finally chugging out of Reno at dawn. Tracy says he saw nothing but "No Vacancies" signs for the next two hundred miles. Finally Tracy parked his car on the side of the highway, and all went to sleep.

When the NAB closed in San Francisco, many of the broadcasting industry's headmen paid Hollywood a visit. Frank E. Mullen, in company of Don E. Gilman, spent several days looking over the studios. A. A. Schechter was here, as were Sidney Strotz, Lloyd Egner and Lloyd Yoder.

Wedding bells. Joe Alvin of Press and Judy Brown, who met on a bridle trail at Griffith Park a few months back, took the vows at Nogales, Arizona, the end of August.

Frank Pittman, Sounds, and Helen Germaine Lewis were married in Beverly Hills the first of August.

Myron Dutton, Director, and Claudia Pierce were also married in August. Later, honeymooning at Dutton's ranch at San Luis Obispo.

More vital statistics: Ralph G. "Denny" Denechaud, passed the smokes July 30. Edward Barton is the laddie. Mrs. Deneshaud was formerly secretary to Harrison Holliway at KFJ-KECA.

That terrible strep throat which kept Frank Dellett's Michael at the vet's for so long has finally cleared up. So Mike, a rangy Kerry Blue, goes on vacation with the Delletts.

Dorothy Hayden, new to Music

Rights, spent eight years in the broadcasting business in New Zealand, where she worked in a Wellington station.

Hollywood Radio City's one-man police force is again in action, now that Officer Jim Cannon has had his vacation. Jim spent his time in New York visiting.

Here's some more stuff from the Pacific Northwest: Dave MacPhail, Auditing, vacationed there, and Hal Bock dragged a 30-pound salmon out of Puget Sound when he went fishing with Bob Nichols, former producer of the WMA in San Francisco. Jack Parker of Artist's Service sailed the Columbia River.

Parker says he returned via San Francisco where he visited the Fair. The first person he spotted sitting in the front row of the Aquacade was Murdo MacKenzie—with a beard. We thought maybe Mac had grown that things to enhance his chances of understudying one of the principals of the Pilgrimage Play. But Murdo says he did it just for fun. Wonder what the Aquabelles thought of the zitz.

Here's a story that would make the average Eagle Scout roll over and say "uncle". A baby sparrow did a nose dive out of that "read your contract" sign on the parking lot, and landed in Paul Crawley's car. When Paul arrived, Mama Sparrow really read the riot act. Paul peeked in the rumble seat, and sure enough, there was Junior, smiling up like one of those Disney creations. So Paul risked life and limb, and shinned the pole and tucked baby back in nestie.

WGY SCHENECTADY

by W. T. Meenam

John Howe, general chairman of bowling through three seasons' activities, is enrolling old and new members and this year expects to expand the league from six to eight teams. Alley space has been contracted for at a new 32-alley bowling casino and the boys who have alibied misses and splits on faulty boards, will have to find another explanation for their sins of execution. The season is tentatively scheduled to begin October 15.

There have been two marriages on the WGY staff during recent weeks. First was that of Robert Warner of Press to Evelyn Jane Kline, daughter of Mrs. Marion B. Kline of Gloversville, New York. The gift of the staff to Bob and wife was a well-filled ESSO coin bank.

The second wedding was that of Veronica Layden, one of WGY's receptionists, to Gene Darlington, until recently engineer in charge of General Electric's short wave stations.

Mayor Mills Teneyck of Schenectady has named Manager Kolin on the City's National Defense Committee. Extra-curricular activities of the Boss during recent weeks was the chairmanship of an American Red Cross golf exhibition which netted the Schenectady County Chapter a substantial amount.

On a recent remote job, when time was a factor, Victor Campbell undertook to tote some of the heavier so-called portable equipment. When he attempted to lean over to set it down he couldn't bend, nor could he straighten up. A chiropractor wrestled with him for a few minutes and got him bending forward but he couldn't stand straight. It was a case of a misplaced vertebrae. Vic's O.K. now and, for one of his avoirdupois, can bend quite well in any direction.

In the first soft ball since the 1 to 0 thirteen-inning defeat by the New York NBC Athletic Association team, the WGY players went at it hammer and tongs on



Caroline Osan, Veronica Layden and Betty Donahue

the Endries Grove Diamond, Friday, September 13. Practically the entire male contingent of the staff—excepting those necessary for operation of the station—participated in the first Fall outing. A second outing, which will include the girls of the staff and the wives of staff members, is planned for a later date.

Chester D. Vedder, senior announcer of WGY, celebrated eleven years service with the station September 3. Just at present Chet, who operates a large farm on the outskirts of Schenectady, is harvesting a bumper crop of free-stone peaches.

A. O. Coggeshall, accompanied by wife and son, Robert, passed his vacation bathing and fishing in the Atlantic off the New Jersey and Maine coast. While driving on a Maine highway, he overtook Chet Vedder, who was accom-

panied by his mother on a motor jaunt through New England. Caroline Osan, secretary to Manager Hager, passed her vacation at the Thousand Islands and in Chicago, the farthest west she has traveled since she visited Niagara Falls. Her one ambition was to visit a Don McNeil broadcast, but the convention she attended with her husband kept her too busy. Al Zink, who helped handle NBC's Saratoga race commentaries, is vacationing with Mrs. Zink at Buffalo. Ed Bryant, formerly of WFBL, performed as vacation replacement on the

announcing staff. Harold Kent, who broke into radio at WNBC, Binghamton, replaced Philip Brook on the Announcer staff. Phil is now at WTAG, Worcester, Mass. Gertrude Peeples passed her vacation at Buffalo, the old home town. Virgil Hasche, accompanied by the entire family, traveled by car to the home of his parents in Inwood, Iowa. Dorothy Rice, daughter of Edward A. Rice, who conducts the Red Network Sunday *Silver Strings* Show, succeeds Veronica Layden Darlington on the reception staff. Kolin Hager is boasting a 92 in a recent golf match, which isn't bad for one who hits from the port side. W. J. Purcell, another golf enthusiast, carries an 88 for Winter days' reverie, but still isn't satisfied. Bill recently scored 390 out of a possible 400 in a rifle match at Pittsfield, Massachusetts. Betty Donahue, of Sales, passed her vacation camping and at Detroit, Michigan. Mrs. Betty Foy, formerly secretary to A. O. Coggeshall, Program Manager, is the mother of a son, Robert. Howard Wheeler, of Engineering, carried camera and fishing gear to Moosehead Lake, Me., and reports some fine pictures. Bernard Cruger continued construction of his Summer camp on Wappingers Creek, outside Poughkeepsie. It was Ogunquit, Maine, that profited by the vision of Chester Rudowski in his Summer wardrobe of many colors.



WGY poses for a picture.

K O A D E N V E R

by Evadna B. Hammersley



Virginia Anderson and Mountain Stream

H. V. Kaltenborn's entrance into Denver recently was humorous even to him, and a bit dramatic as well. In order to make Denver in time to handle his network broadcast Friday morning, it was necessary to charter a plane at Sterling, Colorado. A suspicious constable mistook him for an escaped bank robber. After confirmation of his KOA appearance by General Manager Yoder, he was permitted to proceed on his flight to Denver.

Manager of Local Sales A. W. Crapsy was recently elected president of the Denver Ad Club.

The 475-foot KOA vertical antenna tower recently was struck by lightning. The same lightning bolt damaged the land lines from the studios but Russ Thompson, engineer on duty, resumed broadcasting by electrical transcription until the land lines had been repaired. His shortwave "ham" experience came in mighty handy when it was necessary to start ad libbing at once.

"National spot and local business on KOA for July this year," reports General Manager Lloyd E. Yoder, "shows the largest July volume in the station's history. It is 12.4% ahead of July, 1939, and 39.7% over July five years ago."

Art Kassell, famous dance band conductor of "Castles in the Air," called on an old friend, James MacPherson, at KOA on arrival in Denver for a week's engagement at Lakeside Amusement Park where he followed Ted Weems' "Beat the Band" orchestra.

Miss Mary Keller of Chicago has joined the staff of KOA, Denver, in a secretarial capacity to fill the position vacated by the transfer of Miss Thelma Erickson to the Receptionist's post.

The ranks of the Guest Relations Staff have yielded a new singer in the person of Andy Gainey, who hails

from the deep South.

KOA Continuity Editor Bill Ratigan, did a magnificent job of pinch-hitting during the vacation of the News Editor, Jack Fern. Emergency illness of Assistant News Editor Don Martin, called for emergency treatment and Bill Ratigan stepped into the breach.

Helen Oldheim, Metropolitan Opera star; Madam Rosina Lhevinne, the world famous pianist; and Mrs. Lloyd E. Yoder, concert violinist, wife of the KOA General Manager, gave an outdoor concert in the famous Red Rocks natural theater on which the City of Denver has expended large sums of money to develop a "Hollywood Bowl" in Denver. The concert was for the benefit of the Central City Play Festival Opera Stars cast.

Lloyd G. (Bucky) Harris, Assistant Production Manager of the Central Division in Chicago, while vacationing in Colorado this Summer was made a Laramie County, Wyoming, deputy sheriff.

The wife of T. Ellsworth Stepp, KOA Program Department, presented him with a fine baby daughter on the morning of July 26.

Wendell Willkie, Republican Presidential candidate, made two unique broadcasts over KOA. One of these broadcasts was from the balcony of the famous Central City Opera House in the old mountain mining community where Mr. Willkie attended "The Bartered Bride." Then again from a luncheon in the Denver Stockyards Stadium, KOA broadcast remarks by Mr. Willkie addressed to the stockmen and cattle growers of the West.

Paul Bartlett has joined the KOA announcing staff, coming from New York NBC headquarters where he did some work following his graduation from Harvard University in June.

KOA's Production Manager Jack Lyman (a former aviator) recorded some sort of a "first" in the broadcasting of the Denver Air Show this Summer, resulting in one of the most unique collections of aviation sound effects ever broadcast. In order to bring KOA listeners the maximum thrills, entertainment and information from the first annual Denver Air Show, Jack Lyman conceived the idea of recording the highlights of the show in three to five minute spots for airing later in the day. These short spots were recorded in such a manner that they were played back on the air as a full half hour of continuous, rapid fire descriptive commentary. With this unique handling, KOA gave full coverage of the entire show. Knowing the dangers of attempting a scheduled broadcast from the scene of action, because of stalling while the ships are maneuvered into place. Mr. Lyman was thus able to record only the events of primary interest and direct action.

KOA staff members met in the General Office of the station recently to form an employes' recreation group and elect officers. Newscaster Torland was made president. Transmitter Engineer Russ Thompson was elected vice president. Edward Sproul became secretary-treasurer, and Mary Mortimore chairman of Women's Activities. Plans are under way for some real fun this Winter.



Mrs. McPherson and family on the Denver farm.

GENERAL SERVICE

(Continued from page 5)

engaged and given training in preparation for transfer to other positions. The Dictaphone Group mainly types machine-dictated correspondence and recordings of different programs such as news comments or foreign broadcasts. Stenographic also has electric recording machines that record broadcast talks which are later transcribed so that a complete copy of a talk can be available almost immediately after the completion of a broadcast.

Mail-Messenger Service

Another section of unusual facts and figures is the Mail-Messenger Service with Thomas Tart as supervisor. Our Mail Room is as large and handles as much mail under normal conditions as a post office in a town of 20,000 people. During the busy seasons, the amount of mail handled is comparable with the volume distributed in a town of 50,000 population. As much as ten million pieces of mail have gone through the Mail Room in a single year. Mr. Tart and his thirty-two associates have to be experts on postal requirements as well as calligraphers of no mean ability in order to decipher some of the handwriting on the envelopes. Up to 8,000 errands per month have been run by the Mail-Messenger Service and it has been calculated that NBC Messengers travel nearly 116,000 miles a year or more than four and one-half times around the earth. Besides sorting and delivering incoming and sending out-going Company mail, this section receives and sorts all audience mail including responses to offers and contests. The Mail Room is open from 7:30 in the morning until 11:00 at night every day except Sunday. During working hours the visitor might be amazed to see a machine three-folding as many as four hundred and fifty sheets a minute or another machine sealing, stamping and counting letters faster than the combined speed of four men or a letter opener clipping off the ends of 500 letters a minute. Perhaps the most unusual machine of all is the one on which wrapped packages are placed ready to be tied. The operator presses a foot pedal and instantly the package is bound in cord, tied and knotted very neatly.

Supply and Receiving Section

To insure the quick filling of all requests for stationary and office supplies (and for receiving and shipping), General Service maintains a Central

Supply Room under the supervision of Walter Hawes. For regular consumption, 1200 different items are carried in stock. A less routine operation of the Central Supply Room is the care and feeding of numerous specimens of domestic flora and fauna such as watermelons, chickens, fish, rabbits, geese and the like sent to NBC executives and artists by their vacationing or practical joking friends.

Building Maintenance

The Building Maintenance Division under the managership of Edward Lowell has to maintain in good repair nearly 400,000 square feet of space or about nine acres in Radio City alone, in addition to space at 711 Fifth Avenue and the Empire State Building. A large staff of carpenters, painters and electricians is needed to make repairs. Indeed, there is one man whose time is completely taken in replacing electric light bulbs—2,000 every month. We discovered, too, that 15 tons of waste paper are discarded each month. The Building Maintenance Office is open and operating 24 hours a day every day in the year. The curiosity shop in this division includes a duplicate key to fit every lock in the NBC offices and studios. Felix Ghirlando is custodian of the keys.

On several occasions Building Maintenance has been called to transform offices almost overnight. Between 5:00 at night and 9:00 in the morning walls or partitions have been torn down, old communications ripped out, new systems installed, and offices created where none existed before.

PBX

The Telephone Section, more familiarly known as the PBX (Private Branch Exchange), under the supervision of Margaret Maloney, is also a part of Building Maintenance and a very important one. The telephone switchboard operates continuously day and night. Every time an employe picks up a telephone in the New York Offices to place either an inside or out-going call, automatic equipment is set in motion. The work of dozens of operators is thus obviated by this system. There are two groups of telephone lines, one for the out-going and incoming toll calls routed by the operators and another for the calls that go through the mechanical switchboard. Miss Maloney, who has been with the Company for eight years, says that it is impossible to predict when the board will suddenly get busy. All the operators hold themselves in readiness at all hours of the day or night and

WEAF TRANSMITTER

(Continued from page 10)

thing untangled, set in place and connected in two weeks. On the ninth of September, when we called on Mr. Looney and his five colleagues who are in charge of the construction and installation, we found the ground still opened up with a long herringbone pattern of grounding cable ditches. The two 370 foot towers are completed and the two coaxial antenna lines in place but not yet covered. Beneath each tower a copper sheathed tuning house was a busy hive of activity. Four or five men were trying very hard to put some smooth bends into a small piece of thin walled copper pipe and others were putting up a safety fence around the base of each tower.

When the final landscaping touches are done on WEAF's new home, and grass will have grown over the scarred fields, the small, trim building with its cooling basin before it playing a continuous and rather solitary little fountain, will present a pleasant picture. We hope our readers within range will be tuned in on 660 kilocycles the day of our inaugural program some weeks hence, and will listen in on the old champ as he fills his assigned frequency band with a new, reinvigorated voice.

are frequently called upon in emergencies to handle unexpected floods of phone calls. Some times the calls are the result of catastrophes and on other occasions of less disastrous occurrences, for example, the cancellation of the Jenkins-Armstrong prize fight, or an offer over the air encouraging listeners to call NBC for a chat with Charlie McCarthy.

Personnel Division

NBC's consultation agency is the Personnel Division where records of the 1300 employees are kept. D. B. Van Houten is Acting Personnel Manager. This division is equipped to service all offices and departments of the Company.

It is one of the aims of the Personnel Office to build good will for the Company through the thousands of applicants who apply for positions.

Regarding once more the General Service Department as a whole, we find it is an outstanding example of the efficient administration of the entire Company, proving that there is more to broadcasting than meets the ear.

NBC CHICAGO

—by Bob McCoy—

Dear Editor:

And looking over that salutation I wouldn't be surprised if you expected this to be signed "Indignant" or "Irate Taxpayer". But you needn't worry, it's just the quarterly report on doings in the Chicago area. So . . . let's have to it.

At the convention we spotted Harold Royston and Tom Gootie extremely busy with the pack transmitter. Announcer Durward Kirby was dashing about with a portable, while Engineer Jim Thornbury sported earphones. Dan Thompson of the Press Department was in even more places at one time. Just as if you and the rest of the world didn't already know, Chicago was host to the Democratic National Convention in July. The Convention took over Chicago and in the process just about completely absorbed our Engineering Field Department. Engineers Rife, Lanterman, Moore, Limberg, Harold Royston, Cummings, Sturgis and Gootie were some of the boys into whose gain-grinding fingers fell the task of bringing the nation every delicate nuance and tone of the five-day session. And you know what a job it is to get a nuance to come out pear-shaped.

At this writing we're in the midst of WENR promotional activity. In conjunction with the Balaban and Katz theatres, WENR is sponsoring a city-wide Hi-Li contest. You know Hi-Li, boss. You hit the ball with the paddle and it's supposed to come back here, so you can hit it again. But it goes there, instead. Very baffling to anybody over 12 years of age.

Emmons Carlson of Sales Promotion and Bill Ray of Press are the chief guiding spirits behind the contest. They've tied in drug-stores, 5 & 10 cent stores and even newsstands. Those are the places the kids buy their Hi-Li paddles (. . . be sure it has OFFICIAL stamped on it). They get their entry blanks at B. & K. theatres—along with a double feature—then proceed to a city playground and get in some hot licks with the Hi-Li paddles. We've been helping the cause along with Hi-Li plugs during the day and night and booking pickups at the elimination contests held at the theatres. In his professional zeal, Emmons Carlson has even gone so far as to hire a skywriter who neatly plasters "WENR HI-LI" across the blue Chicago sky. Even goes in for art work and loops around gracefully making a reasonably accurate facsimile of a Hi-Li paddle and ball. Neat trick, if you can do it—and he can.

So, boss, you can see that WENR publicity is covering the city like a blanket of blue. If you want to take that to mean a blanket of Blue network, why, go ahead. Though I can't imagine how you could.

Gene Rouse who is Night Supervisor of Announcers has been indulging himself in a burst of paternal pride. And well he might. His daughter Carole Lee, is one of the group selected by Merriel Abbott to dance in the forthcoming Benny-Allen picture "Love Thy Neighbor" (adv.-free). The lithe and light-footed Miss Rouse has been in Hollywood for about three weeks now and celebrated her sixteenth birthday on the Paramount lot.

Alex Robb, West Coast Artists Service Chief, old friend of Pop Rouse, thrilled Carole by presenting her with her first orchid and taking her to dinner at the Cocoanut Grove. To add to the trip's experiences, Carole was selected as mascot of the Union Pacific's Los Angeles Limited. And Father Rouse just sits back with a grin, getting a vicarious thrill from Daughter Carole's triumphs.

We've had a separation here since you last heard from us, but a very amicable one. Effective July 1, the Network Sales Department was quite definitely divided. Harry Kopf is Central Division Sales Manager of the Red, and his assistant and Sales Traffic Manager is Jimmy Neale. Over on the Blue side of the office, Paul McCluer is Sales Manager, aided and abetted by Floyd Van Etten.

Boss, here's the picture of one of our stations you requested me to send along to you. As is pretty obvious, it's the WENR-WLS transmitter, brand new, located at Tinley Park and pretty darn fancy looking if you ask any of us. Go ahead, just ask us.

Architects might call it functional design, but to the boys in the back room it's "a pretty smooth layout". Well, Ed, that's the quarterly report from Chicago. Of course, it doesn't touch everything that's happened. Let's keep some things sacred from the public prints. All this should fill up the three columns you promised us, and Mr. Editor, if we don't get them the next dispatch probably *will* be signed, INDIGNANT, or IRATE TAXPAYER

Signed.



WENR-WLS Transmitter, Tinley Park.



"Hi-Li" Ennis and Messrs. Ray, Carlson, Sirotz and Boyd.

RADIO CITY

(Continued from page 7)

built on a scale designed to keep people from engaging with him in serious combat, that is, without giving the matter serious thought first. His experience in general elective sales promotion has been gained from radio representatives Howard H. Wilson Co., and if there is a suspicious scent about him as he hurries past you into Radio Recording it's only because his pockets are abulge (no, not gum, Mr. Stack) but with sample vials of perfume, the free distribution of which has already endeared Mr. Perler to the hearts of the secretaries in the office. He is scrupulous about his little personal expenses, and keeps the office in suspense as he tries to balance his budget at the end of the day. He is from New York, and Yale, two places that one hears about from time to time, and he's married, having two boys, and that baby girl we mentioned before. Mr. Pedler says that, after NBC, he likes swimming and long week-ends—and we still won't quarrel with him.

Promotions

James Stack started his career in radio way back in 1929 in the early days when he produced physical culture programs for Bernarr McFadden of *True Story* and the *American Weekly*. He worked for Ruthrauff and Ryan in 1934, selling and producing *True Detective*, and *Billy and Betty*. Having arrived at NBC on July 15th, new-comer Stack is busy selling recordings. His office companions describe him as a whirlwind who is well nigh impossible to catch for a minute, as we who have chased him, note book in hand, well know. Like it or not, Mr. Stack has all Radio Recording chewing gum, since his pockets are always abulge with free samples which he distributes copiously. Cornell's red and black are ever rampant on the person of otherwise conservative Mr. Stack, and we're told that during business lulls he can even be heard avidly defending the Syracuse country-side—as though either needed it.

Henry Hayes comes to Radio Recording after three years in General Service, where Joe Jenkins holds down his old job. He now does order work for Radio Recording and reports to Mr. Friedman of Sales. He took his last vacation to Havana via Florida in a sea plane. Back here he relaxes from the rigors of NBC by bowling, that is, when he doesn't go straight home to his wife. His old friends in

General Service were unanimous in judging him one of the more brain-some people in this vicinity. All in all it's a record not to be sneezed at; nope, no one said *gesundheit*.

Mr. Morris Wetzel is a radio recording sales promoter from NBC in Chicago, who has just had his pay roll switched from the windy city to this one. However, he only blows into the office every two weeks, types furiously for a few minutes with both fingers, and rushes out again to Montana or some such distant clime to spread the recorded work through the wilds for NBC. He ought to be back soon, though, and maybe we can catch up on him then.

Joe Jenkins was just a name back in Penn State, until his sweet tenor voice trice landed him the lead in the *Mask and Wigger's* annual musical comedy bust-out that tours around the country at Christmas. Starting with NBC last year in Guest Relations, Joe figured in the *Pages' and Guides'* television shows as a drummer and singer, a job he knew well from the days when he toured road houses in Pennsylvania with a pro band. Joe worked at the RCA exhibit this summer, doing announcing and production work, but that tan he's wearing is good old Flushing Sol, not indelible "tele" make-up. Now with General Service, Joe functions as the guy you blame for recalcitrant butt and coke juke boxes. When your nickel brings you a gush of coke with no cup around it, it's a little matter betwixt you and Mr. Jenkins. By the way, there is a feeling in the office that Joe is engaged—it's a look in his eye. . . .

Intra-International Division Happenings

The International Division has had quite a number of changes and eventful happenings during the past few weeks.

Claude Barrere was added to the French Section less than three months ago after spending some fifteen years in the travel business here and abroad. Mr. Barrere learned French from his parents and speaks it fluently. He had considerable radio experience before joining NBC International.

Kenneth Smith, after having extensive experience on staffs of leading Mexican and American radio stations, has come to International's Spanish Section. He has been a scientific commentator for General Motors, lecturing in Cuba and throughout the United States. The Spanish Section has also

taken the services of Francisco Lara.

Carlos Lee was the third addition to the Spanish Section, coming with NBC in May, 1940. Traveling extensively in South America and educated in Chile, Mr. Lee also studied in Georgetown University at Washington, D. C. He is a lawyer by profession and was appointed by Honduras to settle a hundred-year-old boundary dispute between Guatemala and Honduras.

Raymond Girard, former Guest Relations Staff member, and now in the Traffic Section of International will leave NBC and take up his new duties as assistant to the purchasing agent at his Alma Mater, Rutgers University. Mr. Girard will also be working towards his Master Degree in French. He is a member of the Stagecrafters, having appeared in their last production, "Kind Lady".

Dan Cupid has also been working in the International Division. Thomas F. Carey said those "two words" to Miss Irene Whitla on June 22nd at Ridgewood, New Jersey.

Alan Newham was another victim of Cupid's arrows when he married the former Miss Betty Edwards at East Orange, N. J. Mr. Newham is employed in the German Section.

On May 8th, Mr. Stork left Frank Nesbitt, Assistant News Editor, a bouncing son who has been named William Burgess Nesbitt.

On visiting the International Division we made the acquaintance of Ary R. Moll, Production Manager. Mr. Moll was one of the three members of the Guest Relations Staff to found the NBC TRANSMITTER. . . . By the bye, he spent his honeymoon this past July at "Openacres", located at Mount Washington, Mass.

The TRANSMITTER received the following communication from "somewhere in the Research Division":

NEW YORK, N. Y. . . . "H.M.S. GOTTHARDT" CRIPPLED IN NAVAL ENCOUNTER. A usually reliable source reports that the 180-pound cruiser "Gotthardt" has been laid up in drydock for repairs after a disastrous running fight with a raider, believed to have been the SS. Ulcer.

Reports of the battle indicate that the "Gotthardt" was struck squarely amidships, in the vicinity of the boiler-room and was towed to port by the light-cruiser "McFadyen".

That roseate aura of good will to be noted in Electrical Maintenance these days may be attributed to the recent fatherhood of Walter O'Meara.

NBC TRANSMITTER

CHRISTMAS 1940

V. 6 No 6





Christmas, a time when we all pause to take note of the worth of our fellow men, has, I believe, a special meaning for all of us here at NBC this year.

The highly successful year we have enjoyed has been due largely to the ability of all of you to cooperate and to impart to your endeavors a measure of honest enthusiasm for the business which forms a mutual enterprise for us all.

It is with warm appreciation of all your efforts during the year that I extend, through the Transmitter, my sincere wish that all of you have a joyful, satisfying Christmas and, God willing, that we all shall enjoy a peaceful, prosperous New Year.

Niles Trammell

EXECUTIVE ANNOUNCEMENTS

at Radio City



SIDNEY STROTZ HEADS NBC PROGRAM DEPARTMENT

Sidney N. Strotz has succeeded John F. Royal as vice president in charge of the Program Department. Mr. Strotz came to Radio City from Chicago where he played a considerable role in building prominent network shows.

Mr. Strotz joined NBC in 1933 as Manager of the Program and Artists Service departments of the Central Division. He became manager of the division in January, 1939, succeeding Niles Trammell, whose brilliant administration of the Chicago offices resulted in his appointment as Executive Vice President of the company and more recently to the office of President.

He was born in Chicago, with primary education there, later pursuing advanced studies at St. John's Military Academy and Cornell University. He left college to serve in the 326th Battalion Tank Corps, during the World War. Following the war he joined the Automobile Supply Company and later became a vice president. After serving as vice president of the Wrap-Rite Corporation, Mr. Strotz in 1928 organized the Chicago Stadium Corporation, which built and operated the largest indoor sports arena in the country. He became president of the company in 1930.



JOHN ROYAL: IN CHARGE OF NEW ACTIVITIES, DEVELOPMENTS

John F. Royal, heretofore in charge of programs for NBC has advanced to fill the newly created position of Vice President in charge of New Activities and Developments in Broadcasting. Mr. Royal will be concerned with all promotional, programming, and commercial problems arising therefrom. This new position combines under one direction necessary developmental work in programming and general public service in the fields of Television, Frequency Modulation, Facsimile, and Short Wave broadcasting. It was to assure such advance planning and co-ordination in new radio broadcasting services as will facilitate their commercial introduction or development that the new executive post was created.

In the appointment, Mr. Trammell stated: "John F. Royal has been largely responsible for a ten year development of NBC's program activities, with the creation of many of radio's outstanding public service features and a long list of commercial successes. He is, therefore, ideally fitted for the wider responsibilities which he will now undertake.

"Mr. Royal has already prepared for the extension of our international services having just returned from a tour of South America and a brief business trip to Europe."

RADIO CITY

New York

Esme O'Brien has joined NBC as receptionist in the executive offices, and we strongly recommend a visit there sometime because Esme is a very grand person to know. We promise that you'll be greeted with a warm smile and a certain something in the eye that can be traced back to the Emerald Isle. Perhaps her ease and friendliness are partly due to the considerable travelling which she has done, for she seemed to handle with confidence all of a variety of situations with which she was faced in the course of our visit. We needn't bother to list here the extensive schooling which she has had or the popularity with which she was received when she returned to this country—you already know these things. What we do want to say is that she's a swell guy, and that's our highest compliment.



ESME O'BRIEN

staff. There is also a completely new face in G. R., that of Miss Julia Dougherty, who is secretary to Mr. Alexander and Mr. Richards. Ray O'Connell leaves his position on the control desk to succeed George Olenlager as guide trainer, so if you should be accompanied on a tour by a purposeful figure armed with a note book and pad, the chances are it's Ray checking up.

George Olenlager, who used to provide his guide training courses with a staggering amount of general information, and all with the suavity and persuasiveness of a Patrick Henry, can now be found in the information division, as assistant to the manager.

Winthrop Orr has come to Radio City as a senior production man. He won his spurs at NBC Chicago and brings wide experience to his work here.

Edward Pola, who has been working in the radio agency field in England, has returned to America to join the NBC Production Division. He numbers among his talents song writing, and you've been whistling some of his tunes recently.

Cupid must have dropped into NBC Artists Service with the in-

tention of emptying his whole quiver of arrows. Adelaide Bucheister, secretary to George Engles, started the parade when she became Mrs. Howard Orr on June 29th. Frank Murtha, sustaining booker, kept the ball rolling when he decided Miss Emma Neugabauer had been Miss long enough and made her Mrs. Murtha on September 28th. This was an NBC wedding with John Collins and Don Meissner, both of Artists Service, helping as usher and singer respectively.

Alice Stauffacher had a real advertising wedding when she and Proctor Mellquist, Jr., Sterling Getchell copywriter, were made one on October 4th. It is rumored this was a whirlwind courtship, the groom popping the question after knowing Alice only 6 weeks. It is rumored that Charlie Facer, one of Artists Service's most eligible bachelors will jump off the deep end very soon. His engagement to Miss Margaret Woodworth of Electrical Transcription has been announced and the wedding is planned for the spring. Charlie is the Artists Service contact for the NBC Electrical Transcription department and surely made a contact this time.

The moral is—come to Artists Service if you're single and want to be double.

Now that the Selective Service Act is an outstanding subject of conversation, we investigated the results in Radio City. Evan Wylie, while on duty in the News Room, saw his number come out first, 158! Quite a few have decided to throw their Homburgs in the ring right off in exchange for army or navy headgear. Among these were Doug Ballin, Al Bengtson and Stan Crow, who took the cruise to Panama on the battleship New York. It was an enviable experience, as they report it, what with movies on deck under the stars, and plenty of free time in Panama, etc., and the boys certainly look healthy. Crow goes on to Northwestern University shortly to complete his four months of training.

Bill McClintock, and Bob Hoff-
(CONTINUED ON SIX)

THE METROPOLITAN OPERA PROGRAMS

The Texas Company, in sponsoring the broadcasts in this country and South America of Saturday matinee performances by the Metropolitan Opera Company during the 1940-41 season, is continuing a great American tradition, in the opinion of Niles Trammell.

"Industry has often played the role of patron of arts in America," Trammell stated, "but the decision of The Texas Company to present the Metropolitan Opera broadcasts is, in my opinion, one of the



Ezio Pinza (left), great basso of the Metropolitan, as Figaro, and Elisabeth Rethberg, soprano, as Countess Almaviva, head a distinguished cast for Mozart's "Marriage of Figaro," the finale of which is pictured above. The famous opera, opened the season's Metropolitan broadcasts sponsored by The Texas Company.

more outstanding examples of such public service by a commercial organization.

"Many of our great schools, colleges, libraries, museums, fellowships, and foundations in this country have their existence through the sponsorship of public-minded individuals and organizations. Now, W. S. S. Rodgers, president of The Texas Company, announces that his company continues this American tradition by making available to millions of listeners each week the world's greatest music. I believe the cultural bases of our democracy are immeasurably widened and strengthened by such a union between art and industry.

"The Texas Company is to be warmly congratulated for its public-spirited action. Opera lovers everywhere will be continually grateful for the rich musical experience now afforded them every week."

Mr. Rodgers, speaking for his own company said, "There is nothing new about the principle on which we acted in merging oil and opera. American business has long acted on the principles of success through service to the greatest number. In the long run, the suc-

cess of any business enterprise can be measured by its contribution to a better life for all the people.

"Grand Opera is no longer the privilege of a few. Through radio the American people have been enabled to make it their own. Financial contributions to the opera's support last year came from music lovers all over the country and in every walk of life.

"Today the Metropolitan has become in the truest sense 'the people's opera.' The Texas Company, in sponsoring these Saturday matinees is, we feel, giving the people what they want—a high form of musical entertainment covering the widest range of musical tastes."

"OPERALOGUES" TO INTRODUCE OPERA

Under the direction of the Metropolitan Opera Guild, a series of "operalogues" will be broadcast each Thursday evening during the opera season to introduce the nationwide radio audience to the opera.

The Guild series, to be heard weekly at 7:45 p.m., EST, over the NBC-Blue Network, will be prepared with the assistance of Robert Lawrence, noted lecturer, music

Luening, and Miss Farell sang excerpts from the Mozart score.

Future broadcasts of the Guild operalogues will present as soloists outstanding artists of the Metropolitan Opera Company, as well as distinguished authorities in the world of music.

As for the broadcasts themselves, there are many special features of interest.

The broadcasting booth, a permanent soundproofed structure located in the center of the former Grand Tier, takes the place of the famous Box 44 from which NBC broadcast the operas for nearly a decade. The new booth, the listeners' "boxseat", affords an unobstructed view of the stage, and for the first time engineers will be able to turn on a loud-speaker, thus approximating listening conditions in the home.

The new control booth will house Milton Cross, announcer; Charles Grey, engineer; Herbert Liversidge in charge of broadcasting the musical portions of this program; Howard Nussbaum in charge of entr'acte speeches and commentary; and Llopis de Oliveres, of the NBC International Division, who will read the Spanish announcements for Latin America.

authority and critic of the New York Herald Tribune. Dr. Otto C. Luening, head of the music department of Bennington College, prepared the script for the opening broadcast of Thursday, Dec. 5, which featured highlights from Mozart's opera, "The Marriage of Figaro".

Marita Farell, distinguished young soprano of the Metropolitan Opera Company, collaborated with Dr. Luening for the opening Guild operalogue. The story of Mozart's opera was discussed by Dr.

THE NBC TRANSMITTER

of, for and by NBC personnel from coast to coast
 VOLUME SIX, NUMBER SIX
 DECEMBER, 1940

EDITOR	Charles L. Turner
ASSISTANT EDITOR	Stanley Miller
CIRCULATION MANAGER	Thomas De Huff
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	John Neher
	Edward Roff

Address all correspondence to NBC Transmitter, National Broadcasting Company, Room 465, RCA Building, Radio City, New York, Circle 7-8300, Extension 220.

RADIO CITY CONTINUED

man, also of Guest Relations, have already joined the army, and will probably turn up soon in some roto-gravure or news reel.

Dick Rider, a former guide and actor on Amanda of Honeymoon Hill, and David Harum, is now out at Camp Upton, Yaphank, checking over the 450 draftees that pour in daily.

Sam Sloan, formerly assistant Mezzanine supervisor, and now of the National Guard has done some slick recruiting for the old 7th Regiment, having to his credit Stockly Plummer of the Mail Messenger staff, Bob Baldwin of International Promotion office, and Jim MacConnachie and Don McDonald both of Guest Relations. Jim Nix, page supervisor, and Dick De Raismes of the Script Department were members of the 7th already. They are all inducted on January 3rd, and leave shortly after for Hinesville, Georgia, which is just outside of Savannah.

Lars Scattebol's apprenticeship in News and Special Events has gained him a permanent position in that department. Lars has completed a play which is making the rounds of the producers, and he says he's busy on another.

Walter Royall, formerly of G. R. is now associated with Radio House, a newly formed company which makes transcription of program ideas. He says it's doing well, and Walt certainly looks dapper and prosperous, in spite of the fact that a few weeks ago he was accosted on his way home, robbed and knocked out. His displaced

nose is back where it was and in good working order.

Al Henderson, formerly of the Mail Room, is now with the Engineering Department.

E. S. Colling has been transferred from RCA to the NBC Press Department.

Gene Plumstead won an audition for an announcer's job with Station WCOV, Montgomery, Alabama, where his sturdy stage and radio experience will be put to the test.

Jim Sawyer's constant practice at reading commercials out loud in the locker room has brought him an announcing job in Orlando, Florida.

Sunday, Nov. 24, was a happy day for Bill Huck, the only member of Pat Kelly's announcing class to have his audition broadcast coast to coast, came through the ordeal with flying colors. The occasion was a demonstration for the Behind the Mike listeners. Graham McNamee, who introduced Bill, says he's glad no such gruelling test existed for announcers in the early days of radio when he started. Incidentally, on the strength of his showing on the Behind the Mike program, Bill has accepted an announcing job with Station WGAC at Augusta, Georgia.

Paul Knight, formerly a guide and now in the Music Division made an appearance with the Chamber Music Society of Lower Basin Street, on Nov. 25th, on which occasion he was heard knocking out some hot Chopin, on a honky-tonk pianner of the old

EXCHANGE CORNER

FOR SALE—1937 Ford Business Coupe, \$199. In excellent condition. For further information see Maxwell Russell, Guest Relations.

ATTRACTIVE APARTMENT to share at 25 West 51st Street. Call Franklin Owens in Sales Research.

school, whose keys sounded tobacco stained, and whose voice was whisky, an adjective meaning spirited. It is to be hoped that Dr. Knight, who learned it all down in Florida, will be back on the program again.

No television tour leaves the mezzanine without doing homage to Merwin the 'video effect' frog who talks, croaks, winks and everything but eat peas with a knife. Now Merwin's thunder is stolen by the presence in the adjoining glass case of a miniature model of our television studio 3H. Claude Traverse of the guide staff made it, and it's complete to lights, mike, cameras, scenery, control room, and actors and technicians no bigger than a postage stamp made of wax and all dressed in tiny but stylish clothes.

By the way, the fellows who work over at the Vanderbilt Theater now rate very impressive top coats what with zero weather howling down 48th street. They look a little like cossacks, and will give crashers a long moment's pause before they attempt to sneak into the Waring show.

Last minute news—Tom Campbell is now assistant to Otto Brandt. Bill Davidson takes over Tom's spot and Willard Whitfield enters Station Relations from GR.

Mr. Harry MacFayden's many friends were deeply grieved to learn of his death on November 13th. He had served the company for many years as production director. In earlier years he worked in the theatre with David Belasco, and he also had been associated with motion pictures.

We are certain that his wife, Mrs. Teris MacFayden understands that all who have known him feel his loss as a very personal one.

NEW SAN FRANCISCO STUDIOS

Vesuvius couldn't produce even a reasonable facsimile of the eruption President Niles Trammell's telegram caused at KGO and KPO at 12:28 p.m., PST, November 8. "I am delighted to inform you that the Board of Directors of the National Broadcasting Company on my recommendation today approved the plan for new studios to be erected at Taylor and O'Farrell streets," it said, "and I am hereby authorizing you to proceed at once to consummate the final arrangements." Al Nelson, NBC assistant vice-president and general manager of KGO and KPO, lost no time in spreading the news and getting into action. By night, plans had been completed for an unusual ground breaking ceremony, for the organization of the San Francisco Chapter of the Sidewalk Superintendents' Club and for an intensive publicity and promotion campaign leading up to that public ceremony during the noon lunch hour, November 14.

Instead of having some distinguished individual turn the first spade, the entire KGO-KPO personnel joined their manager in the ceremony.

Mayor Angelo J. Rossi of San Francisco headed a list of dignitaries who made short talks. There were several entertainment numbers. The Sidewalk Superintendents' Club was organized with George Mardikian of Omar Khayyams as President as the assembled thousands joined him in taking "The Kibitzer's Obligation."

Twelve pretty girls of the organization were garbed in tricky red and white striped overalls and designated as the "Dainty Dozen." They gave color to the scene and were kept busy constantly for the amusement of the scores of amateur and professional photographers.

There has been talk of new quarters in San Francisco for more than 10 years, so when the Trammell telegram set off all the enthusiasm, it was truly a great eruption. AP, UP and INS carried stories on both the day and night wires. Pathe made a national re-

lease of their news reel. Hundreds of congratulatory messages, letters and telegrams flooded Nelson's office.

The new building will be one of the most popular show places in a city full of interesting things to see. Albert F. Roller is the architect and Barrett and Hilp the contractors.

During the past months many NBC executives have been west in connection with the plans and the proposition has won their unanimous approval.

Among those visiting have been David Sarnoff, President of RCA, NBC President Niles Trammell, Vice-Presidents Frank Mullen, Mark Woods, William S. Hedges, O. B. Hanson, Roy C. Witmer, all of New York; Frank Russell of Washington, and Don E. Gilman of Los Angeles.

Others were Keith Kiggins, Easton Woolley, William A. Clarke, Thomas H. Phelan, Bertha Brainard, and B. F. McClancy, of New York, and Judith Waller, of Chicago.

Except for a public garage in the basement and first floor, the five-story building will be devoted exclusively to broadcasting. It will be air-conditioned throughout, windowless, and will contain 10 studios. The largest of these will accommodate audiences up to 500

people, depending on the size of the broadcast. Others will seat from 150 to 200 and the smaller studios will be designed for transcription work, speakers and forums and other shows of all sorts and sizes.

Each of the public lobbies will feature display windows illustrating the story of programs and broadcasting. Some of the most interesting operations, such as the news room, the master control room, traffic boards, etc., will be visible through large windows opening on the lobbies. Seven of the studios will be located on the second floor. Program and production, library, traffic, engineering and operating departments will be on the second and third floors while the administrative offices will be on the fourth. Air-conditioning and other special equipment will be housed on the top floor.

This "studio and office building for KGO and KPO" will be of reinforced concrete, of modified streamline design, modern but neither faddish nor freakish. Glass brick sections will admit daylight and when illuminated from within at night will make a spectacular trim for the structure. The outer walls will be topped by huge flower boxes and dramatic 80-foot facade will rise above the main entrance.



ELECTION

One of radio's most significant and historically important shows was the minute by minute coverage of the 1940 presidential election returns from the stage of famous 8H. The News and Special Events department was moved bodily from its accustomed quarters into the studio for the night, and on the stage where Maestro Toscanini has conducted many an NBC symphony, the four thousand guests who attended the party saw a huge tally chart, control desk, tabulators, news tickers and teletype machines. As reports of the balloting poured in they were posted by members of Guest Relations on the election chart mounted in back of the stage. The chart indicated the progress of the voting in the Presidential and secondary races in each of the 48 states from the time the polls closed until the issue had been decided. The teletype machines placed below the chart turned out a constant flow of election news gathered by all the major press services — Associated Press, United Press, and International News Service. The nerve center of the election set-up, the control desk, was placed directly in front of the teletype battery. All the copy passed through the hands of A. A. Schechter, NBC's News Director who as general election editor was seated at the control desk surrounded by engineers, traffic men, and rewriters. Bulletins were delivered to the various



Looking down the photo montage you will find Abe Schechter in the midst of the most special of Special Events; Eddie Cantor, apparently engrossed in the latest reports; John B. Kennedy being photographed for the newsreels; H. V. Kaltenborn, George Hicks, and Baukhage sending the news out to millions of eager listeners all over the country; David Sarnoff, Gano Dunn and Niles Trammell meet in the midst of the reception; Howard (Father) Lindsay and Dorothy (Mother) Stickney came over just as soon as the curtain lowered on the final act of "Life With Father"; and Herminio Traviesas with Ary Moll for International.

PARTY

commentators and announcers seated in the two specially constructed studios on the stage, one for the Red and one for the Blue Network.

The latest returns were flashed from coast to coast by Raymond Clapper, John B. Kennedy, and George Hicks for the Blue Network listeners while Earl Godwin, H. V. Kaltenborn, and Graham McNamee covered the Red Network with a running commentary of the election returns.

With an expert staff of more than fifty, the whole exciting story of the 1940 presidential election was unfolded to listening millions by more than 200 stations of NBC with the two short wave stations, WRCA and WNBI. Four studios filled with every imaginable delicacy cheered the palates of those whose political hopes might be uncertain and helped the winners to celebrate.

Upstairs on the ninth floor outside the balcony, where there was not one seat available and very little standing room, a large number of the guests crowded around the eight or ten television receivers placed informally in the corridor. All the excitement and drama of the election was covered by the television camera as well as the radio mike. The famous commentators and news analysts all contributed a few remarks at least to the first election ever to be televised.

Again looking from top to bottom — over the shoulders of Frank Mullin and Roy Durstine we can see the newsreel cameras getting long shots from the balcony of 8H; Graham McNamee and Raymond Clapper joined many other famous radio voices in presenting the trend of votes; Earl Godwin and Leo Rosenberg, the first radio announcer, as they appeared on Television screens; guests enjoying the tempting varieties of one of the buffet-studios; Dr. Black, Dr. Morton, and Mrs. Black look up to see the newest entry on the huge returns chart; and finally Mr. Almonte smiles a gracious greeting to the festivities.



CHICAGO

Dan Thompson

A number of changes have taken place in the NBC Central Division since Sidney N. Strotz, vice president in charge of the Division, was called to the New York office to take over the position of vice president and program manager of the National Broadcasting Company.

Harry C. Kopf, former Central Division sales manager of the NBC-Red Network, became general manager of the Division, with Paul McCluer stepping into his post and with E. R. Borroff being promoted to the post of NBC Central Division Blue Network sales manager.

McCluer and Borroff both came to NBC when Station WENR was acquired by the network in March, 1931. Borroff had been sales manager of WENR for two years and McCluer had been assistant to the manager. Prior to joining WENR in 1928, McCluer had been a speech instructor at the University of Illinois—which accounts for the fact that Manager Kopf threatens to make him the “official speech-maker” of the division. Borroff, a real radio veteran, began his career at KYW in 1923.

Among other changes effective November 1 was the advancement of John F. Whalley, auditor and office manager of the Division since 1931, to the post of business manager of the Division. A graduate of Northwestern University, Whalley served as traveling auditor for the General Electric Company before joining NBC as auditor in 1930.

There followed the announcement that J. J. Neale, sales traffic manager for the NBC-Red in the Division, had resigned to accept the post of radio director for Blackett-Sample & Hummert Advertising Agency, and that Floyd G. Van Etten, became sales traffic manager of all Red and Blue network, Spot and Local commercial traffic for the Division. E. A. Stockmar and R. M. Neihengen, the latter transferred from NBC Artists Service, were named as Van Etten's assistants.

Secretarial changes were involved in these extensive promotions also. Loretta Dwyer resigned from NBC to continue as secretary



HARRY C. KOPF

for Mr. Neale in his new post at B-S-H; Isabelle Cooney left her post as secretary to Jules Herbuveaux, program manager, to assume a similar position in the office of Manager Kopf; Dorothea O'Heron replaced Miss Cooney as Herbuveaux's amanuensis; Laura S. Satterwhite, former secretary to Wynn Wright, manager of the production department, was transferred to the program department replacing Helen Shervey who, with Helen O'Connor, followed Mr. Strotz to New York; Helene Heinz shifted from Night Manager Ed Cunningham's office to become Mr. Wright's secretary; Laura E. Skidmore, secretary to R. S. Peterson, assistant auditor, replaced Miss Heinz while Emmazelle Patterson moved into General Office to replace Miss Skidmore.

Nor is that all. Rudi Neubauer, popular cashier of the NBC Central Division for many years, was transferred to the Spot Sales Department under Manager M. M. Boyd and Irene Shields, Rudi's assistant for five and a half years, was selected to succeed him. In addition to having been cashier, Rudi is president of the NBC Athletic Association. He has been with NBC for 11 years. Miss Shields came to NBC in October 1931 and worked in continuity under George Redmand and Beverly Latham before being transferred to the

cashier's office. Before that she had worked with a direct mail house service for three and a half years. Mr. Neubauer's transfer paralleled that of Carl P. McAssey from the Spot Sales Department to the NBC-Blue network sales staff.

Bill Lawrence has replaced Fred Schweikher as senior production director in the Transcription and record section and Maurice S. Wetzel has been transferred from the program department to the production department. And Roger T. Price, formerly associated with Station KTMR in Los Angeles, has replaced Merrill Myers in the continuity department. Helen E. Carey has been transferred from Central Steno to Artists Service, replacing Martha Reinecker who joined the network sales traffic secretarial force.

Just as we turn to other thoughts we learn that George W. Diefenderfer, who has been with the Paul H. Raymer Company, Chicago radio station representatives, joined the NBC-Red Network sales staff under Paul McCluer on December 1; that Raymond K. Burnet has replaced Gordon F. Loff of the Guest Relations staff; that Kenneth Geske has been employed as a messenger; that Alice E. Anderson, former bursar at DePaul University, has been added to the production department as a clerk and that Esther Ludwig, continuity department secretary, has married Bob MacDonald, well-known golf pro, and has been succeeded by Marion Cooper, erstwhile assistant supervisor in Central Steno.

When the young men of the country were “requested” to register for service six NBC Chicago executives found themselves within the conscription age bracket. They immediately started a campaign to unearth vital statistics on the balance of their colleagues and discovered that the NBC Central Division has one of the youngest—if not the youngest—network staffs in the nation.

That NBC Chicago A. A. Harvest Dance was a fitting finale of the summer and fall activities of that organization is generally

(CONTINUED ON ELEVEN)

Evadna B. Hammersley

CHICAGO CONTINUED

agreed by all those who attended and saw the excellent results of Chairman Lynn Brandt's careful planning. Attendance was especially good because of Brandt's Hollywood method of drumming up trade—and we do mean "drumming up". With the aid of Roy Shield and other musician members of the NBCAA, he actually marched a band through the offices followed by other AA'ers with placards urging attendance. Next-to-last activity of the season was the Hayride Party arranged by Dorothy Masters of the Horseback Committee. This, too, was a rousing success.

As in the past, Judith Waller, educational director of the NBC Central Division, will serve as chairman for the NBC Christmas Party to be held in Studio "A" on Christmas Eve for the benefit of all NBC Chicago employes and their families. Entertainment and gifts for each child who attends will be provided.

Marge Niess, audience mail supervisor, has been named chairman of the NBCAA Christmas committee by President Rudi Neubauer, and will thus have the pleasant task of collecting free offerings for the poor family which the NBCAA decides to cheer up at Yuletide.

Engineer Bob Jensen and Announcer Fort Pearson are among those boasting of new sons, while Jack Ryan of Press will probably be a papa for the second time by the time this is printed . . . Johnny Erp of the news and special events staff is due back on December 2 after a serious stomach operation . . . J. Clinton Youle of the same department is worrying about what to give his bride of the coming spring for Christmas—she's pretty Jeanne Eadie of Glen Ellyn . . . Kurt Pierce, field engineer, married Catherine Warren on October 26 . . .

Louise Benbow of Sales and Lincoln Douglas, night traffic supervisor, vied with each other in keeping their weddings secret . . . Neither breathed a word for several months.



JACK LYMAN

David Vaile, former Chief Announcer at KYA in San Francisco and recently Production Manager and Chief Announcer of KROD in El Paso, Texas, joins the staff of KOA as an announcer, replacing Bob Young who has been called into military service.

Former World Champion Prize Fighter, Jack Dempsey, appeared recently before the microphone of KOA in a sort of "homecoming" broadcast, while visiting in Denver. Jack's first broadcast occurred on KOA sixteen years ago. KOA Sportscaster Joe Myers, formerly advance man and publicity director for Dempsey, appeared on the program with him.

A recent visitor at KOA was West Coast Traffic Supervisor Paul Gale, who visited General Manager Yoder in connection with establishing network switching facilities in the KOA Control Room.

Al Orrick, formerly of WTAM, Cleveland, arrived in Denver to take over his duties as KOA News Editor, replacing Jack Fern who has reported at WTAM in similar capacity.

General Manager Lloyd E. Yoder has announced the appointment of Don Martin as Assistant News Editor and Director of Publicity; also the appointment of Jack Lyman as Director of Special KOA

Events in addition to his duties as Production Manager.

KOA had the distinction of presenting the noted screen actor Charles Laughton in an exclusive Denver radio interview appearance, Monday, October 28.

Transmitter Caretaker, E. L. Raeke, has been hospitalized for an operation which has kept him out of circulation for over a month.

A. W. Crapsey, Manager of Local Sales has been married since the last issue of the TRANSMITTER went to press. The lovely bride was Miss Eddy Duvall. Mr. Crapsey has returned to his duties at KOA after a honeymoon in Old Mexico. Upon his return he was greeted by a special celebration at the Denver Advertising Club of which he is president.

KOA Guest Relations Staff Member Andy Gainey has achieved his goal of promotion to the network artist's division by winning an audition for selection as the singing lead on the 37-station Red Network program "Serenade to Loveliness" sponsored by the Chamberlain Laboratories which originates at KOA. The orchestra is directed by Milton Shrednik, KOA Musical Director. Jack Lyman, KOA's versatile Production Manager has been designated by the agency to do the part of John Stanton, fashion commentator in this program each Sunday evening.

Another visitor at KOA this quarter was Mr. M. M. Boyd of NBC Chicago, who visited with General Manager Lloyd E. Yoder and Manager of National Spot Sales James MacPherson.

Walt Morrissey, KOA Control Supervisor, has won his wings and now sails around up in the blue with as much ease as he drives his convertible coupe.

Jim Campbell has left the KOA staff to accept an announcing position with NBC Chicago.

Robert H. Owen, KOA Assistant Manager and Chief Engineer, and Glenn Glasscock, KOA Control Engineer, are both actively engaged in their spare time with duties in connection with Naval Reserve work.

HOLLYWOOD

Noel Corbett

NBC really took over the parade which marked the opening of Hollywood's famous Santa Claus Lane this year.

Every year a star has been the feature of the parade. This year when the matter came up, Joe Alvin, who usually does a job when he sets his cap to put over a publicity stunt, decided not to stop at having one NBC star in the parade, but to turn out everybody on the two networks. Here's the gang he had lined up on the parking lot the night the Lane was thrown open: Irene Rich, who broke the tape and threw the switch which flooded the Lane with light, and then led the procession astride a white horse. Bob Hope and Jerry Colonna, with their two glamour gals, Brenda and Cobina, in the back seat of a car driven by none other than Yehoodi. Basil Rathbone and Nigel Bruce as Sherlock Holmes and Dr. Watson. Fanny Brice, Hanley Stafford, Mary Martin and Meredith Willson in a Maxwell House float. Fibber McGee and Molly and a Wistful Villa float. Bob Burns in a wagon drawn by eight horses and driven by little Connie Boswell. George Burns and Gracie Allen, with all of Gracie's screwy relatives following. Charles McCarthy and his boss, Edgar Bergen. One Man's Family. Jack Benny in a Maxwell driven by Rochester, with

Don Wilson astride his Palomino pulling the car.

In the huge float at the end of the parade were Dorothy Lamour and Rudy Vallee, and in the next seat, sitting next to Santa Claus, was none other than John Barrymore, the Great Profile himself.

Someone pointed out that there were two or three other Hollywood stars who were missing in the parade, but Joe said he wasn't interested because they had no connection with NBC.

The social event of the pre-Christmas season was Edgar Bergen's party. By way of a fancy dress ball, everybody came costumed in accordance with their childhood ambitions. All the Hollywood celebs were there, and a representative group from NBC.

Don E. Gilman, Vice President, came as a highway patrolman. The breeches, incidentally, were the same ones he wore years ago in the Army. Mrs. Gilman was dressed as a Brown Derby waitress, the outfit being complete with the high balloon skirt customarily worn by the young ladies in Bob Cobb's famous restaurant.

John Swallow, Program Director, was a doctor; Mrs. Swallow a fortune teller; Mrs. Hal Bock was outfitted as a cowgirl, and the Press Director himself, showed up in the full regalia of a knight of the road.

Because we have no time to write letters, we're utilizing this spot to say "hello" to a couple of NBCers in New York — Taylor Graves of Sound Effects, and Joe Thompson of Program. The latter is the young man who owns the greatest selection of Victor Recording we've ever heard about.

QUICK PIX . . . Myron A. Elges, new Blue Sales Rep., and E. L. (Ed) Barker in same capacity on Coast Red . . . Bob McAndres, new Sales Prom. Manager, transferred from San Francisco when Charlie Brown went east . . . Director Marvin Young was just made a Major in the U. S. Army . . . Ted Sherdeman, Director, on month's leave to write a play . . . Don Gilman was principal speaker at recent Women's Radio Conference in Hollywood . . . Lew Frost, Mr. Gilman's Assistant, talked at the Santa Barbara Ad Club . . . Andy Love told the ladies all about radio at the Hollywood Women's Press Club . . . Alec Petry of the Music Division and Mary Hunter will be married in January . . . Les Culley now Recording Sup . . . Move makes C. E. Pickett Control Sup, and J. H. Brown, Control Relief Engineer . . . A. R. Brearley and J. C. Riekeberg new Studio Engineers . . . Fred Bryant, Auditing, passed the smokes October 19. A boy . . . Charlie Smith, Artists Service, and Joe Parker, Director, had appendix yanked . . . Charlie lost fifty pounds and is doing everything he can to keep them lost . . . New members of Press are Ben Byers, formerly of Radio Guide, and Phyllis Murphy from Typing . . .

After seeing NBC Hollywood's beach party pictures, the Transmitter staff at Radio City decided to petition Mr. Rockefeller to install some sand and a palm or two in the sunken plaza.

Swallow and his boys scooping rival coast networks on local and regional returns. Left to right, Jim and Marian Jordan (Fibber McGee and Molly), Swallow (sitting), with Hal Gibney at mike. In shirt-sleeves, "Buddy" Twiss, talking to Ted Hediger, with Walter Bunker looking on.



CLEVELAND

Bob Dailey

TELEVISION

Youth's industry, television, has goaded the interest of young candidates for technical, production, entertainment success. RCA, cognizant of the fact, pulled no punches, hired 24 youths to form its World's Fair exhibit staff, rounded out its crew with a baker's dozen engineers from Camden. Neophytes nor impressarios these, 12 of the 24 had previous television experience, 9 were snatched from under NBC's wing. Vastly improved over 1939, RCA's 1940 television exhibit offered ample opportunity to originate, experiment, develop. Enterprising engineers modified picture-switching, developed the 'slow fader'. In the use of two cameras the fader enabled fading one picture into another, gave variety to the previous quick switch and complete fade-out. Lighting effects, always a canker, were hypothesized, leading to the testing, with striking results, of indirect lighting, vertical overhead lighting. Both theories improved contrast lines, obviated shadow.

In line with the Forty Fair's hello-Joe-what-do-you-know conduct, neighboring exhibits put on a weekly series of guest television shows, publicized their exhibit features. Experimentation with original programs, visual commercial, afforded chances to combine education with entertainment for the first time in efforts to produce interesting material. Most pliable program—Sealtest exhibit, featuring tasty dishes, informal chats with employees. Most interest-provoking show—International Business Machine demonstration of its 'feather-touch' machine, close-up shots of flying fingers.

Nothing new was audience response to television's informality, broad humor, novel pictures. Chef d'oeuvre of the season was the hour-and-a-half air show, originated, executed entirely by the boys. Their six-month record: 12,000 shows, 1,400,000 visitors.

Staff members of WTAM gave their sixth anniversary party for Manager Pribble on December 20. More than 80 men and women gathered in a private dining room at the Allerton Hotel for a dinner and an evening of entertainment.

Jack Fern has joined the news staff at WTAM, and Al Orrick has gone to the news room at KOA, Denver, as the result of a transfer. Fern had served six months as news editor in Denver, but previously spent two years in the NBC news and special events department at Chicago. Another new member of the WTAM news staff is Emily Brickson, a stenographer.

Edith Wheeler, popular traffic secretary in the program department, resigned December 15 to become a housewife, a job she says which is not as nerve-wrecking as handling the million and one details in the program office. The proud young husband is Announcer John Hicks, who joined the WTAM staff a year ago. Miss Wheeler had been with NBC for eight years, starting as a switchboard operator and then being made secretary to the program director.

May Radu, head of the stenographic department, stepped up into the program department to take Miss Wheeler's place, and Marian Hersik, was made supervisor in stenographic.

The first auditions for the Metropolitan Opera Auditions of the Air ever held outside New York City were heard at WTAM in November. Program Director Hal Metzger and Production Director Fred Wilson both got a strenuous workout handling the 108 contestants.

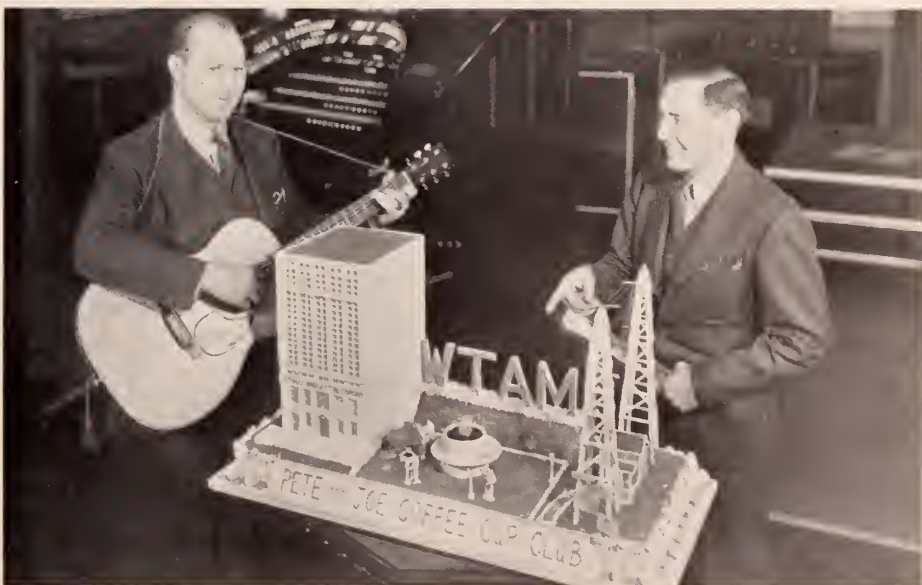
The fame of Engineer Burt Pruitt as a poet is growing. The latest publications to print his efforts are the Cleveland Press and Hunting and Fishing magazine.

Staff Pianist Dorothy Crandall organized a benefit show for the Rainbow Girls at Burton, Ohio, recently. WTAM artists who appeared on the program included Tenor Chester Zohn, Announcer George Hartrick, Actor Waldo Pooler and Ben Silverberg's orchestra.

Engineer Henry Gowing has taken a leave of absence and gone to Florida for his health. Gowing expects to be back in three months.

New members of the stenographic department include Lois Fish and Lee Sattler.

The veteran WTAM entertainers, Pie Plant Pete, left, and Bashful Harmonica Joe, received this unusual remembrance from a listener the other day.



SAN FRANCISCO

Kay Barr



It was almost an NBC wedding when George Fuerst, traffic chief, married Mary Ellen Coody. The party picture shows, from the left, Engineer Dan Williams, usher; Nancy McCarthy; Fuerst; the bride; Producer Bob Dwan, usher; Sales Promotion Chief Bob McAndrews, who was best man; Eileen Connolly; and Engineer Proctor "Buddy" Sugg, usher. Wedding was in St. Paul's Church, October 19.

For nine hours Election afternoon and night, KGO and KPO were on the air from the news room of the San Francisco Chronicle. Orchestra and entertainers, engineers, announcers and newsmen moved in to handle the bulletin business until there was no longer any doubt of the results. NBC Chef George Mardikian, of Omar Khayyams, served a buffet supper with roast turkeys as the main dish.

Public address systems at two important downtown points and sound trucks at other locations helped spread the returns and entertainment. Tremendous success, of course.

Bob McAndrews, head of sales promotion, has been transferred to Hollywood to replace Charley Brown who went to New York on a similar promotion. Gene Clark, of production, stepped over into McAndrews' empty shoes.

Salesman Ed Barker has been transferred from KGO-KPO to Hollywood.

Stan Smith, head of the page staff at KGO and KPO, leaves that job December 1 to join an auditing concern. He has been with NBC four years.

Seven San Francisco stations, including KGO and KPO joined in a Community Chest broadcast November 10. The benefit originated in KGO-KPO studios and was piped to KSFO, KFRC, KYA, KJBS and KSAN.

Jim Pool, publicity, has written a song. Not his first but it's the maiden effort to receive public performance. Paul Martin and His Music program presented it on two network broadcasts November 27 and December 1. Title: "Blue Sea, Blue Sky," and Jim says it's a little bluer than blue. Songbusters sang it and it clicked.

"The Loud Speaker," KGO-KPO house organ, formerly put out by Sales Promotion, has been turned over to the Mail and Guest Relations staff. Jack McDermott was named editor-in-chief. His staff includes Jack Ulrich, Neil Shaver, Bill Emery, Joe West, Bob Gray and Harry Mayhorn. It comes out semi-monthly.

Production Chief Bob Seal has been elected president of the NBC Athletic Association, vice Supervisor "Buddy" Sugg, has volun-

teered for service in the U. S. Navy. "Tad" Fullaway, engineer, also went Navy and three other members of the technical staff are on the naval communications reserve officers list. They are Chief Engineer Curtis Peck, Edward G. Callahan and James W. Summers.

There was a buffet supper party and dance for the KGO-KPO outfit, at the Sir Francis Drake Hotel, October 18. Pretty, too. Center-piece of the festive board was a huge ice vase. "Jo" Elletson and Lois Reedy, had a lot of fun placing the posies in this rigid, frigid receptacle.

Phil Hanna of the Three Cheers singing trio, passed the cigars September 18 to celebrate the arrival of little Miss Lynne Hanna.

Jennings Pierce, director of educational and agricultural programs for the western division, was master of ceremonies at the Los Angeles County Fair in Pomona, September 13-29.

Engineer Frank Barron and Malcolm Johnson, were boyhood friends in Vicksburg, Michigan. World War No. 1 separated them. Malcolm now Dr. Malcolm Johnson, oculist, saw Barron's picture in a KGO-KPO display window, looked up his old friend and the reunion has developed into a protracted meeting. They had been working within four blocks of each other for years and never knew it.

Press Department of KGO and KPO worked out a novel but efficient plan for handling all the telephone calls about political broadcasts during the national campaign. These were listed on a large blackboard, visible from the entire department. Answers were easy and Jim Pool, left, and Edward Pickett, saw to it that the listings were accurate and up to date all the time.

Cleone Pottenger has resigned as secretary to Alex Haas, head of artist service at KGO and KPO, to take a position with S. Hurok, booking agency in New York. Ethel Campbell transferred from auditing to fill Cleone's place. Betty Milligan went from typing to auditing

(CONTINUED ON FIFTEEN)

William R. McAndrew

Niles Trammell, Frank Mullen and Alfred H. Morton recently made a special trip to Washington to look over the television situation in that city. The problem confronting NBC was the acquisition of suitable property to be used for Television studios. After a careful survey of all available locations had been presented to them, with the Wardman Park Hotel Theatre recommended as the one most suited to the needs of Television, the Radio City Executive Party arrived in the nation's capital to complete official arrangements. Contracts for the Theatre and other hotel space to be used for Television purposes were signed by Mr. Trammell for the National Broadcasting Company and John Carson, President of Washington Properties. Upon the completion of business matters the visitors from New York were entertained at a reception given by the Washington staff.

Washington will play a vital part in the future of Television for its

SAN FRANCISCO CONTINUED

and Beth Gardner rejoined the staff for the typing spot.

KGO-KPO accepted the open house invitation to visit and tour the plant of the San Francisco Chronicle during National Newspaper Week. Manager Al Nelson headed a delegation of 35 for the trip.

Following the general NBC policy of separating Red and Blue Sales, Frisco has turned local sales for KGO, the Blue station, over to Ray Rhoades and King Harris, salesmen, Ann Holden of the Home Forum, and Secretary Florence Larsen.

Glenn Ticer, salesman, Gladys Cronkhite of International Kitchen, and Secretary Lois Reedy, are on the Red group. Gene Grant is head of Blue network sales and Harry Bucknell has the corresponding position for the Red. All of which was worked out by General Manager Al Nelson and Sales Manager Bill Ryan.

King Harris, of KGO-KPO sales, and Betsy Lambie were married November 2.



geographical position makes it an important adjunct to any type of Television network. No key link would be possible if Washington were excluded. As a potential source of programs Washington affords a notable variety, particularly adapted to the Television camera. The city, rich in historical and architectural points of interest is capable of providing a number of unusual programs which will bring the wonders of our capital within the reach of everyone.

A real NBC wedding took place in September, two prominent employees in Washington being the principals. Miss Phebe Gale became the bride of Vice-President Frank M. Russell. The ceremony was performed in the New York home of President Niles Trammell.

Upon the return of Mr. and Mrs. Russell to Washington the staff of WRC-WMAL gave them a reception at the Carlton Hotel. Representing Radio City at the reception were President Trammell, executive Vice-President Frank Mullen and Vice-President Alfred Morton. A sterling silver service was presented to the newlyweds by the Washington staff.

Charles "Bud" Barry, night supervisor in Washington, has been a very busy man recently. During the election campaign he was assigned to Republican presidential candidate Willkie and travelled 7,000

miles with him, rarely stopping for more than a one night stand. Returning to Washington long enough to say "Hello," Barry left again on a two months' trip organizing the "Mile of Dimes" campaign for the President's Birthday Ball.

Another traveler is Carleton Smith, assistant manager and presidential announcer, who has been commuting between the capital and Hyde Park as well as way points.

A number of changes have marked WRC-WMAL operation since the last issue of the Transmitter. Bill McAndrew, news editor, has resigned to accept a position as news editor of a popular radio trade paper. Tom Knode, who has been with the NBC newsroom in Washington for three years, takes over McAndrews' job which recently was combined with publicity. Martha Cosgriff has become secretary to commercial manager John H. Dodge and Miss Margaret O'Neil, formerly with the Federal Bureau of Investigation, takes over Miss Cosgriff's duties. Fritz Balzer, who has headed the music library, will add to his other duties the position of music rights supervisor. To help him in this work he will have Jim Seiler, who also handles sound effects. Bill McCall has been promoted from the page staff to the music department.

ATHLETIC ASSOCIATION

AA DANCE AT WALDORF-ASTORIA

The Dancing Committee headed by Mary Coyne certainly stole the thunder from all the other AA activities this past month by staging the most spectacular dance that has been seen in some years. We don't know if it was the lush setting of the Starlight Roof at the Waldorf Astoria; or the grand music and entertainment provided by Dinah Shore, Dixie Mason, Jack McCarthy, Ed Herlihy, Paul Laval, Henry Levine, and all the boys; or that everyone was in a Beat-me-daddy-eight-to-the-bar mood, but we can say that we haven't seen so much real fun and enjoyment crammed into such a seemingly short space of time since our first party in long pants.

From more stately rhythms to the vigorously executed Conga, it was well demonstrated that when it comes to matters Terpsichorean, NBCites can really put feet and beat together.

A smoothie of a Chamber Music Society of Lower Basin performance was presented complete with eighteenth century powdered wigs. To the complete delight of a throng representing every office and division of the company, Jack McCarthy donned one of the mentioned wigs and presented Dinah, Dixie and the gang in some truly solid sending. This, needless to say, only spurred the dancers on to higher achievement when the floor show was completed.

To say that the dance was successful is a gross understatement. As the evening wore on and things got well under way, it was literally SRO. As for the girls, well they look lovely around the office it's true, but when you saw so many in such a gay profusion of evening gowns and the latest Network Red nail polish—the word isn't to be found in Webster and we're at a loss to create one.

SKATING

Miss Mary Zostant of Research Division heads the NBC Roller Skating Club which held a skating party at the club's official rink, namely, Gay Blades on the Great

White Way just two weeks ago. It seems that Mr. Robert "Bob" Jones of Research didn't grasp the instructions quite as well as he should have because he and Miss Zostant met the floor with such verve that they both had to be carried from the rink. We might add this puny bit of advice that "practice makes perfect" and best wishes for lesser and lighter tumbles. Plans are now being organized for another meeting, (without the falls) of the Roller Club within the next few weeks. Notices of this coming event will be sent to all employees . . . Let's go roller skating!!

BOWLING

Early winter winds curtailing the continuation of most outdoor AA activities, focus the spotlight on bowling, throughout the long winter months. The bowling group under the direction of George Milne, Engineering, consists of eleven male teams and one hard fighting ladies' team.

With about one-third of season gone the Auditing team remains in the lead, having won seventeen out of twenty-one matches, giving them an average of 815. Engineering 2, in second place has also won seventeen out of twenty-one matches, with the slightly lower average of 796. In eighth place are the ladies with an average of 609.

The individual averages show Nicol, of Auditing, last year's runner-up, in the lead with an average of 177 for twenty-one games played. His nearest contender is Rubin, of Auditing, who has maintained an average of 173 for eighteen games played. The winner of last year's individual competition, Frank Heitmann, is still in the running, holding down fifth place with an average of 168 for twenty-one games played.

Each year the Radio City Alleys donate a turkey to each team at Thanksgiving time, to be bowled for on "Turkey Night." High score man on each team for the evening can forget his dinner problem for Thanksgiving Day, secure in the possession of a hefty gobbler. High score of the evening was George

Milne, of Engineering, who possesses the bird with a score of 213. Steere Mathew won the bird for Traffic, with a score of 212.

TENNIS FINALS

Wind-up of the NBC tennis tournament found the trophies, for the second consecutive time, in the hands of Joe Merkle, winner, and Paul Rittenhouse, runner-up.

Jim McConnochie, who advanced steadily in the early stages of the matches, was defeated by Rittenhouse, leaving the two finalists of last year free to face each other again in a finish fight.

In a hard fought, no quarter match, the smashing attack of Merkle proved too much for Rittenhouse and the former again emerged victor.

BASEBALL

The NBC baseball team recently completed a closely contested season by winning a post-season, three game, series with the Yonkers "Ramblers", local city champions. The Yonkers nine had previously boasted a twenty-one consecutive game win streak, but the fast ball hurling of Connie Nicholas, left handed mound star beat them twice, 4 to 2 and 8 to 6. George Flood, Nicholas' battery mate during the regular college season led the hitters with a 400-foot drive, the longest ball hit all season.

In a recapitulation of the regular season, the Radio City club finished a close second in the first half of the New York Film League, and fourth in the second half. However, a 5 to 4 victory over our brothers from RCA, Camden, the first in the series for NBC, and two close games with the American Legion nine, champions of New York played in the Polo Grounds, compensated for the disappointing showing in league competition.

The consistent hitting of Bill Little, Manhattan College infielder, who led the team in batting, very closely followed by Jack Wahlstrom and Dorm Albert indicates the possibility of a champion nine next season. Like the Brooklyn "Dodgers" fans we are content to "wait 'til next year."