

NBC TRANSMITTER

MARCH, 1941

90 ROCKEFELLER PLAZA
GENERAL LIAISON
NEW YORK



DAVID SARNOFF



David Sarnoff, President of RCA and Chairman of the Board of NBC, was given a party by his friends on February 27th—the occasion, his fiftieth birthday.

One week later, Mr. Sarnoff announced that the world's largest radio research laboratories will be built by the Radio Corporation of America, at Princeton, N. J. It will be known as "RCA Laboratories," and will be the headquarters for all research and original development work of RCA, and for its patent and licensing activities. The new organization is planned to promote the growth of radio as an art and industry, and to meet the expanding demands of national defense.

A further purpose, Mr. Sarnoff said, will be to facilitate the creation and development of new radio products and services which will provide new business and new employment for the post-war period. Under the impetus of emergencies intensive research creates new instrumentalities, and further research and development are necessary to adapt them to use by the public.

"To equip our research staff with the best and most modern facilities and conveniences, we have purchased a large tract of land at Princeton," said Mr. Sarnoff, "upon which we will erect a laboratory building which will in-

RCA Laboratories

clude a lecture auditorium and the combined technical and patent libraries of the RCA organization. We hope to have the building completed before the end of this year.

"We believe that this step marks a milestone in the progress of radio. Such important fields as television, facsimile, electron optics, wave propagation and ultra-high frequencies open to radio a future even greater than its past. The developments in these fields will contribute to the creation of new industries and to the improvement of existing services.

"More and more of our research work is being concentrated on problems of national defense. The new RCA Laboratories will make it possible to increase these efforts and to insure the maximum use of our research facilities for defense.

"The achievements of modern radio," continued Mr. Sarnoff, "are also capable of increasing and improving our industrial output in many lines. By the application of electronic devices to industrial processes the Radio Age promises to electronize modern industry, just as the application of electrical devices to industry at the beginning of this century created the Electrical Age.

"By the establishment of the new laboratories radio quickens its pace alongside the older industries—electrical, steel, automobile, wire communications, chemical, metallurgical and others—which, through research, have contributed to the industrial leadership and progress of this country. It is through invention and the practical applications of research that American ingenuity has raised the standards of living in the United States above those of any other nation.

"No new industry in the history of this country has made greater strides than radio, or contributed more extensive benefits to people in all walks of life," said Mr. Sarnoff. "Research, which has enabled American industry to develop new products, new services and new employment, has also been the greatest factor in the continuing advancement of radio."

TELEVISION

Noran E Kersta

Since the first of the year, the National Broadcasting Company has continued transmitting sporting events from the Madison Square Garden and other arenas in the area, two or three times a week. Among these sporting events were basketball, hockey, boxing, wrestling and track meets. Of most importance was a series of six indoor track meets from the Madison Square Garden ending up with the K. of C. track meet on Saturday, March 8th. Two other outstanding events televised were the finals of the Golden Gloves Boxing Tournament, and the Tournament of Champions from the Garden.

On January 24th, a demonstration was given to the FCC. For the first time, the RCA-NBC demonstrated home projection type receivers with viewing screens 13½x18 inches. Also, it was the occasion of the longest radio relay pick-up of a television program on record. The mobile television pick-up units were stationed at Camp Upton, Long Island, where scenes of army life and induction of selectees were picked up and relayed by three radio links to our Empire State transmitter. This was a radio relay path of 62 miles. The radio relays were developed as a means of networking television programs from city to city.

Part of the demonstration program was witnessed in the New Yorker Theater on a movie size screen 15x20 feet. All those who attended the demonstration expressed complete satisfaction and surprise with the results achieved in large-screen television projection. This demonstration was part of a study of the television situation, conducted by the FCC at that time, prior to hearings which were held on March 20th. One of the issues discussed at these hearings was the commercial possibilities of television for the near future. The television industry is now looking to the FCC for the new regulations which will incorporate the Commission's decisions on the problems of standardization and commercialization.

PRODUCTION

Realignment

A realignment of the NBC Program Department was announced by Sidney Strotz, vice president in charge of programs, in which separate managers were appointed for the Red and Blue Networks operated by the Company.

Phillips Carlin, former sustaining program manager, was appointed to head the Red Network, and William Hillpot, formerly of the Artists Service, was appointed Blue Network program manager. This places both commercial and sustaining activities of each network under one head.

Strotz also announced the creation of a new Program and Talent Sales Division of the Program Department which will include the personnel transferred to this new division from the NBC Artists Service. Miss Bertha Brainard, formerly manager of the Commercial Program Division of the Program Department, becomes manager of this new division.

The New York Production Division has been expanded. Wilfred Roberts continues as manager and is responsible for the New York continuity, announcing and sound effects sections. Lewis Titterton, manager continuity section; Patrick Kelly, manager announcing section; and N. Ray Kelly, manager sound effects, report to Roberts.

New York Production additions include William Wilgus who has been associated with outstanding orchestras and is a new popular music director. Charles Schenck, with radio since 1928, comes to us from Chicago, as does Bruce (Prof. Kaltenmeyer) Kamman. Ray Buffem is from Oklahoma City. Jack Meakin from Frisco handles musical shows. Anton Leader, dramatic director, was Production Manager of WMCA. Eddie Dunham does the Tommy Dorsey and Firestone programs and spends the rest of his time in the Music Division.

Mary Kennedy, secretary to the Production Manager, is leaving NBC to devote full time to her home. We wish her every happiness. Helen Sweeney, formerly secretary to Mr. Titterton, takes over her duties.

CLARENCE L MENSER

National Production Director

Clarence L. Menser has become NBC's first National Production Director supervising and coordinating the work of all network programs, including those at the division offices (New York, Chicago, Hollywood) and on M & O stations. Mr. Menser is not new to NBC, but in view of the importance of his work we think another look at the record is in order.

Mr. Menser was Professor of Speech at the University of Utah and was closely associated with the work of the theatre there. He later went to Knox College and established one of the first Departments of Drama in an American College. The year 1929 he spent in Europe studying the theatre.

PRODUCTION AT 711

When he returned to New York, John Royal brought him into Radio City as a dramatic director. In this position he launched a number of highly successful shows. Among the most interesting of his programs was the Miniature Theatre. One of the very first network half hour dramatic shows, it featured such prominent stage players as Otis Skinner and Basil Rathbone. He also supervised and collaborated in the original presentations of *The Goldbergs*.

CHICAGO MANAGEMENT

As a reward for his success in New York, Mr. Royal sent him to Chicago to take charge of production in that division. The results were impressive. During the period that he served as Production Manager of the Central Division some of the finest radio players were developed, a considerable series of successful coast to coast shows were built and Chicago became more and more a vital contributor to the networks.

Don Ameche, Raymond Edward Johnson, Allan Joslyn, Chicago Script Head Bill Cooper, writer Arch Oboler, and among programs Vic and Sade, Mary Marlin, Irene Rich and *Lights Out* are but a few of the names associated with Mr. Menser's administration.



As an experiment, in May of last year, Mr. Menser held a daily class in radio for the period of a month. It is ample testimony to his rating with his associates that many of the busiest and best established artists on the air made a point of enrolling and attending the class despite their exacting schedules.

Before returning to Radio City in his present capacity, Mr. Menser was Manager of the Chicago office of the Gardner Advertising Company. He recently returned from a trip to Australia, New Zealand, Honolulu, Tahiti and the South Sea Islands. In the course of his travels he had occasion to meet all the important figures in radio in that part of the world. While in Australia he was entertained by Sir George Beebe, Chief Justice of the Australian Court of Arbitration.

Mr. Menser's work marks an interesting advance in the broadcasting industry. The overall planning and coordination of every production point is designed to produce smoother programming and greater benefits to the listening public. The problems of broadcasting in times of national emergency are and will continue to be demanding ones. The National Broadcasting Company is proving its fitness and ability to function under the most exacting conditions by lining up its divisions and departments into an efficient and responsive unit.

NAMES IN THE NEWS

Radio City

Juan de Jara Almonte has been named Night Program Manager of NBC. Mr. Almonte has long been a gracious host to the distinguished guests who have visited Radio City.

Gilbert Martyn has been appointed to head the announcing school conducted by NBC according to Pat Kelly, Supervisor of Announcers. Martyn succeeds Dan Russell who resigned to become associated with Pan-American Grace Company. Martyn, member of the New York announcing staff, has as his assignment the training of NBC's future announcers, and takes over his new duties with a formidable background in the educational field supplementing his A.B. and M.A. degrees with a course at Columbia University leading to the degree of Doctor of Philosophy.

He is also director of the newly organized Inter-College Faculty and Student discussion group which embraces colleges of seven states, the purpose of which will be to afford opportunities to members of the groups to exchange visits with the respective colleges and to air their views on modern day education in relation to its effect on economic developments in the future.

Hudson Hawley, news editor of the International Division, and Fernand Auberjonois, chief of its French section were due to appear before the members of the Honors College of Wesleyan University, Middletown, Connecticut, on Wednesday, March 26, to tell of the Division's work in shortwave broadcasting of news and opinion. In late January, Mr. Hawley spoke before the Faculty Discussion Group of Connecticut College, New London, Connecticut, on freedom of radio and the press, and later before two classes of students at that institution on International's personnel and problems. On April 8, he is due to address the Bronxville, N. Y. Post, American Legion, again on NBC's "Tower of Babel."

Mr. Franklin Butler, graduate of Dartmouth, AB, and the University of Michigan Law School, LLB, has



GILBERT MARTYN

recently been added to the legal staff, replacing Henry Howard, Jr. who resigned. Mr. Butler studied in the Sorbonne in France and has been admitted to practice in the State of New York.

Mr. E. Gardner Prime resumed work as a member of the New York Legal Department on Monday, January 6th.

Marks Levine, NBC Concert Service, returned Monday, March 3rd following a long and serious illness.

Married: Janet Fitch (Continuity Acceptance) to Edwin G. Beal, Jr., October 5. Mr. Beal is struggling for a Ph.D. in Far Eastern studies at Columbia University, after several years of teaching in Japan and China. Graduate of Ohio Wesleyan University, member of Phi Kappa Psi.

Miss Ann Morgan has been engaged as Secretary-Stenographer to Mr. A. L. Ashby, Vice President and General Counsel. Miss Olive E. Binz, who was temporarily assisting in that capacity, is presently acting as Secretary to Mr. E. Gardner Prime.

Mr. Everett K. Deane, Columbia College, '39, has been engaged as law clerk. Mr. Deane is a second year student at the New York Law School.

Robert "Bob" Baldwin, assistant to Harold E. Bisson, Manager of

(CONTINUED ON SEVEN)

th tranzmitter, atenshun editor.

deer ed,

you probly think that i am stuk bak heer in th infermashun divishun wachin over my milyuns an all an sort uv out uv tuch with goinz-on aroun guess relashuns an th male rum. well, such iz not th case. so, bizzy as i am, ill relate sum uv the stuf ive herd brooted abowt.

for th benifit uv thozе uv yoo-hoo seldom get into th offis sekshun, its reely not so bad, watt with beootiful blons wawkin aroun an coca-cola masheens an all. uv corse we dont hav ar-condishuning, but i ges yoo cant hav evrythin. well, as i started to say befor i inerupted myself, an awful lot has happend lately. flash! a comuni-kay frum th hi coman sez that do to th increest yoos uv metal by th goverment, all bras buttins on uniforms will be replayst by lether ones. unflash.

heer we go. among thozе hoo hav discarded there uniforms an will hav to ware out there own cloze frum now on ar TOM (great-stuff) DE HUFF, hoo haz gawn up into saylz promoshun. th uther day he calld down to see if we new watt size elephant cud be put on th rapper uv a candy bar. it makz yoo wunder watt they spen there time doin up stares. ED NELSON will now x-cept continuity frum eny one hoo haz eny. HARRY BLACK iz in script, so if yoo hav eny complaynts, see him. GEORGE WALLACE, hoo yoost to beet peepil off with a club on the g.r. control desk, is now up in saylz selling spotz an locals, watterv that meens. taking his place on th desk is JACK NEHER, hoo haz discarded th club idea. he will now shoot on site anyone hoo asks for a tikit. JOHN KENNEDY, manestay on th mez desk for nye on sixteen yeers, left it for teknikul servis, wich iz a fancy name for enjineering, i ges. frum the male rum ELDRIDGE PACKHAM jumpt aroun like one uv thozе mexican beens, firs to th muszik divishun then up to muzik libry. heerz a hot one: BILL ORANGE replacez JOE JENKINS in genrul servis, hoo replacez JACK LEONHARDT, hoo resined, az asistent pos-master genrul with GENE KENNEDY in th male rum. phew! JIM GUIDER haz taken up rezidense in the awditing dept. he al-

(KONTINYOOD ON SICKS)

SKI PARTY

in the Poconos

A total of 58 skiers left New York early Saturday morning in 15 private cars, arriving at the Lodge for lunch. At lunch, arrangements were made for 21 beginners to take professional instruction. About 25 others were taken on novice trails by Mr. Goodale in Television and Mr. Jack Melville—a personal friend of Mr. Glenn Payne's who volunteered his services. The rest went off by themselves or to Buck Hill Falls where there were steeper slopes and a tow.

There were added attractions of tobogganing and ice skating to keep the group outdoors. The toboggan slide caused quite a bit of excitement since it consisted of solidly packed ice—500 feet long. A few took advantage of the opportunity to go dog-sledding.

After dinner on Saturday there were horse races followed by dancing to recordings. Some preferred to go outside to a village square dance which was quite a treat. However, for a Saturday night, it was pretty much like the night before Xmas—most everybody was so tired that long before midnight "not a creature was stirring, not even a mouse."

The stock joke told was the story about the clerical work as the carloads were being revised and planned from day to day. At the top of the list was the first carload, ever unchanging—"Sniffin-Sniffin-Stewart and Martin." It sounded and looked like a law firm.

Jimmy James and Murry Harris seemed to be the unofficial photographers and it was nothing unusual to hear someone yell "Heh!" and find yourself looking into either of their cameras.

All 58 skiers agreed it was one of the nicest NBC parties yet and, despite aches and pains and bruises, have been clamoring for the next trip.

As we go to press the members of the second NBC Ski Club safari have just returned from two days at North Creek, N. Y. with tanned hides, Alpine muscles and some tall stories. Reports have it that last trip's beginners were doing

SWEETHEART

of Sigma Tour



Betty Randall, who sings them so warmly on the Blue Network, was inducted as an honorary member of the NBC Guide Staff. W. G. Martin, Manager of Guest Relations, set an example of restraint and decorum for his men.

five mile treks this time and that progress in general was so great that an Army talent scout wanted to sign them on the spot as ski troops.

There was a genuine "native" barn dance which was liberally intermixed with NBCites.

For those of you who put a fine point on such matters—In the upper right corner coming down at you are Elaine Martin (Exec.) and Grace Sniffin (Treas.); sliding down the first stripe we see the finish of the toboggan, Ashton Dunn and Helen M. Korday (Personnel) with Elsa Rudiger (Rad. Rec.) in the background; Lucille Lizotte (Gen. Ser.) taking time out; and Elaine Martin learning about dog sledding. . . . At the left end of stripe two, Florence Marin (Blue Sales), a guest, and Alice Cook (Television) display the latest in smiles; Dorothy Lewis (Gen. Ser.) manipulates the skis; Virginia Kelly (Red Sales) and Evelyn Sniffin (Spot Sales) greet each other in passing; Walter Giebelhaus and Dorothy Lewis

(CONTINUED ON PAGE SEVEN)

LET'S GET ACQUAINTED

The tennis court in back of the Hotel du Parc in Vichy is a long way from Room 302, and the Emperor of Annam plays a better game than John Q. Public. Besides, he doesn't ask so many questions. Ask Anita Barnard. She knows.



The lady who sits surrounded by cackling typewriters and screaming telephones, calmly soothing that insatiable bird, curiosity, knows all the answers. At least she did, until her phone rang and someone asked her point-blank why the devil he was seeing television in color when nobody else was.

Miss Barnard of the Information Division of the Information Department, as they are wont to call it, has, in spite of herself, become a malleable combine of Beatrice Fairfax, the Encyclopedia Britannica, Dale Carnegie, and the Gallup Poll. Sounds foolish? How else would you describe somebody who is practically mother confessor to an average of 38,000 souls a month? And that's a conservative estimate of the number of monthly inquiries, mail, telephone, and personal, that pour into the Information Division.

A haven for the uninformed, room 302, has grown, in its three years of life, to the point of indispensability.

For your mastication and digestion, the Information Division is comprised of ten individuals, nine of whom are slightly mad. Their heads bursting with consequential facts, they grope their way home at night babbling, 'Yagottawritein-twoweeksaheadfortickets!' The tenth? Miss B. Four years of rubbing elbows with the royal family of Sweden, sipping tea with Edith Wharton and Anna Case, musical soireeing with Stravinsky, Chaliapin, Rachmaninoff, and Paderewski, and, oh, yes, playing tennis with the Emperor of Annam, have made her feel quite at home with John Public or John Public, Esq.

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EDITOR Charles L. Turner
ASSISTANT EDITOR
Herbert Warren Wind
CIRCULATION MANAGER
Tom De Huff
ASSOCIATES Steve de Baun
Jim Manilla
Charles Norwood
Raine Thomas
Margaret Wyvill

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

DEER ED KONTINYOOD

wayz wuz gud at figgers. an muzikly speekin, AL BENGTSSEN, grad-uut uv th artis servis clas, now haz a desk uv hiz very own up in concert servis, wile ADDY AMOR iz a feeld representativ for th servis. JACK CRUTCHER haz becum a tulfleged parlay-voerer in internashnul. PAUL HUTCHINSON is informing th publik like mad frum rum 302 insted uv th nynth flore.

a buck (thatz one \$ to thozе uv yoo-hoo liv in noo jersy) to enyone hoo can ges th number uv fellows hoo hav left us for th army, eether by invitashun or vol. no takes? 22. amung ar fettered frens ar: JOE BURGER, RALPH KENDALL, PHIL HARTNETT, JIM (very-few-hares-left) NIX, JACK REYNOLDS, BILL O'MEARA, KEN (you-no-me-al) FEES, STU BILLHART, PETE KUCHMY, TOM (did'nt-get-to-bed-last-nite) CANNING, JACK MC FALL, BILL WILEY, BOB PARKE, ED (theres-no-l-in-my-name) ROFF, BILL MIDDLETON, (the) BARON CHANDLER. well, hoo iznt theez days?

well, ed, ol kid, i ges ive bent yoor eer long enuf. i hope i showd yoo i hav bin keepin up with things, evin tho i spen so much uv my time countng my milyuns (it sez heer), that i barely hav time for a kwik cup uv java durin th day. hopin yoo ar th same, i am

yoor fren,

scoop

(x) my sinichur.

WASHINGTON

Station WMAL has dedicated and put into operation its new transmitter located in nearby Montgomery County, Maryland. The \$200,000 plant went on the air the first part of February with an increase in power to 5,000 watts day and night. Engineers Wadsworth, Fischer, Burg, Simmons and Rogers accomplished the transition from the old downtown transmitter to the new without a hitch. Their biggest reward was a home-cooked meal from the kitchen of the four-room apartment in the transmitter building.

The building is of colonial design and, in addition to the modern apartment, contains a large transmission room, a high voltage room, and a workshop. The new transmitter was appropriately dedicated with a special program from the WMAL studios. Participating were William S. Hedges, Vice President in Charge of Stations; Kenneth Berkeley, station manager; Fleming Newbold, Vice President of the Evening Star which owns WMAL; and representatives of various community interests.

THE START OF THE MILE

The NBC Washington-Evening Star Mile O' Dimes campaign was concluded on February 1 when co-directors Announcer Bryson Rash and Star Radio Editor Bill Coyle turned over to Major-General Watson, presidential secretary, more than \$27,000 in dimes in a special ceremony at the White House. This represented an increase of \$10,000 over the amount collected last year. Credit for the success of this year's effort goes to Rash and Coyle, to Announcer Dorian St. George who contacted the government departments which were the greatest source of contributions, to Kibitzers Larry Marino and Toby David who entertained at the street stand, and to Auditor Rudy Coldenstroth who handled the money bags.

WRC-WMAL first launched their Mile O' Dimes plan in 1939. The Committee to Celebrate the President's Birthday was so pleased with the returns that it borrowed

Tom Knode



Station WMAL's new transmitter, showing the transmission building correct in Colonial, and three of the four 400-foot towers.

Night Supervisor Charles Barry, the director of our first two campaigns, to organize similar drives at other stations throughout the country.

BAGATELLES

New faces: Bill Neel, transferred from N. Y. Press . . . Engineers Nick Close and L. A. McClelland also N. Y. transferees . . . Semi-new faces: Engineer John Stetson, from summer relief to permanent status . . . Marge Brown, retired front-office secretary, back in re-emphasized music department . . . Seen at ATE Dance at the Carlton: Announcer Don Fischer Washington's foremost class 1A man, and his financée . . . Virginia Hawk swinging without benefit of music . . . Around-the-office circuit: Musicman Jim Seiler with hair bleached a new shade by a Florida vacation sun . . . Salesman Stanley Bell with his hand in that GHA envelope . . . Sales Promotional John Marshall Dinwiddie (he insists on it all) back from a "meeting" trip to New York . . . Hostess Rose Ewell answering fan letter from Manila. Rose can expect mail from Tibet now that the power's been increased.

NAMES IN THE NEWS CONTINUED

Promotion Production was favored last month with a surprise send-off party. Bob is a member of the old Seventh Regiment and was recently called into service at Camp Stewart, Georgia.

Ethel G. Sharn of the Budget Office is convinced that Charles B. Bardong is the one and only.

Howard Selger of the NBC Research Division was married to Miss Claire Asplint of Metropolitan Life Insurance Company on February 8 at Bergenfield, New Jersey.

Edward Broadhurst of the Graphic Section of the Research Division became engaged to Miss Grace O'Neill of Nevins Church Press on Saturday, January 11. The wedding date has been set for June 14 at the Little Church Around the Corner and the couple plan to honeymoon at Cape Cod.

William S. Sampson, formerly of Lever Brothers, Cambridge, Massachusetts, has joined the ranks of the Research Division. What's the attraction that draws him back there weekends???

Norman Cloutier is in Radio Recording as Music Advisor. . . . Leighton Blood has joined the Press Department as trade publications contact. . . . Harry B. Summers is educational contact in Public Service. . . . Irene Kuhn joins Press as a writer. . . . Beatrice Eiges is in the office of Director of Talks William Burke Miller. . . . Arthur Force may be found in Special Events. . . . Edward J. Hornick and John L. Bauer are now with Concert Service. . . . John Kennedy has entered Technical Services. . . . John Tracy draws his check from Radio Recording. . . . Maynard Stitt swells the ranks of Press. . . . Arthur Anderson leaves Mail for Reference Recording. . . . Burt Adams is relating stations. . . . Otto Brandt likewise (say this thing is catching on). . . . Dorothy Schute can now tell you all about the Treasurer's office. . . . Bill Hanna bypasses Duplicating for Air Conditioning. . . . Ann Kent Spots Locals. . . . Bill Neel went from New York Press to Washington Press. . . . Leslie Vaughan is in Auditing. . . . make it Howard Cann to Blue Sales. . . . Don Campbell to Jr. Sales—Blue. . . . Announcer Leon Leak is called to the colors. . . . Phil Falconi (Engineer-



ing) is in the Army where he may run into Jack Anderson (Sound Effects).

SKI PARTY CONTINUED

(Gen. Ser.) are seen near the toboggan; Dorothy Michel (Traffic) takes to the ice; Miss Korday and Dudley Goodale (Eng.), who organized the ski trek, survey the results of their work. The third swath finds Dan Schmidt (Rad. Rec.), Helen Cooper (Tele.) and Margaret Wyvill (Red Sales) exuding joie de vivre; Don Castle (Eng.), Miss Korday and Mr.

Goodale in return engagement; Harry Wightman (Mus. Lib.), a guest, Mrs. Wightman, another guest, and Matt Boylan (Purchasing) try seated transportation, Murry Harris is caught in the act. And if you are still with us, the next and last band reveals Elaine Martin again, with Jessie Stewart (Treas.); Charles Wall (Prog.) doing a little infiguring exercise; one of the day's visual treats; and down right it's Onawa Lodge, in the Poconos. Down left Alice Bradford (Press) and guest Martin Rypins embark.

CHICAGO

THERE'LL BE SOME CHANGES MADE

Three new studios and eight new offices are being built at the NBC Chicago studios. Howard C. Luttgens, Central Division engineer, drew up the plans for the new facilities, made necessary by the constant growth of Chicago as a broadcasting center. J. C. Strang, NBC New York construction engineer, is supervising the building. In approving the construction, Harry C. Kopf, General Manager of the division, pointed out that in 1928 the NBC Central Division headquarters consisted of one studio and two offices putting on one program a day. "Now, when the new studios are completed about April 1," Mr. Kopf commented, "we shall have 13 studios in which will originate more than 1,800 programs a month."

The new offices will provide quarters for the Radio Recording Division, Program Traffic, Communications, Night Manager, and Musical Director. All the new studios and offices will be completely air-conditioned. Plans also call for expansion of the present Radio-Recording facilities and for the complete renovation of Studio A.

WE ARE SEVEN

Seven WENR veterans who came to NBC with that station on March 1, 1931, celebrated their tenth anniversary with the company at a special luncheon. Among those present were Paul McCluer, Red Sales manager; Ed Boroff, Blue Sales manager; Engineer Harold Jackson; B. G. Swift of the Program department; and Organists Larry Larsen and Irma Glen. All seven—last of the band which invaded the studios in the Merchandise Mart a decade ago—regaled each other with tales of the pioneer days.

Coincidentally enough, the celebration of this tenth anniversary was preceded a few weeks by the sale of the old WENR transmitter property at Downers Grove to the Great Lakes Carbon Corporation. The new owners plan to convert the "Voice Of Service" building into a research laboratory.

WENR and WMAQ joined with



Kissing The Boys Goodbye: Evelyn Lynne, congenial NBC singer, blows a goodbye kiss to three Chicago employes "off to the service".

the Chicago Daily Times in running the "Mile O'Dimes" campaign in Chicago. At the end of the drive, NBC turned a check for \$16,538.40 over to Herbert Lorber, Chairman of the Cook County Chapter of the National Foundation. Special Events manager K. D. Fry, George Bolas, and John Thompson handled most of the details of the successful campaign.

Judith Waller, Educational Director for the NBC Central Division, has been honored on two occasions since the publication of the last NBC Transmitter. Her first honor came when the School Broadcast Conference presented Miss Waller the First Annual Award of Merit "in recognition of her services to radio education". Following on this, Theta Phi Eta, the national professional speech arts fraternity, elected her to honorary membership and initiated her at Northwestern University.

IN THE SPRING, YOU KNOW

Durwood Kirby, popular stooge for Ransom Sherman on the NBC Club Matinee and NBC Central Division announcer, caught the rhythm of St. Valentine's Day and became engaged to Mary Paxton,

Dan Thompson

pretty radio writer and announcer of the Stack Goble Agency. Kirby was encouraged to take this step by Announcer Dave Garroway who married Miss Adele Sawyer on February 15, and by Announcer Henry Cooke who sauntered altarward on February 19 with Miss Mary Fickes.

PERSONAL PARADE

Frank Blatter of Sound Effects has a second child now, a boy. He's comparing notes with W. J. Mc-Edwards, Local Sales, who had his second, a girl, during the holiday season. . . . Grace Beeby, Agricultural department secretary, had a chance to display extra-special NBC service recently when a farmer and his wife came all the way from Arkansas with their 2-year-old son to see a broadcast of the National Farm and Home Hour. Youngsters of that age aren't admitted to broadcasting studios, so Miss Beeby promptly dropped pencils, papers, and program schedules and set about entertaining the baby while mama and papa saw the big network show. Miss Beeby was once a baby herself. . . . Hit of the year in Wheaton is Special Events manager K. D. Fry's singing with the P-T-A double-quartet. None of the boys at NBC knew he had a musical note in him, for all they ever hear is "No!". . . . Howard T. Crissey, NBC Chicago engineering stock clerk, swaggers around these days. Crissey bowled a perfect 300 while showing off before NBC Champs Ed Davies and George Bolas. That Press gang, incidentally, is still trying to learn to bowl, but the secretary of the outfit is regularly bribed to hide all scores. . . . The envy of the Engineering department is Curt Pierce who spent six weeks in Miami monitoring the Dr. I. Q. show. Irma Glen, Agnes Seward, Fort Pearson, Bob Brown, Ray Neihengen, and Adele Crawford were others who went south for spring training.

So you can see that Spring finds Chicago flexing its muscles and looking about a bit expectantly for new red and blue fields to conquer.

ATHLETIC ASSOCIATION

BASEBALL

The NBC baseball team, disregarding the recent heavy snowfall, issued plans this past week for the coming diamond campaign.

"The prospects of a championship nine this Summer is no longer a mere possibility", according to Jack Wahlstrom, playing-manager for the past few years. "With such returning veteran stars as Connie Nicholas and George Flood, former Villanova College battery mates, Bill Little, Manhattan College infielder for the past four years, and those reliable NBC campaigners Frank Crowley, Jack Garland, Eddie Nathan, Dorm Albert and the hard hitting Pete Bonardi returning once again to the diamond wars, our outlook seems the best in recent years."

Again this year NBC will enter the race for the New York Film League crown. The league includes our friendly rivals, Rockefeller Center, and the other usually strong clubs, Paramount Pictures, MGM, Consolidated Film, Simplex and Skouras. Arrangements will also be made to play our brothers, the strong RCA Camden team in a home-and-home series.

Although at present handicapped by bad weather, the boys are shaking off that Winter lethargy in gyms around the city. And from all indications they are getting themselves into condition for NBC's biggest year on the diamond.

BOWLING

From 75 to 80 people have been bowling regularly every Thursday night. Over 100 are registered. The bowlers are proud of their record, feel that they are truly the most active 100% AA group, since you have to be a member of AA to join.

There are twelve teams, representing nine departments. All are men except one team of ladies who, at this point, have won exactly as many games as they have lost in competition with the men—33.

The season ends April 10, and plans are being made for the annual dinner which will probably be held April 17, at which time prizes

will be awarded. New bowlers are always welcome. Get in touch with the Captain of your departmental team or call George Milne in Engineering—Ext. 371.

Mr. McElrath, Engineering No. 2, Room 517; Mr. Nicol, Auditing, Room 600; Mr. Lowell, General Service No. 1, Room 317; Mr. Burholt, Sales Research, Room 300; Miss Michel, Ladies Team, Room 560; Mr. Mack, Program, Room 400; Mr. Kost, Sales, Room 412; Mr. Berrien, Guest Relations, Room 573; Mr. Hayes, General Service No. 2, Room 317; Mr. Mathew, Traffic, Room 560; Mr. Facer, Artists Service, Room 500.

DANCING

Mary Coyne says that dancing classes at Arthur Murray's Studios begin their new series on Wednesday March 1, from 6 to 7 P.M. The vote so far is very heavy on the rumba, conga side. Anyone still interested in coming call her on Ext. 561. \$5.00 for the ten lessons. Excellent chance to brush up for the NBC AA Spring Dance.

RIDING

When we asked Mr. Van Houten for news he revealed that the NBC Riding Club had been readying a "spring announcement" about the second week in March when You Know What happened. Although it postponed the notice, it did not prevent those of the group well stocked with capsule vitamins A, B, B1, C, D86, and V69 from digging out and enjoying their regular Saturday afternoon jaunt in Jersey. For, disbelieve it if you will, many of the boys and girls have been in the saddle all winter.

While continuing the regular Saturday afternoon ride, there are possibilities that a beginners group will be started to bring the neophytes up to the old liners proficiency.

Daylight Saving Time may make practicable a long evening ride and if there are enough insatiabls the afternoo group may continue unabated.

Under the new Athletic Association arrangement, AA members

will have part of their riding expenses defrayed. Present rates are a dollar an hour, but Mr. Showerman has assured Mr. Van Houten that within a very short time the new arrangement will be in effect.

SOFT BALL

Attempting to formulate plans for Spring season right now. Would like to have anyone who is interested write Steere Mathew in room 560 or call him on extension 695. Last year enough men were interested to form two good teams, from which one very good team was chosen. They beat the picked WGY Schenectady boys at the outing and journeyed to Schenectady where they were beaten in turn.

This year Mr. Mathew would like to have at least four teams so that the men could get in some League competition. Also he would like to arrange for the games to be played nearer the RCA base, and will start working on it as soon as he knows how many are interested.

SKATING

Since the last issue of the Transmitter there have been eight ice skating parties arranged by Mary Zostant of the Research Division, one of which was a combination ice skating, dining and dancing party.

Mary Zostant says that among the regular skaters, a great improvement has been noticed; most of them having abandoned the "Figure Eleven" for the "Figure Eight". All this great enthusiasm for fancy figures is no doubt due to an envy for the perfect form of J. L. Hathaway of Engineering.

He flies into space — comes down on his feet

We can't help admit he's graceful and fleet.

To see him you think of a bird on the wing,

To watch the others, oh well, why say anything?

Since the season is fast drawing to a close, we would like to urge everyone to take advantage of the last few parties being arranged for their pleasure and to come out and skate with their NBC friends.

WHAT DO YOU KNOW?

If you've been with NBC three months you should be able to answer correctly five of the following questions; if you've been with us a year or so you should know the answers to at least ten of these questions, but if you're an old-timer — say, three or more years, you shouldn't have to turn to page twelve at all for the correct answers.

—And if you've been with NBC less than six months and you know **all** the answers come to the NBC TRANSMITTER office or send us a picture. We want to look at you.

1. What do the following stand for: FCC, IBU, NAB, BBC, BBD & O?

2. How many NBC affiliated stations are there?

3. What are the titles of Phillips Carlin, Margaret Cuthbert, Janet MacRorie?

4. What is contained in the NBC THESAURUS library?

5. How many NBC studios are there in Radio City?

6. In radio production, what is the meaning of nemo; on the nose?

7. Where are the transmitters for WEA, WJZ, W2XBS located?

8. Define carrier wave. Clear channel.

9. Who is chairman of the board of NBC?

10. Iconoscope and coaxial cable are terms relating to what?

11. Who sponsors the Metropolitan Opera program on Saturday afternoons?

12. At what time do the NBC networks in New York open and close?

13. **Dish-pan, ribbon and tomato can** are terms to describe what?

14. Explain the following terms which have been used in the radio section of Variety: **loop, juve, P.A., spieler, wax.**

NBC newcomers are cordially invited to take the NBC Studio Tour as the best and quickest way of seeing and learning about the broadcasting plant in Radio City. Present your employe's pass at the Guest Relations Division, Room 254, for complimentary passes for the NBC Studio Tour.

DENVER

Evadna B Hammersley



It's "Welcome to Denver" for Gracie Fields, British Relief emissary, whose warm, from-the-soil humor means to the English what Will Rogers' meant to Americans. Miss Fields is the first blonde from the left.

IN THE FOCUS

Tor Torland, one of KOA's crack announcers, takes the first bow. Tor recently led the Colorado team which participated in the Jeffers Cup Ski Tourney at Sun Valley. . . . Gracie Fields, the famous English comedienne, was warmly welcomed at the airport when she arrived to present a local program for British War Relief. General Manager Lloyd E. Yoder, Assistant Manager Owen, and Mr. Jack Lyman were on hand along with a number of Denver socialites and public figures. . . . Ruth Chatterton of the stage and screen was interviewed by Starr Yelland in a special broadcast while she was in town starring in the road show of "Pygmalion". . . . General Manager Lloyd E. Yoder has been appointed to the Rodeo Association of America as a member of the National Publicity Committee along with Sports Editor Harry B. Smith of the San Francisco Chronicle, Walter Brown of Boston, John Bruener of the Cheyenne post of The Associated Press, and others who are keenly interested in horses of different cholers. . . . Don Martin established a splendid record of complete newspaper cooperation in the recent KOA Mile O'Dimes Cam-

paign, and this greatly contributed to a successful drive.

COMINGS AND GOINGS

A new announcer has been added to the KOA staff, Martin Tobin of Kansas City. . . . Virginia Anderson of General Office is back at work after a leave of absence due to illness. . . . Al McClelland, Transmitter Engineer, has been called to active duty on the West Coast with the U. S. Naval Reserve. . . .

Starr Yelland attended a meeting in Kansas City of announcers from stations carrying programs for Nutrena Mills. . . . Newcomers to KOA are Betty Brown, who will succeed George Mathews when he joins the Army, and Jeanne Carter, who will take over the post of receptionist and switchboard operator formerly held by Thelma Erickson who has resigned.

STATISTICS VITAL AND NEARLY VITAL

Stan Neal of the KOA Control Room is now the papa of a brand new baby girl tagged Janet Louise. . . . Andrew Gaaney, soloist on the Red Network show "Serenade To Loveliness" and a member of the Guest Relations staff, was married on January 20th to Miss Georgene Michael, who has played dramatic roles on KOA programs. . . . KOA announcers faced a near disaster during the recent National Western Stock Show when a wild Brahma steer in the arena charged the microphone. The red cloak of the clown, Holmer Holcomb, diverted him in the proverbial nick of time. Shortly afterwards, a wild horse got his head and forefeet over the chute rail and sent Production Manager Jack Lyman chasing for the fence to escape the flailing hooves.

Recently Program Director Clarence C. Moore recorded his 12th year as Toastmaster for the 4-H Club District Banquet.

Next time you're out Denver way drop in and pay KOA a visit. It's a grand bunch.

CLEVELAND

Bob Dailey

THE FIRST IN THE SERIES

The new NBC series, "America In Defense", got off to a vigorous start in late February, with the first program coming from Cleveland, a center of the machine tool industry. Production Man Paul Dumont and Announcer Milo Bolton came out from Radio City to work with WTAM staff members and Larry Hammond of the National Association of Manufacturers for the initial broadcast. Hal Metzger, WTAM Program Director, and S. E. Leonard, Engineer-in-Charge, worked out the details of the complex show. When it was over, some simple logarithm disclosed that the following members of the WTAM staff had taken part: Announcers Tom Manning, Wade Barnes, and John Hicks; Production Men Fred Wilson and Waldo Pooler; and Engineers John Disbrow, Jesse Francis, Thomas Cox, Grant Makinson, and Frank Whittam. George Milne, NBC division engineer from New York, was on hand to make observations.

SPOT NEWS

WTAM announcer Harry Burge is the man behind the cheery matutinal greetings heard daily on the program called "Chanticleers". This feature of the Red Network is produced at WTAM and spotlights the orchestra of WTAM's Music Director, Lee Gordon.

Manager Vernon H. Pribble and Announcer Tom Manning headed into downstate Ohio several weeks ago. Pribble addressed an educational forum in Columbus on "Radio and the Press in Defense". Manning's mission was more extra-curricular. He spoke at a testimonial dinner in Massilon for Paul Brown, the new football coach at Ohio State University.

Five members of the WTAM staff orchestra journeyed to New York recently to play at Carnegie Hall with The Cleveland Symphony Orchestra. They are Ben Silverberg, Paul Gershman, Sam Willis, Bob Morris, and John Coffey.

Announcer Wade Barnes had a somewhat disturbing experience when he invited a nine-year-old



HARRY BURGE

prodigy to appear on his musical quiz show, "Know Your Notes". Young Kenneth Wolfe (9-years-9) not only knew the answers to all the questions, but he also piped up before any of the adult "experts" could collect their thoughts.

RIBBON VELOCITY

Production Director Fred Wilson going around the studios with his left hand in a sling. A gas heater blew up in the basement of his home, thoughtlessly. . . . News Reporters Harry Burge and Tom Fields both getting new automobiles on the same day. . . . Marian Hercik, head of the Steno department, wearing a pearl engagement ring, on the right finger. . . . Kathryn O'Connell, of the Audience Mail department, and Emily Brickson, of the News Room, making frequent trips to Toledo and Youngstown to see friends. . . . Mildred Funnell, secretary to Manager Pribble, having "before-and-after" pictures taken while working out in a downtown women's gym. . . . Announcers Tom Manning and Wade Barnes screening newsreels for the opening of a new Telenews Theatre. The opening show also had some good shots of Manager Pribble, in depicting the Cleveland radio stations and news-papers.

STATIC

ALAN KENT
and STEVE DE BAUN

PAGE: Wears blue citation cord on left shoulder, chip on right shoulder. Can dial ext. 780 blind-folded with both hands tied behind him. Is the only human extant capable of decoding a rehearsal sheet.

QUIZ PROGRAM: 'The Passing of the Third Floor Buck'.

AIR CONDITIONING: Once upon a time someone dropped one million dollars (\$1,000,000.00) on the tenth (10) floor; the result was an air-conditioning plant for delivering seventy-two (72) degrees of controlled air. It seems to us that one million (\$1,000,000) is a lot of money to spend for a draft, especially today, when so many of us are getting it free. If all that was wanted was a draft, why didn't someone wave fifty dollars (\$50.00), disguised as a fee, around the Announcer's Room? The resultant bare-fanged rush for the scratch would have created a draft that would have undoubtedly circulated for years. And when that had died out Concert Service would still be creating a mild typhoon trying to put the bite on their proteges for their customary ten per cent.

VICE PRESIDENT: One ear to the ground, one eye on the budget, a nose to the grindstone, one shoulder to the wheel, one hand on the pulse, one finger in the pie. Mix well with one upper lip until stiff. Sweeten to taste, garnish with chopped memos. Excellent as an entree.

BOARD MEETING: Censored.

DIRECTORY: Wherein can be found all telephone numbers (except correct ones), all departments (except important ones), lunch services, blind dates, and Hurley's. MUSIC LIBRARY: The only library in the world where they don't cram 'For Whom the Bell Tolls' down your throat.

OFFICE: Can usually be identified as belonging to any one individual by the constant absence from its confines of that one individual. Has, as equipment, one large filing cabinet and one small filing cabinet (which are interchangeable); one large wastebasket and one small secretary (not interchangeable).

ON THE SHELF

In Our Library

NBC's news room boss, A. A. Schechter, has turned out a volume called "I Live on Air,"* which will do for a radio Bible until some new James, John, Peter or Paul comes along. (And bring a sponsor!)

"I Live on Air" deals only with Abe Schechter's work: news and special events. The news section is the history of radio's struggle to remind newspapers that there was a Town Crier before anyone started printing news. It's the history of how newspapers fought news voices, the modern Town Crier, and how Abe Schechter and his long-distance phone worked around their strict boycott. A solution was finally reached, and that battery of teletypes in NBC's news room is the result.

Special events Schechter records in full, from the epic Graf Spee scuttling and the Scoop of Munich down to the Singing Mice contest. The book moves as fast as Schechter, which is fast. Don't expect a sociological study of What Radio Means to the World Today. In "I Live on Air" the accent's on "live"—bustling, racy, vivid stories of the "air" we all live on.

*"I Live on Air," Frederick Stokes—\$3.75.

EXCHANGE

FOR SALE—17 miles from George Washington Bridge—Hudson River waterfront property—8 rooms, 3 baths, garage—beautiful grounds, water-fall, brook and pool—zoned village. Sacrifice. Call Ext. 231.

SHARE SUNNY apartment. Within walking distance of Radio City. Inexpensive, pleasantly appointed. Call Kathleen Goddard, Ext. 613.

FOR SALE—L. C. Smith Corona Portable A-1 condition. Price \$30. Contact A. Frank Jones, Concert Service.

THREE ROOMS—4th Floor Walk-up. Sunny and pleasant. Four closets. \$55. Unfurnished. Sublet until October 1. Call Ext. 431. Gordon Vanderwarker. 336 East 71st—71st and First Avenue.

FURNISHED APARTMENT—Six rooms, two bedrooms, 34 foot living room with natural fireplace and baby grand piano. Five blocks from station. Reasonable. Address 92 Bayview Avenue, Port Washington, Long Island. Or call Jack Wahlstrom—Guest Relations NBC.

FOR SALE—Plymouth Coupe—'36 model. Motor recently overhauled. Passed New Jersey Test. Swell for Spring. Bert Schlanger, GR.

ANSWERS

To questions on page ten

1. Federal Communications Commission.
International Broadcasting Union.
National Association of Broadcasters.
British Broadcasting Corporation.
Batten, Barton, Durstine & Osborne.
2. Two hundred and thirty.
3. Red Network Program Manager.
Director of Women's and Children's Division.
Editor of Continuity Acceptance.
4. Recordings or electrical transcriptions, for broadcasting.
5. Thirty-one.
6. Broadcast originating outside the studio facilities.
Perfect timing—program on schedule.
7. WJZ—Port Washington, L. I.
WJZ—Bound Brook, N. J.
W2XBS—Empire State Bldg.
8. The carrier wave is a continuous number of constant vibrations (or a wave) between whose limits the broadcast travels. In short, the carrier wave "carries" the program from the transmitter to the receiver.
A clear channel is one which is used by only one station within a certain area. (i.e. WJZ is always at 770 kc.)
9. David Sarnoff.
10. Television.
11. The Texas Company.
12. Normally 8:00 A.M. to 1:00 A.M. (Locals 6:30 A.M.).
13. Microphones.
14. Loop—network.
Juve—juvenile.
PA—press agent.
Spieler—news commentator or announcer.
Wax—record or electrical transcription.

MARCH FIVE YEARS AGO

The millionth tour guest expected soon. Company dance on the 20th in the Hotel Great Northern's Crystal Room featuring Rudy Vallee and his Connecticut Yankees. "Ol Sporting Life" Al Walker bought the first ticket. P.S.—cash!

POSTAGE DUE

From NBC's Information Division

Dear Sirs:

I wrote you a letter about two weeks ago, to which I have received no reply. If you did receive it won't you kindly reply? On the other hand, if you did not receive it, let me know and I will write again.

Yours truly,

I write to ask how much you offer for news featuring how I pulled my own back tooth and how I pull out my corns on the bottom of my foot.

Yours very truly,

Believing that small fellows can have suggestive ideas, I submit the following to you . . .

Guest Relations Manager Jerry Martin received these—

The National Broad Casting Company

and

The Quest Relations Department
30 Rockafellow Plaza

WINE OF CHOICE

ON ACTIVE SERVICE

Company Sergeant Major
Mark Casel 53038
No. 3 Armoured Car Co.
South Africa Tank Corp
M.F.F.; U.D.F.
Army P. O. Nairobi
18 XII 40

Dear Sirs:

Your programme featuring relays from the Metropolitan Opera House has afforded the men of my Company a tremendous amount of pleasure.

Situated as we are, hundreds of miles from civilization in the centre of Africa's blazing desert, it was a relief to listen to something different from the interminable blaze of propaganda punctuated by ill-chosen dance music that is poured from every station day and night.

Your commentator painted an interesting and vivid picture of the scenery, and though tired and hot, the commentary held us throughout the performance. It was a night well spent, and we are looking forward to the next broadcast, "Don Pasquale."

In such times as these, music and more so the music of the opera, provides the one sane haven of refuge in this world of turmoil.

Congratulations to your sponsor, and our appreciation to all concerned.

Yours very sincerely,

C. S. M. Mark Casel
Lance Corporal E. V. R. King
Lance Corporal J. A. Fisch
Staff Sergeant Max
Colin-Twersky

Co. "C" 155th Infantry (r) Reg.,
31st Division, A. P. O. No. 31
Camp Blanding, Florida

I should like to take this means of telling you how much I appreciate the opportunities the NBC offers for hearing good music.

I am a young man who is now serving his year of military training and since I have been in camp, the radio has been my only contact with the best musical literature. Good music is the one thing I have missed most during the last two months. At home . . . our small

Victor record library has been a number of years in the making and limited funds have forced us to make careful selections. However, I believe that we can boast the very "cream" of musical recordings among our thirty some odd albums and approximately three hundred single records.

But it is not about my family's collection of recordings that I intended to write. I mention them just to give you some idea of how much I appreciate the opportunities for hearing good music.

There are many programs which I should like to mention. Number one program is the broadcast every Sunday morning by Dr. Charles Courboin and this is followed closely by the NBC Symphony broadcast on Saturday night and the Metropolitan Opera broadcast on Saturday afternoon.

I have written you this rather disjointed letter because I am informed that the National Broadcasting Company desires to know the likes and dislikes of its listeners.

I feel that your company is doing something that is greatly appreciated by music lovers in the broadcasting of good music. I sincerely hope that as time goes on there will be more demand for this type music, for I know that the NBC will keep pace with the musical development of the listening public.

Sincerely yours,
A D W

PERSONNEL GROUP

The NBC Discussion Group organized by Personnel Manager Ashton Dunn has been featuring unusual opportunities for round table discussion of all aspects of the industry with virtually every executive of the company. Plans are already under way for a new two year cycle to begin this Fall. Contact the Personnel Office at any time.

RADIO RECORDING

Temple Black joined the sales force during February. . . . Bill Gartland was drafted and is in the medical detachment at Falmouth, Mass. . . . Bill Ogden took Joe Pepper's departure for an entrance cue. . . . Ed Ehrich found March a swell month in which to get married. . . . Barry Schenck is one of the most recent additions. . . . C. Lloyd Egner is displaying proof of the Florida sun.

NEW MEN IN G. R.

Promotions within the company, and the drafting of many of our number into various branches of our National Defense program, have brought about many changes in the personnel of NBC New York. From January first to the end of February, 35 men from almost as many walks of life have joined the Guest Relations division.

"QUOTATION MARKS"

"I have been told that radio in America is 'utterly commercialized,' but commerce did one great thing for radio—it took it away from centralized authority on the one side and from the esthetic tyrant on the other."

—DEMOCRACY by Gilbert Seldes, COSMOPOLITAN, 1937.

"Surely we need not fear the influence of false philosophy on the minds of our own people if we look toward the new horizons of industry which our inventive genius, our research, and our natural resources disclose. The security which we can build makes the security offered by dictatorship look pale by comparison. The imagination and skill of our scientists, our engineers, and our workers can be directed toward raising the living standard of all our people; toward creating a better life for ourselves instead of plotting a worse life for our neighbors. Our security will be attained by adding to human liberties, not by subtracting from human rights."

—NEW HORIZONS OF INDUSTRY
Speech by David Sarnoff
January, 1941

HOLLYWOOD

BUSINESS AND PLEASURE

No grass grew under the feet of Don E. Gilman, Vice-President in charge of the Western Division, during January. On a tour of the Pacific Northwest, he addressed the Ad Club in San Francisco, the Chamber of Commerce banquet in Seattle, and the Rotary Club in Portland. In between business conferences and his talks, Mr. Gilman managed to find the time to get in a little golf along the way with advertising men. Accordingly, he missed several short putts.

It was a small RCA Family get-together at Music City recently when the Press department arranged for Dinah Shore to visit the record shop across the street and autograph her Bluebird recordings for her Hollywood fans. Carroll Tornroth of Talent Sales, your reporter, John J. Coyle and Victor Ralston of Victor, and Harry Meyerson of the RCA Manufacturing Company alternated in reaching for the blotters.

A couple of lads who'll be missed around Hollywood Radio City for the next twelve months are Karel Pearson of Traffic and John Margraf, page, who recently left for government training camps.

MOON, JUNE, MISS CALHOUN DEPT.

Two of our pages, Eddie Lippert and Ernie Brashear, have turned songwriting-team, and are doing rather nicely. Their first tune, "Why Love?", has already been published. Other tunes which Bud Dant has orchestrated for Lippert and Brashear—pardon us, it's Richard Loring and Steven Cross when they go into their keyboard katharsis—are "Vision of You" and "Spendthrift In Love".

Nathan Scott, another piano-pounding page, has been doing well, all right himself. His "John Scotter Trot" was played on a recent Kraft Music Hall broadcast by the orchestra leader of almost the same name. Scott has written another piece, "You Ain't Kiddin'", with Ed Helwick of J. Walter Thompson supplying the lyrics. Helwick and Carroll Carroll write the Kraft show, Mr. Crosby's polysyllabic push-over.



The septet above is preoccupied with projecting a composite Hula. Reading in the usual order, the Grass Shackers are Elaine Forbes, Ben Byers, Mary Tyner, Phyllis Murphy, Blanche Davies, Harold Haklik, and Richard Brooks. Reading from right to left, just to vary things, their positions are conductor of "Sidestreet Vignettes", Traffic, Secretary to Lew Frost, Press, Secretary to Sam Hayes, Press, and Sales.

Here's Buddy Twiss with a fish story out of the Northwest. Not salmon or trout this time, but smoked white fish. Three years ago Birt Fischer, manager of KOMO, told Buddy he would send him a goodly supply of the fish. No fish came. Buddy wrote him several follow-up letters, but still no fish, no smoked white salmon. Finally Buddy asked Syd Dixon to remind Fischer and, if possible, bring back the finny haul on his return from Seattle. Dixon fared forth staunchly—and brought home the fish, he did. They weren't unsavory. As a matter of fact, the fish were so good that Buddy is motoring North next month to put in his bid for more of that smoked meat. He has hopes of receiving this shipment shortly before the Buck Rogers' era.

Alec Petry and William Leroy Marshall, who started in Music Rights together back in New York eight years ago, are having a lot of fun these days seeing California with their wives. Mrs. Petry, the former Mary Hunter, worked in the San Francisco office of NBC until she and Alec were married a

Noel Corbett

short while ago. Their home is in Hollywood Hills.

Another chap who is getting a kick out of touring around the hinterlands of Los Angeles these days is Bob McAndrews, head of Sales Promotion, recently transferred from Frisco.

Jim Lyman, who started out with NBC in San Francisco several years ago, is now with Bob Schuetz in the Radio-Recording Division. Lyman passed the cubebbs on Washington's Birthday after announcing himself the proud parent of a 7 pound, 7 ounce baby boy, since named Richard.

HIKE, READY—SHIFT

More changes on the staff: Max Hutto from Program Traffic, to Assistant Night Program Supervisor . . . Bob McWhinney from Maintenance taking his place . . . George Hatch to Maintenance . . . Carl Schaele to that department also, with Bruce Anson taking over his duties in Ticket Distribution . . . Al Gage and Herbert Fearnhead from Guest Relations to Auditing . . . Miles Auer now assistant to Ralph Stephen on the parking lot . . . Bill Brandt taking over Auer's spot in Maintenance.

Quick pix: Bill Andrews, head of Guest Relations, doing a spot of jury duty these days . . . Nadine Amos and Blanche Davies are studying Spanish at the Beverly Hills Night High (to be able to probe the subtler corners of "For Whom The Bell Tolls") . . . Kay Harris moving into her new home . . . A. E. Saxton, Division Engineer, going over plans with his Westwood builder . . . Dave Laslev dickering with builders out La Canada way . . . Dresser Dahlstead has a new home in the hills over Lake Hollywood. Next door neighbor is Joe Kay . . . Johnny Frazer moving into his place in the Valley. A house goes with the swimming pool.

Ed. Note—For some time now NBC Hollywood in the person of Noel Corbett has been carrying on a resistance breaking campaign of luxuriant pix. We'd like to know if it's really true what they say about Dixie-on-the-Pacific.

SAN FRANCISCO

Kay Barr

THE OMAR KHAYYAM GANG

San Francisco has not had a chance to forget either the Sidewalk Superintendents Club or the Dainty Dozen since these two organizations were launched at the ground-breaking ceremony for the new NBC Building on November 14. George Mardikian, president of the association of incurable kibitzers, has been a most active executive, giving hundreds of new members the official kibitzer's obligation. Some of these have taken the form of club luncheons and meetings—everything from the Daughters of the American Revolution to the Feather Merchants Club.

Then George has amplified the idea by signing up Tommy Harmon, Rudy Vallee, Fanny Brice, Tallulah Bankhead, and other celebrities who visited his Omar Khayyam restaurant for Shish Kebab dinners (and thou). The Harmon and Bankhead pledges were the feature at a dinner the KGO-KPO announcers gave for Tommy while he was in San Francisco for the East-West football game. Every patron joined in with the two notables in taking the oath.

Twelve pretty girls from the NBC stations donned red and white striped overalls for the ground-breaking. In appreciation for their assistance, General Manager Al Nelson gave the girls a luncheon at which President Mardikian ordained them the Dainty Dozen vice-presidents of the SS Club. The girls will receive new and uniform frocks for use when they are called to put in an appearance at public functions.

GOLDEN, GATES!

Veterans who have been identified with San Francisco business 35 years or more were honor guests at the annual dinner of the National Association of Manufacturers on February 12. KGO performed an outstanding public service for the 800 guests as well as for the radio audience by condensing the city's history during the past century into a rapid-fire, 30-minute resume, in narration and dramatic bits. Sam Dickson



Front rows were not bald heads when KGO celebrated its 17th birthday. These 22 studies in facial expression should inspire any stage show.

wrote a brilliant script, Ricardo prepared special music, and Bob Seal handled the production.

Another high spot in public service during the past quarter was the "March of Dimes" broadcast on January 8. Milton Berle acted as master of ceremonies, and the speakers included Mayor Angelo J. Rossi of San Francisco and notables of the stage and screen. Cliff Engle was the announcer, John Ribbe produced.

Classes in more than 100 San Francisco public schools were suspended on February 11 and 21 to hear special Lincoln and Washington programs from KPO. Jennings Pierce, director of public health service broadcasts, handled the arrangements.

At this annual building season, KGO is watching the actual construction of a new family home. It was Producer Bob Dwan's idea, and it's clicking. Mr. and Mrs. John Edwards and their three children, Jack, Sam, and Florida—known on the air as "The Five Edwards"—make up the family. The house is being built actually on the south slope of Mt. Davidson. Two broadcasts each week follow the construction and the

solution of all the bothersome problems involved in the realization of a dream home. Some of the broadcasts emanate directly from the site, and the public is invited to these. Question-and-answer sessions follow the broadcasts, so that other families who are actual or potential home-builders may have the benefit of the Edwards' advice.

STORK CLUB NEWS

Three new babies at KGO-KPO! Ray Rhoads, Sales, passed cigars and candy on December 12 for Elizabeth Louise who had the nickname of "Betsy Lou" as soon as she received the more formal handle. . . . Announcer Frank Barton became a daddy to little Miss Sharon Barton at 12:26 AM, February 3. Engineer Don Hall assumed the same status for young Donald Finch Hall just four minutes later. Even the proud papas have all recovered by this time.

Mary Hunter, Music Rights, resigned in mid-January to marry Alec Petry, formerly of the New York and San Francisco NBC offices and now in the Music Rights division of NBC in Hollywood. Mary and Alec are now at home at 2520 Dearborn Drive, Hollywood.

Will Aubrey, "Bard Of The Byways", Glenn Hurlburt, blind pianomaster, and Lew Dunbar, comedian, furnished part of the entertainment for the huge New Year's Day party which Warden Clinton Duffy gave the thousands of involuntary guests at San Quentin prison. Altogether, it was a four hour show. "Wotinell's the use of living if you don't do some good, some time, for someone?", opined the "Bard Of The Byways".

Al Nelson, general manager of KGO-KPO, has been elected to the board of directors of the San Francisco Better Business Bureau, the first radio man ever to receive that distinction.

Jennings Pierce went to Chicago to attend a conference of educational directors. He spent five days in a Chicago hospital. Flu. And by that time the conference was all over.

PROGRAM PRODUCTION GROUP



There is every reason why Radio City should be the center of training in all phases of radio production. The concentration of ambitious young men and women of sound background in the midst of New York's intensive production schedule and with the finest of facilities should logically produce the reinforcements in an expanding industry. But the amazing infant medium, maturing in the brief span of twenty years, was too concentrated in the strenuousness of expansion to have time or breath for such considerations. True, there were a number of attempts at dramatic training, a class for actors, meetings, etc., but these were in almost every instance short lived.

One outstanding exception is the announcers class. Sponsored by Pat Kelly and under the direction of Dan Russell it grew in fame over a period of years and furnished announcers for stations in virtually every part of the country. It is now under the energetic direction of Gilbert Martyn and bears watching.

The Program Production Group was organized in August of 1940 to provide the needed training in all phases of radio production and to give those who might possess specialized ability a chance to display it. Designed for practical results, each position or work assign-

ment is carefully planned to match a comparable function in the company itself.

A regular schedule of production provides for a half hour recording each week.

The director draws his cast from those on the regular company payroll who are interested in acting. Announcers are assigned as a result of competitive auditioning in Mr. Martyn's class. Sound effects are produced by a staff sound man and an apprentice working under his supervision. The writing of original music and dramatic underscoring is a valuable part of the work. A library of original music is being assembled for the group's use.

The basic idea of the group to sponsor and develop original talent is further carried out in the production of new scripts. To watch a script undergo the test of production is the finest training possible for a prospective script writer. There is as much if not more to be learned from the production of an uneven or partially inadequate script as from the presentation of the works of radio's top writers. To this end fifteen out of twenty-seven productions have been scripts not previously heard.

Directors, announcers, sound men and composers all benefit from working against deadlines

and under broadcast conditions. Writers discover what happens when other personalities come into contact with their words. All learn to think in terms of radio.

In the six months of its existence, the Program Production Group has made steady progress in the solving of its problems and the extension of its possibilities. It has proven itself a healthy organization which has produced results.

Stanley Miller, one of its original directors has since become Assistant Program Manager in Charge of Production at WMRN, Marion, Ohio.

Charles F. Hill, who composed the original music for the first fifteen productions, joined NBC's music division. Eldridge Packham, the Group's present musical director, followed him into music. Jim Beardsley, Gillette Malcouronne, Sanford Doremus, Bill Roche and Howard Flynn have gone to outside stations with additional experience gained as actors, announcers or production men.

One of the most encouraging aspects of the Production Group is the noticeable maturing of the work of many of its people over a period of months. The assurance and poise which come only from familiarity and participation are unmistakably emerging where original talent lay.

NBC TRANSMITTER

JULY, 1941

(OK)



NBC ATHLETIC

SEAWANE, June 18.

The NBC Athletic Association held its fifth and largest outing this date at the Seawane Country Club, Hewlett, Long Island.

Buses left the 50th Street NBC Studio entrance, Radio City, at 9:15 AM and 9:45 AM. NBC cabs met Long Island RR trains at Hewlett station on schedule from 10:30 AM until 6:01 at night.

Private cars found markers on the Grand Central Parkway, Southern State, the new Belt Parkway and other main roads leading to Hewlett. In fact, only the Transmitter staff couldn't find the way.

Mr. I. E. "Chick" Showerman, in a statement to the Transmitter, said, "It's the biggest outing we've ever had and it gets bigger every year. The A. A. Outing is for the ranks. The executives are welcome, but it's essentially for the NBC employee and it's for fun. Last year we broke all records in tennis and golf. This year exceeded even those records."

The chairman of the social committee, responsible for the splendid organization of the Outing, was lovely Marian Ayer. Her assistants at making things happen were Mary Coyne, Helen M. (M for Mm-m-mm) Korday, Frances Barbour, Al Protzman and Al (Hi-ya!) Walker.

The Outing began with 9:00 AM Golf and finished with 1:00 AM Dancing to Irving Miller's orchestra, minus a celeste, but all very melodic nonetheleste.

It was the 22nd Golf Tournament for NBC. The Seawane course is 6500 yards, with a par of 72 and a lot of water out by the 16th hole.

The number one golfers of the day found Bill Johnson of Sales Service out in front with a low gross of 77-81-158. Runner-up was a guest, Jack Purcell, with a low gross of 80-87-167.

Henry Meyer of Engineering took the Men's Handicap with a score of 99, a handicap of 33, giving him a net of 66. Lathrop Mack of News and Special Events was runner-up and close, with a score of 99, handicap of 32 and a net of 67.

Hugh Seiler took the Members' Consolation Round. Dorothy Miller of Blue Sales played 36 holes to take the women's championship with Helen Winter of the Treasurer's office runner-up.

Ray Kelly of the rain-making machine and other sound effects drove, from an approach drive, to four feet of the 8th hole, winning a prize. A leather traveling bag it was.

Notice we've given up listing scores? That's because we stand in awe of Jim McConnell. The McConnell of Spot and Local Sales managed a 96 for the first nine holes. Just to prove that he could do it again, Jim up and scored exactly 96 for the remaining nine holes, bringing the grand total to 192.

At 10:00 AM, 1:30 PM and 3:30 PM, D. B. Van Houtan led horseback riders on three 2 hour rides. Nineteen horses were at the disposal of NBC equestrians and, at the conclusion of the 3:30 ride, games were held.

The first event was a potato race on horseback. Dick Berrian won, with Mathew Boylan and Ed Weille placing second and third.

The second riding event had to do with nightshirts. The riders dashed to the far end of the field, dismounted, donned a nightshirt and then galloped furiously for the finish line.

Selma Wickers of Program Supervision got into her nightshirt first, but Al Patkocy, on the mad dash for the finishing line, passed her and on the left side, too.

The tennis courts were crowded to capacity as the largest turnout ever responded to Chairman Bob Fine's efforts.

Helen Korday of Personnel came away with the honors in the Women's Singles.

Bob Fine scored over Paul Rittenhouse to take the Men's Singles after a superb exhibition of tennis. Both Fine and Rittenhouse placed their shots with championship accuracy and in the cool afternoon, their match was something to see.

Dorothy Schutt accepted the sil-

ver softball statuette for her team, defeating a fighting ten led by Miss Ashmead.

Claude Barrer of International Short Wave made a clean sweep of the swimming honors winning both events for men.

An obstacle race was the most amusing. Old Guest Relation uniforms were worn and then discarded in the water, which is a good trick if you can do it. Even out of water.

The second race was something with a spoon and a ping pong ball which Dorothy Lewis of General Service won in the women's division. Lucille Lizotte, a desk away from Dorothy, took the obstacle contest, G.R. uniform and all.

SEEN GOLFING: Vice President Strotz of Program; C. Lloyd Egner, Vice President in charge of Radio Recording; Vice President Mark Woods; Colonel Davis of R.C.A.

Program Manager Phillips Carlin; Television Program Manager Tom Hutchinson; Clarence Menser, National Production Director; I. E. Showerman of Red Sales; Keith Kiggins of Blue Sales.

Wilfred Roberts, New York production head; George Milne of Engineering; Ray Kelly of Sound Effects; Bob Close of Air Conditioning; Bill McClancy of Traffic; Irving Miller, Scrappy Lambert, Burke Crotty and Jean Caval.

"Bud" Barry was on the course. That man from Washington played 16 holes of golf. Didn't finish the other two because he'd already taken 4 hours and 15 minutes, and besides, wasn't there a creek at the 16th hole?

Birger Hagarth and Bill Garden of Tours, both sliced so far to the right they began playing on the 18th green instead of the first. Herb Wind stepped up, reset the tee a foot to the left, then drove straight down the fairway, which proves plenty.

A thundershower, one of the threatening sort, threatened too much and caught Evelyn White,

ASSOCIATION OUTING

Josephine Torresi and Eve McCullough in a rumble seat.

The 1:30 riding group left in deep apprehension but the dark clouds turned out to have more growl than gale and some 19 riders enjoyed the wooded Hewlett countryside from the saddle.

The storm set badminton back temporarily, but after the passing shower had showered, all birdlife was once again taking its feathered life into its hands by flying too low over Mary Lou Irvine and Al Walker.

Present at the Outing, and our special guests, were the chief engineers of NBC from coast to coast: Curtis Peck of San Francisco; H. C. Luttgens of Chicago; A. A. Saxton of Hollywood; Ed Leonard from Cleveland; Robert Owen of Denver; A. E. Johnson from Washington, and George Milne of New York.

Coming in on the first bus, Jean Caval, NBC artist, gave things a carnival spirit. Later that evening, the singing Frenchman teamed up with one of the Singing Powers Models in a rumba that was a neat bit of harmonizing.

Ray Forrest, television announcer, arrived at 3:00 PM, said he was just going to loaf through the day, and then placed second in the men's swimming events.

There was a little difficulty finding the beach. Les Smith and Ross MacPherson went bicycling for three hours and all they could find resembling water was a puddle on the golf course.

The Transmitter staff found itself on the way to Jones Beach again, but on the way back collided with Hewlett Beach Club just in time to discover that it was Miss Brainard's birthday, thereupon offering our very best congratulations.

At the beach were Helen Moore, supervisor of Stenographic; Adelaide Piana of Research; Mrs. Van Houtan; Virginia Kelly; Elliott

Mesnick carrying bathing beauties ashore from row boats, Grace Gunderman being one of the beauties; Bill Orange; Lucille Lizotte; Dorothy Lewis and Walter Giebelhaus.

Dick Berrian, winner of that riding event mentioned elsewhere, had to leave soon after dinner. Dick is stationed these days at the Short Wave Listening Post at Belmore, Long Island, and had to be on duty at midnight, working until 8:00 AM.

That was not a razor strop Fred Spires went riding with, but a gaucho riding crop. That's his story. We say it's a fly swatter.

Bert Schlanger, on hands and knees, remarking, "Horseback riding doesn't bother me a bit."

The informal moment before dinner was one of the nicer parts of the day. Everyone gathered on the front lawn in groups, discussing the day's event, Jim McConnell's score, and swapping stories.

Arriving at 6:00 PM to spend the evening were Vice President Morton of Television; Vice President O. B. Hanson; Clay Morgan, Assistant to the President; June Hynd of Public Service.

SEEN AT DINNER: E. C. Horstman of Chicago; Lewis MacConnach of RCA; Sidney Strotz; "Happy Birthday" Miss Brainard; Marian Ayer; Ed Evans; Mary Coyne and, at their own table, most of the riding club including Mr. and Mrs. Van Houtan; Helen Korday; Claire Maxwell; Virginia Black; Al Patkocy; Lucille Lizotte; Fred Spires; Dorothy Lewis; Walter Giebelhaus and Matt Boylan.

Frank Jones, golf chairman, was on the course until the last minute before dinner checking the winners of the day's events.

Over 150 people went through on golf. At the conclusion of dinner (and very nice steak, too), "Chick" Showerman, chairman of the Athletic Association, complimented Miss Ayer on her success

as social chairman and thanked Frank Jones for turning out the largest attendance at golf, larger than ever before.

Frank Jones awarded the prizes to the various winners of the day's events.

Bill Johnson received a barometer, Dorothy Miller a forged silver plate. Henry Meyer took home eight cocktail glasses and Lathrop Mack a folding serving tray.

Hugh Seiler won a toaster, Helen Winter a salad knife and fork set and Jim McConnell took home "The Golfer's Prayer."

Al Patkocy, winning that night-shirt horse race, received a very fine pair of boot-trees, and Dick Berrian a classy covered dish.

Claude Barrer, the swimming champ, received a clock. Lucille Lizotte and Helen Korday, for swimming and tennis, each received a Kodak reflex camera. Shades of Wynn Wright.*

Door prizes, donated by RCA incidentally, went to Edith Boyd and Al Walker. Both received RCA Victor Personal Radios.

That harmonizing after dinner was Joe Jenkins, Bill Garden, Bill Orange and, we suspect, Birger Hagarth and Charlie Horn. Soprano and alto was taken alternately by Jeanne Bradley. Not bad, gang. Not good, but not bad.

PASSING PICTURE: "Doc" Morton, Alice Cook, Tommy Gannon, Virginia Lennon, Al Protzman, Catharine Ross and Lorraine Sagwin all listening to the Louis-Conn fight on "Doc's" Personal Radio and very excited too.

AFTERMATH: The following collection of lost articles have been found. Kindly communicate with Lost and Found, Guest Relations, Ext. 625, concerning the following: 1 tan jacket, man's; 1 white sweater, woman's; 1 pair brown and white saddle shoes; 1 scarf, blue; 1 silk handkerchief; several unmentionables. All communications will be kept strictly confidential.

*See Chicago outing.

RADIO CITY

TOUR HISTORY IS MADE

On May 29th, the two NBC Tours in Radio City became one. The Studio portion now takes 45 minutes, leaving a quarter of an hour for Television.

The "all-inclusive" tour's new title is now "The Radio City NBC Tour." The 55c tour rate, formerly the single charge for either Studio or Television, now applies to both. The combined tour used to be 90c. NBC Radio City has been the number one tour attraction throughout the country since 1932. With this new streamlining of the NBC Tour, it is believed that Radio City now has the greatest tour bargain as well.

The tours will leave, as before, at ten minute intervals from 9:00 AM to 11:00 PM every day in the year. The four millionth guest is expected this summer for the average number of people passing through NBC has been a half million a year.

NEWS STUDIOS

The need for more adequate studio space has long been felt in Radio City. Increasing demands of actual broadcasting, rehearsals, auditions, international broadcasts and Radio Recording have shown that our present facilities, large as they are, are not sufficient.

When the studios here were constructed, the sixth and seventh floors of our studio section were left vacant to provide for the inevitable need for expansion. That far-seeing policy has proven its wisdom. Construction has been started on these floors to meet the present demand for more space.

Two large auditorium type studios, seating approximately 450 people each, are under way. These two studios, which will at some future date be known as 6A and 6B, are similar in construction, both having ramped or inclined floors. This will afford each member of the audience a full view of the entire stage.

Equipped with specially built seats, the studio will remain at a constant acoustical balance whether there is an audience in attendance or not.



The stages, which will be at the west end of the studios provided a difficult problem. Their construction necessitated the removal of the steel structural framework and the substitution of an entirely new frame to permit the 40 foot long, two story-high, stage opening. These tons of new girders were raised from street level to the sixth floor by crane where they were taken in through a window and placed in position. To cut the element of danger as far as possible, this work was all done in the early Sunday morning hours when traffic and pedestrian travel was at a minimum.

The remainder of the two floors will be given over to dressing rooms, an artists foyer, a new client's audition room, a reception foyer, and some new, much needed, office space. Adequate provisions will also be made to enable us to provide our guests on tour with a back-stage glance at our newest additions.

When the work is completed on October 1st, NBC will possess two of the most modern studios in the country. Studios which will be a fitting tribute to the years of research and experience that have helped make them possible and will represent another milestone of achievement.

NAMES IN THE NEWS

Paul Rittenhouse, assistant manager of Guest Relations, and Gerry Bicking who recently moved from Traffic to International as secretary to Mr. Elwood, will wed July 12. . . . Otto Brandt of Station Relations by now has wed Miss Thelma Beulow in Detroit. . . . Clementine Torrell became Mrs. Hugh James as you doubtless know, and although few of the details are available, we understand that Howard Gardner of Sales Promotion, took that fatal step. . . . Francois Pelletier of G. R. and Val Berger, Hunter Stall, and Joe Kane of the Mail Room all have received wedding congratulations. . . . Allen Bengston of Concert Service married Miss Florence Buckley of Summit, N. J., in June. . . . Russell Stretel, of Traffic became a father for the first time on June 16th. A baby daughter. . . . Blue Sales held a christening in May. The department's semi-official "dope-sheet" was christened "Blue Points" as Ruth Guthrie and Bert Hauser broke a bottle of Roget 1914 over the manuscript. Ruth and Bert, by simply thinking of the same name, each won \$25.00. Edgar Kobak, who is \$50.00 poorer, tells us that the next time he won't say "Duplicate prizes will be awarded in case of a tie."

Mr. John Elwood is the new manager of International Short Wave, replacing Mr. Yandell who, in turn, has moved to Blue Sales. . . . From Washington, D. C., came Charles "Bud" Barry to look over the New York "Mile o' Dimes." He liked it so well in Manhattan, he stayed on. You'll find him assistant Program Manager to the Blue Network. . . . William "Bud" Mattern is Blue Sales contribution to the Navy. . . . The West Coast sends us Cliff Engle from Announcing in San Francisco and Jack Wormser of Sound Effects from Hollywood. . . . Bob Jones went from Research to Station Relations replacing Bill Whitfield who is now Chief Clerk in SR replacing Bill Davidson, now with J. Walter Thompson's agency. . . . Horace Hagerdon may be found in

THE PROGRAM PRODUCTION GROUP

WEAF National Spot and Local Sales. . . . Robert Morris is now Business Manager of Radio Recording, replacing John MacDonald now Assistant Treasurer. . . . William Felundy moves from Stenographic to Engineering. . . . Arthur Cooper and Robert Prescott are our newest sound technicians. . . . Gerald Mayer is a writer in Press. . . . Charter Heslip, is a writer in Special Events and Hugh Beach transfers from Press to Sports under Bill Stern. . . . Gordan Weber has been shifted from Press to Radio Recording as a production director. . . . Doris Corwith now assistant to Public Service Counselor. . . . Thomas is an assistant director of Public Service Programs. . . . Jack McPhaul is now operating a duplicating machine for Uncle Sam. . . .

Returning to New York for a visit, Tom Severin and Carl Cannon, both doing well at WSGN, Birmingham, North Carolina, received a big send-off when they left New York City. Microphones, posters and a general turn-out of all the ex-G.R. fellows once in uniform with Tommy and Carl, turned Pennsylvania Station into a carnival. See George Olenlager for complete details. . . . Herb Ritter, Ernest Stanger, Bob Jones, Bob Miller, Reed Lighton, George Mack, Peter Kutchmy, Bob Hoffman, Pete Bass, Andre Yedigiaroff and Bill Middleton have all answered their country's call to service since the last issue.

Guest Relations, in the last few months, have advanced these men: Bill Patterson and Robert Adams to Information; Ralph Perry to International; Robert Meyer to Continuity Acceptance; Norman Cash to Radio Recording; Charlie Turner to Press; Terry Ross is now in Night Program; Ed Stearns to Special Events; Charles Woodford to Press, and George Fischer to Engineering.

The Production Department has acquired five new directors: Cyril Ambruster; Theodore Corday; Raymond Buffom; Bruce Cameron and Edward S. King.

THAT FELLOW TURNER

Charles Leroy Turner is now in the army. No draftee, Turner has enlisted for the full three years and is, at present, stationed at Fort Monmouth, New Jersey.

A motion picture man through and through, Turner is returning to his first field of endeavor, for he is now serving, at Fort Monmouth, as a film editor preparing official army films.

Turner found himself in radio by accident and yet, as he leaves NBC, he can look back to being editor of the Transmitter, president of the NBC Film Society and head of the Program Production Group.

The last mentioned was considered generally to be impossible. To organize and sustain, over a period of time, a company group within such a large organization was regarded as folly. Critics cited previous conspicuous failures and predicted a similar fate for the Group. It hasn't come to pass, however.

By the simple procedure of remaining "out of people's hair," the Program Production Group will, in August, enter into its second year of activity.

From this point on, it must chart its course without the advice and aid of the softly spoken, quiet young man from Washington, D. C.

The remaining members of the group's governing board are meeting, as this issue goes to press, to select a new head, not to replace Turner, but rather to continue where he has now left off.

NBC without Turner is quite a thought for a lot of people. He has made and held friends from coast to coast. Whether Charlie returns to radio at the end of his period of service, or continues further in motion pictures, we'll still consider him a gentleman and a scholar. Best of luck, Charles.

THE GROUP ITSELF

The situation in the Program Production Group as Charlie Turner leaves NBC is worth mentioning here.

The young men in Guest Relations and Mail Messenger divisions

who direct the Group's productions, can not and do not expect any recognition as prospective directors with the regular NBC Production Division.

The same situation holds true for announcers. The turn-out of men from the Announcer's Class and the Production Group find, when they have landed a position out of Guest Relations, that they are no longer with NBC. Their position is invariably with some out-of-town station or one of the smaller outfits here in New York. That is, if their job is that of announcing or producing.

Whether this policy is the best to be found is still being talked about by some folk. There are two schools of thought on the subject. One side maintains that, in order to train men correctly in your methods of work, you must take them in early as apprentices and develop their talents under the guidance of established authorities in the field.

The opposite, and prevailing idea in NBC, is in keeping with the present day, efficient factory idea. Briefly, it's the belief that men worthy of holding down NBC production and announcing jobs must come to this company from other stations with complete, impressive backgrounds.

The argument used most frequently against this method is that such men are as scarce as the proverbial flies and an impressive background doesn't always tell the complete story.

Knowing this situation to exist, men still apply for the opportunity to direct the Group's shows. At the last count there were over thirty applications in for guest directorial assignments.

Despite the promise of nothing concrete in the way of advancement, still these young men find something in the Group worth seeking. The chance to work under actual broadcasting conditions and so improve their chances for outside advancement is enough to keep interest in the Group alive and active.

It is the only goal held out to Program Production people, and yet it seems to be enough.

NBC TRANSMITTER

Published for and by the NBC
Personnel from Coast to Coast.

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EDITOR Roy Pascal
ASSISTANT EDITOR . . . Roy Dent
CIRCULATION MANAGER
Robert Schroeder

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

MEMO

In the office of the Transmitter there are three items that generally make up the policy of this staff. The first is a reprint of the Declaration of Independence. The second is a picture of an eye floating bodiless in space. The third item is a quote, "Help Us Build a Greater Kansas."

The Declaration of Independence is the most obvious. We are not a reissue of a stockholders report or a dramatized tour manual. The Transmitter has always gotten its own news and printed it accordingly.

The "all-seeing" eye, staring from the ceiling, is a reminder to treat our elders with respect, but never to forget that we will be elders ourselves some day. It's a reminder of responsibility.

The quote, "Help Us Build a Greater Kansas" impressed us as important. It brings to mind that NBC spreads from coast to coast. If you'll glance at page 12, you'll see that it goes far beyond these borders.

Every station on the NBC networks will always find consideration and space in the Transmitter. We'll help build a greater Kansas any time we can.

There you have it. The Transmitter has always endeavored to say something. It is, too, entirely sympathetic to its superior's suggestions and company policy. It has always bent a listening ear to the out-of-town stations, big or little.

It all adds up to this: in the past and in the future we want the Transmitter to be worth reading.

WASHINGTON

NBC WASHINGTON

Two NBC Washington studios are undergoing changes. Studios "N" and "O," through which most WMAL and WRC programs travel, are being reconstructed to allow additional space for studio engineers and turntables. Beginning late this Summer, engineers will play all records and transcriptions used over the two stations. The announcers are pleased, of course, but don't be surprised if the demand in Washington for engineers far exceeds the supply on hand.

Congratulations from all to Chief Announcer Bryson Rash and Page Don Collier. Bryson has received his LL. B. and is preparing for the bar examination. Don was graduated summa cum laude from Catholic University, and has won a three-year scholarship to Princeton and a medal from the American Chemical Society.

Vacations are making inroads on the staff of WRC-WMAL. Fred Shawn, Assistant Manager, is staying close to town, just in case. . . . Auditor Ruby Goldenstroth is seeing the sights in Atlantic City, New York and Williamsburg. . . . Harold Thomasson of Commercial is planning a trip to Canada. . . . Bess Dees, Traffic, entrains soon for the great Northwest. . . . Ralph Peterson is in Florida for sand and sun while Announcer Dorian St. George slushes through the sloughs and bayous of Ole Mississippi. . . . Martha Cosgriff of Commercial is off for Cape May, and Eva Cluff, front office secretary, is puttering around her new house. . . . Looking back to vacations are Assistant Manager Carleton Smith, who spent his time on tees and greens and in front of the new baby's crib; Mary Mason, who has just returned from Havana; Don Fischer who made his a vacation-honeymoon.

ODDS AND ENDS: Now working for Uncle Sam are ex-NBCers Margaret O'Neil with the Defense Savings Staff and Betty Bissonette at Camp Meade. . . . A total of 123 news programs and commentaries

Tom Knode



Mary Mason, Director of WRC's Home Forum, doesn't like picnics. Ants, mostly. But one day last month she solved her problem. She gathered together twenty of her home economics friends, in Washington for the National Nutritional Conference for Defense, took them out to Washington Airport and entertained them at lunch, aloft, aboard two American Airlines Flagships. Just before the flights, Cousin Mary originated her Home Forum from the airport, interviewing her sisters of the skillet and skeins. Here's Mary with three of her friends just before the take-off.

emanate from NBC's Washington news room each week. . . . Bill McCall of Sound Effects, on the Red Cross network show, fell flat while pretending to be a man running and needed a bit of first aid himself.

Among newcomers to WRC-WMAL is Joan Harding, formerly of WHEC and WHAM, Rochester. Joan has a regular program for the ladies at 9:35 each morning on WMAL. Other new faces . . . Hilda Kirby, Commercial . . . Florence Cox, Program . . . Virginia Whitehead, Radio-Recording . . . Phil Joachim and Pete Cousins, News . . . Stuart Finley, Announcing . . . and Katherine Richards, Traffic. . . .

ASSOCIATION OUTING



ON THE SHELF CLEVELAND

By FRANCES SPRAGUE

CONTROLLING BROADCASTING IN WARTIME.

By C. J. Friedrich.

A tentative public policy. Pamphlet prepared by the Radiobroadcasting Research Project at the Littauer Center, Harvard University, 1940.

THE EUROPEAN POSSESSIONS IN THE CARIBBEAN AREA.

By R. R. Platt et al.

American Geographical Society. 1941.

Strategic importance, industries, government, resources and other data.

HANDBOOK OF BROADCASTING.

By Waldo Abbot.

McGraw-Hill Book Co. 1941. 2nd ed.

Written especially for students, teachers, and speakers, but equally helpful to those interested in all phases of broadcasting.

OUR CONTEMPORARY COMPOSERS.

By J. T. Howard.

Thomas Y. Crowell Co. 1941. Present-day American musicians and music.

RADIO ENGINEERING HANDBOOK.

Edited by Keith Henney.

McGraw-Hill Book Co. 3rd ed. 1941.

All phases of engineering practices brought up to date.

REPORT ON CHAIN BROADCASTING.

Federal Communications Commission.

Government Printing Office. 1941. Official text.

THIS IS LONDON.

By E. R. Murrow.

Simon & Schuster. 1941. Selections from his broadcasts early in the war.

WAR ON THE SHORT WAVES.

By H. N. Graves.

Foreign Policy Association. Headline Book. 1941.



INCIDENT AT GROSSE ISLE

Announcer Tom Manning, Special Events Man Jack Fern and Manager Vernon H. Pribble were covering the WTAM broadcast from the Naval Air Training Base at Grosse Isle, Michigan, during Naval Aviation Week.

A young man broke out of drill line and rushed across the parade ground. It was Buzz Lloyd, former WTAM office boy, so excited at seeing someone from Cleveland that he forgot all about drilling.

Lloyd almost had a two hour training penalty to work out, but Manager Pribble explained the situation to Lloyd's commanding officer and Lloyd got off with only a reprimand. He's a full-fledged flying cadet now at Lakehurst, New Jersey.

DOUBLE DATE

There is one anniversary in the life of Chester Zohn, WTAM's night manager, that is faithfully celebrated year after year. More accurately, it is a double anniversary, for the date of his wedding is also that of his joining the WTAM staff here in Cleveland.

Just recently, it was his 15th wedding anniversary and the 11th celebration of his years at WTAM.

POET LAUREATE OF THE CONTROL BOARD

Bert Pruitt has found new paths of poetic glory. A national news syndicate is angling for Pruitt to

Bob Dailey

Gracie Fields, England's number one comedienne, appeared recently on WTAM's "Women's Club of the Air." Here she is, shown in an informal pose with Jane Weaver, right, conductor of the program, and Mildred Funnell, center. Miss Fields has the distinction of being the highest paid performer in the entertainment world.

do a bit of verse daily for its newspaper clients. If the deal goes through, the series would start in the Fall.

This broadcast engineer's poetry now appears frequently in Cleveland, Detroit, Columbus, Indianapolis and Philadelphia newspapers and in several nationally circulated magazines.

Pruitt has been at WTAM for 11 years, but he began writing verse only 16 months ago. At that time his poetry was mere relaxation from difficult mathematic problems encountered in an advanced engineering course.

It is a lot more than relaxation now. Bert turns out from ten to twelve poems a week. Mostly Pruitt's subjects are the common, everyday happenings and emotions. Occasionally, however, he borrows from his colorful background of six years spent with the United States Navy in far-away ports.

The WTAM engineer is hardly a Keats or Shelley in appearance. Bert Pruitt is over six feet tall and tops the scales at 190 pounds.

ITEMS

The first WTAM staff member to be drafted is Claude Moye, known to thousands of Ohio listeners as "Pie Plate Pete". . . . Announcers Wade Barnes and John Hicks both spending their vacations in New York State. . . . Announcer Tom Manning donning a painter's cap to do a stroke-by-stroke version of a house painting derby. . . . Katharine Holgan and Sally Ruple joining the staff as switchboard operators.

ED. NOTE: And Bob Dailey of News and Press is the proud father of a seven pound baby girl. It's the Dailey's first. Congratulations, Bob.

DENVER EXCHANGE

Evadna B. Hammersley

STRUCTURAL CHANGES

Additional equipment has been installed at KOA to facilitate the switching of both the Red and the Blue networks.

Denver has become a pivot point in handling the new switching operation, formerly done by the telephone company.

Remodeling of the Master Control Room will make it considerably larger and completely air conditioned.

Latest type continuous recording equipment is being installed. A carpenter knocked down a piece of plaster onto a turntable in use the first few days. The needle dug into the plaster and only the quick action of Control Engineer Stan Neal kept KOA on the air.

A 5-KW auxiliary unit has been installed at KOA to keep things running in case of local power failure. It recently had a good work-out when, during a severe electrical storm, KOA experienced its first "blackout." Lights went out all over the building and Martin Tobin, reading a newscast in Studio B had to do some fast thinking before the flashlights arrived. The new auxiliary unit kept the station on the air, however, without a hitch.

ODDS AND ENDS

Bundles from heaven have arrived for the Ivan Schooley and the Werne Andrews households. Girls in both cases.

Has anyone an alarm clock and calendar to spare? Please send same to Tor Torland. Tor woke up the other AM not quite sure of the time or the day. He called the operator and got the correct time all right, but when he asked which day of the week it was, the operator replied, "Sorry, we're not allowed to give out that information!"

Miss Leone Leigh, Night Receptionist, has resigned to take up being a housewife. Lilyan Schofield succeeds her. . . . Glenn Glasscock, control engineer, is now with the Navy on active duty. . . . D. D. Kahle takes Glasscock's place and



CLARENCE MOORE

Howard Johnson comes in for Summer relief duty. . . . Genial Duncan McColl has been elected Director of the Lion's Club. . . . Lloyd E. Yoder, KOA General Manager, acted as General Chairman of the "President's Ball" during the Rotary International Convention in Denver recently. . . . James MacPherson, manager of National Spot Sales, tried to lead a heifer to water and was dragged through a barbed wire fence for his trouble. . . . Clarence Moore, whose picture is directly above, came back from Estes Park, scene of the Red Network "Nature Sketches", with a nature sketch in the form of a neat sunburn on the top of his head. . . . Miss Beverly Ward has taken over Music Clearance and will assist T. E. Stepp in Transcriptions. . . . Virginia Anderson, KOA steno, has resigned and is probably married by now. . . . Jack Lyman was called in on amplification arrangements for the Denver-owned mountain amphitheatre at Red Rocks Park. Lyman's experience at three World's Fairs has made him a recognized authority on the subject. . . . Perry Perregrine has been a flower lover for years. This year his tulips were particularly beautiful, so he invited friends to an informal exhibition. Two days before the exhibit a hail storm struck Denver. Result: No tulips, no exhibit.

FIVE ROOMS—Apartment available, with roommate, \$25.00 a month. Located near NBC on 49th St. off Sixth Ave. See Ken Shaw in Room 254.

WANTED—One roommate in exchange for one leaving July 1. Attractive locality, convenient to NBC, 25 W. 51st St., opposite AP Building. See Frank Owens, Room 416.

ONE ROOM—Lots of light, plenty of space, kitchen privileges if desired, convenient location. See M. Little, Room 304.

G. E. TABLE MODEL RADIO—Eight inch speaker for use with AC current only. Original cost, \$90; now at bargain. See Frank Owens, Room 416.

GALLET STOP WATCH—Seven jewels, easy to read. See Frank Owens, Room 416.

LARGE ROOM TO RENT—Boy or girl. Modern apartment house. 51st St. between 7th Ave. and Broadway. Phone Margaret MacLaren, Circle 6-1339.

GUEST RELATIONS STATISTICS

Did you know that since January 1, 1941, there have been 51 men hired for the Guest Relations staff and these half-hundred men are still working for NBC? This figure does not include those who were hired and have since left the company. At the present time, there are 96 men working for G. R.

Since the first of the year, 25 men have been permanently transferred to other departments. Seventeen men have been drafted or joined the ranks of the United States Army, Navy, Air Corps, or the Marines.

EDITOR'S NOTE: The entire Transmitter staff, not only here in New York, but every one of our representatives from coast to coast, was very glad to hear of Miss Hammersley's recovery from a recent illness. She's too swell a person to be out of action that way.

INTERNATIONAL

RALPH PERRY

International Broadcasting has its studios in Radio City and broadcasts seven days a week to Europe, South America, Central America and, in fact, to the rest of the world, via two stations, WRCA and WNBI.

In 1939, letters received in New York from points outside the United States, totaled 39,149 letters.

In 1940, the letters received totaled 46,500.

More than fifty men and women, who speak at least two languages, comprise the ever growing staff of NBC's International Division, which had its modest beginning in 1937 when two or three Spanish language broadcasts were made weekly to South America. It now broadcasts sixteen hours every day, seven days a week and has its own live talent shows.

Some of the artists and leading personalities featured on International broadcasts include General Camacho, brother of the President of Mexico; Professor, Doctor, Madame Angelique Panayotatou of the Scientific Staff of the University of Athens; Princess Mare De Bourbou; the President of the Senate of Peru; the Brazilian Admirals and Aviators; Rouben Mamoulien and Leo Carillo of Hollywood; Xavier Cugat; Olga Andre; Guy Lombardo and Sammy Kaye.

NBC Personnel has made arrangements, or have you heard, with William Saroyan for employees of NBC to see his latest creation, "The Beautiful People" at special reduced prices.

Every night except Monday and matinees Wednesday and Saturday. That's the set-up and here are the prices:

\$3.30	Orchestra	\$1.65
2.75	Balcony	1.38
2.20	Balcony	1.10

Mr. Saroyan will contribute 15 per cent of all monies received to the NBC Athletic Association, which is good enough for us.

Arrangements had also been made to give NBC people a discount on Orson Welle's "Citizen Kane" at the Palace Theatre.

Jeanne Bradley in Personnel is the person to see for discount tickets to "The Beautiful People."

On Thursday, June 12, Ted Malone referred to the day as "Friday" on three occasions. Twelve phone calls came in in as many minutes,

BOWLING

The NBC Bowling League ended its season with this success: There are over 100 members in this AA group and every Thursday night at least 60 active members make up 12 teams. There is an enthusiastic cheering section of other members, not playing that night, who come come over to the alleys and root for their department.

General Service 1, the winning team for the season, took 60 games and lost only 21. The high game score was 933 and the average score for the season was 821.

Engineering 2 finished in second place by winning 59 games out of 81. Their high game score was 958 and their average, 809.

Auditing wound up in third position winning 55 games and losing 26, with a high game score of 962 and an average of 800.

Heitmann, General Service 1, was the highest individual scorer of the season with an average of 174.22, based on 81 games. Rubin, Auditing, placed second with an average of 170.55, based on 77 games. Nicol, also of Auditing, took
(Continued in column 3, page 13)

"THE HOMEWARD SCENE"

Have you ever traveled homeward,
When the sun was falling fast,
And the colors dyed
The countryside
That slid so smoothly past?

On a train that's clicking swiftly
O'er the ruddy rail ahead
As the quiet light
Of coming Night
Spreads o'er the gravel bed.

With such pensive folk around you
Nodding with the swaying train
In its violent
Flight, as silent
Shadows sweep the country lane.

Far away, the City Towers
Dwindle miniature and mist,
In the gloaming
As the homing
Mortals keep their evening tryst

With the station platform's still-
ness

When the train has sped its way
Hear a cricket
Voice a thicket,
Turned to blue with closing day.

Now the station lies deserted,
Sprawled in solemn state and drear
While the glistening
Rails lie listening
For the Night to disappear.

Pasc.

"QUOTATION MARKS"

chiding, inquiring and offering some humorous slants.

A laundry in Brooklyn, personified by a gentleman with a broad non-Aryan accent, called to inform Ted Malone that "you are saying in New York it is Friday. In Brooklyn it is still Thursday."

Another gentleman held forth that after hearing Ted's assurance that it was Friday he was outraged because he hadn't received his salary.

One of the newest NBC AA activities is the Swimming Club. Under the direction of Elliott Mesnick it's gaining impressive support from NBC folk.

Organized in May, the club, in two months, boasts a membership of 70. The place is the Park Central Hotel where the group not only has the use of the pool but the gymnasium as well.

The charge is thirty-four cents per person when the club swims as a unit and forty cents at any other time for members individually.

Elliott Mesnick of the Mail Room and Walter Giebelhaus of General Service are the lads to be consulted for further details.

"I believe that the American system of free institutions—through which the fruits of individual effort and foresight and sacrifice are best protected—offers to mankind its greatest hope that individual security can be attained."

SCIENCE AND SECURITY

David Sarnoff
October, 1940

"In the all-out effort we must make to defend democracy, radio stands as a great national asset. Broadcasting's present efficiency derives directly from its freedom. In the living patriotism which we need to make our arms strong and our will indomitable, radio can play a significant part. This war has shown that people can be bombed by air with words as well as with high explosives!"

RADIO AND NATIONAL DEFENSE

Niles Trammell
January, 1941

"It may spread eastward to Turkey and Russia. The Germans may, for a time lay their hands on the granaries of the Ukraine and the oil wells of the Caucasus. They may dominate the Black Sea. They may dominate the Caspian Sea. Who can tell?"

COMMENTING ON THE
BALKAN SITUATION

Winston Churchill
April 27, 1941

POSTAGE DUE

Letters From NBC's Information Division

Gentlemen:

I have a very interesting act. I do shadowgraphs with my hands. My act would have to be done in front of an audience able to read "APPLAUSE" which we could flash on a screen when we wanted it.

This would be of GREAT interest to the listening public . . . they would hear the applause.

If the public didn't care for it . . . TO _____!

I would require \$5,000 a week and the installation of a white sheet to throw the figures on. If we wanted a change in program we could play leap frog or do some magic.

Can you suggest a sponsor?

Sincerely,

Dear Sir:

What I would like from Hitler is some different than I have yet heard requested but here it is: I have ten 100,000 Mark Reichsbanknotes of February 1923 issue. They were given to me and the children. My husband is in the hospital and I need money to pay off the mortgage and back taxes on this farm. If Mr. Hitler would just cash these notes for me I could straighten things out swell!

(Don't tell him so but it would also put me in a position to give another son to Uncle Sam.)

Here's hoping—

(Continued from col. 1, page 12)

the third position with an average of 170.48, based upon 74 games.

Steer Mathew, chairman of the Bowling League, has announced that the Fall season will open September 12 at the Riveria Bowling Hall, 116 West 50th Street.

The increase in bowling interest and popularity comes from the ladies of NBC. They comprise about 20 per cent of the group every Thursday.

New bowlers are always welcome. If you have any ideas concerning the League, drop a line to Steer Mathew, Room 560.

TENNIS

The regular NBC Tennis Tournament, held every year, will take place in August. Contests will be threefold. A men's singles, a women's singles and the mixed doubles.

Trophies go to the winners, so send your letter of interest to Bob Fine, Room 254.

SAN FRANCISCO

Kay Barr

TIME MARCHES ON!

KGO's A. E. "Shorty" Evans, engineer in charge of the KGO Transmitter, and his crew have hung up a brand new record.

Out of 6,406 hours and 53 minutes of air time, Shorty and the boys lost only 31 seconds. For this bit of doing, they have received the annual plaque awarded by General Electric for the most nearly perfect record in the matter of time off the air in 1940.

O. B. Hanson, vice-president and chief engineer of NBC and Joe Arnone, architectural engineer of NBC, were special guests at a luncheon broadcast celebrating Shorty Evans' achievement.

As a feature of the program, Producer Gene Clark presented the shortest dramatic skit in radio history. It was exactly 31 seconds in length.

OLD HOME WEEK

Four former San Francisco alumni, now with NBC at Radio City, threw a welcome party for Cliff Engle and Grant Pollack, both of whom have transferred to New York. Hosts were Announcers Bob Waldrop and Nelson Case, Producer Joe Thompson, who is now in the Army, and Sound Effects Man Jerry McKee.

ROMANCE

Announcer Floyd Farr and Jetta Baker knew each other in high school. Their school day romance resulted in a marriage May 4.

Announcer Eddie King and Sally O'Connell followed suit May 10. The nuptials took place in Reno, of all places.

Mary Milford, NBC dramatic actress, and Frank Schlessinger, manager of Allied Advertising, exchanged vows May 9.

PERSONALITIES

General Manager Al Nelson has been elected to the Board of Directors of the San Francisco Festival Association.

Madeline Attabit, Traffic, had a birthday. Bessie Atkinson hooked



up a conference call on the switchboard and Madeline was greeted by six young ladies, when she picked up the phone, harmonizing "Happy Birthday."

Reed Browning, who joined the announcing staff in March, passed cigars April 6. Reason: Little Miss Wendy Laurel.

Announcer Jimmy Mathews out eight weeks with a migratory streptococcus infection.

Gladys Cronkhite, KPO's "International Kitchen," presented a p.a. description of a horse show at the Elmhurst Lions Club Picnic, June 8. She also exhibited two thoroughbred hunters.

Jimmy Coffis left the Mail Room to work in the U. S. Mint, which is a good trick. Frank Olsson took Jimmy's place.

Claire Valpey, Script, christened a new submarine net tender and received a platinum-diamond wrist watch from the Navy officials.

Sales Manager William Bernard "Bill" Ryan was elected president of the San Francisco Advertising Club.

Temperance Smith, former editorial assistant of "Time", replaced Ethel O'Kane in Continuity when Ethel resigned to become a happily married young lady.

Marion Hansom, secretary to Chief Engineer Curtis Peck, resigned in June to join her husband in Southern California. She was replaced by Lola Camaches of Sales.

GOING UP!

All thoughts, words and deeds at KGO and KPO in San Francisco these days have to do with the new NBC Building, now well under way at Taylor and O'Farrell streets.

April 16th, previous occupant started moving out and power shovel digging began May 1. Last walls of the old building crashed May 5. Excavation was finished and workmen started pouring concrete June 4. All the footings, by June 10, had been poured up to the basement floor levels.

Special broadcasts from the site of the improvement, at least once a week, will increase as work progresses.

A "Speechless Mass Meeting" of the Sidewalk Superintendent's Club was held. The official Sidewalk Superintendent's song was introduced as well as the official cheer of the club and it marked the first appearance of the Dainty Dozen, 12 pretty KGO-KPO girls in tricky costumes.

War and weather permitting, General Manager Al Nelson intends to dedicate the new "Million Dollar Home of KGO and KPO" January 15, 1942.

Florence Larsen moved from Typing to Sales. Girls of the staff gave Marion Hanson a farewell luncheon at the Sir Francis Drake Hotel.

General Manager Al Nelson has been elected honorary director of the California Rodeo, held annually at Salinas in July.

Announcer Hal Wolf and Producer Dick Bertrandias led an NBC softball team that beat the network off a CBS outfit with a score estimated at 16 to 13.

Three weeks later, the Actor's Club dethroned the champs 16 to 13, all of which proves the boys got a lot of exercise.

FOOTNOTE

Addition of an Associated Press printer gives the KGO-KPO News Department all three of the news syndicate services, AP, UP and INS.

HOLLYWOOD

Noel Corbett

GOLF NOTES

The NBC AA chose the picturesque Palos Verdes Country Club for their third annual golf tournament this year.

Staff Trumpeter Bob Kimic shot low gross of 78 to win. Sax player Dick Eckeles was second with a 79. Bing Crosby and George Hatch, the defending champ, tied for third place. Low net honors went to Bob Brooke of Engineering, followed by John Wald of the Richfield Reporter program. Sperry Newscaster Sam Hayes tied with Lew Frost for third.

The most handsome prize of all was carried off by George Volger. All Georgie had to do was to take his time between each hole, running up the highest gross score. Georgie pointed out that winning the swell Daily Variety cup didn't surprise him at all, because he's getting all the luck these days. It was only a couple of weeks before that Mrs. Volger presented him with a baby girl.

Tracy Moore's inauguration as head man of the Ad Club of Los Angeles means that the Western Division Blue Network Sales Manager is the first radio man ever to hold both the vice-presidency and presidency of the Ad group.

The season's highlight in radio circles was Jack Benny's 10th Anniversary party at the Biltmore Bowl, which was attended by over a thousand important radio people. Eastern NBCers who were there included President Niles Trammell, Sidney Strotz, John Royal, Clay Morgan, Bertha Brainard and Ed Hitz.

New to Alex Robb's Program and Talent Sales Department is Leo B. Tyson, formerly of KMPC . . . Robb's new secretary is Norma Rinehart and Honor Holden is now Department Auditor. . . . Alene Butcher and Dorothy Daniels, both new to that Department. . . . Margaret Kent is now Lew Frost's secretary, taking the place of Blanche Davies, vacated when she resigned to go to San Francisco and become



Vice-President Don E. Gilman lunched the Hollywood Press Department in the American Room of the Brown Derby in honor of their topping off Billboard Magazine's Annual Radio Exploitation Survey for the second year.

Left to right, Noel Corbett, Catharine Schall, Dorothy Waknitz, Matt Barr, Martha Sherwin, Hal Bock, Press head, and Clay Morgan, standing.

Mr. Gilman, Frances Scully, Joe Alvin, Nell Cleary, Phyllis Murphey, Art Carter, photographer, and Ben Byers.

a full time housewife. . . . Vava Bowers has taken a leave of absence (expecting the stork) and Grace Leddy has taken her place as Bill Andrew's secretary in Guest Relations. Aubrey Ison is now shuffling tickets in Andrew's department. . . . Traffic Department personnel notes included: Harold Haklik now Night Traffic clerk . . . Bud Spencer, Day Telegraph supervisor . . . Lefty Lefler, Night Program transmission supervisor . . . Miles Auer and Don Smith, both new to the Department. . . . Ernie Brashear now in Music Rights and Nathan Scott into Music Research . . . Bruce Anson now a junior announcer . . . Florence Gidley into Press, taking the spot Phyllis Murphey left open when she went to Auditing . . . Frank Hall now on the parking lot.

QUICK PIX . . . Don E. Gilman, Sidney Dixon, Red Sales manager; Tracy Moore, Blue Sales manager and Bob McAndrews, Sales Promotion manager, will attend the PACA Convention at Santa Barbara, June 29. . . . Abbott Tessman, announcer, gave himself the hot-foot when he fell asleep under a beach umbrella with naught but the bottoms of his feet exposed to the sun's rays. . . . Hal Brock, Press head, had a new rancho out past Van Nuys in the Valley. . . . NBC Softballers took on Kay Kyser's champs; score lost on the way home. . . . J. R. O'Kelly, field engineer, out for seven weeks with a broken jaw. . . . Bob Schuetz, head

of Radio Recording Division, toured the Northwest. . . . John Swallow, Division Program manager, also on a northern business trip. . . . The Alex Robbs and the Hal Bocks celebrated their wedding anniversaries the same day. The Robbs are 15 years up on the Bocks, however. . . . Bob Moss and Dave Elton are motoring East together. . . . Another going East for a new car is Martha Sherwin of Press. . . . Wendell Williams and his wife, the former Helen Buchta of New York, will vacation at Priest Lake, Idaho, after which she will vacation in Gotham. . . . William's secretary, Kathleen Kelly, will vacation in Yosemite. . . . Wynn Rocamora on a business trip to New York. . . . Wally Boone had his tonsils yanked. . . . Nell Cleary of Press and PBX Operator Bill Clevenger, both sporting canes; bad ankles. . . . Nadine Amos, Mr. Gilman's secretary, still industriously studying Spanish. . . .

MEMO

Now that Charlie Turner is in the army and we have a new editor there is no longer the danger of out-of-town correspondents being frightened by memos signed Phtholognyrrh.

Unraveled, that spells Turner, believe it or not. The explanation for this bizarre orthography is as follows:

phth,	as in phthisic, is	T
olo,	as in colonel, is	UR
gn,	as in gnat, is	N
yrrh,	as in myrrh, is	ER

THE NBC RIDING CLUB'S PAPER CHASE



The paper chases are fast becoming an institution with the riding group. Its most recent one was held Saturday, May 17, under the able and original direction of Mr. D. B. Van Houten, Riding chairman.

Color movies of the entire event were taken in perfect sequence. The photographer preceded the riders enough in advance to photograph them at key spots on the ride. His sequences numbered pine groves, wooded lanes, fields of fern and crossing streams, where everyone hoped it would be the other fellow whose horse would balk at going knee deep in cold water.

What is a paper chase? There are several definitions. The orthodox one being a treasure hunt with paper confetti clues on the trails which lead to a hidden letter, the finder of which is the winner of the prize.

One of the newer riders on May 17, contributed a slightly differ-

ent version. She assumed it was a ride in which everyone hopped on and off their horses, trying to pick up small bits of paper strewn throughout the woods and the one able to collect the greatest number of paper bits won the chase.

As usual, Mr. Van Houten preceded the riders by a half hour on the trails to set the clues. Mrs. Van Houten and Dick Van Houten joined in the chase. Dorothy Lewis of General Service had Mascot and everyone agreed she looked like a circus rider for Mascot has that same slow, graceful canter, so beautiful to see. Helen Korday, in Personnel, felt that she had been given the horse Good Luck because she hadn't been on a horse since last Fall.

Al Patkocy, of Duplicating, gave everyone a qualm when his horse tried to throw Al over his head whenever he approached water. Al managed to stay dry but developed a few blisters doing so.

After one hour of riding, Claire

Maxwell of G.R. and Virginia Black of Blue Sales exchanged horses. We wonder whether it was a question of matching costumes.

Ed de Salisbury of Sales Promotion was late. Just as the group was mounting, up dashed a cab with the tardy Ed. Shame.

Edme Logan, Stenographic, and Paul Rittenhouse of Guest Relations kept to the rear. Paul, saving his fire for the final stretch, fooled everyone, including himself, by winning the prize.

After the ride, an outdoor fire was built and 32 people indulged in frankfurters, hamburgers, cake and coffee, prepared by Mrs. Van Houten, the guardian angel of all the riding picnics.

The gods were with the group. While the morning was sultry, the sun shone brightly all afternoon. Not until the fire was out and the group piling into the cars, preparatory to calling it a day did Old Sol hide behind the clouds and usher in a real Spring storm.



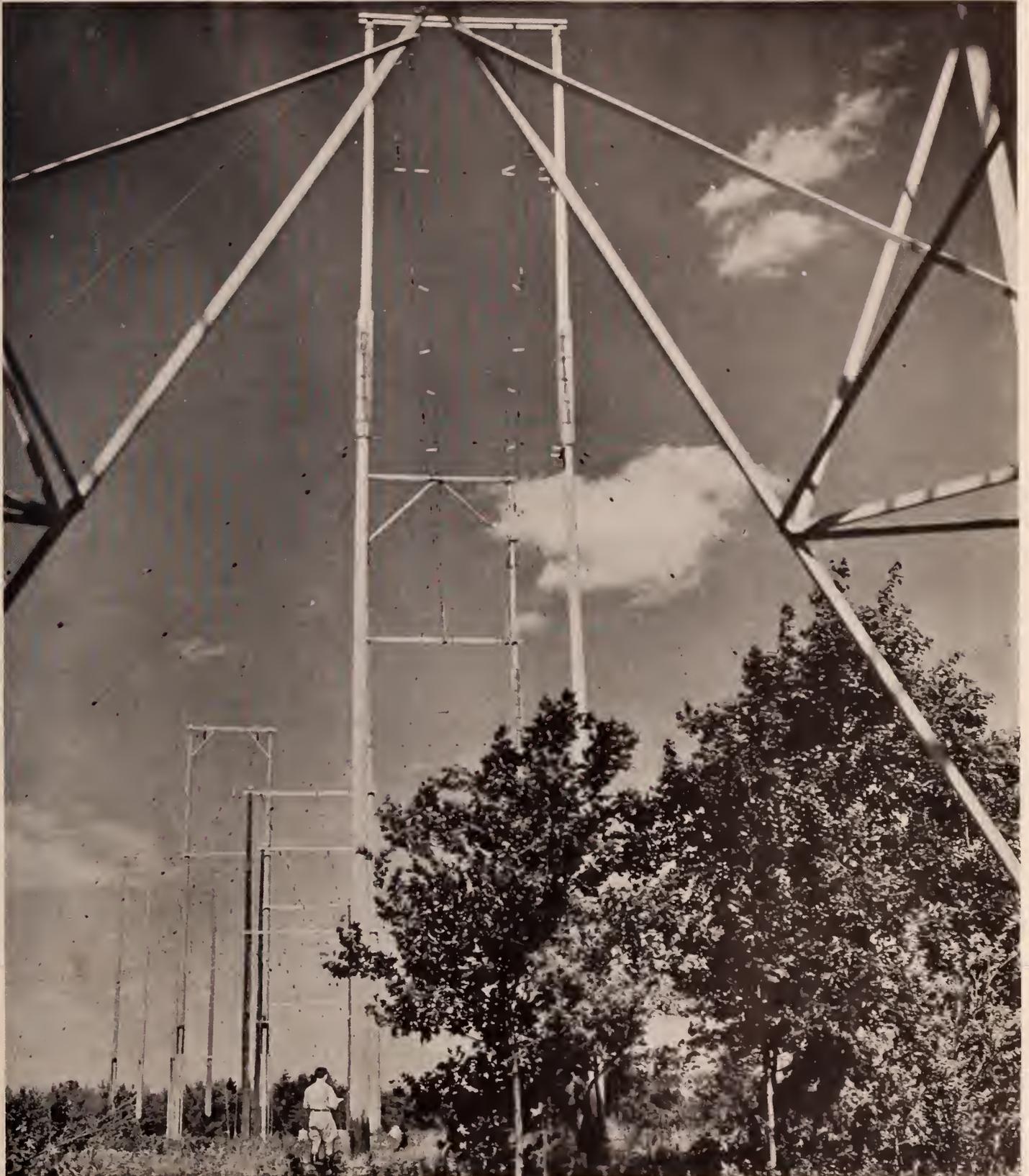
NBC TRANSMITTER

OCTOBER

NATIONAL BROADCASTING COMPANY, INC.

GENERAL LIBRARY

80 ROCKEFELLER PLAZA, NEW YORK, N. Y. 1941



INTERNATIONAL

Once an obscure, hopeful offspring of domestic radio, it took a World War II to expand NBC's International Division into a most vital branch of broadcasting today.

From the 70 acres of the Bound Brook plant in New Jersey hum the 50,000-watt signals as they send six different languages from sixteen to twenty-four hours a day to over 80 foreign countries and possessions.

Originating, for the most part, in Room 211 in Radio City, these programs carry with them the greatest responsibility yet known to broadcasting. Out of the "future possibility" dream that still cloaks television and frequency modulation, has emerged International Broadcasting into the very real present. In 1925, the trail-blazing began. Raymond Guy, radio facilities engineers for NBC,

reports that in 1925, in a 20-minute broadcast from Station 5XX in London, England, only one minute was intelligible. In 1940, International had grown up and received its commercial license.

Today, 92 stations in over 20 Latin American countries have signed contracts with NBC to form the largest single Pan American network ever developed.

A useful service to Latin America, South America and Europe requires daily transmissions in six different languages: Spanish, English, German, Portuguese, French and Italian. Transmissions in each of these languages require separate staffs. Radio City is merely the headquarters; foreign representatives and contacts are scattered throughout the entire world.

Over a half-hundred people make up the International Division in New York. Under John W. Elwood, energetic and likeable, the company spirit that exists there today is the finest example of people working together. Young, vital, this division of NBC is making the world sit up and take notice.

Throughout Europe, those caught listening, in oppressed countries, to the news broadcasts of NBC are heavily penalized. Nevertheless, an audience exists of such proportions as to redouble the efforts of those on the European staff.

American news continues to be the best and often the only source of unbiased, complete news heard in European cellars, under Amsterdam beds and in Belgian closets.

When International takes the air, all concerned subtly show that they feel their responsibility. For in Europe, at present, with the exceptions of Switzerland and Sweden, all news filters through the Dr. Goebbels' propaganda machine before it reaches the populace of Germany and the occupied territories.

Sticking strictly to objective, clear-cut news and commentary, NBC rightly surmised that the contrast to European colored information would have the desired effect. From travelers, officials and from smuggled letters have come the replies. A few such letters are published, for the first time, on these pages.

Early this year, NBC inaugurated two new 50,000-watt transmitters so that both WRCA and WNBI beam abroad by means of new directional antennas just twice their former strength.

NBC's task in Latin America is of equal importance. Today, WNBI and WRCA are the most widely listened-to stations below the Rio Grande. Some four years ago, it was a different story. Germany, at that time, had the stronger signal.

Propaganda, as we know the word today, is a powerful force. The best practicable weapon to use against it is facts, presented factually. Having conquered our Rockies and the Great Plains, this nation has just discovered the frontiers that still remain. Radio is both the musket and the plow.



INTERNATIONAL FIRST

- ... First American Network to engage in international broadcasting.
- ... First Network to have full time foreign correspondents.
- ... First Network to receive programs from foreign sources and use them in a commercial program.
- ... First Network to send commercial programs to foreign country for rebroadcasting.
- ... First Network to tie in a number of foreign stations to transmit the same program.
- ... First Network to receive and to rebroadcast from:
 - a. Europe.
 - b. Central and South America.
 - c. Hawaii and South Sea Islands.
 - d. Australia and New Zealand.
 - e. Japan and China.
 - f. Philippines.
 - g. Dutch East Indies.
 - h. Siam.
 - i. Africa (North, East and South).
 - j. Near East (Palestine).
 - k. Bathysphere—2500 ft. depth.
 - l. Stratosphere—13 miles.
 - m. Ships at sea.
 - n. Clipper flying Pacific.
 - o. Graf Zeppelin.
 - p. Battlefield—Floyd Gibbons from Manchuria.

THIS ISSUE'S COVER:

WRCA and WNBI, International Broadcasting's new 50,000-watt Transmitters at Bound Brook, New Jersey. 70 acres of the most highly valued property in the world today.

BROADCASTING

LETTERS

Helsingfors, Brando.

"On board of this ship I have repeatedly heard your broadcasts. . . . The rest of the German-speaking world could hear more of the fate of the Baltic peoples. . . . In the Baltic there is now much less freedom than under the former regimes, which by far were not democratic.

The material situation of the workers has catastrophically become worse, the prices of goods have risen 3, 4 and 5 times in comparison with the much advertised rise in wages."

Beograd, Yugoslavia.

". . . When Laval was dismissed from his office . . . I listened to another American broadcasting station from 6:15 to 6:30 p.m., and it did not give this news, but when I listened to your news broadcast one minute later, the above-mentioned sensation was announced. That same evening I tried to check this news through any one of the European broadcasting stations, but in vain; it only became general news on the following day."

This letter was smuggled out of Germany by an emigrant and brought to Colombia, South America, via Russia, Japan and over the Pacific. The letter was mailed from Medellin, Colombia, on Feb. 17, 1941, and received by the International Div. March 11, 1941.

Berlin.

September, 1940.

"It will take several months before you will receive this letter . . . The time of your broadcast and wave length is a quietly-kept secret of very, very many . . . We have two big favors to make of you:

1. Most of our radios have a short wave dial beginning only with the 19 meter band . . . German Hour, if possible, use the 31 meter band.

2. Please change the broadcast time of your news period to the end of the hour, as the German Radio Station broadcasts the news at 8:00 p.m., to which we must listen, so one at least knows the next day, what Dr. Goebbels had to communicate to us.

John F. Royal, Vice-President in charge of International Relations, has flown more than a half-million miles over most of the world's air lines looking after NBC's far-flung broadcasting interests. Returning from a 20,000-mile air tour of all the Republics below the Rio Grande, Mr. Royal brought with him signed contracts with 92 stations in the 20 Latin American countries. This step by NBC, in extending its Pan American network, results in the largest single network yet developed by any major American broadcasting company.

Mr. Royal, on returning, said, "This is another step on the part of NBC to cement the social, commercial and cultural ties with the people of the United States and our South American neighbors. In completing this extension of our Pan American network we have dealt separately with every one of the countries instead of considering the 'South of the Rio Grande' as a whole.

We have followed this plan since each of the Republics has radio problems and circumstances of a local nature which had to be considered before any thought could be made in the direction of an extended Pan American network."

PROGRAMS

"CUGAT FOR CAMELS"—the Red Network show featuring Xavier Cugat, Carmen Castillo, Lina Romay and Miguelito Valdez is sent simultaneously to Latin America. Rafael Herrera performs the neat trick of listening to Bert Parks, via earphones, while announcing in Spanish the same commercials from a soundproof, glass-enclosed booth in the studio.

"FASHIONS IN MANHATTAN"—beamed abroad to Europe on Wednesdays. Designed to give helpful hints and constructive advice to the women of England who, war or no, keep up with the latest fashions. The broadcasts describe trends in design and stress the possibilities of dressing smartly under trying circumstances.

"BETWEEN THE BOOKENDS"—Ted Malone, heard regularly over the Blue, is now beamed to Europe five days a week.

"MEN OF MUSIC"—featuring serious music and interviews with famous composers, singers and musicians. The artists perform during the program while the works of the composers are being played. Frank Nesbitt, head of the English Section of International, interviews.

"FOR AMERICA WE SING"—the Blue Network show featuring Dr. Frank Black and the NBC Orchestra, Helen Jepson and Frank Parker, is heard in England on Mondays via delayed broadcast.

All of the 92 NBC affiliates in the 20 Pan American countries now have the opportunity of picking the best programs of the NBC Blue and the NBC Red networks. American firms, doing business in any of these countries, will be able to sponsor commercial programs directed to Latin American consumers as well as exchange ideas and new techniques through the facilities now made possible by this extended NBC network.

The type of station signed by NBC varies from 1,000 watts to 200,000 watts with one or more stations in each of the 20 Latin American countries.

A part of the picture was Mexico's largest network of 21 stations becoming affiliated with the Pan American Network of the National Broadcasting Company. Mexico's largest station, XEW, recently increased to 200,000 watts, is the key station in the group and, with its increase, is now the most powerful radio station in the Western Hemisphere.

Through Mexico and Central America alone it is estimated that a vast radio audience of 28,000,000 people today can be served with the best programs of both the Red and Blue networks and the specially-built programs of the International Division, receiving these programs through their own stations. In the words of John W. Elwood, general manager of NBC International, this opens "a new era in international broadcasting."

RADIO CITY

PUBLIC SERVICE

The new RCA Alert Receiver, the modern Paul Revere, is an important innovation in broadcasting. Pictured on this page are Mayor Fiorello LaGuardia, National Director of Civilian Defense, and David Sarnoff, president of RCA, in the first test of the device, as a nationwide audience listened in over the Blue Network.

The receiver turns on automatically when a special, inaudible signal is flashed from a broadcasting station. A bell rings, summoning listeners.

The demonstration took place at LaGuardia Airport. Word that "enemy" airplanes were sighted over Long Island was relayed from Army officers at Mitchel Field to a Civilian Defense Officer in an NBC Studio at Radio City. He immediately pressed a button, sending the robot signal riding across WJZ's wave. Within a few seconds, the impulses turned on the Mayor's RCA Alert Receiver in the Administration Building of the airport, notifying him that the NBC Blue Network was ready, from coast-to-coast, to broadcast any message he might have as Director of Civilian Defense.

The device can be incorporated in standard broadcast receivers and television sets to make them alert to the robot signal.

Developed by RCA engineers to more closely affiliate broadcasting with national defense, it stands as still another example of radio personnel being invaluable to the average American community.

DISCUSSION GROUP

With a new idea running through the set-up, the Personnel Division's new series of Discussion Groups will begin Wednesday evening, October 15, and continue every two weeks thereafter during the winter season.

In the past, almost every department head has, at one time or another, discussed his individual department, its organization, operation and the type of personnel engaged. These past discussions



are all on file in the Personnel offices and it is believed by Ashton Dunn, Personnel Manager, that the story is complete.

Since the ground has been covered and, it is hoped, cultivated, a new approach may be taken at this time. Having inspected the departments as individual units, the idea behind this new series is to discuss these same units as contributing to the whole. Why does NBC need each division bearing its name? How does each department make up the entire picture of the National Broadcasting Company and thus, broadcasting in general?

This general knowledge of radio, instead of general knowledge of some one part of radio, should interest all throughout and not a succession of different groups of varying interests. At the conclusion of the series, those participating may consider themselves as intelligent about the entire company and not just phases of the picture.

NAMES IN THE NEWS

Bill McClancy resigned as head of Traffic to enter defense industry with the Eaton Manufacturing outfit.

E. B. Lyford and John Murphey of Traffic presented their departing boss with an engraved silver cigarette box in the presence of Niles Trammell, president of NBC, and almost every other department head in the company, in the plush

surroundings of the Rockefeller Luncheon Club on the 67th floor of the RCA Building.

Charles E. Phelps celebrated his 10th Anniversary and we didn't record it last issue, bringing the justifiable wrath of Blue Sales down upon us. Forgive us, suh.

Even more sadly neglected is Roy Sharp of Traffic. We not only failed to mention his moving from G.R. to Traffic all of a year ago but, more important, we are only now reporting that Roy married the former Mary Parsons 12 months back. Congratulations on your first anniversary, eh?

Harry Woodman, from Station Relations, from KDKA, from Traffic before that, resumes his post in Traffic, replacing Bill McClancy. . . . Birger Hagerth, Tour Supervisor, married Miss Marielouise Wilkens at St. George's Episcopal Church, August 9th. . . . William Cort Miller, senior guide, married Miss Doris Love Kirkland at the Vander Park Church, August 10th. . . . Franklin Butler of Legal wed Miss Maxine Marie Baribeau at St. Michael's Church, Grand Ledge, Michigan, July 23rd.

Miss Mary Sheppard of Production is now secretary to Mr. Henry Ladner of Legal, replacing Miss Iva Singer. . . . also of Legal, Miss Helen M. Hartman is secretary to Mr. Swezey . . . as is Miss Evelyn V. Schmidt, secretary to Mr. Prime. . . . Miss Olive E. Binz has transferred from Legal to Radio Recording. . . . Transfers into Television include: C. G. Alexander from G.R. to Programs; Dick Dinsmore from Recording to Production; Garry Simpson from G.R. to stage manager; Walter Clarke, Ed Nathan and Stoddard Dentz from G.R.; Felix Ghirlando from General Service; Henry Mallen from Maintenance and John Allen from the Mail Room.

Walter Law and Herb Mattick transferred from Guest Relations to International. . . . Irene Kuhn went from Press to Sales Promotion and Gene Hamilton moved from Announcing to Production.

BELLMORE LISTENING POST

NEW YORK

The National Broadcasting Company's new short wave Listening Post at Bellmore, Long Island is considered the most strategically located radio ears in America today. Listening in to the radio waves of the world today is one of the most important functions in American broadcasting and represents public service in its purest form.

Operation of the post is under the supervision of A. A. Schechter, NBC News and Special Events Chief, with Jules Van Item in direct charge. To promote the highest efficiency in the NBC search of the world's ether waves, an entire corps of engineers and foreign language experts has been moved to the new location.

Linked to the growth of NBC's International Division, the Listening Post's expansion is a direct result of World War II and its spread to Eastern Europe, the Middle East and Africa.

A battery of the most sensitive short wave radio receivers has been installed at the former site of WEAJ's transmitter. The staff of foreign language news experts daily maintains 24-hour watch on the world's airways, tapping Europe's main sources of significant news stories. Situated far from the towering steel-ribbed buildings of Manhattan, ideal reception is found.

The Listening Post is linked with the NBC Newsroom at Radio City by three direct lines. One is a microphone line enabling any of the shortwave experts to take the air from Bellmore at a moment's notice. The second line serves a teletypewriter circuit which relays the translated news from the Long Island outpost to Radio City. An auxiliary telephone circuit makes it possible for short wave monitors and news editors to check incoming news bulletins.

Two electrically-operated recorders and playback devices have been installed to insure accuracy of translation.



The news of Germany's assorted invasions of Russia, Yugoslavia and Greece, all significant events in the development of our foreign national policies, are representative of the type of news these NBC short wave monitors pull out of space and pass on to listeners and news agencies on this side of the Atlantic.

The 24-hour vigil at the earphones is no easy stint. Reporting what they hear with complete objectivity, these men must obtain the news in spite of atmospheric difficulties, twisted facts and the fog of propaganda.

Since the time the war of nerves became a war of reality, the increasingly important NBC role in the gathering of foreign news from the shifting centers of hostilities has kept this staff functioning on a watch-around-the-clock schedule on all foreign broadcasts.

Behind the vine-covered building at Bellmore, a formidable array of equipment hums away as it catches every phase of the foreign news coming in via short wave. A bank of receivers, a battery of dictaphones for recording important dispatches, telephones, typewriters and teletypes complete the array.

Jules Van Item, responsible to A. A. Schechter for the short wave monitoring staff, was born in Holland. He is now an American citizen after having lived abroad principally in Germany, France,

Rumania, Hungary, Spain, Portugal, Argentina and Uruguay, and speaks a half dozen languages fluently as a result.

This staff must know a minimum of four languages, sense propaganda from policy trends, facts from lies, be able to write, preferably from newspaper experience, have had a European education or have lived abroad for several years.

As an aid, any program coming over the short wave can be recorded at the touch of a switch. The first account of Marshal Petain's announcement of the capitulation of France was obtained in this way. Listening to a speech from Bordeaux, the static was so bad that the NBC man couldn't make it out and recorded it. Listening to the cylinder over and over again, it finally gave up its message to him and the news made history.

The Listening Post is daily accomplishing what it was designed to do: bring the United States public, at the earliest moment possible, the story. Whether it takes place in the far reaches of Asia or the capitals of war-torn Europe, still the average man in America must know, has the right to know, and NBC has provided another service to sustain that right.

HOLLYWOOD

Located in North Hollywood, NBC has established a Pacific Coast Listening Post to supplement the listening activities carried on at the large Eastern plant at Bellmore, Long Island.

This sensitive radio ear is tuned in to the Orient's war of words and follows a pattern of operation established at Bellmore. Relaying news to Los Angeles and other West Coast newspapers as well as the Hollywood headquarters of NBC for broadcast over the double networks, the new Hollywood plant will be manned by a staff of foreign language experts as highly proficient at interpreting foreign news as the men in the East.

NBC TRANSMITTER

Published for and by the NBC
personnel from coast to coast.

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EDITOR Roy Pascal
ASSOCIATES Robertson Schroeder
 Arthur Bellaire
 Charles Pinckney

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

SUGGESTION SYSTEM

The long hoped-for Suggestion Plan has been announced to NBC Personnel.

In nearly every office of the Eastern Division, boxes are now installed. In each of these may be found suggestion blanks and envelopes. Employees are asked to mail, to the Suggestion Committee, their ideas for greater efficiency of operations and for program material.

The Committee has for its chairman Ken R. Dyke, Director of Promotion and Advertising. The other members are Vincent Gilchur, Director of General Service; William S. Hedges, Vice President in charge of Stations; John H. MacDonald, Assistant Treasurer; George McElrath, Operating Engineer; Clarence Menser, National Production Director; Roy C. Witmer, Vice President in charge of Red Network Sales, and Ashton Dunn, Personnel Manager.

The Personnel office will receive and record all suggestions submitted, turning the suggestions over to the committee. The committee will then act on each idea, without knowing who submitted it. If, after a study of the idea, it is deemed worthy of acceptance, an award of from \$5.00 to \$100.00 will be authorized and the author made known to the committee. In this way, all ideas and suggestions will be judged on their worth alone.

Everyone is eligible for receiving awards except department heads and officers of the company.

With the adoption of this system, now, more than ever before, we all have the ability to share in the operations of our company.

WASHINGTON

ANNIVERSARY

Edwin Rogers, dean of Washington announcers, last month celebrated his tenth anniversary with NBC. He has served the entire decade at WRC-WMAL.

Ed first announced the call letters of the two stations on September 28, 1931. Today, at WRC-WMAL, Ed has assumed commercial importance as a newscaster, in addition to his regular staff duties. He is the Senate Beer and Ale reporter on WMAL, four times a day.

Ed's first appearance before a microphone was in 1923 when he sang at station WDAR, Philadelphia. Later, while studying for his A.B. at Columbia University, he performed a number of times over WJZ and WEAJ. He also appeared in several New York musical shows and was on the staff of WOR and WTIC in Hartford, Connecticut.

PROMOTION

WRC-WMAL has a new promotion manager and a new announcer. Hugh Higgins, for the past four years engaged in public relations work at Creighton University, Omaha, is the promotion man. Kenneth Banghart, manager of the local Cooks Tour travel agency, the mike man.

GOLF STORY

Keith Williams, WRC-WMAL engineer, reveals a unique story of having missed a hole-in-one by 30 seconds.

Keith, preparing to drive from a Rock Creek golf course tee, noticed a workman on the green, but paid no attention to what he was doing. However, when he approached the green, the workman, an Italian, excitedly pointed and stuttered, "You justa miss . . . you justa miss!"

Investigating, Keith found that his ball had stopped dead in the center of a little round piece of new turf, the former position of the cup which the greenskeeper had just moved several yards away.

Keith says if he'd driven his ball 30 seconds sooner—yep, he'd have made a hole-in-one . . . if . . .

Tom Knode


ED ROGERS

ODDS AND ENDS

Our odds and ends will include no vacation bits, which is more than our other correspondents can say, no doubt. . . . Fritz Balzer, Music Supervisor, plays viola in the studio band in his spare time. This year he's been promoted to the first row. . . . George Wheeler, production department, is the bouncing father of a brand new baby boy, at seven pounds ten ounces. . . . Auditor Rudy Goldenstroth is slightly incensed that the TRANSMITTER should spell his name Ruby. . . (ED. NOTE:!) . . . Walter Salb is WRC-WMAL's new studio organist. . . . Busiest announcer: Steve Douglas, doubling in brass for Ray Michael, sports; Larry Marino, Kitbitzers; and Bill Crago. . . . Is that Ray Michael looking at that window full of wedding rings? . . . Jim Seiler, former promotion man, reports from Panama City that he and John Hurley, announcer, are enjoying their tour of duty with the Navy, but oh, that rain—that incessant rain! . . . Our congratulations go to Mr. John Hartley and the former Miss Maxine Cook who were married the 9th of August here in Washington. . . . Mary Mason, Director of WRC's Home Forum, is the newest member of the 100 thousand mile Mainliner Club.

Dan Thompson

NEW SPACE

Expanding offices and studios have now brought practically the entire 19th floor of the Merchandise Mart Penthouse into use for the NBC Central Division. Three new studios, modernistic in design and beyond-the-minute in construction, will be in operation by the time this appears in print.

Roy Shield, Musical Director of the Division; the Communications Department under G. V. Olmstead; the Program Traffic Department under Frank Golder; and the Radio Recording Division under Frank E. Chizzini have moved into new offices opposite these studios.

New observation facilities were arranged for the Transcription Department on the 20th floor, which now takes over space formerly occupied by the Program Traffic, the Communications and the Night Manager's departments.

Completed and in operation in August was the newly redecorated and redesigned Studio A, largest of the NBC Chicago audience studios.

WEDDING BELLS

NBC Chicagoans celebrated twice on Saturday, August 16. Once when Miss Frances Morton, secretary in the Engineering Department, married Hubert Abfalter, NBC Chicago studio engineer; again when Miss Violet Colliander, secretary in the office of Harry C. Kopf, NBC Central Division general manager, married Robert K. McElroy, student in engineering at Purdue University.

Eric Danielson, Program Traffic; Newsman G. Clinton Youle; Vic Brown, Program and Talent Sales; Virginia Rabe, Sales; Announcer Durwood Kirby; Doris Jakeway, Music Library; Lucille Hagen of Continuity and Marion Loomis of Spot Sales have all marched to altar since the last check-up.

MOVIE CRITICISM

The NBC Athletic Association Camera Committee listened to mingled catcalls, whistlings, stamping of feet, cheers and applause when "The 1941 NBC Follies"—a 40-minute film record of the last



Central Division Outing—was released as "the most stupendous, colossal, super-special film of the year!" in Studio D, before an assembled audience of some 200 NBChicagoans.

Bribes were offered on every hand in an attempt to obtain deletions from the film which now goes into the Athletic Association archives and may be borrowed for private showings at ones' homes—which many of the celebrants said, "is just the trouble."

PRODUCTION TURNOVER

When Lloyd G. "Bucky" Harris, long-time NBC production director, decided to leave NBC to join the Grant Advertising Agency, he started something. Earl Ebi, "heart-throb" of the department, decided to leave NBC for the lures of Hollywood; Ted MacMurray decided he wanted to free lance direct; Tom Hargis yielded to the blandishments of the Seed Advertising Agency and headed for Renfro Valley as director of three hill-billy shows, to be broadcast direct from that Kentucky town; and Arch D. Scott, long anxious to join his family in Hollywood, was transferred to the production staff of Hollywood, Radio City.

Maurice Wetzel replaces Harris as assistant production manager and new men in the department include: Howard Wiley, Ed King, Alan Fishburn, and Martin Magner.

Gilbert McClelland, news editor of the NBC Central Division Press Department, has been transferred to the NBC Central Division Sales Promotion Department as assistant to Mr. Emmons C. Carlson, manager of the department.

ORCHID

Miss Judith Waller, Director of Public Service for the NBC Central Division, began her 20th year in radio this year. The General Federation of Women's Clubs named her among 53 women in 30 occupations in the United States as representing the "great strides made by women in the past 50 years."

One of the best known and best liked figures in radio today, Miss Waller joined the staff of the Chicago Daily News to organize and operate Station WGU, now Station WMAQ, in 1922. All NBC is justly proud of her.

CHANGES

Miss Kathryn James replaces Miss Herbes who resigned as Secretary to Mr. Joseph A. McDonald in Legal. . . . Miss Annamae Dormey replaces Miss Seward as Secretary to William Ray, manager of the Press Department. . . . Miss Seward was one of the oldest employes of the company, resigning after twelve years of service. . . .

NOTES

Gladys Ferguson, Blue Network Sales secretary, won the summer tennis singles, besting semi-finaler Marian Cooper of Production. . . . Glenn Webster, engineer, got his new title of Control Relief Supervisor and a brand new daughter on the same day. . . . Col. G. V. Olmstead of Communications reported that his 5-year-old son, Ned, bowled 51 in a match play game with his Dad. . . . Raymond F. Snyder, George A. Creech, Ed Weber and Paul H. Clark have left us these many months for the colors. . . . Elizabeth Whitney, former secretary in Radio Recording, accepted a Civil Service Commission appointment in the Navy Department and left us for Washington, D. C.

NBC TELEVISION

NBC is just rounding out the first two months of commercial television, operating the first and only television station, WNBT, during this period. All eyes, therefore, are directed to NBC as the proving ground of this new radio service.

Speaking commercially, the first question that comes to mind is—how many advertising accounts have been signed on during these first two months? The answer is eleven, five of which are on for 13 weeks or longer, and the others, for one-time broadcasts.

Accounts that have been signed for 13 weeks or longer are: Adam Hat Stores Inc., Bulova Watch Co., Botany Worsted Mills, Bloomingdale and Abraham & Straus.

Advertisers that have been on for one-time broadcasts are: Frank H. Lee Hat Co., Lever Bros.-Spry, Missouri Pacific Railroad, Proctor & Gamble Ivory Soap and the Sun Oil Co.

Of the series, Bulova and Adam Hats have already started. Botany, Bloomingdale and Abraham & Straus are to start this month. Bulova has been continuously on the air lanes since the first commercial broadcast.

This success may sound like sudden activity out of a clear sky, but it is just as much a part of the story to recall that, during the two years prior to July 1, the National Broadcasting Company transmitted some 1400 different television programs, totaling approximately 1,000 hours of air time.

These programs ran the entire gamut of entertainment and education from live talent studio productions and film programs to instantaneous pick-ups of sporting and special events in and around the New York area.

These facts reflect experience in television broadcasting. They also show that television broadcasting is not a new and untried medium of public entertainment and information.

During these same two years NBC Television made itself known as an advertising medium. Over 200 advertisers were kept informed of television's progress. Adver-

tising agencies were invited to send representatives to watch this new medium grow.

The Federal Communications Commission foresaw the wisdom of permitting experimental television broadcasters to seek the cooperation of advertisers, who are a major factor in the broadcasting structure. NBC exercised this opportunity to the extent of enjoying the cooperation of 125 different advertisers, representing 21 diverse industries, in the production of over 300 commercial-type television programs.

During the two months of July and August, there were approximately 15 hours of programming per week. They consisted of 45.6% outdoor pick-ups, 32.7% Studio, and 21.7% film transmissions.

A few of the outstanding programs were the Brooklyn Dodgers baseball games; professional fight pick-ups from Ebbets Field; the weekly Monday evening amateur bouts from Jamaica Arena; the introduction of a new type of war analysis called, "The Face of the War" by Sam Cuff; a series of civilian defense programs; a woman's afternoon hour, "Radio City Matinee"; and the televising of some of sound radio's popular shows such as: Lowell Thomas; "Truth or Consequences"; "Uncle Jim's Question Bee"; Paul Wing's "Spelling Bee".

Due this Fall are wrestling matches, football games, an Opera Workshop series and a continuation of the most popular shows of the past two months.

With the start of commercial television programming on July 1, NBC's weekly postcard survey of audience reaction was resumed. Through these surveys, each member of the audience has the opportunity to register his opinion of each program on the basis of "excellent", "good", "fair" and "poor." For the purpose of tabulation, numerical values 3, 2, 1, and 0 respectively, are assigned to these ratings.

For the first two months, the average of all programs transmitted was 2.07%. This represents the

average opinion as 7 units above "good." It is interesting to note here that the average of August, 2.12, is above the average for July, which is 2.03. As operations get into full swing, it is expected that these averages will show an improvement with each month.

The number of receivers in the field and their performances are, naturally, very vital factors in our service. As commercial broadcasting opened, there were thousands of television receivers that had to be adjusted to new industry standards.

The television receiver manufacturers immediately began converting these existing receivers to meet the new standards. In the last week of July, the audience rated "technical reception", on the basis mentioned above, at 1.99, which is just below "good." Four weeks later, during the week of August 18-24, they rated it 2.25, which is considerably above "good."

In the field it was found that, in the evening, it is rare to have less than 80% of receivers turned on. In the daytime, the average is around 55%.

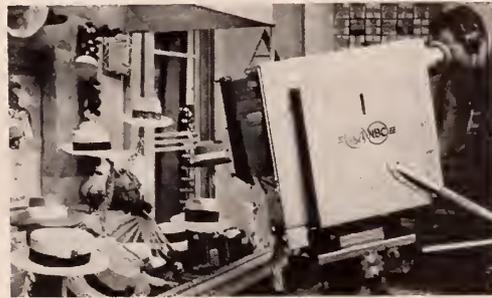
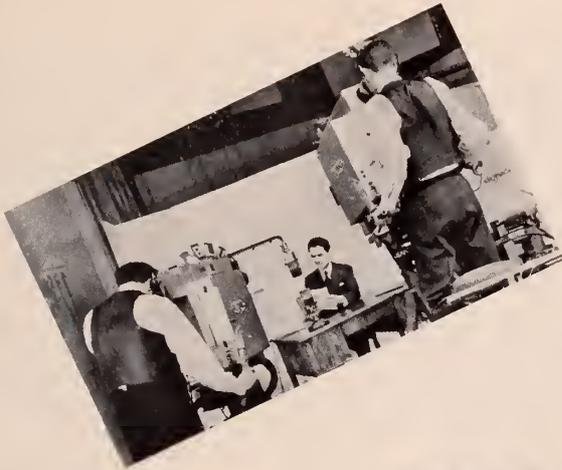
In the evening there is an average of 5.8 viewers in the home and an average of 22 per receiver in public places. Applying these average-per-receiver figures to the per cent turned on out of the 4,700 estimated receivers in the field, the total actual number of individuals viewing in the evening, is brought to something over 30,000.

Naturally television, like all other industries, in recognizing the organization of this country's resources for defense, must, for the moment, be satisfied with its present rate of steady progress. On all sides, it is recognized that television will grow to be a service to the public supplementing our present day sound broadcasting.

As a pilot industry during this national emergency and as a recovery industry after the war, television takes on the added role of absorbing some of the economic and labor surpluses which will result as national defense construction is eased off when the world situation clears.

Noran T. Kersta

COMMERCIAL



LET'S GET ACQUAINTED

CLEVELAND

Bob Dailey

There are only one or two things that Clarence G. Alexander can't do. One of them is to deny that he's been an essential part of the television picture; the other, to fit a hippo through the doors of Studio 3-H—and he could probably do that, if he had to.

Young, worried, outspoken, Alexander holds down the admittedly "worst job" in the new art. But he has the knack of getting things done and, when television went commercial, the first man recalled from his comfortable berth as general manager No. 2 in Guest Relations was "Alex" Alexander.

Today, he soothes temperamental actors, while seeing that they're properly made up; he herds any livestock on the show in and out on cue (try that some time); he sees that the sets are properly dressed—and therein hangs a tale.

His order sheet for one day called for: butterfly net, elephant gun, Gaucho outfit, quinine tablets, bow and arrow, bag of peanuts, copy of "Gone With the Wind", jug of moonshine, water wings, life preserver, one subway turnstile, two daggers, a stuffed deer, sled or toboggan, several petunias and a sweet potato in bloom.

The man who doesn't blink an eye at all this was born and raised in Pittsburgh, Pa. His academic study majored in civil engineering at Carnegie Tech.

Before discovering NBC, he was maintenance manager of the Commonwealth Trust Company under his father. Root, Clark, Buckner and Ballantine and the Arlington Corporation both knew his services before this restless, hard hitting, young man broke into NBC as assistant building maintenance manager some four years ago.

His interest in his work is prodigious. His aversions: people who can't make up their minds, for he always can; things that happen without warning, for they threaten the perfection this fellow's ever after; no time, for too much left to chance is dangerous. "Alex" Alexander never leaves things to luck when he can make them certain.



JACK FERN

NIGHT PROGRAM MANAGER
NOW ANTIQUE COLLECTOR

Chet Zohn, WTAM's Night Program Manager, dropped down to Medina, Ohio, recently to attend an auction sale at a farm house there. He picked up an old sea chest for two dollars, a pump organ for two and a half, and 176 books in three boxes at 25 cents a box. Total expenditure: \$5.25.

Zohn then went to work to find buyers. He got an offer of 30 dollars for the sea chest, 25 dollars for the organ and three dollars apiece for three first editions among the books. Total amount offered: \$64. Profit, when and if Zohn sells: \$58.75.

Zohn, you see, is holding out for better prices. Meanwhile, Chet has his antiques stored in the basement of his home where his eight-year-old-son, Johnny, is also keeping a six-foot black snake.

Mrs. Zohn, who won't go near the basement these days, insists that the family either move into a larger house, equipped with zoo quarters, or hang out a sign, "Antiques and Snakes, For Sale."

NEWCOMERS

Announcer Irving Waugh, from Nashville, Tennessee, is a new addition to the staff. Ditto Bertha Wolfe, who is a bookkeeper.

Charles Day is a newcomer in the Stenographic Department. Incidentally, Madeline De Paola, of

NEWSMAN TO ARMY

Jack Fern, of the News staff, has been inducted into the army and, at present writing, is stationed at Bolling Field, Washington. Fern had been at WTAM for nearly a year, working previously for NBC as a newsman in Denver and Chicago.

Replacing Fern is Al Orrick. It's really a homecoming for Orrick who was in the WTAM news room up until last October, but who has transferred to Denver, Hollywood and back to Cleveland since then.

Orrick is married to Helen Forsythe, formerly of the WTAM News Room, and the couple is expecting an addition to their family about the time this edition of the TRANSMITTER leaves the presses.

Steno, is flashing an engagement ring.

LATE VACATION NOTES

Manager Vernon H. Pribble and Program Director Hal Metzger both selected the state of Maine for their vacationing ground this year.

Engineer-in-charge S. E. Leonard had the time of his life pulling in strings of fish at Put-in-Bay, Ohio.

Mail Clerk Katherine O'Connell also stayed at Put-in-Bay.

Dorothy Cogswell, of Music Rights, in Florida.

Emily Brickson, of the News Room, to her home town of Minneapolis.

Women's Director Jane Weaver and her husband took another ocean cruise, this time to the West Indies.

Engineers Harry Caskey and Tommy Cox both went to Michigan for the fishing.

Engineer Bert Pruitt spent a few days visiting Cecil Bidlack, who left the WTAM controls when Uncle Sam called him to active service as a first lieutenant at Fort Knox, Kentucky.

Salesman Russell Carter improved his golf and Salesman Harold Gallegher and family went up into Ontario for the fishing.

Mildred Funnell, secretary to the manager, spent most of her vacation on the golf course.

Production Man Waldo Pooler visited relatives in the East.

and Announcer Wade Barnes divided his time between New York and Sandusky, Ohio.

DENVER

EXCHANGE

Evadna B. Hammersley



Don Martin at the Mike and Verne Andrews at the Controls broadcasting from top of Arapahoe Glacier near Boulder, Colorado, over Station KOA.

PARAGRAPHS

KOA Staff Members are recovering slowly from hazards encountered in broadcasting from the top of Arapahoe Glacier near Boulder. Announcer Tor Torland lost the running board from his car. Public Service Director Clarence Moore came home minus a fender and a headlight, Assistant Manager Bob Owen lost a bumper and Don Martin his temper when Torland got himself lost and failed to show for the broadcast. Tor was like the bear who went over the mountain, only he went over the wrong mountain.

James MacPherson of KOA Spot Sales has purchased a new car to celebrate his wife's return home from the hospital where she has been ill with a throat infection.

Thelma Erikson, former KOA secretary, pinch-hit as receptionist while Jeanne Carter took her vacation. . . . California was vacationland for Ed Sproul, Mr. and Mrs. Jack Lyman and Mary Mortimere. . . .

Al Crapsey and Mrs. Crapsey spent two weeks at their mountain cabin near Evergreen. . . . Beverly Ward, of Music Rights, attended the Fiesta at Santa Fe, New Mexico. . . . Ace Roberts enjoyed the sights around Carlsbad, New Mexico. . . .

Duncan McColl, KOA Account Exec., vacationed in New Orleans where he attended the Lion's International Convention. . . . Fisherman T. E. Stepp and Mrs. Stepp idled away their vacation angling in Rocky Mountain streams. . . .

The Ivan Schooleys, Clarence Peregrines and Joe Rohrer enjoyed the mountains. . . . Mary Keller spent her two weeks on a guest ranch in the Rockies. . . . Helen Loucks journeyed to the Pacific Northwest, Vancouver and Prince Rupert Island. . . . Tor Torland went home to Seattle. . . . Gene Abernatha, KOA Guest Relations, was married August 25 in Taos, New Mexico, at Verona Church.

KOA has cornered the market on football broadcasts in the Rocky Mountain region this Fall. On the dotted line are nine biggest games of the year to be played against the various foes of Colorado University and Denver University.

Lloyd Yoder was recently appointed Chairman of the Radio Section of the Communications Committee of the Colorado Defense Council.

Word reached KOA recently that its June 5th broadcast of "Rhapsody of the Rockies", Red Network release, was heard that day in a town called Palembang, Sumatra, Dutch East Indies, by Norman B. Sauve, formerly of Denver.

Chief Engineer Robert Owen announced the appointment of William Kumpfer to the position of Studio Engineer, succeeding Bill Williams who transferred to Hollywood recently. . . . Stan Brown takes Bill Ratigan's place as KOA Continuity writer. Bill No. 2 has also been transferred to Hollywood.

CAMERA—Kodak Senior Special—Self Timer—6.16 Film—f45 lens—Carrying Case. Good Condition. Call Wilbur Welsh. Ext. 681

FOR SALE—Sacrifice. Must dispose by October. Blue overstuffed chair. Four-shelf walnut bookcase—12 inches wide. Electric (AC) vacuum cleaner w. upholstery attachment. Iron mesh fireplace screen w. brass trim. Call Lou Reader. Ext. 607.

FOR SALE OR SWAP—Jewell Flush Mounting AC meters, 0-15V. Pattern 74. Also 0-15 AMP Pattern 74. Also D-100 RF Current Squared Thermocouple Type Galvanometer Pattern 64. Call Mel Greene. Ext. 275.
(EDITOR: !)

FURNISHED ROOM—with Private Family — 2 Windows — very large closet—hardwood floors—steam heat—adjoining tiled bath w. shower—hot water always available—nicely furnished—telephone—room serviced. Convenient to 6th, 7th & 8th Ave. subways. Price—\$7.00 per week. 2 Perry St., Greenwich Village. Call Adelaide Piana. Ext. 580, for further details.

FAREWELL

Lieutenant Jack Tartiere, 26, former NBC guide, decorated five times as a liaison officer in the French, and later, the Free French forces, died in a Jerusalem hospital of wounds sustained in fighting at Damascus.

Relatives in New York, including Ernest Byfield, NBC guide and step-brother to Tartiere, were informed by General Charles de Gaulle, commander of the Free French Army. Tartiere is survived by his widow, whom he married while in the United States.

Born and raised in Paris, Tartiere played opposite Michele Morgan on the French stage.

Among his five medals for service, with the French Army and with the Free French ranks, was the famed Croix de Guerre. Tartiere participated in Dunquerque, Narvik, Brest and Greece.

PROGRAM PRODUCTION

In a two hour conference with uniformed men interested in radio production, Mr. Clarence Menser, National Production Director, analysed the situation confronting young men seeking futures in NBC New York as producers.

The most important point made by Mr. Menser directly refers to the Group article in the last issue. Mr. Menser asserted that no doors are closed to ability, but proof of that ability must be established.

A young man's capabilities, Mr. Menser pointed out, in Script or Announcing are at once apparent. In Production, the method of judging men is more complex. Only trial and error tells the story. As expense immediately enters, a novice must have the two essentials, background and specific training, to justify the gamble.

Since Mr. Menser believes that NBC should be the ultimate, comparable to a first place ball team, the training ground would seem to be somewhere other than Radio City. Just where, is the hitch. To remedy this, Mr. Menser has long been formulating plans for an eventual farm system, similar to baseball. Promising material may, in this way, be given the chance to develop before assuming the responsibility of an NBC network show.

With the Program Production Group and the Announcer's School under Gilbert Martyn, still the only definite steps taken, to date, toward developing future program executives, the Group members are delighted with Mr. Menser's welcomed offer to have a production man assigned to supervise the Group's productions from time to time, realizing that this might bring them a step nearer Mr. Menser's needed farm system.

BOWLING

The NBC Bowling League, under Chairman Steere Mathew of Traffic, will begin competition early in October on the recently constructed alleys at 1680 Broadway.

The new site of this winter's matches is the last word in modern design and comfort. Although the official entry list had not been compiled at this writing, the roster of teams was expected to resemble last year's set up.

Engineering 1 and 2, General Service 1 and 2, Guest Relations, Traffic, Treasurer's, Artist Service, Program, Sales and Auditing will all be represented. A Ladies Team will most certainly be present. New members for the most popular team see Dorothy Michel.

Any NBC employe interested in entering competition, contact any of the following:

Charles Facer, Alexander D. Nicol, George Milne, George McElrath, Edward M. Lowell, Lathrop Mack, William E. Kost, Robert Burholt, Steere Mathew, Birger Hagerth, Henry Hayes.

All bowlers must be members of the NBC Athletic Association to compete in the league.

SPECIAL MENTION

NBC young ladies, 26 in all, have completed a six week evening course in air raid precaution work. The special mention is their collective average of 97 percent, establishing a class record higher than any previous company or private group.

In the final examination, designed to baffle even professional firefighters, none of the students scored less than 90 percent and there were six perfect papers.

Members of the American Women's Voluntary Services, who have trained more than 5,000 American women since March, the girls, all NBC employes, received their diplomas and the company's congratulations from Mr. Niles Trammell, president of NBC.

RECORD BREAKER

NBC may well claim another record breaking achievement, but

POETRY BY PRUITT

After reading Bob Dailey's column, last issue, on Cleveland's "Poet Laureate", we asked Bert Pruitt to send us a suitable verse for the Transmitter and, if he would, we'd print it. He did and we did and here they are, for Bert sent two and we couldn't choose between them. Bert lives in Lakewood, Ohio, is an NBC engineer, over 6 feet tall and has had verse printed in newspapers in five cities.

"Yes," I said, "I'll see my boss
About a raise in pay.
I'll tell him that my food and rent
Are going up each day!"

I put a shine upon my shoes,
Then straightened up my tie.
"I'll get a raise today," I thought,
"Or know the reason why!"

I loudly knocked upon his door,
With confidence to spare.
"Come in," he said, quite friendly
like,
"And grab yourself a chair."

"You're just the man I'm looking
for,"
He told me right away.
"I'd like to borrow twenty bucks,
—I've had a cut in pay!"

"Dad," she said, "I mowed the
lawn

While you were down at town.
I also sprinkled it because
The grass was getting brown.

I picked the flowers that were out.
I oiled the mower too.
I started work at 9 o'clock
And finished up at 2.

The sun was mighty hot," she said,
"While I was working there,
But children need the summer sun
Along with healthy air.

And Dad," she said, "although I
had

A fairly easy time,
I somehow feel the work I did
Is worth, at least, a dime!"

—Bert Pruitt.

"SQUADS LEFT"

this time, instead of radio or engineering, it's the story of Bumpus.

Bumpus is owned by Vice President O. B. Hanson, Chief Engineer for NBC. You see, Bumpus is a dog, but not the ordinary kind. Here's the story:

Bumpus was cruising around with Mr. Hanson out on Long Island Sound, where there's plenty of room for cruising, and dove off his master's yacht, "The Phantom," for a short dip in the drink.

Bumpus had done this sort of thing before. But on this spree, the next time Bumpus felt a deck beneath his paws, it was that of a motor launch. Still nothing unusual? The motor launch merely happened to be five miles from the point of immersion.

Bumpus has done something unequaled in dogdom. His five mile swim is unique. It impresses Bumpus not in the least we're happy to say. He knows his master is proud of him, but all that concerns him now is his return to the solid comforts of home.

The news on the defense front is the organization of the New York City Defense Recreation Committee. NBC has taken a leading role in the committee's work to provide hospitalization and recreation for men in the armed forces on leave in Manhattan.

More than forty NBC girls have volunteered as hostesses, serving at the dances and various other functions for the service men run by the Committee. Any other NBC girls who qualify by being single, between 21 and 35, citizens of this country and are interested, may learn more about it from Miss Lucille Claus of Central Files, who is Assistant Chairman of the Committee of Hospitality and Welfare.

The program originally was not scheduled to start until October, but the great necessity for such an organization altered original plans and operations began by mid-summer.

NBC has further aided by making between 800 to 900 tour and broadcast tickets available each week for the men on leave. These tickets are distributed to the men by the Committee.

MEMOS—Bill Wells returned to NBC on leave, and his fellow G. R. pages and guides didn't recognize him in uniform, on the third, eighth, ninth and mezzanine floors. Bill transfers to San Diego Naval Training School from Rhode Island. . . . Charlie Turner, former Transmitter editor, now a film editor in the signal corps at Fort Monmouth, still manages to make the revivals at the Museum of Modern Art Film Library showings. . . . Tom Canning of G.R., in the Air Corps, cracked up a plane but walked away from the wreck.

"POSTAGE DUE"

Letters from NBC's Information Division

Program Director—Sir:

Perhaps you need a new announcer—or another one.

I would like to come over to where you are and get in back of one of your micro-boxes.

Maybe you'll like what hits your ear and we could get together—or no. Yes?

Thanks.

N.B.C.:

Listening to your radio I heard this new song "Sylvia" and I thought you should know that the words are not original. I read the words in the library. Please inform your songwriter.

Very truly,

Gentlemen:

I am 34 years old, 5 feet 2 inches and weigh 115 pounds with medium brown hair, green-gray eyes. My disposition is very changeable and dreamy, romantic and ambitious.

I have a daughter 15 years old and have been married 16 years.

I have been a waitress for about seven years and did office work for 3½ years lately. I must admit I have just found out how dumb I am and believe I could do a sketch on the radio like Jane Ace with little training so decided to write and ask if you would consider giving me a job on the radio.

Truly Yours,

BASEBALL

The NBC Baseball Team lost a closely contested game to their RCA Camden rivals recently. The contest was bitterly fought here in New York.

A return match had to be cancelled because of the NBC team's commitments in the Motion Picture Baseball League of New York City. Despite the RCA set-back, NBC has advanced to the semi-finals and is slated to meet the strong Universal Pictures team at the George Washington High School Stadium.

The NBC-RCA Camden encounter marked the third year the teams have met. Until this recent clash, RCA led by a single game.

SEALS AND PENGUINS

It's about time someone put a stop to Prometheus and the friends he brings home. First it's seals, then it's penguins splashing in the fountain and not a secretary in the RCA Building getting any work done.

Now if they had Bumpus swimming around, it would really be something.

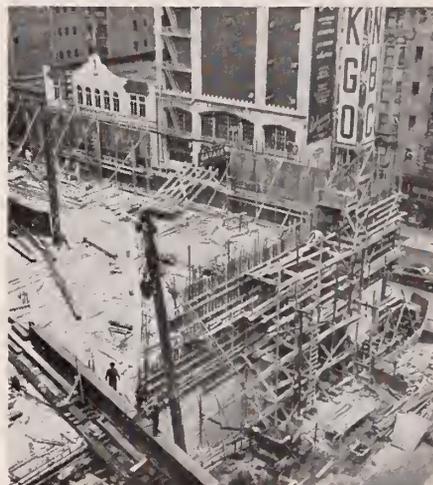
SAN FRANCISCO

Kay Barr

BUILDING UP

San Francisco people are referring to it as "Our new NBC Building." Taxi drivers are already pointing it out as one of the show places of the Bay City. The whole town is conscious that something is happening to the community and that radio is responsible.

Of course, the builders are just pouring the concrete on the third floor as this is written. There is much work to be done. But the pace is good and Al Nelson, general manager of KGO and KPO, is aiming at next January 15 as Dedication Day.



PICNIC

It was all-out for KGO-KPO personnel August 5, the day of the annual staff picnic. Bob Seal, president of the NBC Athletic Club, planned the day but had to have a lot of help in the handling of all the races, games and other contests. Harry Mayhorn, treasurer, collector of the wampum, was a very important aide.

As usual, the day was spent at the Beresford Country Club. Golf, swimming, tennis, badminton, softball, ping pong and other daylight activities brought trophies to the winners. Dinner and a ribbing, roasting, Gridiron Club sort of program ended the fun festival.

FAIR

One of the features of the California State Fair, in Sacramento, was the dedication of a new Radio and Press Building, August 30.

More than 60 radio folk from stations in the San Francisco area made the trip as guests of the Fair Association. Those from KGO and KPO were Jim Pool, Helen Stenson, A. E. "Shorty" Evans, Reola Jamison, Neil Lyons, Kathleen Moore, Mr. and Mrs. Byron Mills, Beth Gardner, Neal Shafer, Jack Ulrich, Mr. and Mrs. Syd Dorais, Edwarda Pickett, Jo Elletson and Florida Edwards.

RODEO

It required a fleet of private cars, in addition to a big Greyhound bus, to carry the San Francisco radio crowd to Salinas, California, for the annual Radio Day at the California Rodeo.

Talent presented informal programs after the noonday luncheon and the evening dinner. The parade, the rodeo and a cocktail party filled the afternoon and a carnival wound up the evening.

Larry Keating emceed the luncheon program, presenting the following NBC artists: Gladys Simpson, Camilla Romo, Elizabeth Russell, Sonia Shaw, Ruth Sprague, Florida Edwards and Yvonne Peattie.

Others from KGO-KPO were Mrs. Keating, John Wolfe, Jack Edwards, Jr., Caren Puente and Juan Trasvina.

SUPER MARKET

One of the greatest promotion jobs in the history of Oakland, California, was the joint effort of KGO and the 22 Lucky Store Super Markets.

Although it was strictly a commercial activity all the way, the Big Show in the Civic Auditorium not only attracted more than 30,000 people but won a wealth of good-will for the promoters.

There were 12,500 in the main auditorium, another 2,500 in the opera house section of the huge building. Rain did not drive 7,500 away from the speakers outside but did discourage some 10,000 who were unable to get into the place.

Prime movers were Charles Crouch, manager of the Lucky Stores, and Al Nelson, general manager of KGO and KPO. Bob

Seal prepared and produced the two-hour program, half of which was broadcast. Ricardo had an augmented orchestra of 40 pieces and the parade of talent was most impressive.

NOTES

Jack Bennett, formerly of the KGO-KPO production department, has been made announcer in charge of programs going out over the Asia beam from the General Electric short wave station KGEI.

Sonia Shaw, native of Russia, popular singer at KGO-KPO, became a citizen of the United States in August.

Frank Mason, Vice-President in charge of Information, and A. A. Schechter, Director of News and Special Events, NBC New York, visited San Francisco in August.

Fred Schilplin, editor and publisher of the St. Cloud (Minn.) Daily Times, which operates KFAM, visited the San Francisco NBC stations in June and attended the Speechless Mass Meeting at the new NBC Building.

Three clowns, including Felix Adler, a wild animal trainer, a slack wire performer and the keeper of Gargantua, the giant gorilla, all from the Ringling Brothers and Barnum & Bailey Circus, put on a free show and broadcast from the new NBC Building Monday, September 8.

William Kingstone Emery, head of KGO-KPO Guest Relations, married Lucy Ellen Crofoot of Porterville, California, August 31.

Upton Close, NBC analyst of news from the Far East, was honor guest of the San Francisco Press Club, August 29.

George Mardikian, president of the S. F. Sidewalk Superintendents' Club, was speaker at the Oakland Advertising Club luncheon, September 2.

Announcer Larry Keating was transferred from KGO-KPO to the NBC staff in Hollywood and was replaced by Douglas Courlay of KDYL, Salt Lake City.

Gene Grant, KGO-KPO Sales, was seriously hurt in an auto crash when he turned out to avoid a head-on collision and smashed into a tree. Improving.

Noel Corbett

LISTENING POST

The tension in the Far East has provided NBC with the incentive to create a powerful short wave "listening post" near the Hollywood studios. A. A. Schechter, Director of News and Special Events in New York, came West to get the new station under way. Don E. Gilman, Vice-President in charge of the Western Division of NBC, dedicated the new post August 15.

QUICK PIX . . . Mr. and Mrs. Lew Frost (he's assistant to Vice President Don E. Gilman) have just returned from a motor trip through the northwest and into British Columbia. . . . Now it's his secretary's turn to vacation and Margaret Kent is off for two weeks in San Francisco. . . . It will be a November wedding for Herbert "Jock" Fearnhead of Auditing and Miss Joy Carolyn Richards. The pair announced their engagement when the bride-to-be was graduated from UCLA last June. "Jock" is late of Southsea, England. . . . Hollywood's newest benedict, Ray Schultz of Guest Relations, is back on the job following his Chicago honeymoon. Ray and the former Gretta Jane Lockwood were married August 2 at Wilshire Methodist Church. The bride is a USC graduate. . . . Engineer Murdo MacKenzie parted with his appendix and is now recuperating at home. . . . A. H. Saxton, head of Engineering, and Ken Hicks of the same department, both moved into their respective new homes during their vacations. . . . Jack Parker of Program Talent Sales resigned to return to his home in Portland, Oregon. . . . Alene Butcher, secretary to Leo Tyson and Charlie Smith, has been entertaining her mother from East Orange, New Jersey. . . . Miss Dorothy Knight is the new secretary to Mr. R. H. Graham in Legal, replacing Miss Gilligan who resigned August 15. . . . Tracy Moore, Blue Network Sales Manager, regretfully bade farewell to his secretary of five years standing, Helen Aldrich, who resigned to accept a secretarial



position at Mather Field, the Air Corps base in her home town of Sacramento. First time Helen's been back home in fourteen years. . . . Vava Bowers, secretary to Bill Andrews in Guest Relations, is the proud mama of a baby girl, born August 7. The baby has been named Nadine and tipped the scales at six and a half pounds at birth. Vava returns from her leave of absence this month and pinch-hitter Grace Leddy returns to her home in New York for a visit. . . . Ben Byers of Press and Virgil Reimer of Sound Effects spending all their spare time and/or dollars in flying lessons. . . . John Swallow, Program Manager, showing off a 34-pound salmon sent him by Dick Keplinger at KOMO in Seattle. . . . The Swallows and the Buddy Twisses both celebrating wedding anniversaries September 12. The Swallows have ticked off six years, the Twisses 16. . . . Ed Wulzen, of the Music Library, leaves the company to join KVEC at San Luis Obispo as an announcer. He'll be replaced by Charles Sergeant of Guest Relations. . . . Newcomers to the Guest Relations department are Victor Livoti, Louis Onofrio, William Adams and Alfred Atherton, while among those transferring to Hollywood are Archie Scott, formerly a Chicago producer, and Marjory Moline, formerly of the File Department in New York, who is now in Central Stenographic. . . . And now your reporter bids you adieux. After handling Transmitter news from Hollywood ever since he trans-

PICTURE

Seeking improvement in service and facilities, nine radio station owners and managers of the National Broadcasting Company Pacific Coast basic Blue Network, held a precedent shattering meeting at Hollywood Radio City. The regional meeting, the first of its kind in radio, was called by Don E. Gilman, Vice President in charge of the Western Division of NBC.

Those attending are pictured here in this order: (standing left to right) Hal Bock, Press

Manager for the Western Division of NBC; John Swallow, Program Director for the Western Division of NBC; Clyde Scott, Sales Manager for KECA, Los Angeles; Louis Wasmer, President of KGA, Spokane; Birt Fisher, General Manager of KJR, Seattle; Lew Frost, assistant to Don E. Gilman; Tracy Moore, Blue Network Sales Manager for the Western Division of NBC; Howard Lane of the McClatchy Network; Arden Pangborn, Manager of KEX, Portland; Bob McAndrews, head of Sales Promotion for the Western Division of NBC; (seated) Charles Storke, Manager of KYMS in Santa Barbara; Tom Sharp, President of KFSD in San Diego; Don E. Gilman, Vice President of the Western Division of NBC; Harrison Holliday, General Manager of KECA, Los Angeles; Keith Kiggins, Blue Network Sales Manager for NBC; and Al Nelson, Manager of KGO in San Francisco.

ferred from San Francisco several years ago, his other Press Department duties force him to relinquish the job. Beginning next month, your Hollywood notes will be written by Martha Sherwin.

ED. NOTE: Noel's been a very swell correspondent and we're sorry to lose his work. We welcome Martha Sherwin though and we're sure that she can equal the fine caliber of Noel Corbett's columns.

FREQUENCY MODULATION

The hullabaloo that launched Frequency Modulation (FM) sound broadcasting has subsided a little, leaving the new method to progress strictly on its public appeal.

Practically everybody has heard of FM. Thousands have heard FM broadcasts. And some have bought FM receivers in those areas where there are FM stations.

NBC, applying its policy of furthering any development that promises to better radio service, established an FM transmitter at New York in 1939. The station, W2XWG, now broadcasts eight hours a day, five days a week. The station's power is shortly to be boosted.

There's a lot of curiosity about FM. The initials themselves carry a suggestion of mystery and the claims for it intrigue some persons whose morning listening is rudely shattered at times by the neighbor's electric razor.

Frequency Modulation, as a broadcasting service, is new. As a method of radio, it goes back to a patent applied for in 1902. It extends through patents in practically every year between that year and this. A lot of engineers have had a hand in its development. But developments in the last few years, both in the use of ultra high frequencies and in FM itself, have made the system practicable for broadcasting.

Practically all of radio the world over uses amplitude modulation (AM). With this system, the transmitter's carrier wave remains

unchanged. Only the amount of power radiated by the transmitter on its carrier wave varies from instant to instant.

In FM the radiated power remains constant, but the carrier frequency changes in accordance with the sound being broadcast. That's the way O. B. Hanson, Vice President and Chief Engineer, would put it, except that he would draw a few illuminating diagrams that would pretty much clear up any further confusion.

Mr. Hanson agrees that FM is an improved method of modulating a carrier wave and that FM results in noise-free reception at lower signal strengths than is possible with AM. Frequency Modulation, he says, gives greater fidelity, partly because it is less noisy and partly because the Federal Communications Commission has set aside channels 200 kilocycles wide for FM stations. This enables broadcasting to escape the constraints of the 10-kilocycle band. It's simply a matter of getting more of the overtones into the transmission to give the program greater richness.

A good deal of FM's static-free quality is due, according to Chief Engineer Hanson, to the fact that FM stations use ultra short waves. These are practically free of natural static. NBC's experimental UHF stations, using frequency modulation, cut blithely through terrific thunder storms with no more than a faint click in the receiver.

Frequency Modulation has one

distinct advantage over Amplitude Modulation, Mr. Hanson says. That is the effect of the "limiter" action in the receiver. This is a gadget that keeps out all the pesky man-made noises that occasionally disturb AM reproduction.

Vacuum cleaners, the aforementioned electric razors, diathermy machines, electric coils, transformers—the last are those black boxes you see situated at regular intervals on telephone poles—all disturb AM reproduction often enough to be very annoying. Under FM, they amount to nothing. Tube hiss also is held to a minimum.

How fast ultra-high frequency broadcast services, making use of this new method of modulation will spread is still an unanswered question. To take advantage of the greater fidelity that is possible with FM, the receiver has to have a speaker unit capable of reproducing, without distortion, the wide range of sound frequencies. Consequently, the prices of quality FM receivers will be relatively high.

That's just about the problem, greatly simplified, that FM faces. It may grow along with television. Both use UHF and television sound is FM.

Meanwhile, NBC will continue to operate W2XWG; it will be W51NY when it goes commercial. A Chicago station will be built in that future. When demand for FM spreads, NBC will apply for permission to establish still other FM stations in still other parts of the country.

DID YOU KNOW?

... that the rugs in NBC are shampooed? Soap suds and all.

... that the Wilson sign on Broadway, featuring those very amusing silhouettes, is actually advertising in its early form?

... that the second floor of NBC is regarded by theatrical folk as the successor to the front of the old Palace Theatre?

... that not every NBCite knows that the NBC Studio-Television

Tour is the number one tour attraction in the country?

... that the worst air conditioning problem is encountered in the control rooms? Seems every agency man has six assistants.

... that Lorin Maazel, French youngster who conducted the NBC Symphony Orchestra at the age of 11, first conducted at 8 years, has absolute pitch, rehearses and conducts without a score?

... that Personnel interviews approximately 18,000 people a year seeking positions with NBC?

... that NBC people have seen more of the Rockettes across the way than any one else?

... that WEAf broadcast its first commercial on September 7, 1922?

... that 500,000 pounds or 11 carloads of rock-wool insulates this building?