

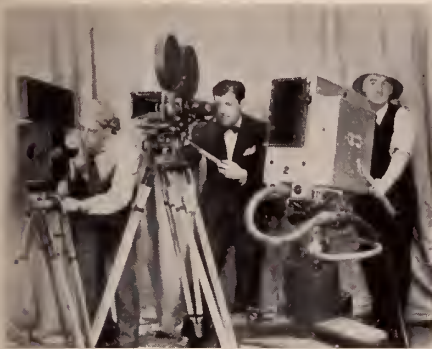
NBC TRANSMITTER

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No. 1

LATEST PROGRESS IN TELEVISION FCC VIEWS NEW PORTABLE UNIT



Evolution of an Idea.

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

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

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

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NEW YEAR SEES MANY TRAINING GROUPS HELD FOR YOUNGER MEN

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

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

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

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

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



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

SHORTWAVE CARRIES FIRST COMMERCIAL PROGRAM

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

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

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

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

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

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

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

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



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

TRANSMITTER AT RCAM

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

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

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

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

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

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

NBC BIOGRAPHY

Blevins Davis

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

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

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

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



Blevins Davis

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

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

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

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

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

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

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

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

LATEST TELEVISION UNIT

(Continued from page 1)

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

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

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



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

AA ACTIVITIES

Skating

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

Horses, Horses

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

Bowling

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

Swimming

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

Artists

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

TRAINING GROUPS BEGUN

(Continued from page 1)

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

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

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

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

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

NBC SAN FRANCISCO

by Dick Bertrandias

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

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

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

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

Snow Party

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

Patching Things Up

Reciprocal friendliness of



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

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

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

Pumpkin Larceny

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

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

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

Miscellany

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

NBC PHOTO CONTEST

UNDERWAY

FIRST ENTRIES

due January 8.

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

RULES

are these:

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

NEW YORK

Program's Program

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

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

Press

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

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

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

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

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

Return of the Natives

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

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

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

Other Promotions and Changes

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

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



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

(Continued from page 6)

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

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

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

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

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

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

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

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

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

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

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

Bernadette Bautz of Englewood,

ANNIVERSARY CHIMES

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

New York

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

Chicago

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

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

Penguin Feathers His Nest

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

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

NBC TRANSMITTER

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pany from coast to coast.

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Address all correspondence to: NBC TRANS-
MITTER, National Broadcasting Company,
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Telephone: C1rcle 7-8300. Extension 220.

Stagecrafters' Dilemma

A Surrealistic Drama

DRAMATIS PERSONAE

SHAW	SANDBURG
KEATS	POPE
BULFINCH	SHAKESPEAR

Time: to be January 11 and 18

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

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

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

WASHINGTON

by Marian P. Gale

Santa Claus ar-
rived early at
WRC and WMAL
this December and
dropped some
prize packages.
Best of all was the
good news which
came to General
Manager Kenneth
H. Berkeley from
Bob Landry, Radio
Editor of *Variety*
Magazine, an-
nouncing that the
two stations jointly
had won the na-
tional 1939 show-
manship award for
stations operated
by networks. It
was received at
first as a shock,
because for many

years WRC and WMAL had been un-
able to even get first mention for local
showmanship in the contest. However,
when the shock wore off no one had a
feeling that it wasn't deserved, and a
check of the report sent *Variety* a month
or so ago on the year's activities listed
a number of promotional ventures con-
ducted by WRC and WMAL which
were undoubtedly contributing factors
for the national award. One thing of
note about this year's contest, the two
Washington stations concentrated as
usual on constructive civic broadcasts
rather than on what is generally
known as stunt programs. Previously
there had been an emphasis in the
Variety questionnaire on the latter type
of program, but this was abandoned
for 1939. This being the case the "Mile
of Dimes Campaign," the "NBC House
of the Future," "The Doll House,"
building and promoting locally and
nationally the staff orchestra, and other
local talent such as commentators
Baukhage and Godwin, played no
small part in the decision for the final
award. *Variety* didn't mention in their
showmanship issue any specific rea-
sons why NBC Washington stations
were the winners but for those we men-
tion above and any others which *Va-
riety* may have had, the plaque will
be proudly on display in the reception
room of the studios.

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



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

ployes responsible for the program
showmanship. It was held at the Wil-
lard Hotel, December 9. About twenty-
five people attended the luncheon, in-
cluding not only members of the Pro-
gram, Production and Commercial De-
partments and heads of other depart-
ments, but representatives of RCA
Vice Presidents Frank Mullen and Ed
McGrady, and Warren Francis, Wash-
ington Correspondent for *Variety*
Magazine.

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

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

And now WRC and WMAL wish all
their NBC brothers a happy and pros-
perous New Year.

WGY SCHENECTADY, N. Y.

—by W. T. Meenam—

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

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

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

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

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

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



This is Standby Wishing You
A MERRY XMAS.

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

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

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

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

EXCHANGE CORNER

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

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

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

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

AA ACTIVITIES

(Continued from page 4)

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

CHORAL SOCIETY FORMED

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

WILFRED ROBERTS NAMED NBC PRODUCTION HEAD



Wilfred S. Roberts

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

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

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

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

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

"NOW WE ARE FIVE"

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

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

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

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

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

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

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

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

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

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

5 YEARS AGO THIS MONTH

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

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

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

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

WTAM CLEVELAND

by Bob Dailey

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

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

WTAM Notes

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



Lee Gordon

WBZ BOSTON and WBZA SPRINGFIELD

by Charles J. Gilchrest

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

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

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



They took a boatride.

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

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

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

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

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

And a MERRY CHRISTMAS to all.

KYW PHILADELPHIA

by J. A. Aull

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

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

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

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

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

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

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

KOA DENVER

by Charles Anderson

KOA-grams

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

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

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

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

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



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

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

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

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

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

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

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

KDKA PITTSBURGH

by Jim Luntzel

Christmas

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

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

Sympathy Extended

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



Jim Luntzel

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

Personalities

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

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

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



. . . Through a four inch telescope . . .

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

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

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

UNUSUAL FILM SERIES

FOR NBC NEW YORK EMPLOYEES

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

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

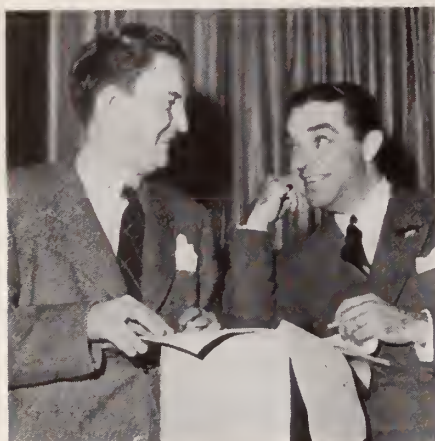
IF you would, let's get together about it. Send your name and room number to

CHARLES L. TURNER

#317 RCA BUILDING

NBC HOLLYWOOD

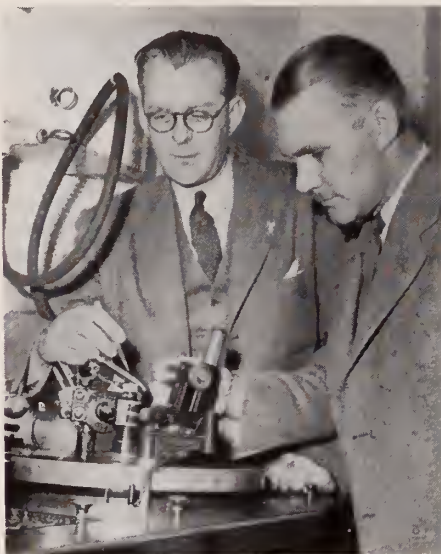
by Noel Corbell



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

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

The Camera Club, which got off to a



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

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

Fred Dick of Maintenance, one of the first Hollywood employees, is leaving NBC after six years of service.

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



A Prize-Winner

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

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

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



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

NBC CHICAGO

by Bob McCoy

Brandt to McCoy

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

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

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

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

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

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

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

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

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

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



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

"Very good, Gene, but not gamey."

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

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

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

Hello, Mr. Kringle

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

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

Sky Birds

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

Good Deed Well Done

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

ROVING REPORTER

VALE ATQUE AVE

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

FOWL BOWL

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

WITCHCRAFT IN RADIO CITY

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

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



THE LADY AND THE TIGER

Jeanne Bradley, who handles a mean filing case in Personnel and is renowned for her clothes, which range from a fireman's jacket to a hat seemingly made of canary feathers, has a passion for tigers. (This is not significant.) She has recently acquired a vivid picture of this feral beast from George Humphries and a sculpture of one from Trigve Hammer. You can

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

AND EVERYTHING IN ITS PLACE

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

PROMETHEUS IN THE PLAZA

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