

NBC TRANSMITTER

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No. 4



Niles Trammell
(at left)



Lenox R. Lohr
(at right)

NILES TRAMMELL SUCCEEDS LENOX R. LOHR AS PRESIDENT

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

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

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

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

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

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

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

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

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

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

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

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

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

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

MEGACYCLES

FM ON SCHEDULE

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

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

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



NBC Television Transmitter

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

GOP Convention Televised

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

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

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

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

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

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

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NBC EMPLOYEE TRAINING

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

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

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

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

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

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

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

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

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

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

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

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

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

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NBC HOLLYWOOD

by Noel Corbett



Miss Brainard and Messrs. Frost, Swallow and Gilman.



At the Brown Derby, Lillian Cornell and Artists Service.

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

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

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

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

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

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

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

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

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

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

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

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

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

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



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

RADIO CITY — NEW YORK

Blue and Red

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

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

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

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

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

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

Leaving NBC

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

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

Legally Speaking

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

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



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

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

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

Assistant C. P. M.

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

Last Month Was June

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

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

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

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

NBC TRANSMITTER

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of the National Broadcasting Com-
pany from coast to coast.

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EDITORIAL BOARD

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

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

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

RADIO CITY—NEW YORK

(Continued from page 5)

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

Dot and Dash

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

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

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

MINSTRELS

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

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

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

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

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

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

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

STAGECRAFTERS

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

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

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

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

NBC SCHENECTADY

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

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

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

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

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

* * *

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

* * *

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

* * *

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

* * *

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

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

* * *

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

* * *

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

* * *

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

* * *

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

* * *

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

* * *

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

* * *

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

EXCHANGE CORNER

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

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

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

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

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

MEGACYCLES

(Continued from page 2)

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

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

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

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

* * *

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

* * *

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

* * *

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

* * *

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

* * *

Alex MacDonald of Promotion has become a home owner.



One for the outfield—Al Protzman.



Martha McGrew and Priscilla Lohr.



Pearl Watts and Phil Hartnett

NBC AA OUTING 1940 HELD AT SEAWANE

A record attendance of about 235 people contributed toward making the NBC Athletic Association Outing a brilliant success. It was held out on Long Island at the Seawane Club of Hewlett Harbor. Chick Showernan, President of the AA, in reference to the occasion, was heard to remark, "Ca va sans dire," which means "wow" or "sensational," "unprecedented," all expressions of undampened enthusiasm. Records of every sort were broken. Even before 9 a.m. there were several golf fans well up on the first "eighteen." Frank Jones, chairman of the golf committee, says there were 130 golfers teed off during the day, a figure exceeding the highest of any previous Outing by about fifty.

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

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

(Continued on page 16)



The riding group starts on a cross-country jaunt.



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



Battledore and Shuttlecock.



Commuting—Bermuda-style.



Dorothy Anne Healey and Adam Gayeck.



Dinner and dancing at Seawane.



Frank Jones scores the golf match.

KOA DENVER

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

* * *

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

* * *

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

* * *

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

* * *

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

* * *

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

* * *

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

* * *

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

* * *

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

WASHINGTON

—by Marion P. Gale—

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

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

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

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

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

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

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

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

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

INTERNATIONAL COMMERCIAL BROADCASTING



Lunsford Yandell

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

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

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

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

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

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

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

'SUPPOSE NOBODY CARED'

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

Miss Joyce Harris of Personnel directed the solicitation of NBC employees. Her final statement, just released, is that we have contributed \$3,319.54 to the Greater New York Fund. This is about fourteen hundred dollars more than the amount turned in last year. \$271.50 of the total figure was earned by the Guides and Pages Minstrel Show given for the Fund at the Ritz Theatre, May 16th, which was attended by various members of nearly all the departments of the National Broadcasting Company, whose enthusiasm helped to enlarge our contribution to the Greater New York Fund.

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

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

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

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

NBC CHICAGO

by Bob McCoy

Announcer's School Progresses

The Central Division's Announcer's School, under the direction of Lynn Brandt, once again has a capable group of young neophytes ready to go out into the radio world and look for placement as "spielers." At the start of the school semester, Brandt's problems were many, as he had just had in the neighborhood of a dozen of his star pupils placed at various stations and had only a group of willing but untrained students to work with. But "Old Teach," as the boys call their popular instructor, had a few aces left up his sleeve and turned out some smooth performers. Latest to leave the Guest Relations staff to take up announcing duties are Jackson Tisch, now at WKZO in Kalamazoo, Michigan, and Jules Hack, who has gone to KSO in Des Moines, Iowa.

Writers School for Employees Introduced

An innovation in the opportunities offered the younger employees of the Central Division is a Continuity Chief. The members of the class are writing their own material and having it produced by staff actors at their class meetings. They also have lectures by leading writers in Chicago on the various phases of radio writing. First of the problems studied in the class was the daily fifteen-minute serial for women listeners. The boys first submitted a synopsis of the action for two weeks and then wrote the dialogue for a series of fifteen-minute episodes. Other types of story to be studied included men's fifteen-minute, five-a-week, half-hour complete dramatization, and a half-hour show with a carry-over. Incidentally, John Lagen, formerly of Guest Relations, has rejoined the Company in Continuity, after having served on the writing staff of KSO.

NBC Slips After Fast Start in Softball League

The opening of the softball season found the NBCAA team off to a fast start in the Merchandise Mart League and the Red and Blue of NBC was carried to victory in the first two games of the season. Overconfidence, or increased ability on the part of the opposition was evident in the next two struggles, however, and the boys dropped to a .500 rating. George Bolas of Sales Promotion is manager of the squad. George is a playing manager, holding down the shortstop berth and being the

team's leading hitter. The team sports natty jerseys with blue bodies and red sleeves and are picturesque—even in defeat.

AA Like Topsy—Just Grewed

The biggest development around Chicago in recent months has been the steady growth of the NBCAA into an organization of nearly 300 members. The AA is carrying on a full schedule of activities and the varied interests of the members must find an outlet for expression somewhere. The AA has created a large recreation room equipped with three ping pong tables, two golf driving ranges and a "shinny" game, which is the noisiest and dust-producingest game known to man at the present time. Archie Scott of Production is the chairman of the membership committee and was the leading force in the membership drive. As a means of providing refreshments for all and sundry, and incidentally to add to their growing treasury, the AA has installed Canteen Vendors on both the office and studio floors and you now can purchase anything from coke to peanuts if you have the necessary where-withall. Treasurer Lincoln Douglass of Traffic reported operations were profitable at a recent meeting.

Outing Looked Forward To

The AA's event of the year is of course the Annual Outing which this year was scheduled for June 19th at the Lincolnshire Country Club. As that date was just after we went to press, we had to forego a description of the frolic until the next edition. However, we promise verbal and pictorial evidence as to the fun everybody had.

Ping Pong Winners

The Central Division has crowned a whole series of new ping pong champions as the result of a month-long double elimination tournament conducted on the aforementioned AA tables. In the men's singles, Ken Christiansen, the left-handed larruper of the Mail Room, took the championship gonfalon after a bitter battle with Johnnie Wehrheim, the placement shot expert from the General Office. Christiansen also shared in the doubles crown, teaming with "Steady Eddie" Nickey, also from the Mail Room, to beat Ed Bailey and Tom Bashaw, the pride of the Sound Department. Bashaw, who was the defending champion in the singles, was eliminated in the semi-final round of the singles.

RCA PALACE

The RCA Exhibit at the New York World's Fair for 1940 has been considerably enlarged and revamped to make it one of the most interesting and impressive exhibits in the commercial section. The great variety of material covered and the manner of presentation give the radio-receptive visitor a scientific thrill. Here in this building you will find all sorts of interesting developments, the latest, from all the subsidiaries of the world's largest radio and television organization.

Don't expect to see the same things that were there last year. Because of the lightning progress of this business we're in, the scientific panorama has completely changed since last season. Here, better than anywhere else, you will be able to realize all the changes. As a matter of fact, we discovered that the only item in the building that has remained the same in this changing world of radio is the Kidnap Alarm, a perfectly innocent looking baby carriage fitted out with an electric alarm system to ring if touched—perfectly innocent in itself—but a monument because it alone has remained unchanged over the winter.

The name of the exhibit, given by its publicity directors — Palace of Radio Magic—is really applicable since the fittings are palatial and at the same time in a modern industrial theme. For those of you who have not been able to penetrate the inner circle of Studio 3H at 30 Rockefeller Plaza, there has been created a complete television studio showing through glass the most modern equipment and methods of production, giving a cross section of how television studios will look and how the directors and technical staff will produce future television entertainment.

Familiar faces you saw on the Guides and Pages Minstrel Show during the winter season are to be found entertaining the summer visitors over their favorite medium. Among them is Earl Wrightson, television's favorite baritone. Other young men from NBC whom you have seen before, are helping with the production and engineering work. So this is television's sum-

(Continued on page 14)

WTAM CLEVELAND

—by Bob Dailey—



Personnel increased: Helen Forsythe, Editors Orrick and Dailey.

WTAM has a poetic engineer! To most of us, an engineer is a technician, a man who grinds gain, monitors lines and performs all those other important and highly technical duties around a radio station. And it's not very often we find one with snatches of original poetry running through his mind. That's why we take considerable pleasure in introducing Bert C. Pruitt to every one in the NBC circle.

Several days ago we learned that Pruitt has sold several poems to the *Ohio Farmer*, one of the nation's foremost rural magazines. Talking with the modest engineer, it was learned further that he had started putting his thoughts on paper only four months previous. We asked Pruitt to write some verse for the TRANSMITTER, and here is the result. Incidentally, he dashed it out in less than an hour.

THE TRANSMITTER

The news we hear of major stress

So often causes sadness;

A world of grief devoid of fun

With faces minus gladness.

A world of gloom is sad indeed.

Encouraging evil graces;

And then we note the happy smiles

Replace the weary faces.

What mystic hand has caused this change?

What caused the gloom to flitter?

Could it by any chance have been

The NBC TRANSMITTER?

* * *

Two of WTAM's engineers will spend their free hours this summer riding the waves of Lake Erie and the nearby streams. Jesse Francis has a 30-foot cabin cruiser which he constructed him-

self in the basement of his home. And on his vacation this summer, Francis and his wife plan a cruise down the Ohio river. The other boat skipper among the engineers is Hank Gowing, who recently purchased a 40-foot cruiser for use on Lake Erie.

* * *

A May bride was May Draxell, Stenographic Supervisor and a member of the WTAM staff for the past five years. In private life, she is now Mrs. E. D. Radu. The couple spent their honeymoon in the Smoky mountains. Previous to the wedding, Office Manager and Auditor Pearl Hummell gave a luncheon shower for Miss Draxell, with all of the feminine staff members attending.

* * *

Program Director Hal Metzger again this year places three canvases in the May show of the Cleveland Art Museum. Metzger's principal hobby is painting with oil.

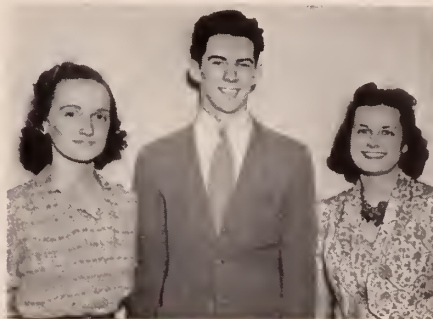
* * *

Kathryn O'Connell, of the Mail Department, has been playing bingo regularly for the past two years. Finally, she has crashed into the win column with \$50 in cash.

* * *

The 1070 Club, an organization composed of male staff members, held its first annual dinner for club members and their wives Saturday, July 13th. The evening party came as a climax to the monthly social meetings which have been held for the past ten months.

Arrangements for the party were handled by the following committee: Lee Gordon, Hal Metzger, Harry Caskey, Tom Manning, Russell Carter, S. E. Leonard, Bob Dailey, Wade Barnes, Tom Carter, Burt Pruitt and Fred Wilson.



Dorothy Morris, Fred Lloyd, Lois Faulhaber.



May Draxell, bride.

Jane Weaver, director of women's activities, and her husband, have broken ground for a new home to be built in Shaker Heights.

* * *

Dramatic production director Waldo Pooler is walking around these days with his head just a little higher in the air. Reason is that Pooler has just become a grandfather.

* * *

Manager Vernon H. Pribble also has a good reason to be proud. Betty Pribble, one of his two pretty daughters, brought her father home a report card from the seventh grade with eight straight "A's."

* * *

The coming of summer has changed the recreational habits of Salesman Russell Carter and Harold Gallagher. Carter has switched from a fast game of ping pong to just a fair game of golf, while Gallagher deserted the bowling alleys, where he is an embryo champ, to the fairways where he is just another golfer. Other consistent golfers around the station include Manager Pribble, Sports Announcer Tom Manning, Music Librarian Bob Oatley, Entertainer Claude Moyer, News Announcer John Murphy and Engineer Alvin McMahon. But Pribble and Manning usually lead the field in the carding of low scores.

* * *

Mildred Funnell, secretary to the manager, has been supplementing her office duties with regular appearances on Jane Weaver's *Women's Club of the Air*.



Wade Barnes



John Murphy

WORLD'S FAIR

(Continued from page 1)

mer quarters. Special programs originating in these Flushing studios will be relayed to the NBC television transmitter atop the Empire State Building in New York City where they will be retransmitted into home receivers.

Miss Television is a feature of the exhibit, three of her in fact, working in shifts. A complete show is given each fifteen minutes with comedy, singing, keyboards, puppets and a news commentator. The latter shows that news service will be very effective in the future over the television systems by using the simple expedient of a map on which the commentator may follow movements through cities, rivers or sections of the country which otherwise would be conveyed just as unfamiliar names.

Visitors to the RCA Exhibit are ushered into a Television Suite where receivers are set in typical American interiors helping to impress the public with the nearness of the art. Immediately preceding this, they have been shown a moving picture taking them behind the scenes in a television studio illustrating how programs are made and explaining the television techniques thus far devised.

In one of the recording studios where the public can record its voice, either in a patter or an aria with the studio piano, the prize question of the week was asked, "Will it record a foreign language?"

When you wish a change from the carnivalesque air of the Flushing exposition, you may retire into the RCA Music Lounge where, in a quiet atmosphere, the RCA Victor recordings are played in an all-request program for the public.

A small edition of the Camden assembly line is to be seen in one corner of the building. Every four minutes a complete RCA "Little Nipper" is turned out and you can not only watch it being made but you can buy it. Radio facsimile apparatus is on display and can be seen producing a special newspaper of the air, issued several times a day. This machine demonstrates how journalism of the future may operate.

There are other fascinating items on display here, developed by the many branches of RCA. In all, the exhibit is a very important factor to our future welfare. It is making definite contributions to the radio and television industries by providing a testing ground for new equipment and a workshop where new studio techniques and pro-

TRAINING PLAN

(Continued from page 3)

Program Board, the Program-Press and Night Program meetings to get an idea of the occult art of programming.

An important advance in the NBC training plan made specifically this year was the inauguration of a series of study groups for the purpose of training men for specialized work in various fields. The Announcers Class discussed above is of course one of these. An entirely new idea was the Artist Management Group under the direction of Mr. George Engles, Vice-President and Managing Director of the NBC Artists Service. Thirteen employes of the Company were given an opportunity to learn how to handle radio, concert and theatre talent. A feature of the class was a series of lectures given by noted talent managers, artists, and executives of the Company. One or two nights a week were spent at the opera, at the concert hall or in the night clubs, even at motion pictures suggested by Mr. Engles, for the purpose of meeting and observing the artists. Afterwards reports of each performance were written.

During December of this year, Hugh Beville, Director of Research, by a process of elimination selected ten employes from General Service for a course in statistics which dealt with the problems of radio research. The course lasted for about twelve weeks and such things as station coverage, program surveys, agency expenditures, etc., were discussed. Three of these men to date are doing laboratory work in statistics in Mr. Beville's division. They are Howard Gardner, Percival Black and Bob McFadyen.

In April an Outside Stations course was launched. It was designed to acquaint NBC employes interested in being transferred to or in gaining employment at affiliated or independent stations with the management and problems of those stations. The course was conducted by Willard Delano

gram material can be developed and tested. Radio designers are able to study public reactions toward new equipment, style and quality of reception. Because millions of people visit the Fair, our exhibit is proving that television is really not in the same category with Aladdin's Lamp, nor is it even an experiment—it is an actuality. Miracles of radio research have been made intelligible in the presentation at the Palace of Radio Magic, Flushing Meadows, New York.

Whitfield and had a regular attendance of about forty members.

In conjunction it is interesting to know that the Stations Relations Department has become very much interested in the type of employee turned out by the NBC training plan and has written to all our affiliated stations advising them to notify us in case of vacancies. In many cases we have been able to refer our employees and they have been accepted.

The following figures obtained from the Personnel Office give evidence that advancement is made from the General Service ranks. During 1939 there were 120 men engaged for training positions in the General Service Department. 38 of these were transferred to other departments and 8 men were placed in other radio stations. This makes 38 percent of the number hired either advanced within our own departments or to positions in some other radio company. For the first five months of 1940, the General Service Department hired 80 men and has transferred 19 into other parts of the Company. 12 have gone to other stations. This means that 39 percent of the number hired from January through May, 1940, have been placed in positions of greater importance either in NBC or in some other radio company.

And so with the end of this year, the NBC training plan has acquired a certain amount of dignity and prestige. Not only the Company but also the outside world is beginning to take notice. There is an evident enthusiastic response from many executives throughout the Company who feel that a great need is being filled by such courses as those outlined above, and others which can in the near future be organized. Applications from a type of person who would otherwise not have sought employment at NBC have already been received as a result of publicity given our training. Several newspapers and magazines have written articles regarding our training activities.

It is the hope of the Personnel Division that the general study groups be continued and expanded and that courses giving a more specific type of training will be organized. So once again, if your office in New York or elsewhere is looking for a qualified recruit, don't forget that the NBC Training School hands out a well earned sheepskin to a very select group of young men with ambition and ability applicable to this business of broadcasting.

NBC SAN FRANCISCO

by Kay Barr

Plans for New Home

During the past few weeks an impressive list of NBC executives from New York visited San Francisco in connection with the proposed new million-dollar home for KGO and KPO. This new NBC building has been under consideration for 10 years. When Al Nelson was made general manager of the San Francisco Division last October, it was one of his specific assignments to work on a plan for new quarters. It has just been decreed that the building will stand on the corner of Taylor and Farrell Streets.

Vice President William S. Hedges visited the Coast in November and saw the start of the negotiations. After the first of the year things began to take definite shape. Bertha Brainard, Commercial Program Manager, dropped in February 27.

Mark Woods, Vice President and Treasurer, arrived March 16 for conferences regarding the building. B. F. McClancy, Traffic Manager, came in March 18 and sat in several sessions. William A. Clarke, Technical Facilities Manager, reached the Coast April 3, and spent five weeks working with architects and engineers on the plans.

Judith Waller, Educational Director for the Central Division, NBC, with offices in Chicago, made a visit April 8, and gave the building plans her approving inspection.

Roy C. Witmer, Vice President in Charge of Sales came in April 9 to add his emphatic approval. O. B. Hanson, Vice President and Chief Engineer, arrived for a week of intensive study April 19. Thomas H. Phelan, Audio Facilities Engineer, followed April 22 and remained for several weeks of



Cassidy Junior, Technician

co-operation with the architects. Keith Kiggins, Director of the Blue Network, and Easton Woolley, Service Manager of Station Relations, made approvals unanimous May 15.

At the Fair

All the imagination, the creative ingenuity and skill of artists, artisans, mechanics and electrical engineers were employed in conceiving, planning and building the huge clock-like device which is the feature of the NBC-KGO-KPO exhibit at the Forty Fair on Treasure Island, San Francisco.

Building the 12-foot dial was one thing. Creating the 18-inch figures of a dozen outstanding local radio stars required another type of genius. Cutting a record that would present the actual voices of all these people proved

a difficult and complicated assignment. Applying the electrical equipment that would animate the different figures presented unusual technical problems.

Located in the Electricity and Communications Building, the exhibit occupies 2392 square feet of floor space. In addition to the spectacular "Personality Clock," the display contains scores of huge photographs of San Francisco radio artists, dramatic casts and other activities connected with broadcasting.

Thousands of spectators are fascinated as they watch the little copies of their favorite radio stars go through their paces and the exhibit is winning many favorable comments from the self-appointed critics who go around estimating the different displays.

Special Award

Billboard made a special award which brought outstanding honors and recognition to the San Francisco Division. In connection with its annual awards, *Billboard* singled out KGO-KPO and Al Nelson, general manager, for "the one outstanding exploitation endeavor by a radio station during 1939."

In the opinion of the Awards Committee, Nelson, manager of NBC's San Francisco stations KPO and KGO, is unquestionably entitled to this Special Award for his work in breaking down newspaper opposition in his city.

KPO also received second place in the clear channel station division for exploitation which included "a thorough campaign at the Golden Gate International Exposition and good merchandising exploitation throughout the city."



Radio folks and a birthday cake.



KGO-KPO Personality Clock—Forty Fair.



Chick Showerman



Mary Coyne

(Continued from page 8)

25 and a 70 net, thereby winning the first prize. Runner-up was Howard Cann also of the Mail Room who play-

ed a 96 gross 22 handicap and 74 net. A Member's Consolation Handicap was played and won by Bill Roux of Spot and Local Sales who drove a good bargain to 102 gross, 32 handicap and 70 net. The Guest Handicap was won by Jack Warwick of the Warwick and Legler Agency, with 104 gross, 73 net and 31 handicap.

Tying for the honor of second place were two visitors, Herbert Rice of the Travelers Insurance Co., and E. C. Anderson of RCA. Because of darkness the match was not played off on the course but Mr. Anderson finally won out with a lucky roll. A novel event, Ball Nearest the Pin, gave a prize to William McCaffrey who drove to within 14 feet, 4 inches of the 135 yard hole. In the ladies competition, Mrs. Mark Woods stepped forth for the first prize with an enviable low gross of 98 for 18 holes—gentlemen please take notice. Mrs. Marks Levine won the Ladies Handicap tournament with a 73 net. Bringing up the rear was Burke Crotty who during the day—all of it—earned the distinction of "Participant taking the longest walk," indicating that he won what is sometimes known as the "Booby Prize." Burke is at home in Television Production where his friends are congratulating him on his 170 strokes.



Steere Mathew

There was much activity in the other fields. Mr. D. B. Van Houten, chairman of the equestrians, presented an unusually interesting riding program with the promised three two-hour rides and a pair of novelty events. The Potato Race was first and the prize went to Jack Yandell who played potato-in-the-bucket faster than anyone. Next, Mat Boylan learned the front and back of the Nightshirt Race with great ease, netting him a handsome prize.

Many a muscle was developed on the beautiful open tennis courts. Keith Gunther found little rest from his duties of arranging matches as the courts were filled from dawn till dusk. Softball highlight of the afternoon was the scheduled struggle between WGY Schenectady and NBC New York. Genial Kolin Hager, manager of WGY and his teammates fought the home team, captained by Adam Gayeck, to a standstill for thirteen innings and then lost the game by a one-run margin. It seems, though, that the Schenectady team won a moral victory as they are said to have been the most popular element at the Outing.

Bridge, ping pong, badminton, and swimming captivated a number of variety seekers. When all was totaled up, the bicycle medium had soared to unsuspected heights of popularity. It proved to be practical as well as pleasurable, many using the bikes as a means of transportation to the beach, a half-mile distant.

Among the distinguished guests of the NBC AA Outing was Frank Mullen, Vice President in charge of Advertising and Publicity for the Radio Corporation of America, and Col. Manton Davis, Vice-President and General Counsel for RCA. Others from the parent organization were O. S. Schairer, Vice-President in charge of the Patent Depart-

ment; E. C. Anderson, Manager of License Division, Patent Department; Chas. B. Jolliffe, Engineer in charge of the Frequency Bureau; L. B.

Morris, Vice-President and General Counsel at Camden; Ralph Beal, Research Director of RCA, and Horton Heath, Manager of Department of Information.

Major Lohr was represented by Miss Martha McGrew and Priscilla Lohr. Niles Trammell was there in person as was Judge Ashby, Vice-President and General Counsel; Clay Morgan, Assistant to the President; Mark Woods, Vice-President and Treasurer; O. B. Hanson, Vice-President and Chief Engineer; William S. Hedges, Vice-President in charge of Stations, and Alfred H. Morton, Vice-President in charge of Television.

The close of the day was marked by a superlative filet mignon dinner and afterwards the prize presentations. The door prizes you all hoped to win went to Miss Mae Frohman of the Hurok offices, to Bill Kostka of Press, and, happily enough, a member of the WGY baseball team drew a lucky number. All three prizes were donated by RCA. A handsome table-model radio went to each winner. With the dining and the prizes over, the dancing began to the tunes of Irving Miller and his NBC orchestra. Expert dancing to the Conga was a feature of the evening, which, by the way, lasted well into the morning.

Credit for the day's success goes to Mary Coyne, chairman of the Outing, to Mr. Jones for his golf tournaments, to Marion Ayre who managed the sale of tickets and to the ticket representatives in the individual departments of the Company. Credit goes to each of the activity chairmen and also to all you guys and gals who made up the record breaking 285 AA members who attended the Annual Outing.

Indicating the Outing's tremendous success, we noted that the first giant bus scheduled to leave for New York at 10:30 p.m., was still half empty when it finally left at 1:20 a.m.



Marion Ayre



D. B. Van Houten



Henry Hayes



Bill Roux, Bill Webb, Howard Stillman, Bill Kostka, Earl Mullen, Henry Hayes.