

NBC TRANSMITTER

CHRISTMAS 1940

V. 6 No 6





Christmas, a time when we all pause to take note of the worth of our fellow men, has, I believe, a special meaning for all of us here at NBC this year.

The highly successful year we have enjoyed has been due largely to the ability of all of you to cooperate and to impart to your endeavors a measure of honest enthusiasm for the business which forms a mutual enterprise for us all.

It is with warm appreciation of all your efforts during the year that I extend, through the Transmitter, my sincere wish that all of you have a joyful, satisfying Christmas and, God willing, that we all shall enjoy a peaceful, prosperous New Year.

Niles Trammell

EXECUTIVE ANNOUNCEMENTS

at Radio City



SIDNEY STROTZ HEADS NBC PROGRAM DEPARTMENT

Sidney N. Strotz has succeeded John F. Royal as vice president in charge of the Program Department. Mr. Strotz came to Radio City from Chicago where he played a considerable role in building prominent network shows.

Mr. Strotz joined NBC in 1933 as Manager of the Program and Artists Service departments of the Central Division. He became manager of the division in January, 1939, succeeding Niles Trammell, whose brilliant administration of the Chicago offices resulted in his appointment as Executive Vice President of the company and more recently to the office of President.

He was born in Chicago, with primary education there, later pursuing advanced studies at St. John's Military Academy and Cornell University. He left college to serve in the 326th Battalion Tank Corps, during the World War. Following the war he joined the Automobile Supply Company and later became a vice president. After serving as vice president of the Wrap-Rite Corporation, Mr. Strotz in 1928 organized the Chicago Stadium Corporation, which built and operated the largest indoor sports arena in the country. He became president of the company in 1930.



JOHN ROYAL: IN CHARGE OF NEW ACTIVITIES, DEVELOPMENTS

John F. Royal, heretofore in charge of programs for NBC has advanced to fill the newly created position of Vice President in charge of New Activities and Developments in Broadcasting. Mr. Royal will be concerned with all promotional, programming, and commercial problems arising therefrom. This new position combines under one direction necessary developmental work in programming and general public service in the fields of Television, Frequency Modulation, Facsimile, and Short Wave broadcasting. It was to assure such advance planning and co-ordination in new radio broadcasting services as will facilitate their commercial introduction or development that the new executive post was created.

In the appointment, Mr. Trammell stated: "John F. Royal has been largely responsible for a ten year development of NBC's program activities, with the creation of many of radio's outstanding public service features and a long list of commercial successes. He is, therefore, ideally fitted for the wider responsibilities which he will now undertake.

"Mr. Royal has already prepared for the extension of our international services having just returned from a tour of South America and a brief business trip to Europe."

RADIO CITY

New York

Esme O'Brien has joined NBC as receptionist in the executive offices, and we strongly recommend a visit there sometime because Esme is a very grand person to know. We promise that you'll be greeted with a warm smile and a certain something in the eye that can be traced back to the Emerald Isle. Perhaps her ease and friendliness are partly due to the considerable travelling which she has done, for she seemed to handle with confidence all of a variety of situations with which she was faced in the course of our visit. We needn't bother to list here the extensive schooling which she has had or the popularity with which she was received when she returned to this country—you already know these things. What we do want to say is that she's a swell guy, and that's our highest compliment.

Noel Jordan whom you have frequently seen in Television Studio 3H is now to be found in the personnel office where he is in charge of employee training.

James Beardsley, former editor of the Transmitter has joined a station on Cape Cod in Massachusetts. He is handling news and announcing assignments. We wish him every success in his new position.

With its able helmsman Mr. Jerry Martin, assisted by Mr. Alexander and Mr. Richards, the Guest Relations Division is functioning with a number of new faces on deck. Paul Rittenhouse is assistant to the manager in charge of tour promotion, having relinquished his position as tour supervisor to Birger Hagerth, and Earl Harder becomes ticket distribution supervisor. Also in the ticket distribution office now is Jack Williams, which sends Walter Weibel up to the traffic department. Tom Prout, left his post as assistant mezzanine supervisor to join the traffic department, too. Filling in the control desk vacancies of G. R. you may be confused occasionally to find Norman Cash and George Wallace, confused only because they look somewhat alike. They were recruited from the guide



ESME O'BRIEN

staff. There is also a completely new face in G. R., that of Miss Julia Dougherty, who is secretary to Mr. Alexander and Mr. Richards. Ray O'Connell leaves his position on the control desk to succeed George Olenslager as guide trainer, so if you should be accompanied on a tour by a purposeful figure armed with a note book and pad, the chances are it's Ray checking up.

George Olenslager, who used to provide his guide training courses with a staggering amount of general information, and all with the suavity and persuasiveness of a Patrick Henry, can now be found in the information division, as assistant to the manager.

Winthrop Orr has come to Radio City as a senior production man. He won his spurs at NBC Chicago and brings wide experience to his work here.

Edward Pola, who has been working in the radio agency field in England, has returned to America to join the NBC Production Division. He numbers among his talents song writing, and you've been whistling some of his tunes recently.

Cupid must have dropped into NBC Artists Service with the in-

tention of emptying his whole quiver of arrows. Adelaide Bucheister, secretary to George Engles, started the parade when she became Mrs. Howard Orr on June 29th. Frank Murtha, sustaining booker, kept the ball rolling when he decided Miss Emma Neugabauer had been Miss long enough and made her Mrs. Murtha on September 28th. This was an NBC wedding with John Collins and Don Meissner, both of Artists Service, helping as usher and singer respectively.

Alice Stauffacher had a real advertising wedding when she and Proctor Mellquist, Jr., Sterling Getchell copywriter, were made one on October 4th. It is rumored this was a whirlwind courtship, the groom popping the question after knowing Alice only 6 weeks. It is rumored that Charlie Facer, one of Artists Service's most eligible bachelors will jump off the deep end very soon. His engagement to Miss Margaret Woodworth of Electrical Transcription has been announced and the wedding is planned for the spring. Charlie is the Artists Service contact for the NBC Electrical Transcription department and surely made a contact this time.

The moral is—come to Artists Service if you're single and want to be double.

Now that the Selective Service Act is an outstanding subject of conversation, we investigated the results in Radio City. Evan Wylie, while on duty in the News Room, saw his number come out first, 158! Quite a few have decided to throw their Homburgs in the ring right off in exchange for army or navy headgear. Among these were Doug Ballin, Al Bengtson and Stan Crow, who took the cruise to Panama on the battleship New York. It was an enviable experience, as they report it, what with movies on deck under the stars, and plenty of free time in Panama, etc., and the boys certainly look healthy. Crow goes on to Northwestern University shortly to complete his four months of training.

Bill McClintock, and Bob Hoff-
(CONTINUED ON SIX)

THE METROPOLITAN OPERA PROGRAMS

The Texas Company, in sponsoring the broadcasts in this country and South America of Saturday matinee performances by the Metropolitan Opera Company during the 1940-41 season, is continuing a great American tradition, in the opinion of Niles Trammell.

"Industry has often played the role of patron of arts in America," Trammell stated, "but the decision of The Texas Company to present the Metropolitan Opera broadcasts is, in my opinion, one of the

more outstanding examples of such public service by a commercial organization.

"Many of our great schools, colleges, libraries, museums, fellowships, and foundations in this country have their existence through the sponsorship of public-minded individuals and organizations. Now, W. S. S. Rodgers, president of The Texas Company, announces that his company continues this American tradition by making available to millions of listeners each week the world's greatest music. I believe the cultural bases of our democracy are immeasurably widened and strengthened by such a union between art and industry.

"The Texas Company is to be warmly congratulated for its public-spirited action. Opera lovers everywhere will be continually grateful for the rich musical experience now afforded them every week."

Mr. Rodgers, speaking for his own company said, "There is nothing new about the principle on which we acted in merging oil and opera. American business has long acted on the principles of success through service to the greatest number. In the long run, the suc-



Ezio Pinza (left), great basso of the Metropolitan, as Figaro, and Elisabeth Rethberg, soprano, as Countess Almaviva, head a distinguished cast for Mozart's "Marriage of Figaro," the finale of which is pictured above. The famous opera, opened the season's Metropolitan broadcasts sponsored by The Texas Company.

cess of any business enterprise can be measured by its contribution to a better life for all the people.

"Grand Opera is no longer the privilege of a few. Through radio the American people have been enabled to make it their own. Financial contributions to the opera's support last year came from music lovers all over the country and in every walk of life.

"Today the Metropolitan has become in the truest sense 'the people's opera.' The Texas Company, in sponsoring these Saturday matinees is, we feel, giving the people what they want—a high form of musical entertainment covering the widest range of musical tastes."

"OPERALOGUES" TO INTRODUCE OPERA

Under the direction of the Metropolitan Opera Guild, a series of "operalogues" will be broadcast each Thursday evening during the opera season to introduce the nationwide radio audience to the opera.

The Guild series, to be heard weekly at 7:45 p.m., EST, over the NBC-Blue Network, will be prepared with the assistance of Robert Lawrence, noted lecturer, music

authority and critic of the New York Herald Tribune. Dr. Otto C. Luening, head of the music department of Bennington College, prepared the script for the opening broadcast of Thursday, Dec. 5, which featured highlights from Mozart's opera, "The Marriage of Figaro".

Marita Farell, distinguished young soprano of the Metropolitan Opera Company, collaborated with Dr. Luening for the opening Guild opera-logue. The story of Mozart's opera was discussed by Dr.

Luening, and Miss Farell sang excerpts from the Mozart score.

Future broadcasts of the Guild operalogues will present as soloists outstanding artists of the Metropolitan Opera Company, as well as distinguished authorities in the world of music.

As for the broadcasts themselves, there are many special features of interest.

The broadcasting booth, a permanent soundproofed structure located in the center of the former Grand Tier, takes the place of the famous Box 44 from which NBC broadcast the operas for nearly a decade. The new booth, the listeners' "boxseat", affords an unobstructed view of the stage, and for the first time engineers will be able to turn on a loud-speaker, thus approximating listening conditions in the home.

The new control booth will house Milton Cross, announcer; Charles Grey, engineer; Herbert Liversidge in charge of broadcasting the musical portions of this program; Howard Nussbaum in charge of entr'acte speeches and commentary; and Llopis de Oliveres, of the NBC International Division, who will read the Spanish announcements for Latin America.

THE NBC TRANSMITTER

of, for and by NBC personnel from coast to coast
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RADIO CITY CONTINUED

man, also of Guest Relations, have already joined the army, and will probably turn up soon in some rogravure or news reel.

Dick Rider, a former guide and actor on Amanda of Honeymoon Hill, and David Harum, is now out at Camp Upton, Yaphank, checking over the 450 draftees that pour in daily.

Sam Sloan, formerly assistant Mezzanine supervisor, and now of the National Guard has done some slick recruiting for the old 7th Regiment, having to his credit Stockly Plummer of the Mail Messenger staff, Bob Baldwin of International Promotion office, and Jim MacConnachie and Don McDonald both of Guest Relations. Jim Nix, page supervisor, and Dick De Raismes of the Script Department were members of the 7th already. They are all inducted on January 3rd, and leave shortly after for Hinesville, Georgia, which is just outside of Savannah.

Lars Scattebol's apprenticeship in News and Special Events has gained him a permanent position in that department. Lars has completed a play which is making the rounds of the producers, and he says he's busy on another.

Walter Royall, formerly of G. R. is now associated with Radio House, a newly formed company which makes transcription of program ideas. He says it's doing well, and Walt certainly looks dapper and prosperous, in spite of the fact that a few weeks ago he was accosted on his way home, robbed and knocked out. His displaced

nose is back where it was and in good working order.

Al Henderson, formerly of the Mail Room, is now with the Engineering Department.

E. S. Colling has been transferred from RCA to the NBC Press Department.

Gene Plumstead won an audition for an announcer's job with Station WCOV, Montgomery, Alabama, where his sturdy stage and radio experience will be put to the test.

Jim Sawyer's constant practice at reading commercials out loud in the locker room has brought him an announcing job in Orlando, Florida.

Sunday, Nov. 24, was a happy day for Bill Huck, the only member of Pat Kelly's announcing class to have his audition broadcast coast to coast, came through the ordeal with flying colors. The occasion was a demonstration for the Behind the Mike listeners. Graham McNamee, who introduced Bill, says he's glad no such gruelling test existed for announcers in the early days of radio when he started. Incidentally, on the strength of his showing on the Behind the Mike program, Bill has accepted an announcing job with Station WGAC at Augusta, Georgia.

Paul Knight, formerly a guide and now in the Music Division made an appearance with the Chamber Music Society of Lower Basin Street, on Nov. 25th, on which occasion he was heard knocking out some hot Chopin, on a honky-tonk pianner of the old

EXCHANGE CORNER

FOR SALE—1937 Ford Business Coupe, \$199. In excellent condition. For further information see Maxwell Russell, Guest Relations.

ATTRACTIVE APARTMENT to share at 25 West 51st Street. Call Franklin Owens in Sales Research.

school, whose keys sounded tobacco stained, and whose voice was whisky, an adjective meaning spirited. It is to be hoped that Dr. Knight, who learned it all down in Florida, will be back on the program again.

No television tour leaves the mezzanine without doing homage to Merwin the 'video effect' frog who talks, croaks, winks and everything but eat peas with a knife. Now Merwin's thunder is stolen by the presence in the adjoining glass case of a miniature model of our television studio 3H. Claude Traverse of the guide staff made it, and it's complete to lights, mike, cameras, scenery, control room, and actors and technicians no bigger than a postage stamp made of wax and all dressed in tiny but stylish clothes.

By the way, the fellows who work over at the Vanderbilt Theater now rate very impressive top coats what with zero weather howling down 48th street. They look a little like cossacks, and will give crashers a long moment's pause before they attempt to sneak into the Waring show.

Last minute news—Tom Campbell is now assistant to Otto Brandt. Bill Davidson takes over Tom's spot and Willard Whitfield enters Station Relations from GR.

Mr. Harry MacFayden's many friends were deeply grieved to learn of his death on November 13th. He had served the company for many years as production director. In earlier years he worked in the theatre with David Belasco, and he also had been associated with motion pictures.

We are certain that his wife, Mrs. Teris MacFayden understands that all who have known him feel his loss as a very personal one.

NEW SAN FRANCISCO STUDIOS

Vesuvius couldn't produce even a reasonable facsimile of the eruption President Niles Trammell's telegram caused at KGO and KPO at 12:28 p.m., PST, November 8. "I am delighted to inform you that the Board of Directors of the National Broadcasting Company on my recommendation today approved the plan for new studios to be erected at Taylor and O'Farrell streets," it said, "and I am hereby authorizing you to proceed at once to consummate the final arrangements." Al Nelson, NBC assistant vice-president and general manager of KGO and KPO, lost no time in spreading the news and getting into action. By night, plans had been completed for an unusual ground breaking ceremony, for the organization of the San Francisco Chapter of the Sidewalk Superintendents' Club and for an intensive publicity and promotion campaign leading up to that public ceremony during the noon lunch hour, November 14.

Instead of having some distinguished individual turn the first spade, the entire KGO-KPO personnel joined their manager in the ceremony.

Mayor Angelo J. Rossi of San Francisco headed a list of dignitaries who made short talks. There were several entertainment numbers. The Sidewalk Superintendents' Club was organized with George Mardikian of Omar Khayyams as President as the assembled thousands joined him in taking "The Kibitzer's Obligation."

Twelve pretty girls of the organization were garbed in tricky red and white striped overalls and designated as the "Dainty Dozen." They gave color to the scene and were kept busy constantly for the amusement of the scores of amateur and professional photographers.

There has been talk of new quarters in San Francisco for more than 10 years, so when the Trammell telegram set off all the enthusiasm, it was truly a great eruption. AP, UP and INS carried stories on both the day and night wires. Pathe made a national re-

lease of their news reel. Hundreds of congratulatory messages, letters and telegrams flooded Nelson's office.

The new building will be one of the most popular show places in a city full of interesting things to see. Albert F. Roller is the architect and Barrett and Hilp the contractors.

During the past months many NBC executives have been west in connection with the plans and the proposition has won their unanimous approval.

Among those visiting have been David Sarnoff, President of RCA, NBC President Niles Trammell, Vice-Presidents Frank Mullen, Mark Woods, William S. Hedges, O. B. Hanson, Roy C. Witmer, all of New York; Frank Russell of Washington, and Don E. Gilman of Los Angeles.

Others were Keith Kiggins, Easton Woolley, William A. Clarke, Thomas H. Phelan, Bertha Brainard, and B. F. McClancy, of New York, and Judith Waller, of Chicago.

Except for a public garage in the basement and first floor, the five-story building will be devoted exclusively to broadcasting. It will be air-conditioned throughout, windowless, and will contain 10 studios. The largest of these will accommodate audiences up to 500

people, depending on the size of the broadcast. Others will seat from 150 to 200 and the smaller studios will be designed for transcription work, speakers and forums and other shows of all sorts and sizes.

Each of the public lobbies will feature display windows illustrating the story of programs and broadcasting. Some of the most interesting operations, such as the news room, the master control room, traffic boards, etc., will be visible through large windows opening on the lobbies. Seven of the studios will be located on the second floor. Program and production, library, traffic, engineering and operating departments will be on the second and third floors while the administrative offices will be on the fourth. Air-conditioning and other special equipment will be housed on the top floor.

This "studio and office building for KGO and KPO" will be of reinforced concrete, of modified streamline design, modern but neither faddish nor freakish. Glass brick sections will admit daylight and when illuminated from within at night will make a spectacular trim for the structure. The outer walls will be topped by huge flower boxes and dramatic 80-foot facade will rise above the main entrance.





ELECTION

One of radio's most significant and historically important shows was the minute by minute coverage of the 1940 presidential election returns from the stage of famous 8H. The News and Special Events department was moved bodily from its accustomed quarters into the studio for the night, and on the stage where Maestro Toscanini has conducted many an NBC symphony, the four thousand guests who attended the party saw a huge tally chart, control desk, tabulators, news tickers and teletype machines. As reports of the balloting poured in they were posted by members of Guest Relations on the election chart mounted in back of the stage. The chart indicated the progress of the voting in the Presidential and secondary races in each of the 48 states from the time the polls closed until the issue had been decided. The teletype machines placed below the chart turned out a constant flow of election news gathered by all the major press services — Associated Press, United Press, and International News Service. The nerve center of the election set-up, the control desk, was placed directly in front of the teletype battery. All the copy passed through the hands of A. A. Schechter, NBC's News Director who as general election editor was seated at the control desk surrounded by engineers, traffic men, and rewriters. Bulletins were delivered to the various

Looking down the photo montage you will find Abe Schechter in the midst of the most special of Special Events; Eddie Cantor, apparently engrossed in the latest reports; John B. Kennedy being photographed for the newsreels; H. V. Kaltenborn, George Hicks, and Baukhage sending the news out to millions of eager listeners all over the country; David Sarnoff, Gano Dunn and Niles Trammell meet in the midst of the reception; Howard (Father) Lindsay and Dorothy (Mother) Stickney came over just as soon as the curtain lowered on the final act of "Life With Father"; and Herminio Traviesas with Ary Moll for International.

PARTY

commentators and announcers seated in the two specially constructed studios on the stage, one for the Red and one for the Blue Network.

The latest returns were flashed from coast to coast by Raymond Clapper, John B. Kennedy, and George Hicks for the Blue Network listeners while Earl Godwin, H. V. Kaltenborn, and Graham McNamee covered the Red Network with a running commentary of the election returns.

With an expert staff of more than fifty, the whole exciting story of the 1940 presidential election was unfolded to listening millions by more than 200 stations of NBC with the two short wave stations, WRCA and WNBI. Four studios filled with every imaginable delicacy cheered the palates of those whose political hopes might be uncertain and helped the winners to celebrate.

Upstairs on the ninth floor outside the balcony, where there was not one seat available and very little standing room, a large number of the guests crowded around the eight or ten television receivers placed informally in the corridor. All the excitement and drama of the election was covered by the television camera as well as the radio mike. The famous commentators and news analysts all contributed a few remarks at least to the first election ever to be televised.

Again looking from top to bottom — over the shoulders of Frank Mullin and Roy Durstine we can see the newsreel cameras getting long shots from the balcony of 8H; Graham McNamee and Raymond Clapper joined many other famous radio voices in presenting the trend of votes; Earl Godwin and Leo Rosenberg, the first radio announcer, as they appeared on Television screens; guests enjoying the tempting varieties of one of the buffet-studios; Dr. Black, Dr. Morton, and Mrs. Black look up to see the newest entry on the huge returns chart; and finally Mr. Almonte smiles a gracious greeting to the festivities.



CHICAGO

Dan Thompson

A number of changes have taken place in the NBC Central Division since Sidney N. Strotz, vice president in charge of the Division, was called to the New York office to take over the position of vice president and program manager of the National Broadcasting Company.

Harry C. Kopf, former Central Division sales manager of the NBC-Red Network, became general manager of the Division, with Paul McCluer stepping into his post and with E. R. Borroff being promoted to the post of NBC Central Division Blue Network sales manager.

McCluer and Borroff both came to NBC when Station WENR was acquired by the network in March, 1931. Borroff had been sales manager of WENR for two years and McCluer had been assistant to the manager. Prior to joining WENR in 1928, McCluer had been a speech instructor at the University of Illinois—which accounts for the fact that Manager Kopf threatens to make him the "official speech-maker" of the division. Borroff, a real radio veteran, began his career at KYW in 1923.

Among other changes effective November 1 was the advancement of John F. Whalley, auditor and office manager of the Division since 1931, to the post of business manager of the Division. A graduate of Northwestern University, Whalley served as traveling auditor for the General Electric Company before joining NBC as auditor in 1930.

There followed the announcement that J. J. Neale, sales traffic manager for the NBC-Red in the Division, had resigned to accept the post of radio director for Blackett-Sample & Hummert Advertising Agency, and that Floyd G. Van Etten, became sales traffic manager of all Red and Blue network, Spot and Local commercial traffic for the Division. E. A. Stockmar and R. M. Neihengen, the latter transferred from NBC Artists Service, were named as Van Etten's assistants.

Secretarial changes were involved in these extensive promotions also. Loretta Dwyer resigned from NBC to continue as secretary



HARRY C. KOPF

for Mr. Neale in his new post at B-S-H; Isabelle Cooney left her post as secretary to Jules Herbuveaux, program manager, to assume a similar position in the office of Manager Kopf; Dorothea O'Heron replaced Miss Cooney as Herbuveaux's amanuensis; Laura S. Satterwhite, former secretary to Wynn Wright, manager of the production department, was transferred to the program department replacing Helen Shervey who, with Helen O'Connor, followed Mr. Strotz to New York; Helene Heinz shifted from Night Manager Ed Cunningham's office to become Mr. Wright's secretary; Laura E. Skidmore, secretary to R. S. Peterson, assistant auditor, replaced Miss Heinz while Emmazelle Patterson moved into General Office to replace Miss Skidmore.

Nor is that all. Rudi Neubauer, popular cashier of the NBC Central Division for many years, was transferred to the Spot Sales Department under Manager M. M. Boyd and Irene Shields, Rudi's assistant for five and a half years, was selected to succeed him. In addition to having been cashier, Rudi is president of the NBC Athletic Association. He has been with NBC for 11 years. Miss Shields came to NBC in October 1931 and worked in continuity under George Redmand and Beverly Latham before being transferred to the

cashier's office. Before that she had worked with a direct mail house service for three and a half years. Mr. Neubauer's transfer paralleled that of Carl P. McAssey from the Spot Sales Department to the NBC-Blue network sales staff.

Bill Lawrence has replaced Fred Schweikher as senior production director in the Transcription and record section and Maurice S. Wetzel has been transferred from the program department to the production department. And Roger T. Price, formerly associated with Station KTMR in Los Angeles, has replaced Merrill Myers in the continuity department. Helen E. Carey has been transferred from Central Steno to Artists Service, replacing Martha Reinecker who joined the network sales traffic secretarial force.

Just as we turn to other thoughts we learn that George W. Diefenderfer, who has been with the Paul H. Raymer Company, Chicago radio station representatives, joined the NBC-Red Network sales staff under Paul McCluer on December 1; that Raymond K. Burnet has replaced Gordon F. Loff of the Guest Relations staff; that Kenneth Geske has been employed as a messenger; that Alice E. Anderson, former bursar at DePaul University, has been added to the production department as a clerk and that Esther Ludwig, continuity department secretary, has married Bob MacDonald, well-known golf pro, and has been succeeded by Marion Cooper, erstwhile assistant supervisor in Central Steno.

When the young men of the country were "requested" to register for service six NBC Chicago executives found themselves within the conscription age bracket. They immediately started a campaign to unearth vital statistics on the balance of their colleagues and discovered that the NBC Central Division has one of the youngest—if not the youngest—network staffs in the nation.

That NBC Chicago A. A. Harvest Dance was a fitting finale of the summer and fall activities of that organization is generally

(CONTINUED ON ELEVEN)

Evadna B. Hammersley

CHICAGO CONTINUED

agreed by all those who attended and saw the excellent results of Chairman Lynn Brandt's careful planning. Attendance was especially good because of Brandt's Hollywood method of drumming up trade—and we do mean "drumming up". With the aid of Roy Shield and other musician members of the NBCAA, he actually marched a band through the offices followed by other AA'ers with placards urging attendance. Next-to-last activity of the season was the Hayride Party arranged by Dorothy Masters of the Horseback Committee. This, too, was a rousing success.

As in the past, Judith Waller, educational director of the NBC Central Division, will serve as chairman for the NBC Christmas Party to be held in Studio "A" on Christmas Eve for the benefit of all NBC Chicago employees and their families. Entertainment and gifts for each child who attends will be provided.

Marge Niess, audience mail supervisor, has been named chairman of the NBCAA Christmas committee by President Rudi Neubauer, and will thus have the pleasant task of collecting free offerings for the poor family which the NBCAA decides to cheer up at Yuletide.

Engineer Bob Jensen and Announcer Fort Pearson are among those boasting of new sons, while Jack Ryan of Press will probably be a papa for the second time by the time this is printed . . . Johnny Erp of the news and special events staff is due back on December 2 after a serious stomach operation . . . J. Clinton Youle of the same department is worrying about what to give his bride of the coming spring for Christmas—she's pretty Jeanne Eadie of Glen Ellyn . . . Kurt Pierce, field engineer, married Catherine Warren on October 26 . . . Louise Benbow of Sales and Lincoln Douglas, night traffic supervisor, vied with each other in keeping their weddings secret . . . Neither breathed a word for several months.



JACK LYMAN

David Vaile, former Chief Announcer at KYA in San Francisco and recently Production Manager and Chief Announcer of KROD in El Paso, Texas, joins the staff of KOA as an announcer, replacing Bob Young who has been called into military service.

Former World Champion Prize Fighter, Jack Dempsey, appeared recently before the microphone of KOA in a sort of "homecoming" broadcast, while visiting in Denver. Jack's first broadcast occurred on KOA sixteen years ago. KOA Sportscaster Joe Myers, formerly advance man and publicity director for Dempsey, appeared on the program with him.

A recent visitor at KOA was West Coast Traffic Supervisor Paul Gale, who visited General Manager Yoder in connection with establishing network switching facilities in the KOA Control Room.

Al Orrick, formerly of WTAM, Cleveland, arrived in Denver to take over his duties as KOA News Editor, replacing Jack Fern who has reported at WTAM in similar capacity.

General Manager Lloyd E. Yoder has announced the appointment of Don Martin as Assistant News Editor and Director of Publicity; also the appointment of Jack Lyman as Director of Special KOA

Events in addition to his duties as Production Manager.

KOA had the distinction of presenting the noted screen actor Charles Laughton in an exclusive Denver radio interview appearance, Monday, October 28.

Transmitter Caretaker, E. L. Raeke, has been hospitalized for an operation which has kept him out of circulation for over a month.

A. W. Crapsey, Manager of Local Sales has been married since the last issue of the TRANSMITTER went to press. The lovely bride was Miss Eddy Duvall. Mr. Crapsey has returned to his duties at KOA after a honeymoon in Old Mexico. Upon his return he was greeted by a special celebration at the Denver Advertising Club of which he is president.

KOA Guest Relations Staff Member Andy Gainey has achieved his goal of promotion to the network artist's division by winning an audition for selection as the singing lead on the 37-station Red Network program "Serenade to Loveliness" sponsored by the Chamberlain Laboratories which originates at KOA. The orchestra is directed by Milton Shrednik, KOA Musical Director. Jack Lyman, KOA's versatile Production Manager has been designated by the agency to do the part of John Stanton, fashion commentator in this program each Sunday evening.

Another visitor at KOA this quarter was Mr. M. M. Boyd of NBC Chicago, who visited with General Manager Lloyd E. Yoder and Manager of National Spot Sales James MacPherson.

Walt Morrissey, KOA Control Supervisor, has won his wings and now sails around up in the blue with as much ease as he drives his convertible coupe.

Jim Campbell has left the KOA staff to accept an announcing position with NBC Chicago.

Robert H. Owen, KOA Assistant Manager and Chief Engineer, and Glenn Glasscock, KOA Control Engineer, are both actively engaged in their spare time with duties in connection with Naval Reserve work.

HOLLYWOOD

Noel Corbett

NBC really took over the parade which marked the opening of Hollywood's famous Santa Claus Lane this year.

Every year a star has been the feature of the parade. This year when the matter came up, Joe Alvin, who usually does a job when he sets his cap to put over a publicity stunt, decided not to stop at having one NBC star in the parade, but to turn out everybody on the two networks. Here's the gang he had lined up on the parking lot the night the Lane was thrown open: Irene Rich, who broke the tape and threw the switch which flooded the Lane with light, and then led the procession astride a white horse. Bob Hope and Jerry Colonna, with their two glamour gals, Brenda and Cobina, in the back seat of a car driven by none other than Yehoodi. Basil Rathbone and Nigel Bruce as Sherlock Holmes and Dr. Watson. Fanny Brice, Hanley Stafford, Mary Martin and Meredith Willson in a Maxwell House float. Fibber McGee and Molly and a Wistful Villa float. Bob Burns in a wagon drawn by eight horses and driven by little Connie Boswell. George Burns and Gracie Allen, with all of Gracie's screwy relatives following. Charles McCarthy and his boss, Edgar Bergen. One Man's Family. Jack Benny in a Maxwell driven by Rochester, with

Don Wilson astride his Palomino pulling the car.

In the huge float at the end of the parade were Dorothy Lamour and Rudy Vallee, and in the next seat, sitting next to Santa Claus, was none other than John Barrymore, the Great Profile himself.

Someone pointed out that there were two or three other Hollywood stars who were missing in the parade, but Joe said he wasn't interested because they had no connection with NBC.

The social event of the pre-Christmas season was Edgar Bergen's party. By way of a fancy dress ball, everybody came costumed in accordance with their childhood ambitions. All the Hollywood celebs were there, and a representative group from NBC.

Don E. Gilman, Vice President, came as a highway patrolman. The breeches, incidentally, were the same ones he wore years ago in the Army. Mrs. Gilman was dressed as a Brown Derby waitress, the outfit being complete with the high balloon skirt customarily worn by the young ladies in Bob Cobb's famous restaurant.

John Swallow, Program Director, was a doctor; Mrs. Swallow a fortune teller; Mrs. Hal Bock was outfitted as a cowgirl, and the Press Director himself, showed up in the full regalia of a knight of the road.

Because we have no time to write letters, we're utilizing this spot to say "hello" to a couple of NBCers in New York — Taylor Graves of Sound Effects, and Joe Thompson of Program. The latter is the young man who owns the greatest selection of Victor Recording we've ever heard about.

QUICK PIX . . . Myron A. Elges, new Blue Sales Rep., and E. L. (Ed) Barker in same capacity on Coast Red . . . Bob McAndres, new Sales Prom. Manager, transferred from San Francisco when Charlie Brown went east . . . Director Marvin Young was just made a Major in the U. S. Army . . . Ted Sherdeman, Director, on month's leave to write a play . . . Don Gilman was principal speaker at recent Women's Radio Conference in Hollywood . . . Lew Frost, Mr. Gilman's Assistant, talked at the Santa Barbara Ad Club . . . Andy Love told the ladies all about radio at the Hollywood Women's Press Club . . . Alec Petry of the Music Division and Mary Hunter will be married in January . . . Les Culley now Recording Sup . . . Move makes G. E. Pickett Control Sup, and J. H. Brown, Control Relief Engineer . . . A. R. Brearley and J. C. Riekeberg new Studio Engineers . . . Fred Bryant, Auditing, passed the smokes October 19. A boy . . . Charlie Smith, Artists Service, and Joe Parker, Director, had appendix yanked . . . Charlie lost fifty pounds and is doing everything he can to keep them lost . . . New members of Press are Ben Byers, formerly of Radio Guide, and Phyllis Murphy from Typing . . .

After seeing NBC Hollywood's beach party pictures, the Transmitter staff at Radio City decided to petition Mr. Rockefeller to install some sand and a palm or two in the sunken plaza.

Swallow and his boys scooping rival coast networks on local and regional returns. Left to right, Jim and Marian Jordan (Fibber McGee and Molly), Swallow (sitting), with Hal Gibney at mike. In shirt-sleeves, "Buddy" Twiss, talking to Ted Hediger, with Walter Bunker looking on.



CLEVELAND

Bob Dailey

TELEVISION

Youth's industry, television, has goaded the interest of young candidates for technical, production, entertainment success. RCA, cognizant of the fact, pulled no punches, hired 24 youths to form its World's Fair exhibit staff, rounded out its crew with a baker's dozen engineers from Camden. Neophytes nor impressarios these, 12 of the 24 had previous television experience, 9 were snatched from under NBC's wing. Vastly improved over 1939, RCA's 1940 television exhibit offered ample opportunity to originate, experiment, develop. Enterprising engineers modified picture-switching, developed the 'slow fader'. In the use of two cameras the fader enabled fading one picture into another, gave variety to the previous quick switch and complete fade-out. Lighting effects, always a canker, were hypothesized, leading to the testing, with striking results, of indirect lighting, vertical overhead lighting. Both theories improved contrast lines, obviated shadow.

In line with the Forty Fair's hello-Joe-what-do-you-know conduct, neighboring exhibits put on a weekly series of guest television shows, publicized their exhibit features. Experimentation with original programs, visual commercial, afforded chances to combine education with entertainment for the first time in efforts to produce interesting material. Most pliable program—Sealtest exhibit, featuring tasty dishes, informal chats with employees. Most interest-provoking show—International Business Machine demonstration of its 'feather-touch' machine, close-up shots of flying fingers.

Nothing new was audience response to television's informality, broad humor, novel pictures. Chef d'oeuvre of the season was the hour-and-a-half air show, originated, executed entirely by the boys. Their six-month record: 12,000 shows, 1,400,000 visitors.

Staff members of WTAM gave their sixth anniversary party for Manager Pribble on December 20. More than 80 men and women gathered in a private dining room at the Allerton Hotel for a dinner and an evening of entertainment.

Jack Fern has joined the news staff at WTAM, and Al Orrick has gone to the news room at KOA, Denver, as the result of a transfer. Fern had served six months as news editor in Denver, but previously spent two years in the NBC news and special events department at Chicago. Another new member of the WTAM news staff is Emily Brickson, a stenographer.

Edith Wheeler, popular traffic secretary in the program department, resigned December 15 to become a housewife, a job she says which is not as nerve-wrecking as handling the million and one details in the program office. The proud young husband is Announcer John Hicks, who joined the WTAM staff a year ago. Miss Wheeler had been with NBC for eight years, starting as a switchboard operator and then being made secretary to the program director.

May Radu, head of the stenographic department, stepped up into the program department to take Miss Wheeler's place, and Marian Hersik, was made supervisor in stenographic.

The first auditions for the Metropolitan Opera Auditions of the Air ever held outside New York City were heard at WTAM in November. Program Director Hal Metzger and Production Director Fred Wilson both got a strenuous workout handling the 108 contestants.

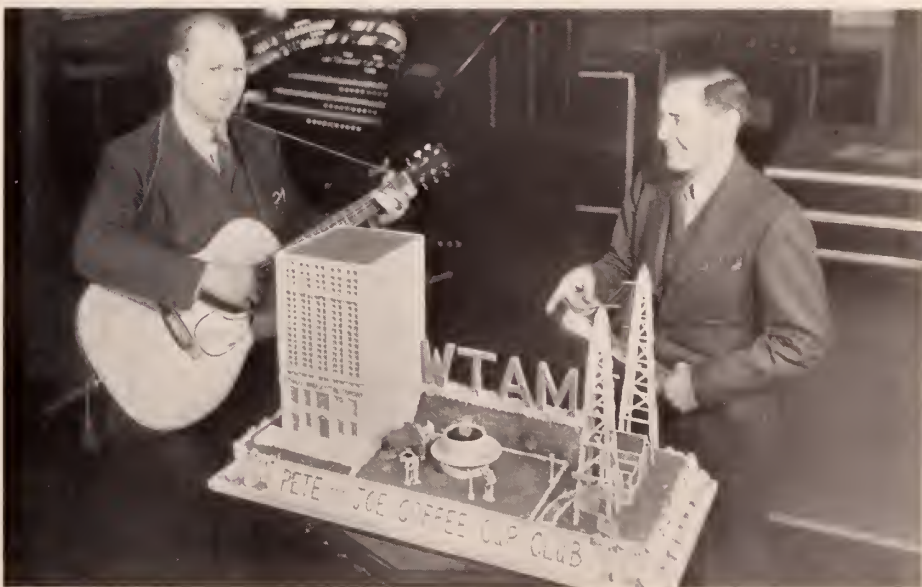
The fame of Engineer Burt Pruitt as a poet is growing. The latest publications to print his efforts are the Cleveland Press and Hunting and Fishing magazine.

Staff Pianist Dorothy Crandall organized a benefit show for the Rainbow Girls at Burton, Ohio, recently. WTAM artists who appeared on the program included Tenor Chester Zohn, Announcer George Hartrick, Actor Waldo Pooler and Ben Silverberg's orchestra.

Engineer Henry Gowing has taken a leave of absence and gone to Florida for his health. Gowing expects to be back in three months.

New members of the stenographic department include Lois Fish and Lee Sattler.

The veteran WTAM entertainers, Pie Plant Pete, left, and Bashful Harmonica Joe, received this unusual remembrance from a listener the other day.



SAN FRANCISCO

Kay Barr



It was almost an NBC wedding when George Fuerst, traffic chief, married Mary Ellen Coody. The party picture shows, from the left, Engineer Dan Williams, usher; Nancy McCarthy; Fuerst; the bride; Producer Bob Dwan, usher; Sales Promotion Chief Bob McAndrews, who was best man; Eileen Connolly; and Engineer Proctor "Buddy" Sugg, usher. Wedding was in St. Paul's Church, October 19.

For nine hours Election afternoon and night, KGO and KPO were on the air from the news room of the San Francisco Chronicle. Orchestra and entertainers, engineers, announcers and newsmen moved in to handle the bulletin business until there was no longer any doubt of the results. NBC Chef George Mardikian, of Omar Khayyams, served a buffet supper with roast turkeys as the main dish.

Public address systems at two important downtown points and sound trucks at other locations helped spread the returns and entertainment. Tremendous success, of course.

Bob McAndrews, head of sales promotion, has been transferred to Hollywood to replace Charley Brown who went to New York on a similar promotion. Gene Clark, of production, stepped over into McAndrews' empty shoes.

Salesman Ed Barker has been transferred from KGO-KPO to Hollywood.

Stan Smith, head of the page staff at KGO and KPO, leaves that job December 1 to join an auditing concern. He has been with NBC four years.

Seven San Francisco stations, including KGO and KPO joined in a Community Chest broadcast November 10. The benefit originated in KGO-KPO studios and was piped to KSFO, KFRC, KYA, KJBS and KSAN.

Jim Pool, publicity, has written a song. Not his first but it's the maiden effort to receive public performance. Paul Martin and His Music program presented it on two network broadcasts November 27 and December 1. Title: "Blue Sea, Blue Sky," and Jim says it's a little bluer than blue. Songbusters sang it and it clicked.

"The Loud Speaker," KGO-KPO house organ, formerly put out by Sales Promotion, has been turned over to the Mail and Guest Relations staff. Jack McDermott was named editor-in-chief. His staff includes Jack Ulrich, Neil Shaver, Bill Emery, Joe West, Bob Gray and Harry Mayhorn. It comes out semi-monthly.

Production Chief Bob Seal has been elected president of the NBC Athletic Association, vice Supervisor "Buddy" Sugg, has volun-

teered for service in the U. S. Navy. "Tad" Fullaway, engineer, also went Navy and three other members of the technical staff are on the naval communications reserve officers list. They are Chief Engineer Curtis Peck, Edward G. Callahan and James W. Summers.

There was a buffet supper party and dance for the KGO-KPO outfit, at the Sir Francis Drake Hotel, October 18. Pretty, too. Centerpiece of the festive board was a huge ice vase. "Jo" Elletson and Lois Reedy, had a lot of fun placing the posies in this rigid, frigid receptacle.

Phil Hanna of the Three Cheers singing trio, passed the cigars September 18 to celebrate the arrival of little Miss Lynne Hanna.

Jennings Pierce, director of educational and agricultural programs for the western division, was master of ceremonies at the Los Angeles County Fair in Pomona, September 13-29.

Engineer Frank Barron and Malcolm Johnson, were boyhood friends in Vicksburg, Michigan. World War No. 1 separated them. Malcolm now Dr. Malcolm Johnson, oculist, saw Barron's picture in a KGO-KPO display window, looked up his old friend and the reunion has developed into a protracted meeting. They had been working within four blocks of each other for years and never knew it.

Press Department of KGO and KPO worked out a novel but efficient plan for handling all the telephone calls about political broadcasts during the national campaign. These were listed on a large blackboard, visible from the entire department. Answers were easy and Jim Pool, left, and Edward Pickett, saw to it that the listings were accurate and up to date all the time.

Cleone Pottenger has resigned as secretary to Alex Haas, head of artist service at KGO and KPO, to take a position with S. Hurok, booking agency in New York. Ethel Campbell transferred from auditing to fill Cleone's place. Betty Milligan went from typing to auditing

(CONTINUED ON FIFTEEN)

WASHINGTON

William R. McAndrew

Niles Trammell, Frank Mullen and Alfred H. Morton recently made a special trip to Washington to look over the television situation in that city. The problem confronting NBC was the acquisition of suitable property to be used for Television studios. After a careful survey of all available locations had been presented to them, with the Wardman Park Hotel Theatre recommended as the one most suited to the needs of Television, the Radio City Executive Party arrived in the nation's capital to complete official arrangements. Contracts for the Theatre and other hotel space to be used for Television purposes were signed by Mr. Trammell for the National Broadcasting Company and John Carson, President of Washington Properties. Upon the completion of business matters the visitors from New York were entertained at a reception given by the Washington staff.

Washington will play a vital part in the future of Television for its

SAN FRANCISCO CONTINUED

and Beth Gardner rejoined the staff for the typing spot.

KGO-KPO accepted the open house invitation to visit and tour the plant of the San Francisco Chronicle during National Newspaper Week. Manager Al Nelson headed a delegation of 35 for the trip.

Following the general NBC policy of separating Red and Blue Sales, Frisco has turned local sales for KGO, the Blue station, over to Ray Rhoades and King Harris, salesmen, Ann Holden of the Home Forum, and Secretary Florence Larsen.

Glenn Ticer, salesman, Gladys Cronkhite of International Kitchen, and Secretary Lois Reedy, are on the Red group. Gene Grant is head of Blue network sales and Harry Bucknell has the corresponding position for the Red. All of which was worked out by General Manager Al Nelson and Sales Manager Bill Ryan.

King Harris, of KGO-KPO sales, and Betsy Lambie were married November 2.



geographical position makes it an important adjunct to any type of Television network. No key link would be possible if Washington were excluded. As a potential source of programs Washington affords a notable variety, particularly adapted to the Television camera. The city, rich in historical and architectural points of interest is capable of providing a number of unusual programs which will bring the wonders of our capital within the reach of everyone.

A real NBC wedding took place in September, two prominent employees in Washington being the principals. Miss Phebe Gale became the bride of Vice-President Frank M. Russell. The ceremony was performed in the New York home of President Niles Trammell.

Upon the return of Mr. and Mrs. Russell to Washington the staff of WRC-WMAL gave them a reception at the Carlton Hotel. Representing Radio City at the reception were President Trammell, executive Vice-President Frank Mullen and Vice-President Alfred Morton. A sterling silver service was presented to the newlyweds by the Washington staff.

Charles "Bud" Barry, night supervisor in Washington, has been a very busy man recently. During the election campaign he was assigned to Republican presidential candidate Willkie and travelled 7,000

miles with him, rarely stopping for more than a one night stand. Returning to Washington long enough to say "Hello," Barry left again on a two months' trip organizing the "Mile of Dimes" campaign for the President's Birthday Ball.

Another traveler is Carleton Smith, assistant manager and presidential announcer, who has been commuting between the capital and Hyde Park as well as way points.

A number of changes have marked WRC-WMAL operation since the last issue of the Transmitter. Bill McAndrew, news editor, has resigned to accept a position as news editor of a popular radio trade paper. Tom Knode, who has been with the NBC newsroom in Washington for three years, takes over McAndrews' job which recently was combined with publicity. Martha Cosgriff has become secretary to commercial manager John H. Dodge and Miss Margaret O'Neil, formerly with the Federal Bureau of Investigation, takes over Miss Cosgriff's duties. Fritz Balzer, who has headed the music library, will add to his other duties the position of music rights supervisor. To help him in this work he will have Jim Seiler, who also handles sound effects. Bill McCall has been promoted from the page staff to the music department.

ATHLETIC ASSOCIATION

AA DANCE AT WALDORF-ASTORIA

The Dancing Committee headed by Mary Coyne certainly stole the thunder from all the other AA activities this past month by staging the most spectacular dance that has been seen in some years. We don't know if it was the lush setting of the Starlight Roof at the Waldorf Astoria; or the grand music and entertainment provided by Dinah Shore, Dixie Mason, Jack McCarthy, Ed Herlihy, Paul Laval, Henry Levine, and all the boys; or that everyone was in a Beat-me-daddy-eight-to-the-bar mood, but we can say that we haven't seen so much real fun and enjoyment crammed into such a seemingly short space of time since our first party in long pants.

From more stately rhythms to the vigorously executed Conga, it was well demonstrated that when it comes to matters Terpsichorean, NBCites can really put feet and beat together.

A smoothie of a Chamber Music Society of Lower Basin performance was presented complete with eighteenth century powdered wigs. To the complete delight of a throng representing every office and division of the company, Jack McCarthy donned one of the mentioned wigs and presented Dinah, Dixie and the gang in some truly solid sending. This, needless to say, only spurred the dancers on to higher achievement when the floor show was completed.

To say that the dance was successful is a gross understatement. As the evening wore on and things got well under way, it was literally SRO. As for the girls, well they look lovely around the office it's true, but when you saw so many in such a gay profusion of evening gowns and the latest Network Red nail polish—the word isn't to be found in Webster and we're at a loss to create one.

SKATING

Miss Mary Zostant of Research Division heads the NBC Roller Skating Club which held a skating party at the club's official rink, namely, Gay Blades on the Great

White Way just two weeks ago. It seems that Mr. Robert "Bob" Jones of Research didn't grasp the instructions quite as well as he should have because he and Miss Zostant met the floor with such verve that they both had to be carried from the rink. We might add this puny bit of advice that "practice makes perfect" and best wishes for lesser and lighter tumblers. Plans are now being organized for another meeting, (without the falls) of the Roller Club within the next few weeks. Notices of this coming event will be sent to all employees . . . Let's go roller skating!!

BOWLING

Early winter winds curtailing the continuation of most outdoor AA activities, focus the spotlight on bowling, throughout the long winter months. The bowling group under the direction of George Milne, Engineering, consists of eleven male teams and one hard fighting ladies' team.

With about one-third of season gone the Auditing team remains in the lead, having won seventeen out of twenty-one matches, giving them an average of 815. Engineering 2, in second place has also won seventeen out of twenty-one matches, with the slightly lower average of 796. In eighth place are the ladies with an average of 609.

The individual averages show Nicol, of Auditing, last year's runner-up, in the lead with an average of 177 for twenty-one games played. His nearest contender is Rubin, of Auditing, who has maintained an average of 173 for eighteen games played. The winner of last year's individual competition, Frank Heitmann, is still in the running, holding down fifth place with an average of 168 for twenty-one games played.

Each year the Radio City Alleys donate a turkey to each team at Thanksgiving time, to be bowled for on "Turkey Night." High score man on each team for the evening can forget his dinner problem for Thanksgiving Day, secure in the possession of a hefty gobbler. High score of the evening was George

Milne, of Engineering, who possesses the bird with a score of 213. Steere Mathew won the bird for Traffic, with a score of 212.

TENNIS FINALS

Wind-up of the NBC tennis tournament found the trophies, for the second consecutive time, in the hands of Joe Merkle, winner, and Paul Rittenhouse, runner-up.

Jim McConnochie, who advanced steadily in the early stages of the matches, was defeated by Rittenhouse, leaving the two finalists of last year free to face each other again in a finish fight.

In a hard fought, no quarter match, the smashing attack of Merkle proved too much for Rittenhouse and the former again emerged victor.

BASEBALL

The NBC baseball team recently completed a closely contested season by winning a post-season, three game, series with the Yonkers "Ramblers", local city champions. The Yonkers nine had previously boasted a twenty-one consecutive game win streak, but the fast ball hurling of Connie Nicholas, left handed mound star beat them twice, 4 to 2 and 8 to 6. George Flood, Nicholas' battery mate during the regular college season led the hitters with a 400-foot drive, the longest ball hit all season.

In a recapitulation of the regular season, the Radio City club finished a close second in the first half of the New York Film League, and fourth in the second half. However, a 5 to 4 victory over our brothers from RCA, Camden, the first in the series for NBC, and two close games with the American Legion nine, champions of New York played in the Polo Grounds, compensated for the disappointing showing in league competition.

The consistent hitting of Bill Little, Manhattan College infielder, who led the team in batting, very closely followed by Jack Wahlstrom and Dorm Albert indicates the possibility of a champion nine next season. Like the Brooklyn "Dodgers" fans we are content to "wait 'til next year."