

MARCH, 1941



DAVID SARNOFF



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

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

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

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

RCA Laboratories

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

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

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

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

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

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

TELEVISION

Noran E Kersta

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

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

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

PRODUCTION

Realignment

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

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

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

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

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

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

National Production Director

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

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

PRODUCTION AT 711

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

CHICAGO MANAGEMENT

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

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



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

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

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

NAMES IN THE NEWS

Radio City

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

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

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

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

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



GILBERT MARTYN

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

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

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

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

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

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

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

th tranzmitter, atenshun editor.

deer ed,

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

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

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

(KONTINYOOD ON SICKS)

(CONTINUED ON SEVEN)

SKI PARTY

in the Poconos

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

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

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

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

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

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

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

SWEETHEART

of Sigma Tour



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

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

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

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

(CONTINUED ON PAGE SEVEN)

LET'S GET ACQUAINTED

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



The lady who sits surrounded by cackling typewriters and screaming telephones, calmly soothing that insatiable bird, curiosity, knows all the answers. At least

she did, until her phone rang and someone asked her point-blank why the devil he was seeing television in color when nobody else was.

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

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

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

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DEER ED KONTINYOOD

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

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

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

yoor fren,

scoop

(x) my sinichur.

WASHINGTON

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

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

THE START OF THE MILE

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

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

Tom Knode



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

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

BAGATELLES

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

NAMES IN THE NEWS CONTINUED

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

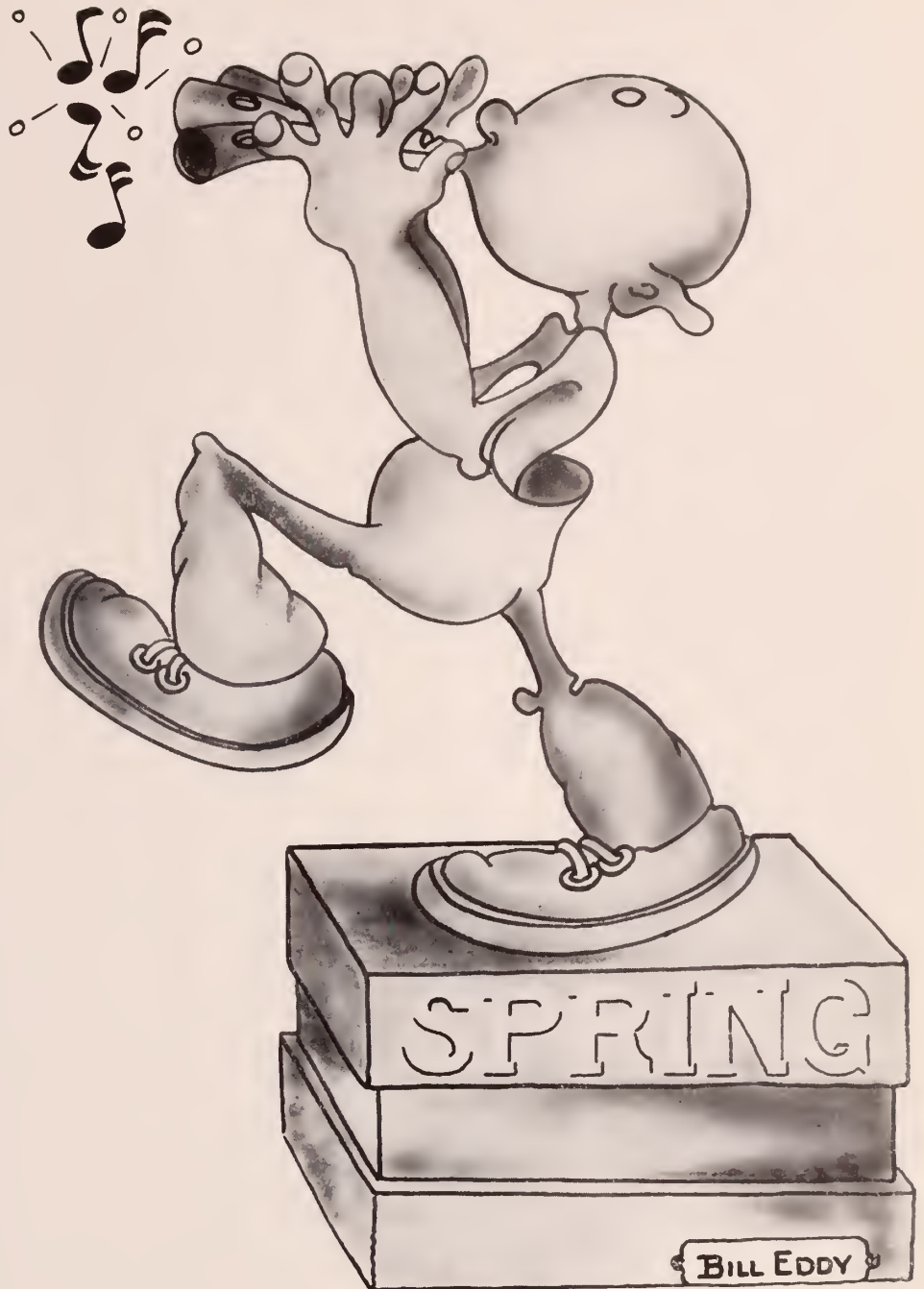
Ethel G. Sharn of the Budget Office is convinced that Charles B. Bardong is the one and only.

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

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

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

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



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

SKI PARTY CONTINUED

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

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

CHICAGO

THERE'LL BE SOME CHANGES MADE

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

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

WE ARE SEVEN

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

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

WENR and WMAQ joined with



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

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

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

IN THE SPRING, YOU KNOW

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

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

PERSONAL PARADE

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

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

ATHLETIC ASSOCIATION

BASEBALL

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

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

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

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

BOWLING

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

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

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

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

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

DANCING

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

RIDING

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

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

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

Under the new Athletic Association arrangement, AA members

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

SOFT BALL

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

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

SKATING

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

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

He flies into space — comes down on his feet

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

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

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

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

WHAT DO YOU KNOW?

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

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

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

2. How many NBC affiliated stations are there?

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

4. What is contained in the NBC THESAURUS library?

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

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

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

8. Define carrier wave. Clear channel.

9. Who is chairman of the board of NBC?

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

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

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

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

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

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

DENVER



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

IN THE FOCUS

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

Evadna B Hammersley

paign, and this greatly contributed to a successful drive.

COMINGS AND GOINGS

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

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

STATISTICS VITAL AND NEARLY VITAL

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

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

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

CLEVELAND

Bob Dailey

THE FIRST IN THE SERIES

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

SPOT NEWS

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

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

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

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



HARRY BURGE

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

RIBBON VELOCITY

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

STATIC

ALAN KENT
and STEVE DE BAUN

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

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

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

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

BOARD MEETING: Censored.

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

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

ON THE SHELF

In Our Library

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

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

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

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

EXCHANGE

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

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

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

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

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

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

ANSWERS

To questions on page ten

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

MARCH FIVE YEARS AGO

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

POSTAGE DUE

From NBC's Information Division

Dear Sirs:

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

Yours truly,

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

Yours very truly,

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

Guest Relations Manager Jerry Martin received these—

The National Broad Casting Company

and

The Quest Relations Department
30 Rockafellow Plaza

WINE OF CHOICE

ON ACTIVE SERVICE

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

Dear Sirs:

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

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

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

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

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

Yours very sincerely,

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

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

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

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

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

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

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

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

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

Sincerely yours,

A D W

PERSONNEL GROUP

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

RADIO RECORDING

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

NEW MEN IN G. R.

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

"QUOTATION MARKS"

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

—DEMOCRACY by Gilbert Seldes, COSMOPOLITAN, 1937.

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

—NEW HORIZONS OF INDUSTRY

Speech by David Sarnoff
January, 1941

HOLLYWOOD

Noel Corbett

BUSINESS AND PLEASURE

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

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

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

MOON, JUNE, MISS CALHOUN DEPT.

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

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



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

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

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

short while ago. Their home is in Hollywood Hills.

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

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

HIKE, READY—SHIFT

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

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

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

SAN FRANCISCO

Kay Barr

THE OMAR KHAYYAM GANG

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

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

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

GOLDEN, GATES!

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



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

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

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

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

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

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

STORK CLUB NEWS

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

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

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

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

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

PROGRAM PRODUCTION GROUP



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

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

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

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

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

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

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

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

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

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

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

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

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