

NBC TRANSMITTER

OCTOBER

OK
NATIONAL BROADCASTING COMPANY, INC.

GENERAL LIBRARY

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



INTERNATIONAL

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

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

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

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

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

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

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

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

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

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

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

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

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

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



INTERNATIONAL FIRST

... First American Network to engage in international broadcasting.
... First Network to have full time foreign correspondents.

... First Network to receive programs from foreign sources and use them in a commercial program.

... First Network to send commercial programs to foreign country for rebroadcasting.

... First Network to tie in a number of foreign stations to transmit the same program.

... First Network to receive and to rebroadcast from:

- a. Europe.
- b. Central and South America.
- c. Hawaii and South Sea Islands.
- d. Australia and New Zealand.
- e. Japan and China.
- f. Philippines.
- g. Dutch East Indies.
- h. Siam.
- i. Africa (North, East and South).
- j. Near East (Palestine).
- k. Bathysphere—2500 ft. depth.
- l. Stratosphere—13 miles.
- m. Ships at sea.
- n. Clipper flying Pacific.
- o. Graf Zeppelin.
- p. Battlefield—Floyd Gibbons from Manchuria.

THIS ISSUE'S COVER:

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

BROADCASTING

LETTERS

Helsingfors, Brando.

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

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

Beograd, Yugoslavia.

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

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

Berlin.

September, 1940.

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

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

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

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

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

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

PROGRAMS

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

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

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

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

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

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

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

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

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

RADIO CITY

PUBLIC SERVICE

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

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

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

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

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

DISCUSSION GROUP

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

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



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

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

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

NAMES IN THE NEWS

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

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

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

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

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

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

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

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

BELLMORE LISTENING POST

NEW YORK

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

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

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

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

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

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



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

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

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

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

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

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

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

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

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

HOLLYWOOD

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

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

NBC TRANSMITTER

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

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SUGGESTION SYSTEM

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

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

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

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

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

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

WASHINGTON

ANNIVERSARY

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

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

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

PROMOTION

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

GOLF STORY

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

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

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

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

Tom Knode



ED ROGERS

ODDS AND ENDS

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

CHICAGO

Dan Thompson

NEW SPACE

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

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

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

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

WEDDING BELLS

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

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

MOVIE CRITICISM

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



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

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

PRODUCTION TURNOVER

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

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

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

ORCHID

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

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

CHANGES

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

NOTES

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

NBC TELEVISION

Noran T. Kersta

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

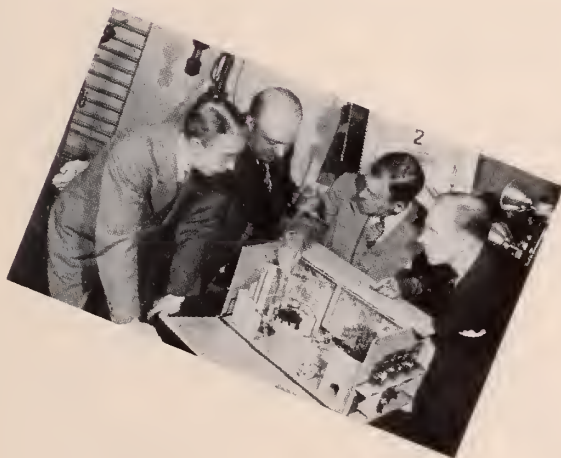
In the field it was found that, in the evening, it is rare to have less than 80% of receivers turned on. In the daytime, the average is around 55%.

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

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

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

COMMERCIAL



LET'S GET ACQUAINTED

CLEVELAND

Bob Dailey

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

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

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

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

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

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

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



JACK FERN

NIGHT PROGRAM MANAGER NOW ANTIQUE COLLECTOR

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

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

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

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

NEWCOMERS

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

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

NEWSMAN TO ARMY

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

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

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

Steno, is flashing an engagement ring.

LATE VACATION NOTES

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

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

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

Dorothy Cogswell, of Music Rights, in Florida. ... Emily Brickson, of

the News Room, to her home town of Minneapolis. ... Women's Director Jane Weaver and her husband took another ocean cruise,

this time to the West Indies. ... Engineers Harry Caskey and Tommy Cox both went to Michigan for the fishing. ...

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

Salesman Russell Carter improved his golf and Salesman Harold Gallagher and family went up into Ontario for the fishing. ... Mildred Funnell, secretary to the manager, spent most of her vacation on the golf course. ... Production Man Waldo Pooler visited relatives in the East. ... and Announcer Wade Barnes divided his time between New York and Sandusky, Ohio.

DENVER

EXCHANGE

Evadna B. Hammersley



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

PARAGRAPHS

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

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

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

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

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

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

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

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

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

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

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

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

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

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

FAREWELL

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

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

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

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

PROGRAM PRODUCTION

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

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

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

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

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

BOWLING

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

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

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

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

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

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

SPECIAL MENTION

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

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

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

RECORD BREAKER

NBC may well claim another record breaking achievement, but

POETRY BY PRUITT

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

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

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

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

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

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

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

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

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

And Dad," she said, "although I
had

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

—Bert Pruitt.

"SQUADS LEFT"

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

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

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

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

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

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

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

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

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

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

"POSTAGE DUE"

Letters from NBC's Information Division

Program Director—Sir:

Perhaps you need a new announcer—or another one.

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

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

Thanks.

N.B.C.:

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

Very truly,

Gentlemen:

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

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

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

Truly Yours,

BASEBALL

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

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

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

SEALS AND PENGUINS

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

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

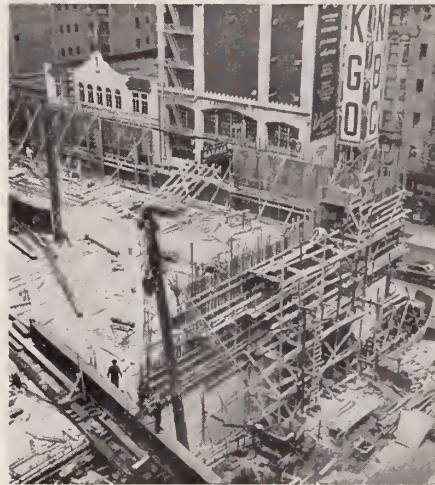
SAN FRANCISCO

Kay Barr

BUILDING UP

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

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



PICNIC

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

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

FAIR

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

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

RODEO

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

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

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

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

SUPER MARKET

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

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

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

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

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

NOTES

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

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

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

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

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

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

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

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

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

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

HOLLYWOOD

Noel Corbett

LISTENING POST

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

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



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

PICTURE

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

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

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

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

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

FREQUENCY MODULATION

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

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

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

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

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

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

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

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

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

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

Frequency Modulation has one

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

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

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

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

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

DID YOU KNOW?

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

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

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

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

Tour is the number one tour attraction in the country?

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

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

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

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

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

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