

Walter Koons Decorated By French Government

The French government again has honored American broadcasting by conferring the Palms of an officer d'Academie upon Walter Koons, NBC Music Editor in New York. The award was made on January 18 with due ceremony by Count Charles de Ferry de Fountnouvelle, French Consul General of New York. The decoration was given "in recognition of services rendered in the promotion of music culture and for furthering the interests

of French music in the United States." The Palms of an Officer D'Academie which is seldom bestowed upon other than Frenchmen was established by decree of Napoleon I on March 17, 1808.

Other known members of our organization who hold decorations from the French government are General James G. Harbord, Commander of the Legion of Honor



COUNT CHARLES DE FERRY DE FOUNTNOUVELLE, French Consul General of New York, conferring upon Walter Koons, NBC Music Editor, the Palms of *Officier d'Academie*, an honorary commission from the French government.

and a *croix de guerre*; David Sarnoff, Chevalier of the Legion of Honor; Alfred H. Morton, Manager of NBC Operated Stations Department, Chevalier of the Legion of Honor; Frank Black, Palms of an Officer d'Academie; and Franklin Dunham, Educational Director, Palms of an officer of Public Instruction.

ATTENTION MR. RIPLEY—!

Don't look now, Mr. Ripley, but because George McElwain, NBC field engineer, is a short-wave enthusiast in his spare time, a man in San Francisco and a boy in Los Angeles started 1937 with happier hearts than they have known in a long while.

Tapping Morse code messages out into the ether to other "hams," George fell into an airy conversation one night with an eighteen-year old lad who confided that he was seeking his father whom he had not seen since babyhood when his parents separated.

"All I know about him is that he is on the stage and travels all over the world—I don't even know his stage name so I can't locate him," the boy said.

A few nights later "Mac" was sitting at the key again, talking to the wide world and contacted a man who said he had but one purpose in "hamming"—to find the son he had lost through a broken marriage years ago. "Mac" asked a few guarded questions and — you can turn around now, Mr. Ripley—you've guessed it. The NBC man called NKE in Los Angeles, told him to get in touch with W6BBQ, and united the father and son.

Then only did he learn the identity of the former. He is R. K. Johnson, internationally famous stage magician known as Valdemar the Great. Most of his tours in recent years have been in Europe and the Orient and it was pure chance that he happened to be in San Francisco pre-

(Continued on Page 5)

TELEVISION TESTS NOW USING THE NEW 441 LINE STANDARD

President Lohr announced on January 19 that the first tests of high definition television using the new standards which have been recommended by the radio industry to the Federal Communications Commission are now being conducted by engineers of RCA and NBC.

Images scanned by the RCA Iconoscope, the pick-up tube, at the rate of 441 lines per frame have been transmitted from the NBC experimental station in the Empire State Tower and successfully received by a selected number of experimental television receivers in the homes of RCA-NBC engineers and technicians.

"Pictures of 441 line definition are much clearer than those of 343 lines, the definition employed in previous tests from the

Empire State," said Mr. Lohr. "As we proceed in this fascinating adventure of bringing radio sight to distant eyes, it is encouraging to be able to report this substantial progress."

"The development of television service," said Mr. Lohr, "promises to be orderly and evolutionary in character and is a tribute to the radio industry which has enjoyed public favor on a scale that is most encouraging to its future. The public may purchase present day radio receiving sets with confidence as to their continuing serviceability. Television receiving sets cannot precede a television program service of satisfactory quality, which will be available at the beginning only in sharply restricted metropolitan areas following the eventual solution of technical, economic and program problems."

Don't forget to send in your entries for the next Photo Contest before February 12.



GEORGE McELWAIN

... field engineer, with an NBC San Francisco mobile unit at the opening of the power plant at Boulder Dam.

NEW BUSINESS MANAGER OF PROGRAM DEPARTMENT



C. W. FITCH, manager of personnel for NBC since September 1, 1936, has been appointed business manager of the Program Department to fill the position left vacant by the promotion of Alfred H. Morton to the managership of the NBC Operated Stations Department.

Mr. Fitch already has assumed his new duties, which consist of handling the personnel, budgets and all problems connected with the administration of the Program Department. At present, he is spending several days with each division of the department to acquaint himself with their various activities.

Before joining NBC, Mr. Fitch resigned as assistant director of the Housing Division of the Public Works Administration, a post he took in 1935. From 1930 to 1935, he was associated with A Century of Progress in Chicago as director of exhibits and assistant to the general manager.

THE SAINT PAUL CARNIVAL

The Saint Paul Winter Carnival which is being revived after nineteen years at a cost of approximately \$500,000 will be broadcast over the NBC-Blue Network Saturday, January 30, from 10:00 to 11:00 P.M., EST. Announcers will describe the Carnival Parade, the Dog Derby and the Skating Races which will mark the opening. The music of fifty bands and dozens of glee clubs taking part in the carnival also will be heard.

Don't forget to send in your entries for the next Photo Contest before February 12.

BRAZIL JOINS ARGENTINA IN COMMERCIAL BROADCAST OF METROPOLITAN OPERA SERIES

Radiobras at Rio de Janeiro, Brazil, began broadcasting the regular Saturday matinee performances of the Metropolitan Opera Company in New York, on Saturday, January 23, under the sponsorship of the Radio Corporation of America.

Radiobras is the second major South American broadcasting company to inaugurate a series of commercially sponsored radio programs from the United States in less than a month. Radio Splendid at Buenos Aires, Argentina, began broadcasting the Metropolitan Opera on January 7. Thus, South America's two largest nations are receiving the first series of commercial programs ever sent from this country to a foreign nation other than Canada.

The opera programs are transmitted to Radiobras and Radio Splendid, by arrangement of the Radio Corporation of America, through the facilities of RCA Communications, Inc. Announcements and commercial credits, in Portuguese by Radiobras and in Spanish by Radio Splendid, are added to the broadcasts at Rio de Janeiro and at Buenos Aires.

In addition to these RCA commercial broadcasts to Brazil and Argentina, non-commercial broadcasts of the Metropolitan Opera are relayed through W3XAL's new directional-beam antenna to other Latin American countries.

* * *

As we go to press the Program Department announces the completion of negotiations to add Uruguay's *El Expectador* to the South American companies now receiving the commercial broadcasts of

NBC STUDIO TOURS HIT A NEW HIGH

Radio City, headquarters of the National Broadcasting Company, is New York City's most popular point of interest among paying sightseers, it is revealed in a comparison of figures for the year 1936. Only one other sightseer's mecca in the entire country charging admission exceeds the broadcasting studios in popularity and that is Mount Vernon, Virginia, the home of George Washington.

In 1936 there was an increase of more than eleven per cent over the number of persons who took the studio tour in 1935. The following figures show the tremendous increases of paying guests from year to year:

1933 (Nov. and Dec.)	30,000
1934	437,431
1935	470,068
1936	528,322

Total 1,466,794

The figures above do not include the number of non-paying guests which totals 70,657 for the corresponding years and which is about four per cent of the total of 1,466,794 paying guests.

Commissions earned by the NBC Guest Relations Division from the sales of sight-seeing and tower tickets for Rockefeller Center Tours were doubled in 1936 as compared with 1935.

A systematic checking of the guided tourists at Radio City indicate that eighty per cent of them are from out of town.

the RCA Metropolitan Opera Company series, heard each Saturday afternoon during the current opera season. The broadcast will be relayed from New York to Montevideo through Buenos Aires.

ON THE SHELF

The books listed in this column are recommended as pertinent literature on radio and allied subjects. They will be found in the General Library on the NBC TRANSMITTER SHELF.

OLD WIRES AND NEW WAVES by Alvin F. Harlow. Mr. Harlow tells the story of communication from the first signal drums, and beacon fires of savage tribes to the present-day miracles of television and scrambled radio telephony. Written colorfully and with humor, replete with fascinating anecdotes. 525 pages. If you can't read the whole book there are several chapters you should not miss—but once you start you will probably want to go right through.

CAREERS IN ADVERTISING by Alden James. Nine chapters in this all-inclusive book are devoted to radio. They are written by such folk in the radio know as Arthur Pryor, M. H. Aylesworth, H. K. Boice, John F. Royal, E. B. Foote, W. S. Hedges and others.

BROADCASTING IN THE AMERICAN DEMOCRACY. In an address before the National Conference on Educational Broadcasting, Mr. Sarnoff presents broadcasting's contribution to educational development in the United States and upholds the American system as essential to Democracy.

**APPOINTED TO NEW YORK
LOCAL SALES DIVISION**



GORDON H. MILLS

... "creative and organizing ability"

Gordon H. Mills, Manager of the Guest Relations Division was appointed to the Local Sales Division of the N. Y. Sales Department, January 18. The appointment will become effective February 1, 1937.

Mr. Mills enters the Sales Department with a background of diversified experience in the radio advertising and sales promotion line.

Upon leaving Union College, where he was a member of Alpha Delta Phi, Mr. Mills started his own radio sales and service business on Long Island. In 1926 Mr. Mills joined RCA as a salesman in charge of the Pittsburgh area. Seven months later he assumed charge of field promotion for RCA. His association with radio led to his being called by the New York Times and later the Chicago Examiner to sell national advertising space in their sales divisions.

In November 1933, Mr. Mills joined the National Broadcasting Company newly-formed Guest Tours Division. This new unit gave Mr. Mills an opportunity to employ his creative and organizing ability. In April, 1936 the Guest Tours Division was merged with the Reception Division and the new group went into operation as the Guest Relations Division, headed by Mr. Mills.

The NBC TRANSMITTER urges you to fill out and return as soon as possible the survey blanks enclosed in your copy of the TRANSMITTER... Thank you.

NBC SAN FRANCISCO
by Louise Landis

Ruth Miller, pretty, dark-eyed hostess who ushers folks in and out of second floor offices in NBC's San Francisco headquarters, has an admirer so shy he doesn't even reveal his identity. But for several weeks he has been sending roses to her desk inscribed "To the most beautiful lady." He evidently is a frequent visitor at her desk for as soon as the roses lose their freshness another box appears. So far he has managed to remain anonymous and with the whole staff becoming curious, it's going to be a feat of skill on his part to remain so.



Dave Elton, tall, dark-haired young man who joined the NBC staff as an announcer several years ago, has been placed in charge of the destinies of the Woman's Magazine of the Air.

He replaces the producer Caryl Coleman, who resigned to join an advertising agency recently. Dave was transferred to the production division several months ago as he wanted to gain some experience in other branches of radio besides announcing. As producer of the "Magazine," he will have to please an audience of women stretching up and down the Pacific Coast, five afternoons a week, so he can use all the good luck wishes that are being showered upon him by his associates.



Song pluggers come out of Jack Meakin's cubby-hole under the eaves of the NBC headquarters of 111 Sutter Street smiling these days, even if the handsome young orchestra conductor hasn't found time or opportunity to play their songs as many times as they think he should have. A big red bucket stands besides his desk with a towel knotted around the handle. It bears the inscription, "Weep in here."



James Lyman of the Auditing Division is on his way to join the ranks of the Benedicts . . . he confesses that he slipped a diamond ring on the finger of Miss Virginia Bower of Berkeley, California the other night, and that the wedding will be some time this summer. Jim has been a member of the NBC office staff for several years: his bride-to-be is a dental hygienist.



Ken Carney, program manager, thinks that "The Show Up" series, Police Chief William J. Quinn's weekly dramas over NBC whose aim is to show the inside

**PRESIDENTIAL
INAUGURATION
BROADCAST IN
FIVE LANGUAGES**

Four years ago when Franklin D. Roosevelt was swept into the White House, NBC relayed by short wave the inauguration ceremonies to twelve countries. This year the inauguration of Franklin D. Roosevelt's second term as the President of the United States was broadcast in five languages to all the corners of the earth.

Max Jordan, NBC European representative, who sailed back to Europe this week, described the ceremonies and gave a summary of the presidential address in French, German and Italian. This was short-waved to Geneva where it was rebroadcast over RCA facilities to France, Switzerland, Austria and Italy.

Jose Tercero of the Pan-American Union in Washington, D. C., assisted by Dan Russell, described the ceremonies and summarized the President's speech in Spanish for South American audiences over W3XAL's new directional-beam antenna.

Felix Greene, American representative of the British Broadcasting Corporation described the proceedings before and after the inaugural speech for the British Empire through the facilities of BBC in London.

Kurt G. Sell, representative of the Reichs Rundfunk Gesellschaft, German broadcasting company, gave a German summary of President Roosevelt's speech which was rebroadcast in Berlin.

pictures of the police department make good entertainment. Ken now also knows it's true what they say about police department efficiency for when his car was stolen the other night, he informed Chief Quinn about it when the latter entered the studio for his broadcast, and the vehicle was recovered by morning.



Why June Shaw, who supervises program information in the Press Department sometimes wears a tired look:

She answered two telephone calls in the space of five minutes. One caller said, "Can you tell me when the date palm bears fruit?—Yes, I know it has nothing to do with radio but I thought maybe you would find out for me." The next one wanted to know: "What was the date of the first broadcast of sacred music whistled on the radio by a professional whistler? You don't know? Well, why don't you?"

CLEARING MUSIC A TICKLISH BUSINESS

"Mr. Belviso? Miss Brainard calling. The opera scheduled for next Saturday's broadcast from the Met is 'Tales of Hoffman'! In addition to the American, Canadian, Brazilian and Argentinian listening audience, we are sending the broadcast to Uruguay. Will you check through and clear the music rights in each country?"

And so begins a careful investigation, typical of the painstaking thoroughness with which every bar of music heard over our networks is checked and rechecked for hidden obstacles. In the case of the opera, however, there are foreign rights involved which add further complications. Using the above conditions as an example, it is interesting to follow Mr. Belviso through the procedure of checking, getting meanwhile an intimate glimpse into the business life of a Music Division head.

First, a quick check shows that the "Tales of Hoffman" is a French opera, copyrighted in France and protected for fifty years after the death of the authors. After determining the country of the opera's origin and the conditions of its copyright, research is begun into the copyright situation of this particular opera in the United States, Canada, Argentina, Brazil and Uruguay to make sure that the proper permission is secured to broadcast the program. A slip-up here may mean costly law suits.

With all the copyright facts straight in his mind, Mr. Belviso then opens negotiations with copyright agents in all countries concerned, for a fee must be paid by NBC to the guardians of the copyright privileges for the right to broadcast the opera to the vast intercontinental listening audience. Only after every agent contacted has confirmed the deal does Mr. Belviso notify the Program Department that the rights to send the program to the desired audience have been cleared.

NBC clears the rights to approximately 90,000 pieces of music each month. However, a single mistake which results in the infringement of music rights is regarded by the company as a very serious error.

Engineers Alvin MacMahon and Frank E. Whittam of WTAM, Cleveland, supplied police broadcasting service with NBC mobile unit number five when flood waters crippled police radio equipment at Portsmouth, Ohio. MacMahon and Whittam maintained communication in the flooded area with State police and Portsmouth Scout cars.

Don't forget to send in your entries for the next Photo Contest before February 12.

THE NBC PRESIDENTIAL TEAM



CARLETON SMITH, NBC's Presidential Announcer, and A. E. JOHNSON, Chief Engineer of NBC's Washington Division testing equipment.

(Special to the NBC TRANSMITTER)

When Carleton Smith jumped off the President's special train on the morning of November 6th, he drew a deep sigh of relief . . . He was home to stay, or so he thought.

Carleton has been Presidential announcer since President Roosevelt entered the White House four years ago. During last summer he made all the trips with the President, traveling over 26,000 miles "covering" him constantly throughout the political campaign.

The Presidential Announcer shouldn't have spoken so loudly as he detrained early in November—it was only the beginning. A few days later President Roosevelt announced his intention to go to Buenos Aires to participate in the

GLENN MORRIS WINS SULLIVAN TROPHY

A tribunal composed of six hundred outstanding leaders of sport in all parts of the United States recently awarded the annual Sullivan Memorial Trophy to Glenn Morris of our Special Events Department. The trophy is a small bronze statue awarded annually by the Amateur Athletic Union to the outstanding amateur athlete of the year. In granting the trophy the tribunal took into consideration acts of sportsmanship, excellence of performance, strength of character, qualities of leadership, force of personality and high ideals of amateurism. Jesse Owens was named in second place, with Joe Medica, University of Washington swimmer, coming third.

Inter-American Peace Conference. Where the President goes, there also goes NBC. Carleton Smith and Albert Johnson, NBC Chief Engineer in Washington, packed their bags and were off to Miami. They boarded a big 4 motored Pan American Clipper ship and began their 7,400 mile flight to South America.

This famous NBC Presidential team was responsible for ten broadcasts in connection with President Roosevelt's visit in South America. Outstanding were the speeches by the President before the joint session of the Brazilian Congress; his famous address to the delegates at the opening of the Conference in Buenos Aires; and the address at the luncheon given by the President of Uruguay at Montevideo. Carleton enjoyed hearing from the President himself the fact that members of his family had all told him how well his voice came over the great distances from the South American Republics to the United States.

"The biggest thrill and the most spectacular sight was 'covering' the President at Rio de Janeiro." Smith says, "At ten o'clock November 27th, everything seemed to happen at once. The rain which had been falling for more than twelve hours cleared away . . . I "got the air" just as the big cruiser Indianapolis pulled into the docks at Praca Maua. President Roosevelt stood at the rail on the quarter-deck. The sun burst forth and simultaneously 5,000 Brazilian school children, waving Brazilian and American flags, sang the 'Star Spangled Banner' in English."

—MARIAN P. GALE

**ROCKEFELLER FOUNDATION
GRANTS SPECIAL
RADIO FELLOWSHIP**



ALLEN MILLER

Allen Miller, head of the University Broadcasting Council of Chicago, has been named the recipient of this year's fellowship for observation and training in network procedure here at NBC granted by the General Education Board, a Rockefeller foundation, according to a recent announcement.

Miller's fellowship became effective January 15 and was granted under an arrangement by which university students and representatives of broadcasting stations are assigned by the General Education Board to NBC for study. This research privilege includes a month's work at an NBC branch station and five months work in NBC radio studios. Before taking his present position two years as head of the University Broadcasting Council of Chicago, Miller served six years as director of University of Chicago broadcasting activities.

The University Broadcasting Council of Chicago represents three universities, De Paul, Northwestern and the University of Chicago. The Council sponsors the famous Round Table Discussion series and "Science in the News," a weekly feature presenting Dr. Arthur H. Compton, Nobel Prize winner. The Council's studios are in downtown Chicago with a direct line to Mitchell Tower on the University of Chicago's campus from where the Sunday morning Round Table program has originated every week for the past four years.

Recipients of the first two fellowships, William Friel Heimlich of Ohio State University and a member of the staff of WOSU, Columbus, and Miss Leora Shaw of the University of Wisconsin and a staff member of WHA, Madison complete their training on February 15. During the last five months they have been carried through all phases of broadcasting including intensive studies in continuity writing, production and programming. However, Miller's fellowship differs from the first two granted in that the arrangement is extended to an executive. His training period will be shorter and more intense. He comes direct to Radio City instead of first spending a month in an NBC station.

Dr. Franklin Dunham, NBC's Educational Director, is in complete charge of the project and is responsible for making the necessary arrangements to provide each of the fellows ample facilities for observation, study, research, and training.

NBC BOSTON AND SPRINGFIELD

by Edward B. Hall

On December 27, 1936, a daughter was born to Jack and Virginia (Hamilton) Wright at the Faulkner Memorial Hospital. Jack Wright, WBZ's capable young production manager, says his daughter will be christened Linda. Latest bulletins give assurance that both Linda and her mother continue to thrive. Jack, however, is still convalescing.

Robert E. (Bob) White, studio director of WBZA and mentor of the popular WBZA Players, has established a free public school of the drama which meets weekly at the Hotel Kimball studios in Springfield. This venture serves the twofold purpose of making new friends for WBZA and of developing fresh talent for Bob's radio players. Some 30 Springfieldians regularly attend the Friday evening classes in the studio.

Bob Halloran of the WBZ Accounting Department has what he believes may be a unique cover from the Union of South Africa. It bears a strip of three one-penny stamps of the issue printed in commemoration of King George the Fifth's Jubilee in 1935. The center stamp shows a decided plate scratch which runs diagonally through the King's head. At first glance it would appear as though a mask had been placed over the Sovereign's face. Bob would be delighted to hear from any fellow philatelist who may happen to know the history of this curious Jubilee imprint.

The peace which passeth understanding has descended upon WBZ since D. A. Meyer banished his anvil chorus of carpenters and painters. For weeks these industrious artisans made days and nights hideous with their bedlam. And for more than a fortnight the place was a shambles, as piles of lumber littered corridors and buckets of whitewash tattered precariously from jittery scaffoldings overhead. But out of that chaos has emerged a new order. No longer must harried executives—now hermetically sealed in their offices—involuntarily eavesdrop on their colleagues in adjoining cubicles. The Press Department's news room, formerly a morgue for unused equipment, has been purged and the outraged dignity of the Fourth Estate redressed in oak panels and fresh paint.

What do announcers and operators do in their leisure moments? At WBZ they go down to the Hotel Bradford alleys—and bowl. This pastime has recently taken root among the staff and promises to flourish. Many and bitter are the contests waged below-stairs between NBC announcers Art Feldman and Charles Nobles against Westinghouse operators Bob Duffield and Elmer Lantz. Duffield is consistently a high individual scorer. But all concede to Nobles the distinction of talking the best game. It is likely, however, that NBC and Westinghouse may temporarily bury the hatchet to join forces against the cohorts of an upstart radio station in this city, whose emissaries have defiantly flung down the gauntlet to WBZ.

Gordon Ewing, NBC Sales Manager in Boston, has ventured a dangerous experiment. His two latest accessions to the Sales Department, Jameson S. Slocum and Frank R. Bowes, are products of Princeton and Harvard respectively. Not only that, Mr. Ewing has had the temerity to place them at adjoining desks, within convenient reach of each other's academic throats. So far, all has been peaceful. In fact, Messrs. Slocum and Bowes have been lurching together with no apparent indications of imminent mayhem. Associates fear the worst, however, may come next October when the Tigers meet the Crimson team on the gridiron. Jay Slocum, Princeton '22 has been New England Representative for the Curtis Publishing Company and for Condé-Nast. Frank Bowes, Harvard '30, comes to NBC from a New England network. Both are avid sports enthusiasts.

ATTENTION MR. RIPLEY——

(Continued from page one)

paring for his next tour when he talked to the NBC field man via the Morse code. Because his son, Kenton, couldn't leave his job with an oil company and business prevented the elder Johnson from leaving San Francisco, the two haven't seen each other face to face but they expect to meet soon when the magician goes to Los Angeles to embark for the Philippines to fill contracts for appearances there and in the Orient.

"I've pulled many a white rabbit out of a silk hat," Valdemar the Great told "Mac," but you performed a trick that I was afraid was impossible." He and his son will continue their nightly talks by short wave pending their reunion.

LOUISE LANDIS,
NBC, San Francisco

LET'S GET ACQUAINTED



You ought to know Frank C. Lepore, our retiring editor.

because . . . he has managed to keep all his twenty-two years chock full of activity. His diversified experience makes him an interesting personality. His first experience with big business came at the age of fifteen with Doubleday, Doran, book publishers, in Garden City. Then he was a fuel oil salesman, general manager in charge of advertising and publicity for a theater, and a clerk with a Wall Street broker before he joined NBC's Guest Relations Staff two and a half years ago. *because . . .* his interests have found other fields than business. He is a 2nd Lieutenant in the ROTC and a member of the U. S. Military Intelligence Society. He received his first military training at Staunton Military Academy where he was schooled.

because . . . he had the vision to see a place for an NBC's employes' news organ, the strength to overcome the difficulties of establishing it, and the ability to carry it from its early venture as the Reception Staff Review, to its present status as the NBC TRANSMITTER.

because . . . at one time, in addition to being editor, reporter and guide, he was studying pre-law evenings at N.Y.U. He intends still to continue that study.

because . . . he has the happy faculty of making and keeping friends, all of whom would fight for him at the proverbial drop of a hat.

because . . . he is leaving the TRANSMITTER which is now firmly established to take a well deserved advancement to the NBC Publicity Department.

because . . . we had to over-ride his veto as advisory editor of the TRANSMITTER to run this story,

We give you Frank C. Lepore.

NBC HOLLYWOOD

by Frances Scully

Bob Brooke of the Engineering Department has just been elected vice chairman and program chairman of the Los Angeles Chapter of the Institute of Radio Engineers.

Syd Dixon and Tracy Moore have just returned to Hollywood after attending the meeting of the NBC Pacific Coast Sales Division in San Francisco, which was called by Don E. Gilman, vice president in charge of NBC's Western Division, and Western Sales Manager Harry Anderson. Incidentally, Syd Dixon has recently been appointed Assistant Sales Manager for the Western Division.

Demas Harshbarger, the NBC Artists Service chief in Hollywood, has a coal-black setter-airdale named Nig who eats nothing but avocados. So healthy has this diet proven to the animal that he weighs 82 pounds. The real payoff, however, is that its upkeep doesn't cost Miss Harshbarger a dime. Whenever Nig wants an avocado, he takes a jaunt to a neighbor's ranch and lifts one. Which will probably explain the mystery of the avocado crop shrinkage around the vicinity of La Habra Heights, California.

ON THEIR WEEK-ENDS—Jean Darrel, Sid Goodwin's secretary, hies herself off for hikes up to Mt. Hollywood and the Griffith Park Planetarium. Earl Dixon, continuity department, devotes his time to the wife and two kiddies.

Hollywood NBCites extend greetings to Charlie Young in New York through the pages of the TRANSMITTER. Let us hear from you, Charlie. We're glad to hear you're back in the fold.

The other evening Myrna Bay (Music Division) received a call from the Veteran's Bureau. A disabled soldier was dying and as a parting gesture, the boys wanted Ben Bernie to play his favorite

piece, "When My Dream Boat Comes In." Well, Myrna went to bat and after scurrying around the studio and burning up the phone, she reached the old maestro, who with all the lads granted the boy's dying wish, when they went on the air from the Coconut Grove. Myrna felt very elated about being able to do her bit until someone suggested that it might have been a song plugger.

The fine art of radio writing and radio production is imparted to students of the University of California by Marvin Young, Hollywood production manager, who conducts his weekly classes at the Hollywood studios.

Things are coming right along way out West, with a flock of more newcomers and promotions. Here we go . . . Joe Thompson, transferred from San Francisco to Hollywood's production department. Thompson is a nephew of Kathleen Norris, novelist. Harold Deiker, transferred from NBC in Denver to Hollywood's mail department, rated a promotion to the sound effects department in no time. Bob Edwards has been made assistant to Russel Hudson in the mail room. Jane Fleming has been added to the traffic department, replacing Joan Chapman who has been made secretary to Marvin Young and Ted Sherdeman.

Ruby Taylor is a Hollywood hostess now. Not Amos 'n' Andy's Ruby, but a charming young lady who has the same name.

Engineers' Hobbies And Pastimes . . . Paul Greene collects Currier & Ives prints . . . Mort Smith's still planning on that home in Sherman Oaks . . . Ralph Denechaud goes in for tennis . . . Bob Brooke finds time for swimming . . . but Frank Figgins says his hobby is trying to find time to have a hobby.

EXCHANGE CORNER

This classified ad section is available, free of charge, to all NBC employees. Rules: forty-five word limit; not more than one ad to each employee every other issue; no regular business or professional services may be advertised. Address ads to NBC TRANSMITTER, Room 284, RCA Building, N. Y.

All items must be in writing; give name and address.

TWO CHEAP SKATES—Excellent pair of Dunne's tubular men's racing skates, size 8 (Blade, 14 inches). Slightly used. Original cost \$15.00. Sacrifice at \$4.00. Call M. Bauman, Ext. 350.

WANTED—Anyone willing to sell a copy of the second issue of *Life* magazine, please

write the NBC TRANSMITTER, or call Ext. 220.

WANTED—Your ideas, stories, articles and suggestions for the pages of the NBC TRANSMITTER. Address the NBC TRANSMITTER, Room 284, RCA Bldg., N. Y.

LOST—Black Packard electric razor. Any information regarding the above may be given to Jack McCarthy, Ext. 400.

LOST — A black portable turntable. Please call Ext. 625 with any information concerning same.

ROOMMATE—I would like to contact one or two other fellows with the idea of taking an apartment together. Limit \$5 per week. Write Box 1, NBC TRANSMITTER.

WINNERS IN JANUARY PHOTO CONTEST



H. P. See's "Harbor" was awarded Honorable Mention by the judges.



SECOND PRIZE — " 'Twas The Night Before Christmas" by Rodney Chipp of the New York Engineering Department took second prize, a pair of tickets to the Radio City Music Hall.



FIRST PRIZE — This appealing picture entitled "**FRANCES MARY,**" won first prize this month. It was taken by her brother, James Costello, of the New York Script Division. The prize—a pair of tickets to WHITE HORSE INN.

RULES FOR PHOTO CONTEST (Read Carefully)

1. Prints must be no smaller than 2½" x 4" (the larger the better). Negatives cannot be accepted.
2. Captions are desirable.
3. Name, station and department must appear on back of photograph.

Pictures will be judged on composition and subject matter. Judges are Ray Lee Jackson and William Haussler. Decisions are final. All entries will be returned but the NBC TRANSMITTER will not be responsible for those which are lost.

Entries for February contest must be in by February 12.



"V2" taken by Lester F. Miles was judged worthy of Special Mention.

NBC TRANSMITTER

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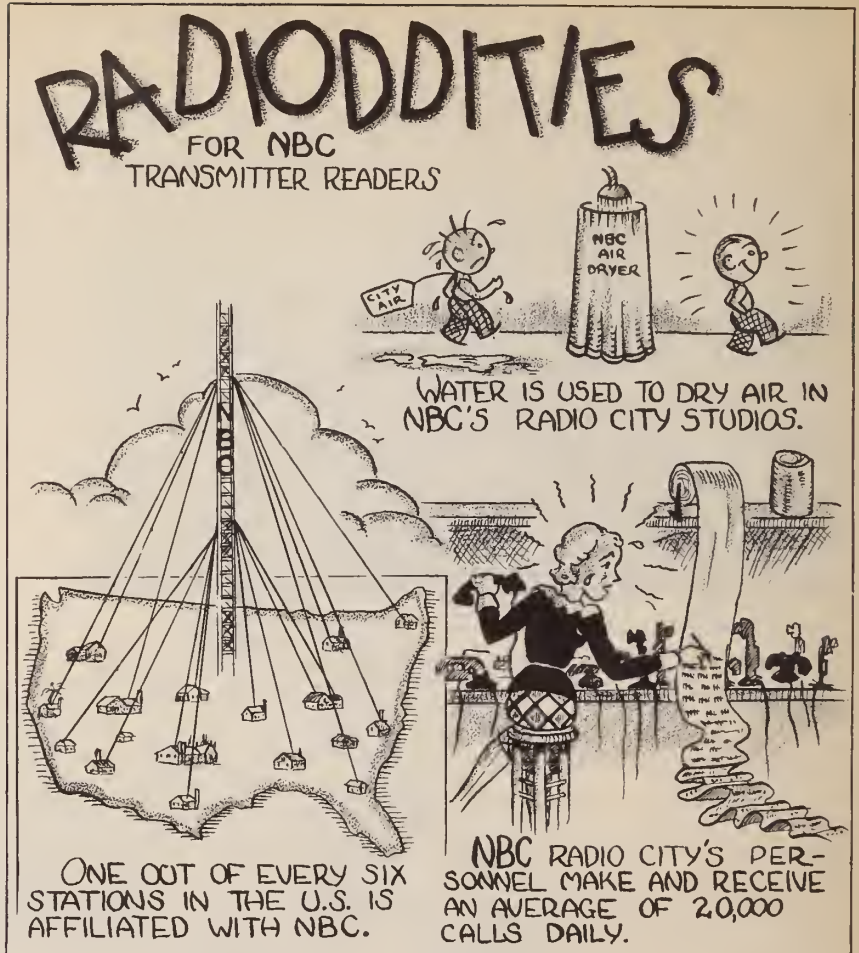
IT IS NOT TOO LATE

If you have not made any New Year resolutions or did not include this one, it is not too late to resolve to keep looking forward this year for continued progress and peace. We, in this country, are a happy and fortunate people. Last November we made a momentous and practically unanimous decision which might have called for a revolution in another nation. And, now, with smiling faces and great enthusiasm we start another year with happy resolutions while abroad they are having and planning revolutions.

Amidst a world of depression, calamity and turmoil we have kept our heads up—these last few years. Let us continue our peaceful and constructive progress at home, at work and in our community. Let no one deceive us with that kind of progress which calls for destruction and bloodshed. We know better because we have proven not only to ourselves but to the rest of the world that more can be accomplished in peace than in warfare.

We, of the National Broadcasting Company, as the custodians of the world's largest broadcasting system, a powerful instrument for the propagation of peace, must fully realize our responsibility to our people—nay, to all peoples. Let us think in terms of peace and we shall find it.

It is gratifying to note that the Federal Communications Commission has increased music lovers' enjoyment of the Metropolitan Opera Company broadcasts by passing an amendment which now permits NBC to dispense with the heretofore compulsory half-hourly station identification breaks during the performances, and, instead, make the identifications between acts of the opera.



LISTENER REACTIONS

by Ruth M. Crawford

Correspondent, New York Audience Mail Division

QUESTION AND ANSWER BUREAU might well be a sub-title of the Audience Mail Division. Among the questions in the lighter vein:

"I'm interested to go to the cowboy ranches but I have no right address. Would ask you a favor and give me the name of some cowboy or the right address of the ranches. It don't matter what kind of ranch is to be but I want to go in State of Texas."

"Please tell me how to get your personalities chart so I can learn to attract the men. I have tried everything to make the men like me."

"Dear Lady Next Door: I wish to go up in a zeppelin and crash."

"We are planning a surprise party for a girl friend. We would appreciate it if you would tell us of some games or other form of entertainment. Most of the fellows can't dance, which makes it hard."

And BELIEVE IT OR NOT . . .

"Please announce for me over the radio that I am for sale to any lady who is seeking a trustworthy husband for keeps, for the sum of \$1,500 payable on date of marriage!"

"Will you please broadcast this over the air — A middle aged man just past 52 years old would like to get a good home in a private family for a Xmas present."

NAMES IN THE NEWS

NEW YORK

Transfers:

Miss Evelyn Sniffin, of NBC Operated Stations Dept., replaces Marguerite Monroe who resigned as secretary to Director of Publicity Wayne Randall.

Jack Leonhardt has been transferred from the Duplicating Room to the Mail and Messenger Section.

Miss Louise Finck, from Stenographic Division to Electrical Transcription Service, Dec. 21.

Miss Margaret Spencer has been named secretary to Clay Morgan, of the president's office.

Miss Aida Mullen moves from the Legal Department to Artists Service as secretary to Dan Tuthill, business manager, effective February 1. Miss Cecilia McKenna replaces Miss Mullen as secretary to Counsel, Mr. Joseph A. McDonald.

Miss Louise Levitas is transferred from the Stenographic Division to Program Supervision.

Miss Marion Ayer returns as secretary to Glenn W. Payne after a time in the Treasurer's office.

Miss Alfretta Gordon replaces Mrs. Elisabeth Guild, resigned, as secretary to Edward M. Lowell, Building Maintenance Manager. Miss Muriel Parker replaces Miss Gordon.

Miss Maralena Tromly becomes secretary to William D. Bloxham, head of the Purchasing Division, effective January 15, in place of Miss Anna M. Reiss, resigned.

Misses Mary Keeler and Marjorie McFeeters transferred from the Stenographic Division to the Sales Department, replacing Misses Constance Peters and Ann Tolomeo, both resigned.

Miss Sonia Severt leaves Mr. Whittaker's office in the Program Department to take a post in the Sales Traffic Department. Helen Sweeney replaces Miss Severt.

Raymond Glendon, Duplicating, replaces Clifford Welch, resigned, in Stenographic. Michael Sleva replaces Glendon.

Sydney Desfor, replaced as assistant to photographer Ray Lee Jackson by Robert Fraser. Sid's new assignment will be that of news photographer handling studio shots, rehearsals, and special events assignments while Bill Haussler covers candid "takes" of artists, outdoor assignments in general.

Promotions:

Walter Davison, who started as a page two years ago, was promoted Jan. 15 from his position as evening manager of the Guest Relations Division to the post of assistant to W. G. Martin, in charge of tour promotion.

Don Mercer, guide, goes to the Promotion Division as assistant to Willis B. Parsons.

Don Meissner, who got into Major Bowes' amateur hour last year and then went on the road with one of the amateur units, has been promoted from a page to a position in Artists Service.

A large collection of charcoal portraits of NBC executives and radio stars are on exhibit on the fourth floor of the Radio City studios. The portraits were drawn by Bettina Steinke, daughter of "Jolly" Bill Steinke, well-known radio actor and cartoonist.

Keene Crockett, page, became a Sound Effects technician Jan. 18.

Alexander Clark, page, has moved into the Script Division to fill the position vacated by Richard De Raismes. The latter, in turn, is taking a post as assistant to Dorothy McBride previously held by Jack Tracy who resigned effective January 11 to join the firm of Star Radio Production, headed by Burke Boyce, former NBC continuity editor.

Alfred Scott joined the page staff in September, 1936. He is now an assistant at the news desk in the Press Division. Before joining NBC "Scotty" was program director of the Cornell University Radio Guild for a year and a half.

Welbourne Kelley, formerly of NBC Press Division, and author of two novels, "So Fair A House" and "Marchin' Along" is now writing continuity for the Script Division.

Sick List:

Juan de J. Almonte's genial smile has been missed for weeks. He is convalescing in Nyack, N. Y., and expects to return soon.

Wm. Callander, Statistics, has been confined to bed by his doctor.

Birger Hagerth, guide, went to Fordham Hospital, Jan. 7, with pneumonia.

Jack McGhie, after several months illness returned to guiding January 14. Five days later First Aid sent him home again with a fever.

Mrs. Aidellice Barry and James V. McConnell, Sales, are both ill with the "flu."

Miscellaneous:

O. B. Hanson is in quite a dither these days; he spends his time commuting between Hollywood and New York. He is supervising the planning of the new additions to the NBC Hollywood studios.

The party given to the N. Y. announcers by Ben Grauer on Jan. 15 at his apartment will be long remembered. Everyone was there.

Marriages:

John Bell, Guest Relations, flew up to Buffalo, N. Y., on New Year's Day to marry his school sweetheart, Miss Sylvia Miller of Dunkirk, N. Y. The wedding took place at the Christ Lutheran Church in Dunkirk. The bride is a graduate of the Parsons School of Fine and Applied Arts in New York City. The newlyweds are residing at 33-51 73rd Street, Jackson Heights, N. Y.

Newcomers:

Jack Houseknecht, former free-lance sound effects technician, has joined NBC Sound Effects Staff.

Recent additions to the Stenographic Division are Eleanor Moore, Edna Muster, Helen Deutch, Doris Steen, Eugenia Carpenter, Doris Seiler, Evelyne McKibbon, Helen Dawson, and Nelson Beman.

Replacements in the Guest Relations staff are Robert Coe, George Alexander Emerson, Phillip Carleton Ford, Robert S. Hanson, Roderick Mitchell, J. J. Novenson, Don Harvey Sultner.

(Continued on page 11)

FAMED FRENCH FENCER FOUND IN NBC PRESS FOLD

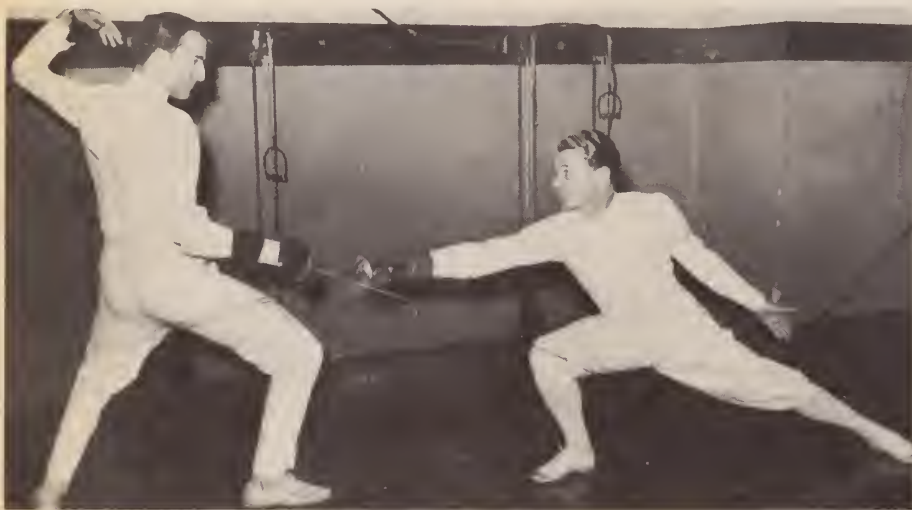
Pierre Netter lives in Paris, France but, temporarily, New York is his home and the Press Division is his business address. After business hours he spends his time fencing. His splendid record in this field of sport is certification of his ability. In August 1936 as the youngest member of the French Olympic Fencing Team, Netter, already holding the titles of French champion of épée and Parisian champion of foil added the distinction of being runner-up for the world's championship.

Netter came to America early in November as a traveling correspondent for the well known Paris newspaper, "*Le Jour*," for whose readers he is writing articles on the American scene. During his jaunt through the key cities he has

matches are tiring and only careful training can make a fencer supple enough to stand the strain. But in fencing, unlike other sports, training means lessons." To explain his point Netter related how, after fencing eight hours continuously to win the Epée Championship of Paris, he was so excited and nervous that he felt a lesson was necessary right away to calm his nerves.

Commenting on essentials for good fencing, Pierre named quickness as nine-tenths of fencing ability, as anticipating an opponent's next move determines success. "In a match," states Netter, "you seldom see your competitor for your gaze is fixed on his blade from the start of the strip to finish."

Netter started fencing at the age of



JOSEPH LEVIS, champion foils of the United States, and PIERRE NETTER, French Olympic fencer, meet at Harvard University.

interviewed such celebrities as Henry Ford, Wallace Beery, Herbert Mundy, Joe Lewis, Lily Pons and others. But, since the end of December, Netter has confined his activities to New York City as an observer of American radio methods.

His reputation as a fencer is widely known and respected. On his arrival here he was selected by Santelli, America's most noted fencing trainer, to wear the colors of the New York Athletic Club and become a member of the team which will compete in the National Senior Fencing Championship in épée.

As a result of two rounds of hard competition on the night of January 19 Netter came through as one of eight successful candidates who survived a starting field of thirty-one to qualify as representative of the metropolitan area in the National Junior Epée finals scheduled for March 4 at New York University.

When asked to comment on fencing qualifications, he remarked "Fencing

nine, encouraged by his father, a champion in his own right. As the oldest of three boys, Pierre received first attention but he claims his younger brothers, aged 13 and 16, are running him a close race. When he returns to his native land, he hopes to enlist them in a three-man team project he plans to organize for competition.

NEWS FROM DENVER

Dear TRANSMITTER:

According to directions given in your Christmas edition we have done the following: 1. Read the TRANSMITTER thoroughly and found it contained much of interest to all here. 2. Dropped you a line (in fact, several) and these are them (Wow! what an accent) to suggest you include the news of NBC Denver, "The Voice of the Golden West." 3. We feel that we are a part of the NBC TRANSMITTER because we know most of those whose names are mentioned in the paper, through hearing them on the air or by their pictures, or through personal acquaintanceship.

Now to the news. First, we want to tell you what a swell Xmas party our station manager, Mr. A. E. Nelson, gave the KOA staff. Amidst all the usual tinsel and colored lights on the big tree in the clients' audition room we partook of food and drink before the gift presentations. Clarence Moore, as old Santy, distributed the presents. Everyone received a nice present from the station and a lottery was held for all the gifts sent in by the sponsors. The holders of lucky numbers got everything from radios to plum puddings. All in all, a very good time was had by everyone and, strangely enough, not a single station break was missed in all the excitement.

New additions to our staff include Jane Willard who takes Barbara Simon's place as secretary to Dale Newbold and Bob Owen.

It might be raining in New York but we are ice-skating out here in Denver. The pages, announcers and engineers are going in for bigger and better figure skating. Evergreen Lake, twenty miles from Denver, is the locale of their activities and you will always find one or two from any of the above mentioned groups busy cutting capers on the ice.—Well, anyway, they fall gracefully.

That's all for now. Thanks for a swell paper. More later.

Yours,
CHARLIE ANDERSON
NBC Denver

STOOPNAGLE DEFINES RADIO, OR SOMETHING

PROGRAM: Music or talk designed to fill the space between station announcements and time signals.

SPONSOR: A man without whom you aren't on the air.

SCRIPT: Typewritten sheets which Fred Allen is funniest when he departs from.

ANNOUNCER: Fellow with a nice voice who talks about stuff he hopes you will buy some of.

STOOGES: Man or woman who is given funny things to say and then thinks he or she is a comedian.

MICROPHONE: Thing you talk into and they hear you where you aren't.

ORCHESTRA: Bunch of men who, on a comedy program, play after the applause by the studio audience.

NAMES IN THE NEWS

(Continued from page nine)

Resignations:

George T. Ludlam resigned Jan. 15 to become associated with Frank Chase in the radio production field. The firm of Chase & Ludlam will have offices in the RCA Bldg., Radio City. Scope of firm's activity will be radio productions, slide films, transcriptions, talent booking and script writing.

Business address of Wade Arnold changed from Script Division, NBC, Radio City to Linden House, Spuyten Duyvil as of Jan. 15. After 8 years' experience as an NBC continuity writer, Wade decided to try his hand at free lance script writing.

George B. Kuck has resigned his position in the Personnel office to accept the position of assistant to the President of the Jaeger Watch Company in New York City, as of January 15.

Miss Grace Smith of the Guest Relations Division resigned effective January 29 to enter the Dominican Convent, at Amityville, L. I. to begin a period of training which will prepare her for a teaching career in parochial schools.

Correction:

Contrary to the caption under the television picture on the back cover of the NBC TRANSMITTER, December, 1936, the lovely subject is *not* Gale Page. It is Hollywood's own beautiful DOROTHY PAGE, photographed in New York when the show in which she stars came to Radio City for two broadcasts, "Irvin S. Cobb's Paducah Plantation."

* * *

Engagements:

Miss Rita Doyle, Statistics, received an engagement ring for Christmas.

* * *

NBC STATIONS

Miss Jeannette Lawrence has been added to the San Francisco staff as a reader and will be assigned to various commercials.

Andrew S. Love, San Francisco Continuity Editor on Jan. 13 started teaching a ten-weeks' course in radio continuity writing at the University of California Extension Division in that city.

Peter Abenheim, California artist and writer, has joined the San Francisco production staff. He is well known for

his paintings and drawings and was formerly a staff artist and columnist for Apertif, Santa Barbara, Cal., magazine.

The new electric clock on the desk of Lloyd Yoder, Western Division press chief in San Francisco, was a gift for umpiring the New Year's Day East-West football game at the Kezar Stadium.

Back from the hospital after an operation which confined him for ten days, Lewis S. Frost has resumed his post as assistant to Don E. Gilman, Western Division Vice President.

Rene Gekiere, former NBC actor who recently joined the Chicago announcing staff, and Miss Betty Mitchell, of the RCA recording office in Chicago, were married New Year's Day.

Ken Robinson, new Central Division assistant continuity editor brings seven years of newspaper circulation experience. He will continue his authorship of the popular radio script "Dan Harding's Wife."

Floyd Mac, formerly of WLW has joined the announcing staff of WRC, Washington.

N. Y. UNIFORMED STAFF WHIPS SUPERVISORS

In a basketball game played January 19 at Governor's Island, a team composed of twelve members of the uniformed staff defeated their supervisors in a one-sided contest in which only two field goals were scored by the losers. The final score of the game was 27-7. Captain Von Frank and Delaney were outstanding for the winners, while the overseers were all on a par—a low par. Previous to this encounter, the staff team had played two other games. The first was won from a C.C.C. group, 26-23, and the second dropped, after a closely fought battle, to the Church of the Intercession, 15-16.

The staff (pages, guides, set-up men and mail-room messengers) is to be congratulated on their team. Trouble in locating a gym and the task of raising three dollars and a half apiece for uniforms and a ball had the boys worried. Thanks to Miss Clara White of Stenographic, a gym was obtained and pay day solved the monetary problem. A full season of games is seen ahead.

Other NBC basketball teams are cordially challenged to a game by the uniformed staff.



This picture was taken on January 18 at the entrance of our new Hollywood studios when visiting French advertising and newspaper chiefs and executives of the Advertising Club of Los Angeles were entertained at luncheon by the National Broadcasting Company.

Pictured, left to right, are: Sydney Dixon, NBC sales manager; John Swallow, NBC studio manager; Frank McKellar, vice president of the Ad Club; Andre Kaminker of *La Petite Parisienne*; Tracy Moore, NBC sales; Roy Kellogg, manager of the Ad Club; Charles Maillard, president of the Continental Advertising Association; Charles Arnn, president of the Ad Club; Bernard Musnik, American correspondent for *Le Journal*; Earle Pearson, general manager of the Advertising Federation of America; Harold Bock, NBC press representative.

NBC MUSIC HOBBIES ARE BROADCAST



EMIL CORWIN

Accomplished Emil Corwin, editor of the NBC News Service, displayed his versatility January 18 when he made his debut as a pianist over WEAF by playing four selected piano pieces

on the "Music is my Hobby" program, which is devoted to persons engaged in various walks of life who cultivate music as their favorite diversion.

Corwin studied piano in his boyhood and youth but found that a journalistic career left him little time for his avocation. Inspired by other non-professional artists and at the invitation of Walter Koons, Music Editor and producer of the series, Emil bought a piano and started to limber up his fingers. After several months of limbering up Emil stepped in and proved that an editor's whole existence does not revolve around split infinitives and typographical errors.

Other NBCites who have appeared on this program are all announcers. They are Ford Bond, tenor; Howard Petrie, bass-baritone; Milton J. Cross, tenor. Robert Waldrop, composer-announcer, is slated as the next NBC representative to take part.

Fred Astaire's dress rehearsal is one of NBC's biggest drawing cards for Hollywood employees. Off-duty engineers, secretaries, executives, porters, electricians and actors flock into the studio to watch the famous star go through his paces—a sight which used to be reserved for New York theater-goers at \$4.40 per.

Suggestion for short wave listeners: Brush-up on your *Spanish 2* by tuning in to Dan Russell and other Spanish 'locutores' on W3XAL, 17,780kc., from 8:00 to 8:30 p.m. on Mondays, Wednesdays, Fridays and Saturdays; from 8:30 to 9:00 p.m. on Thursdays; and from 12:30 to 1:00 p.m. from Radio City Music Hall, on Sundays. *No hay transmisiones en los martes.*

Everett Mitchell, Chicago's senior announcer, is kiddingly known as "Mother" to his thirteen assistants. This affectionate appellation comes from Everett's diligent watchfulness over his brood of stentors like a mother hen's concern over her chicks.

NBC WASHINGTON Marian P. Gale

Although the P. J. Hennessey's baby, born December 16, was named Philip J. by his proud parents, the youngster will probably answer to the name "Mike" the rest of his life, if friends of the family have anything to do with it.

* * *

Mr. and Mrs. Herluf Provensen announced the arrival of a son on Monday, January 11th.

Herluf Provensen, who was NBC Presidential announcer during the Hoover Administration, is now with a local advertising agency. Mrs. Provensen, was formerly hostess at NBC's Washington studios.

* * *

Newspaper reporters and radio announcers have the reputation of taking unusual assignments in stride but announcer Lee Everett of the NBC Washington staff is laying claim to some sort of record.

You see, Everett has been assigned to describe the inaugural parade from a U. S. army artillery caisson. Of course, that isn't so unusual, but Everett didn't reckon with military discipline. The announcer breezed over to Fort Meyer, Va., and informed army officers there that he was ready to practice.

Right then and there, Everett pulled up short.

First of all, he was told that literally he would have to join the army for a day if he wanted to describe the parade from the caisson.

"There won't be anybody in civilian clothes riding with my unit," said the commanding officer. That wasn't so bad, figured Lee, since he had worn an army uniform back in 1918. And besides, he had a nice new pair of riding boots that would set the uniform off.

But then came another setback. The army said that Everett would not only have to wear a regulation uniform but would have to wear the official cavalry boots. A worn pair, at that—with a high polish, of course, to make him look like the rest of the troop.

"And," said the army, "you be here every day at six o'clock—that's in the morning—to stand inspection. Then you'll drill with us. Oh yes, that goes for inauguration day, too."

Which was all very well except that Everett is on the air until two every morning.

* * *

Don't forget to send in your entries for the next Photo Contest before February 12.

Graham McNamee Reminisces After Roosevelt's Inauguration

Twelve years ago, when WEAF made the first broadcast of the Presidential Inauguration, Graham McNamee was the only announcer on a staff of four assigned to do the job. On January 20 McNamee was one of ninety-seven NBC announcers, commentators, technicians and engineers who stood under the rain with forty-five microphones to cover the inauguration of President Franklin D. Roosevelt's second term.

Having reported three previous inaugural ceremonies for Calvin Coolidge, Herbert Hoover and President Roosevelt's first term, McNamee brought to the NBC microphone a wealth of background.

"So far as I know," McNamee recalled, "I was the only announcer to report President Roosevelt's second inaugural who had covered all of the inauguration ceremonies since they were first broadcast in 1925. I was on the staff of WEAF when Calvin Coolidge took the oath of office. The only talker on the program, I stood on the steps of the capitol and described the events as they occurred. The technical staff was made up of three men."

Leave of Absence:

Lucille Myers, Electrical Transcription, secretary to Chauncey D. Rawalt, is visiting her family in Bay City, Texas, until the end of this month at which time she is due back.

On Tour:

Gus (Col.) Reiniger of New York Electrical Transcription is en route to the coast on an extended sales trip during which he will call on station owners all along the Atlantic seaboard via Florida to the coast. Due back sometime in April.

Returns:

Victor van der Linde, New York Sales Counsel, returns to his desk after a honeymoon trip to Europe.

New Post:

The newly created post of production manager in the Hollywood studios is being filled by Marvin Young.

CLEVELAND

by Bob Dailey

Staff interest in outside-the-station activities reached a new high last month when Vernon H. Pribble, station manager, was honored at a dinner party. The affair was strictly limited to staff members and celebrated the completion of two years at WTAM for Mr. Pribble.

The party, held at the Carter Hotel, gave the station's wits, "Diz" Disbrow, Charlie Avelone, and "Stubby" Gordon an excellent opportunity to display their comedy talents. Their burlesques of well-known WTAM personalities by means of blackouts kept the audience in hilarious humor. Following the dinner, tributes by staff members were paid to Mr. Pribble, who delivered a short talk in reply.

* * *

WTAM Flashes—May Draxell replaces Ann Radu as head of stenographic de-

partment . . . Miss Radu resigns to become secretary to Congressman-elect Anthony A. Fleger. . . . Ford Rush leaves the station for WGY. . . . Program Director Metzger spends New Year's holidays in Pennsylvania mountains, hiking and listening to the radio.

* * *

Looking over our records we are surprised to find that ex-Cleveland, Gene Hamilton has been at Radio City almost two and a half years. We remember when Gene had a terrific case of wanderlust, and never lived in one city for more than two years at a stretch. Guess we'll have to visit Old New York and find out for ourselves what its attractions are. . . .

^ ^ ^

Don't forget to send in your entries for the next Photo Contest before February 12.

STAMP CLUB NOTES

The regular meeting of the NBC Stamp Club was held in the President's Board Room at 7:30 p.m., January 18.

Plans for the first Annual Banquet of the club were discussed, and it is anticipated that all the members will turn out for it. A committee in charge of arrangements has promised an array of prominent speakers, as well as interesting novelties.

Walter Koons, vice-president, announced to the club that a letter had been received from the American Cover Club awarding the NBC Stamp Club the honor of having produced the outstanding commemorative cachet for November, which makes the club eligible for further honors, should the cachet win the distinction of being the outstanding one of the year.

Following the regular business meeting an active discussion and trading session took place.



WTAM STAFF MEMBERS PRESENT AT A PARTY GIVEN IN HONOR OF THEIR STATION MANAGER, VERNON H. PRIBBLE

Left to right, standing: John R. Kelley, Bob Dailey, George Hartrick, Chester Zohn, Bud Quinlan, Derek Caplane, Donald Stratton, Lila Burkhardt, Waldo Pooler, Bert Pruitt, Edith Wheeler, Ray Morton, May Draxell, Joy Wassem, Ted Rautenberg, John Disbrow, George Scholle, Fred Wilson, Ross Plaisted, C. C. Russell, Charles Avelone, Sam Willis, Danny Caste, Bob Morris, Lee Gordon, Auturo Stefano, Harold Gallagher, Howard Barton, Catherine O'Connell, Erwin Goetsch, Margaret Fitzgerald and Al Goetz.

Sitting: Therese Szabo, Robert Oatley, Ann Radu, Earl Rohlf, Mildred Funnell, E. S. Leonard, chief engineer; Walter Logan, musical director; Vernon H. Pribble, station manager; Tom Manning, sports announcer; Hal Metzger, program director; Dorothy Crandall, Hazel Finney, Russell Carter, Helen Forsythe, Herbert De Brown and Rose Morthaller.

NBC CHICAGO

by Bob McCoy

A very surprised man was Chief Announcer Everett Mitchell, two or three weeks ago. What should happen but that he find himself with a brace of geese, sent him C.O.D. \$8.50!

Geese, thought Mr. Mitchell, are very nice, excellent eating, fine examples of our feathered friends. But unrequested C.O.D. geese are something else again, and our Mr. Mitchell was hard pressed to get them off his hands and his \$8.50 back on his hands.

The story has its beginning in a fateful trip to Lakemills, Wisconsin. Mr. Mitchell had gone there to cover the broadcast of the Lakemills Centennial, and in his usual affable manner, he became acquainted with some of the natives. Said natives happened to be goose eaters and goose hunters of great skill. Right there Mr. Mitchell and his citizens understood each other. Mr. Mitchell is also a lover of goose—especially if it is on a platter surrounded with all the accoutrements of an ample goose dinner. Accordingly he cast a wistful eye toward the geese and voiced his love of their fine food qualities. And that was that—for a while.

As has been put down above, the geese flew South right into the arms of Mr. Mitchell—to the tune of \$8.50. Last reports are that the geese found their way to a butcher who sold them for \$4.00, and then had to refund a dollar. The customer complained that the geese had no meat on them—just a lot of oil.

* * *

"Tinker to Evers to Chance" a triple play here last week resulted in Floyd Van Etten moving in with Jimmy Neale in Sales Traffic; Ray Neihengen to Van's former desk in the Credit Department, and John Wehrheim, former page, to Ray's place in Accounting. Gordon Loff has replaced Wehrheim on the Page Staff.

Romantic attachments keep cropping up. Announcer Les Griffith and Laura Satterwhite of Production have announced their engagement; Announcer Rene Kekiere and Mary Mitchell of RCA were married on New Year's Day; and Audrey Lamoureux was married to Morris Weil on January 4. Audrey left her job in Audience Mail a week later and was succeeded by Bonnie May Larkin. Ed Stockmar of Traffic is slowly letting it get around that he is engaged to marry Miss Eileen Grohe of Chicago.

* * *

Don't forget to send in your entries for the next Photo Contest before February 12.



With Your
Roving Reporter
in New York

Well, I'll bet some of you have forgotten those New Year resolutions, already . . . And by the way, there are exactly 336 days till Christmas . . . John Bell will long remember the stag party the boys had for him at the German-American A. C. . . . Ed Prince is mourning the loss of his appendix . . . Did you see Alois Havrilla's picture in the brochure of the National Horse Show? . . . It's funny, but the people who push and shove to get into a studio for a broadcast are just the ones who can't wait for the theme song to finish before they try to get out . . . Word has reached us in New York of Fibber McGee's and Molly's generous Christmas gift to all Chicago studio pages . . . Fred Waring played Santa Claus to all the pages and set-up men on the eighth floor, here, when he presented them with four-color Eversharp pencils . . . Vincent Merciorri spends his spare time reading books written in Italian, in order to improve his Italian grammar.

* * *

The reverse side of the screen in studio 8H bears mute evidence of the artistic ability of some of radio's great . . . While waiting for entrance cues, many have penned caricatures, autographs, bright sayings and tick-tack-toes in pencil, ink, lipstick or burned matches . . . Here, too, one can find some very fine, slightly used samples of the more popular brands of chewing gum . . . Virginia Latimer is Director of Special Event Schechter's new secretary, replacing Helen Slater, resigned . . . The big question of the moment is—how long will it be before Television sets can be bought by you and me and the people across the street? . . . Nick Kersta likes skiing in Vermont, weekends . . .

* * *

The record of lost and found items in NBC shows gloves of varied styles and colors as the most often "lost" and "found" . . . Incidentally, there'll be almost 1100 items in the lost and found records by the time a final count for 1936 is made . . . A well informed source tells us Lewis Titterton did gymnastics in the Legal Department the other morning to prove to the world in general that he's still as young as he used to be . . . Frances Kelley has been wearing a very nice diamond ring since Christmas—on

NBC PHILADELPHIA

by J. A. Aull

Santa Claus blew into the KYW studios via the ventilators on Christmas Eve and bestowed on each and every one an appropriate gift. As Santa was being wafted back through the ventilators the draught blew off his whiskers and revealed Leroy Miller of the announcing staff. Although a few of the very young were disappointed, all agreed as they took the suit back to the costumers that the party had been a big success. Jim Begley, program manager, then cracked the holiday wide open by inviting all members of his department to his house for what was modestly termed "a snack." Almost everybody in the whole outfit arrived sooner or later to spread good cheer and bread crumbs all over the place.

* * *

The other day the sales force and the engineering department got into an argument about the difference between a salesman and an engineer. Ralph Sayres, director of sales, insisted that an engineer was one who knows a lot about a little and as he progresses he learns more and more about less and less until he arrives at a point where he knows everything about nothing. Mr. Gager, KYW's plant manager, countered that a salesman was one who knows a little about a lot and that as he progressed he learned less and less about more and more until he finally arrived at a point where he knew nothing about everything. Les Joy, who probably had prodded them into the argument in the first place, was called upon to decide and Solomon-like reserved decision.

* * *

Jim Harvey, our continuity writer, is a crack amateur camera enthusiast but too modest or something to enter the TRANSMITTER's contest. So much for the wealthy.

the important finger . . . Then there was the elderly lady who took a studio tour, and after having the workings of the Air Conditioning Plant explained, took one look at the pile of dirt accumulated by one filter in a month and a half and piped up with, "And was that dirt removed from just one program?" . . . A WGY engineer has figured that the transmitting power of the station could service within a 100 mile area, 800 billion radio sets before the energy was entirely exhausted . . .

WALTER MOORE

ACOUSTICS ENTANGLE

NBC MAN

One Wednesday evening, not long ago, after the last carload of people had gone up to studio 8H in Radio City to see the Fred Allen show, a breathless woman and her daughter came running up to the main studio entrance a minute late for the broadcast. After the page had stopped her and explained that he could not let her through because no one was allowed in the studio after the program had gone on the air, the woman turned to NBC's genial main hall host, George Malcolm, for an appeal.

With his well-known diplomacy George explained to the belated guests why it was impossible to let them in, even if they were "only a minute late and had come an hour on the train to see the show." He even went so far as to explain that the sponsors of commercial programs went through a great deal of trouble and expense to produce radio shows and, therefore, could not afford to run any risk of interruptions which might spoil their programs. Nevertheless, the woman was insistent on seeing Fred Allen's show. Whereupon, George tried a new line of reasoning and went into the subject of studio acoustics. At this point our persistent visitor interrupted him and said, nodding to her child, "Oh, yes—acoustics, we always get them on our radio at home, don't we, dear?"

Don't forget to send in your entries for the next Photo Contest before February 12.

NBC SCHENECTADY

by O. H. Junggren



AN ARTIST'S CONCEPTION of the new building proposed for NBC studios in Schenectady.

The big news at WGY these days is our new building. It's been talked of for some time, and recently has been under official consideration. But now it's out in the open and everybody's plenty excited. Most everyone wants to get a squint at the building plans to find out where he's going to be in the new layout. But that seems to remain a mystery.

The new building, which is expected to be ready for occupancy by July, 1937, will be modern to the *nth* degree. It will be erected on a plot of ground adjoining the I.G.E. building, which now houses

our studios. Its front, as shown in the photo, will be of glass brick, providing a light interior and a maximum of temperature preservation. There will be five studios, for use in audience broadcasts. Another will be fitted out for kitchen and household broadcasts.

The contract will be let soon and construction is scheduled to begin after the first of the year.

Representatives of all departments gathered around the mike on December 30 to wish WGY listeners a Happy New Year. During the regular "Scissors and Paste" program conducted by W. T. Meenam, press relations, Kolin Hager, station manager, and A. O. Coggsall, program manager, and representatives of the sales, auditing and announcers' staff had their say.

* * *

The balky car that carries Phil Brook, WGY announcer, to and from his suburban Scotia home did a job on him January 5. While seething with anger one noontime at his recalcitrant car Phil decided to crank her. The motor fired and the crank started spinning. Phil, in extracting his leg from between the front of the car and the bumper, came into contact with the whirling crank. It caught him on the ankle. However painful, it was not a serious injury, but Phil limped for a few days.

"Knowledge plus experience, divided by intelligence, multiplied by character, equals wisdom—without which neither successful living nor true happiness can be achieved."

CALENDAR OF NEW YORK EMPLOYE ACTIVITIES

ACTIVITY	DATE and TIME	PLACE	CONTACT
Bowling	Every Tuesday, Evening	Capitol Health Center 53rd St. & 7th Ave.	Peter House Ext. 513
Dramatic Classes	Every Monday, 12 to 2:00 P.M.	Studio 2A	Dom. Davis Ext. 220
Chaminade Chorus	Every Monday, 6:15-7:15 P.M.	Studio 2A	Frances Barbour Ext. 898
Women's Gym Classes	Every Tuesday, 8:00-10:00 P.M.	251 East 80th St.	Albert Walker Ext. 895
NBC Gym Group at Discount Rates	Any Day, Both A.M. and P.M.	West Side YMCA 5 W. 63rd St.	Harvey Gannon Ext. 654
Announcing Classes	Tues. & Thurs., 1:00-3:00 P.M.	See Rehearsal Sheet for studio assignment	Dan Russell Ext. 545
Badminton	Every Monday, Evening	69th Regiment Armory 26th St. & Lex. Ave.	Bill Callander Ext. 758
NBC Stamp Club	1st & 3rd Monday of each month 5:15 to 7:00 P.M., according to notice.	NBC Executive Board Rm., 6th Fl., Office Section	Walter Koons Ext. 573
NBC Row at Town Hall Meeting of the Air	Every Thursday, 9:30-10:00 P.M.	Town Hall 113 W. 43rd St.	NBC Transmitter Ext. 220
Public Speaking Classes	Every Monday, 5:30-7:30 P.M.	Room 520 Office Section	A. Allen Walsh Ext. 221
NBC Transmitter Photo Contest	Every Issue, Any Time	Open to all NBCites everywhere	TRANSMITTER Office, Ext. 220
Advertising Club's Course in Advertising & Selling (Special rates to groups of six or more)	Mondays or Thursdays, 6:15 P.M.	Engineering Societies Bldg., 29 W. 39th St.	Joyce Harris Ext. 419

KNOW YOUR COMPANY

NO. 2—PBX SECTION

This is the second of a series of articles which we hope will give you added knowledge and understanding of the many NBC units. We suggest that you tear off this sheet and file it for future information.

Every time you pick up your telephone in the New York offices for either an outgoing or an incoming call — or, perhaps, a wrong number, you set into motion forces which are centralized in the PBX section, Room 521. All the calls you make must go through the switchboards of PBX, which stands

for Private Branch Exchange, the official term used by the telephone company to designate private telephone exchanges.

NBC's PBX is an intricate and complex system in itself. Our PBX has two groups of trunk lines, (a) fifty for outgoing and incoming toll calls that go through the switchboards operated by hand and (b) thirty-two trunk lines for outgoing calls that go through the automatic dial switchboard which you get when you dial 9 on your telephone. Two men from the telephone company are constantly on duty in the building to make repairs, changes, and to take care of approximately nine hundred NBC telephones.

For obvious reasons certain telephones, especially those in the lobbies and hallways, and others to which the public has access, are not connected to these outside lines which are available by dialing 9. There are four different dialing systems within the company. First, there is the general office system which almost everyone has in his office. Second, there is the one used only by the engineering department and which cannot be used for outside calls. Third, is the system used exclusively by the program department. Each studio control room usually has two telephones, one is marked PROGRAM and the other T. O. E. (Technical, Operations, and Engineering). Fourth, there is the intercommunicating phone system used by executives.

The nature of our business is such that the so-called Conference Plan is much used by NBC.



THESE ARE THE TELEPHONE GIRLS at NBC's private switchboard in New York, who received gold stars for excellent service during the entire year of 1936. They are from left to right: Mildred O'Neill, Dorothy McDermott, Maude Archer, Esther Ramous, Chief Operator Margaret Maloney, Irene Shaughnessy and Marion McGovern.

This system makes it possible for more than two parties to talk to one another at one time, as if they were all in the same room. For instance, if the program department wants to make a simultaneous announcement about a last minute change to various departments, the conference plan is used. The necessary connections are obtained by calling the NBC operator. These conference plans also can be used beyond the walls of NBC. NBC executives throughout the world can be brought together with this conference system.

The PBX switchboard is divided into six positions (telephone operator's parlance for divisions) for six operators. The switchboard is in operation twenty-four hours a day. During office hours six women operators are on duty. The number of operators on duty gradually dwindles to one operator after broadcasting hours. Mrs. Margaret Maloney, chief operator, is very proud of her staff because they got a gold star every month last year. We were a bit at a loss when she mentioned the gold stars. Noticing our perplexity, Mrs. Maloney, who is a very affable and courteous woman, offered to explain the star merit system.

It seems that the New York Telephone Company checks up on the service of operators at private exchanges once a month. The inspections are made secretly without the knowledge of the operators, so you see, they never know when it is a bona fide call or just someone in the telephone company testing their service. Several service items are tested such as, (a)

plug-ins, (b) slow answers, (c) progress reports, (d) recalls, (e) failure to answer with an identifying phrase (This is the National Broadcasting Company) and (f) general errors.

A "plug-in" is a failure to answer immediately after the operator plugs in on an incoming call to stop the ringing. It is just like lifting your receiver when the phone rings and not saying "hello." Last month there were no plug-ins scored against NBC operators, neither were they caught making slow

answers and connections, nor failing to say, when the occasion arose, "Sorry, Mr. Brown's wire is busy" or "Mr. Brown's wire is still busy, will you wait, please." In short our PBX girls had a record which was far above the highest standard set by the telephone company for excellent service.

Next on the scale of telephone service is *very good service* for which silver stars are given out. Blue stars are given for *fair service* and no stars means *poor service*. At this point Mrs. Maloney interposed that her staff has never in all their three years of service received anything less than a silver star. And, she continued, that if she only had the authority, she would grant every NBC department a gold star for their promptness in answering telephones and getting the right person on the wire. This helps NBC operators get their gold stars every month because it saves them the time and trouble of giving progress calls, it lessens switchboard congestion, and, perhaps, eliminates the loss of incoming calls which might be from important clients and other valuable connections.

A telephone operator's job is not tedious and unexciting, according to Maude Archer, who claims she knows more NBCites by their voices than anyone else in the world. "You should be here when something exciting happens, like the abdication of King Edward. Calls came in by the thousands," said Miss Archer. "It was a mad house that day!"



DAMROSCH HONORED ON SEVENTY-FIFTH BIRTHDAY

Walter Damrosch, NBC Music Counsel, was hailed as America's leading ambassador of music appreciation and music understanding, in an address by David Sarnoff at a luncheon given by him at the Hotel Pierre, New York, on January 28, in honor of Dr. Damrosch's seventy-fifth birthday.

In his tribute to the dean of American conductors, Mr. Sarnoff lauded him for his Music Appreciation Hour and the service he has rendered the youth of America. In conclusion Mr. Sarnoff declared, "We honor you, Dr. Damrosch, for your worth as a man, for your manners as a gentleman, and for your kindness as a friend."

Acknowledging the tribute paid him, Dr. Damrosch described his advent ten years ago into the field of broadcasting, and also the enormous strides made in the decade of the National Broadcasting Company's history.

"Radio has been improved so much," Dr. Damrosch declared, "since those early days that you can get a real thrill out of music which is sent over the radio. The weekly performance of the opera is for the country at large a revelation, one that can be easily understood because, after all, opera is the most picturesque and the most fascinating form to the average music lover to enjoy."

Following the addresses, a "million dollar" mixed quartet, including Rosa Ponselle, Lily Pons, Lauritz Melchior and Susanne Fisher, sang "Happy Birthday" to the distinguished musician, and Dr. Damrosch was presented with an illuminated birthday cake. As a finale a group of eight little girls from New York Public School No. 6, representing the millions of children who listen to Dr. Damrosch's weekly broadcasts, presented a large basket of flowers.



WALTER DAMROSCH cuts his birthday cake while Mrs. Damrosch, David Sarnoff and John D. Rockefeller, Jr., look on.

PHOTO BY WM. HAUSSLER

Radio Tube Saves Lives in Flooded City

Special to the NBC TRANSMITTER

"Family at 153 First Street needs medical attention at once! Please rush doctor!"

"Five persons reported marooned on roof at Twelfth and Main Streets. Attention, police boat five!"

Such were the calls that rang out night and day over the state highway patrol radio system at Portsmouth, Ohio, during the recent flood disaster. Police were clearing most of the calls for help to Red Cross, relief officials and volunteer rescue workers.

It was an important service in the marooned city, without which many more lives might have been lost.

So when state patrol officers frantically searched out NBC's mobile unit crew from WTAM one dark night they got immediate attention. A tube had been blown in the police shortwave equipment and the sending apparatus was disabled. Did NBC have a suitable tube?

Engineers Alvin McMahon and Frank Whittam were sorry. They did not carry that type of tube in their equipment. Announcers Tom Manning and Bromley House were there and suddenly Manning burst out with:

"I know a movie operator here. Let's get him . . . quick. There's just a chance. . . ."

Yes, the operator knew the location of
(Continued on Page 9)

EQUESTRIENNE



SELMA WICKERS smiles proudly upon the prizes she won for excellent horsemanship.

Although agile Selma Wickers finds plenty to keep her on the jump as secretary to busy commercial program manager, Bertha Brainard, Miss Wickers still finds time to indulge in her favorite hobby, horseback riding. On the night of January 29 she was one of the many entrants in the Metropolitan Equestrian Club's winter show at the Squadron A Armory in New York City. With twenty-seven other riders, she competed for honors in the hunter hack class. After an hour's deliberation the judges announced the prize winners among whom Miss Wickers was named as the winner of the second place award—the red ribbon.

In the utility saddle horse class, with seventeen in the competition for honors, Selma Wickers carried off the first prize which consisted of the much coveted blue ribbon and silver loving cup. Miss Wickers' mount in both competitions was Monkey, her favorite steed.

Miss Wickers accomplished all this with merely three years' riding experience behind her; an enviable record for any equestrienne with so little training. She does most of her cantering on weekends in a riding academy in Holis, Long Island.

WHO'S WHO IN THE NBC NETWORKS

Introducing—DON E. GILMAN

A tall, dark figure with a quick, quiet step and a countenance that sometimes looks like Abraham Lincoln and sometimes like Rachmaninoff, Don E. Gilman, Vice President in charge of the Western Division of the National Broadcasting Company has been engaged in the business of communicating ideas to large groups of people all his life.

Born in Indianapolis of a newspaper family, he was printing his own paper by hand before he was out of short trousers, and when he was twenty-three years old he was superintendent of plant on the *Indianapolis Sentinel*. Then he came West and was superintendent of a group of papers on the coast when he entered advertising.

One of the outstanding qualities of NBC's western head, in all the enterprises in which he has engaged, has been his knowledge of the jobs of his subordinates and his ability to calculate the exact needs and values of each. Partially, this comes from the fact that he has performed many of their jobs himself, at one time or another, and partially from his uncanny faculty of collecting information without appearing to do so—this frequently baffles people who find it hard to comprehend the source of his swift perception and dynamic energy which is masked by a manner almost boyish in its simplicity and amiability.

Characteristically, while he was becoming a dominant personality in the advertising field, serving as chairman on the committee which secured passage of California's Honest Advertising law, serving as president of the Pacific Advertising Clubs Association and vice president of the Associated Advertising Clubs of the World, he was continuing studies he had started years before, in electrical engineering and was experimenting for his own pleasure, with radio. So when he joined NBC in 1927 it was with an equipment of technical information which, occasionally, astonished engineers. In 1929 he was made vice president of the division which now stretches from KGU in Honolulu to KGIR and KGHL in Montana, a domain whose needs in entertainment are necessarily its own since time-difference shuts it off from much of the East's fare, and yet which has influenced other portions of the country enormously in program technique.

Like most successful men Mr. Gilman has hobbies. He likes books and reads much biography and history, economics



DON E. GILMAN

Vice President in Charge of NBC Western Division

and sociology. He plays the piano as well as many of his artists although few, except close friends, ever hear him. He likes golf and football, especially in the company of a young man whom a whole continent loves and knows as Jack Barbour of "One Man's Family," but who is Page Gilman, only son of the NBC executive, in private life.

Mr. Gilman is president of the San Francisco Commercial Club, a director of the San Francisco Musical Association, and vice president of the Young Men's Christian Association.

THREE NEW NBC STATIONS

Recent additions to our networks which make the total number of NBC stations, 117, are WGBF in Evansville, Indiana, WBOW in Terre Haute, Indiana, and KOB in Albuquerque, New Mexico.

WGBF is owned by Evansville on the Air, Incorporated, and is managed by Clarence Leich. The station operates on a frequency of 630 kilocycles with a power of 500 watts.

WBOW, the only station in Terre Haute, is owned by Banks of Wabash, Incorporated, and its manager is William Behrman.

KOB, "The Voice of New Mexico," is owned by the Albuquerque Broadcasting Company. T. M. Pepperday is president of ABC. KOB operates on a frequency of 1180 kilocycles with a power of 10,000 watts.

The total daytime power of all the 117 affiliated NBC stations equals 1,832,650 watts.

TOSCANINI TO DIRECT NBC SYMPHONY CONCERTS

David Sarnoff, president of RCA and chairman of the board of the National Broadcasting Company, announced the return of Arturo Toscanini to America for a series of broadcasts over NBC in this statement:

"On behalf of the National Broadcasting Company and the other members of the RCA family, I invited Maestro Arturo Toscanini, the world's greatest conductor, to return to America and broadcast a series of symphonic concerts with the National Broadcasting Company Symphony Orchestra over its nationwide networks.

"In order to place before the Maestro the possibilities of this proposal and to discuss with him the matters involved in such an undertaking, I sent Mr. Samuel Chotzinoff, the celebrated music critic, and intimate friend and great admirer of the Maestro, to Milan, Italy, the home of the conductor.

"With the aid of modern means of communication, including the transoceanic radio telegraph and radio telephone systems, the negotiations were expedited and a contract has been signed covering the exclusive services of the Maestro in America for these radio concerts.

"This series of non-commercial programs will be given the widest possible distribution over the air, and will be presented to the listening public as sustaining broadcasts of the National Broadcasting Company.

"A good deal of preparation must precede this effort, but the concerts will begin at the end of the present year.

"We are delighted to be able to secure the return of Maestro Toscanini to America. His incomparable genius will further stimulate and enrich musical appreciation in our country. In NBC we are pursuing the policy of giving to our millions of listeners the greatest artists the world has to offer.

"The opportunity to bring his message of music to the countless millions of American listeners has made a great appeal to the Maestro. This is evidenced in the radiogram which I received from him this morning:

"My dear Mr. Sarnoff:

I am very happy to accept your invitation to broadcast a series of symphonic concerts over the National Broadcasting Company networks. It is a great pleasure for me to think that I shall be able to put myself once more in touch with the radio public which gave me in my last season with the Philharmonic the greatest proof of its appreciation and sympathy.

ARTURO TOSCANINI"

**APPOINTED NEW YORK
PERSONNEL MANAGER**



DWIGHT G. WALLACE, until recently an executive with the Housing Division of the Public Works Administration in Washington, D. C., has been appointed personnel manager in New York. He succeeds C. W. Fitch, who is now business manager of the Program Department.

Mr. Wallace already has assumed his new duties in his office in room 308. He is in charge of employment and welfare work among employees.

Mr. Wallace comes to us through devious and interesting channels. He was born in the corn huskers' state of Nebraska but he spent his childhood in the film city of Los Angeles where he received his early education. He was trained in architecture and, after six years of this work at Los Angeles, he went to Chicago where he opened an office of his own in 1916.

Mr. Wallace's business in Chicago was interrupted by the War in which he served until the armistice was declared. After the war he returned to his architectural work in Chicago. In August, 1932, he closed his office to take a post as a departmental executive of A Century of Progress in Chicago.

When the World's Fair closed, Mr. Wallace left Chicago and began his work with the PWA staff in Washington.

Flash!

The NBC BRASS BUTTONS REVUE OF 1937 goes on the air Saturday, February 27, 4:00-4:30, on the Red Network—coast to coast.

Be sure to tune in on this extraordinary extravaganza of aerial entertainment featuring the rising stars of the guides, pages and other members of the New York Guest Relations Staff, supported by Jerry Sears and his orchestra.

NBC CLEVELAND

By Bob Dailey

Pearl Hummell has been named auditor and office manager of WTAM to fill the vacancy caused by the sudden death of John R. Kelley.

Miss Hummell served as bookkeeper for Mr. Kelley several years ago, but previous to that time was accountant for the Masonic Temple association in Cleveland. Recently she conducted her own practice as a public accountant.



If practice makes perfect, then WTAM should have some of the best ping-pong artists in the country. Some of the more ardent fans even miss their evening dinners and brave the wrath of their help-mates to get in a few games after office hours.

Now, these warriors of the ping-pong paddle have decided to boast their prowess throughout Cleveland and have challenged WGAR, NBC's Blue outlet here, to a tournament.

The team included Derek Caplane, Red Quinlan, Ben Silverberg, Ray Morton, Harold Waddell, Harold Gallagher, I. Goetsch, Paul Gershman and Russell Carter.



Bad luck has dogged the footsteps of Derek Caplane, young-man-about-WTAM, during the past month. But a few bad breaks failed to stop Derek from buying an engagement ring for a young Cleveland singer.

For several months Derek has been attending Bank Night at his neighborhood theater, but his name was never called. So, one Monday night, when it was time to leave for the theater from the station, Derek decided to stay and play ping-pong instead. There wasn't much chance of his winning the \$100 bank night award, anyway. At least, that was what he thought.

The next morning he learned that the odds had turned, and his name had been called, but not being there, another name was selected.

Derek experienced many a moment of regret for not having followed his Monday night custom. Figuring that there was only one chance in 200,000 that the name of Derek Caplane would come up a second time, Derek suppressed a strong urge to go to the theater the following Monday night. But it did happen! And this time he lost \$150.

There were several feature stories in

**Miss MacRorie Addresses
Radio Aspirants**

Miss Janet MacRorie, head of Continuity Acceptance, spoke before Loire Brophy's Job Clinic at the Herald-Tribune Building, on February 10, on the types of work open in the field of radio.



JANET MACRORIE

Miss MacRorie discussed the functions of each of the different branches of broadcasting, and some of the qualifications for positions in the various departments.

It is well known how many people of all ages are glamour-struck by radio, and anxious to break into the field, yet a large number of them seem to have rather hazy notions of their own equipment for the work and of the requisite talent for each department.

Accordingly, Miss MacRorie described the mechanism of such departments as engineering, program-building and production, selling and promotion, music, sound effects, press, and the numerous branches of a broadcasting organization like NBC. In this way, the speaker gave her large and interested audience a detailed picture of the jobs-in-radio situation as a whole. And Miss MacRorie spoke with the authority of her experience in radio and allied fields of commercial broadcasting.

the local newspapers about him, but no one can convince "Hard-Luck Caplane" that publicity is worth more than cash—especially for a young fellow about to be married.



Division Manager Vernon H. Pribble and Program Director Hal Metzger attended the annual convention of the Ohio Broadcasters Association in Cincinnati this month.



WTAM FLASHES. . . The flu sick list includes Chet Zohn, Fred Wilson, Bert Pruitt and Jesse Francis. . . Kathryn Burke joins station's forces as switch-board operator. . . E. S. Leonard, WTAM head engineer, off to Florida for vacation. . . Dorothy Crandall, staff pianist, to New York for ditto. . . Vern Pribble telling all comers about antics of the young cocker spaniel which follows his two daughters about. . . Agnes Anderson joining artist staff as ballad singer.

EIGHT HOURS OVER THE FLOOD

An exclusive interview for the readers of the NBC Transmitter with NBC's flying reporter, Gene Hamilton, who recently returned to Radio City from a special broadcast of the flooded regions.

Someone said he was in studio 3A standing by for the RCA Metropolitan Opera broadcast, so we hastened to that studio and cautiously walked in through a door marked "On the Air." There he was, comfortably slouched in one of those stiff, folding metal chairs, reading the funnies. He seemed so peaceful we disliked to disturb him but we just had to get our story. And we're glad we asked him for it because Gene Hamilton had an exciting story to tell. Here it is in his words:

"As you will probably remember, I flew to Chicago last week to be on hand for the NBC coverage of the flood. I was raring to go when I got there, but I was told upon arrival that the preparations were not complete so I hid myself to a hotel and checked in, looking forward to a leisurely time. But it wasn't for long—the next day at the break of dawn, five-thirty, I was routed out of bed by a 'phone call from the Merchandise Mart studios ordering me to be at the Municipal Airport at eight o'clock.

"I was far from being excited. I was grumpy! It was the earliest hour I had been roused out of my slumber in years.

"At the airport I met C. L. Menser, Chicago's production manager, trying his best to look wide awake. Along with several bleary-eyed newspaper reporters and photographers, we hopped into a giant United Airline plane which took off at eight o'clock on what was to be the first complete coverage of the flood disaster by airplane.

"After the ascent, and the plane had settled on an even keel, the newspapermen with typical ennui went right back to sleep in their seats. I was just really beginning to awake and my blood began to tingle with excitement as the plane headed south for Evansville.

"At ten o'clock we reached Vincennes and the newsmen reawoke to get our first glimpse of the flood waters where the Wabash and White Rivers converge into the Ohio River. Beyond Vincennes the Wabash was about ten miles wide.

"Further down the river the water was so deep we had difficulty picking out submerged cities, even with the aid of maps.



Announcer Gene Hamilton (left) and C. L. Menser, Chicago Production Manager, take turns at the microphone while they fly over the flooded regions in the first complete coverage of the flood by airplane. Frank Schnepfer, Chicago engineer, took charge of the portable equipment.

The only visible landmarks were an occasional church steeple or building roof. We were flying at an altitude of about ten thousand feet and occasionally we would swoop down to get closer views of the disasters. During these nose-dives we got close enough to earth to catch such tragic sights as struggling people clinging on roof tops as the water rose rapidly around them, women and children frantically paddling improvised rafts, and live stock swimming about helplessly. Even the hardened news reporters gulped a bit at these awful sights.

"When we reached Evansville we found it three-quarters under water. It looked like Venice, from above, with its canals and lakes instead of streets and parks. We could spot the tops of automobiles, barely visible above the surface of the water in parking lots. In one spot a bridge trestle had been torn loose and now lay across a highway. Snow, setting off sharply the coffee-colored swirling waters, was visible on all high points.

"At the request of the photographers we swept down close to Evansville to get close-ups. In spite of the tragedy down below I could not help but smile during those descents when the photographers practi-

cally came to blows fighting over the window which offered the best views. There they were fighting for 'scoops' while below people were fighting for their lives. It's a funny world, isn't it?

"The most pathetic sight, I think, in Evansville was a large crowd of people perched on top of a grand stand—possibly a ball park—while the water slowly engulfed the stand. Another was a little white dog fighting to keep atop a floating bale of hay. What got me was that they were helpless, and we were safe but unable to save them.

"From Evansville we headed for Cairo where the water was deeper in the surrounding country outside the levee. We got a bit nervous for ourselves at this point because there were no places to land if it would have been necessary. It was almost like flying over an ocean."

At this point Milton J. Cross at the Metropolitan Opera House made one of those unexpected pauses during the intermission of "Siegfried" for station identifications and Hamilton jumped up to the microphone to make a "local."

"Let me see," continued Gene Hamilton as he slouched back into his chair, "where were we when Cross made that break?"

"You were heading for Cairo," we urged, waiting for him to continue his exciting account of the flood.

"Oh, yes. Well, when we got to Cairo it was almost completely surrounded by high water held in check by a levee. People were working like ants moving sand bags from person to person to reinforce the levee. Locomotives carrying gravel and stone to strengthen the water walls puffed and skidded on submerged rails. The citizens of Cairo were a frantic people fighting against nature to save their city. Even a neighboring town, New Madrid, had been sacrificed to save Cairo. Part of the spillway which protected New Madrid had been dynamited, flooding the town, to "detour" the flood waters away from Cairo.

"We continued flying southward until we reached Irwin S. Cobb's beloved city, Paducah, Kentucky, the proverbial home

(Continued on Page 16)

STAMP CLUB NOTES

The First Annual Dinner of the NBC Stamp Club was held in the New York Room of the Gateway Restaurant, RCA Building Concourse, on Monday, February 15.

Among the invited guests, who joined the members of the Club for what promises to be the first of many annual celebrations, were Harry Lindquist, head of the National Federation of Stamp Clubs, Daniel Kelleher, prominent philatelist of Boston, Captain Tim Healey, NBC stamp commentator and Frank Reynolds of the Statistical Department.

Following the dinner, drawings for prizes were won by Frank Parkyn, Saul Sharrow, Edmund Whittaker and Walter Moore. The drawings brought forth such amusement that Captain Tim Healey furthered the proceedings by announcing a personal donation of two one-year subscriptions to *Stamps Magazine*, which were won by George Milne and Frank Reid.

Each of the invited guests was called on for remarks and responded briefly.

The committee for the affair consisted of Walter Moore, George Milne and Robert Morris.

Izaak Walton Department: Everett Mitchell, senior Chicago announcer, and William E. Drips, director of agriculture, were among the first to enter the Clear-water kingfish tournament when they were in Florida for a National Farm and Home Hour broadcast recently. Everett's entry was a 12 pound, 3 ounce king (which Don McNeill, M.C. of the NBC Jamboree from Chicago, who was on the scene insisted couldn't have weighed more than 10 pounds) while Drips' name is entered on the books with a 9 pound, 2 ounce entry.

Last month 1,454 applicants were interviewed by the New York Personnel Office. Twenty-nine were engaged for temporary jobs and a few others along with several NBC employees were engaged to fill fifty-six permanent positions.

On January 27, 1937, Personnel Manager Dwight G. Wallace posted a bulletin inviting NBCites in Radio City to cooperate with the Red Cross in the collection of funds for flood relief. To date, slotted boxes placed on receptionists' desks throughout the office and studio sections have yielded \$385.11.

THURMAN HEADS GUEST RELATIONS DIVISION

Charles H. Thurman, former assistant manager of the New York Guest Relations Division, has been named successor to Gordon H. Mills, former manager, who was appointed to the New York Local Sales Division, February 1.

Mr. Thurman came to us from Chicago last April as supervisor of the Mail-Messenger Section. His assistants in his new post are W. G. Martin and F. Gerald Wolke, former studio operations supervisor.

Walter Davison will be in charge of tour promotion, replacing W. G. Martin. Earl Harder takes the post vacated by



THE NEW GUEST RELATIONS triumvirate optimistically looking forward to and planning for a record-breaking summer in NBC Studio Tours. They are, in the usual order, W. G. Martin, F. G. Wolke, and manager C. H. Thurman.

Mr. Wolke and James J. Goode will remain in charge of the control desk, with Ary Moll and Charles Whalen as assistants.

NBC HOLLYWOOD

by FRANCES SCULLY

February activities were highlighted by a visit from Major Lenox Riley Lohr, who spent a couple of days in Hollywood discussing plans for studio expansion, and meeting department heads. Although he was snow-bound twice en route to sunny Hollywood, the best we could do was a miniature flood. However, the Major's motor trip to San Diego with Walter Baker at the wheel, proved a scenic treat, even though they made several detours, caused by flood washouts.

With sixteen TC programs and seven coast shows emanating from Hollywood and keeping all forces up to their necks in work, Hollywood is going full steam ahead. This month, personnel additions include Jack Votion, formerly of Paramount studios, added to Artists Bureau as associate of Dema Harshbarger; Myron Dutton to the program department as a producer; Karel Pearson transferred from San Francisco to Traffic Department, and Ralph Amatto assigned to Claude Ferrell's corps of combined "janitor and property men."

Producer Walter Bunker is receiving congrats from the gang. He recently collaborated on a story that netted him a tidy sum when RKO bought it. Now he's working on another, which has mighty bright prospects.

Publicity Director Harold J. Bock recently paid a visit to W. C. Fields, who has been confined to a Pasadena sanatorium for a year. When Fields was forced to give up his screen career, little hope was held for his life. He told Bock that there was only one thing that saved his life, and that was radio. "It has kept up my morale all these months," he said, a little weary, but his health very much on the mend. "I have my dial tuned to KFI and KECA (NBC) all day and haven't missed a program. And when I come back to pictures I can honestly say that it was radio that brought me back." Incidentally he was delighted when he learned that Lum and Abner were in Hollywood, so the Pine Ridge boys are planning to pay comedian Fields a visit.

Now for some quick flashes . . . Marvin Young, production manager, keeps the lads and lassies around the studio well supplied with eggs. He owns a chicken ranch. . . . Walter Baker is now night manager . . . the Melrose Grotto, the NBC noontime eatery, has a new sandwich "The Swallow Special" which the boys order when they want a roast beef sandwich on whole wheat bread. Manager John Swallow, who never eats anything but this particular combination, feels now that he has done something towards promoting his favorite dish.

NBC DENVER

By Charles Anderson

The news of the hour is the departure of Bill Stulla, announcer, for a hospital bed to undergo an operation that will keep him out of active service for a month. We all wish him the best of everything and hope for his speedy recovery.

✓ ✓ ✓

Engineers and announcers have begun getting in training for some more early rising. The station now goes on the air at 6:30 and that means early to bed if the work is to be done. Joe Gillespie is the "up and attem" for announcing while Bill Williams draws the engineering assignment.

✓ ✓ ✓

Things are quieting down after the National Western Stock Show and Rodeo held in Denver recently. KOA handled daily shows from the ringside and in doing so provided staff members with plenty of excitement. Imagine, if you can, the joy of being in a box right next to the pen in which the wild horses and Brahma steers were made ready for their entrance into the arena. During one broadcast this correspondent perched himself atop the pen to catch the roaring of the steers, hoping it might add to the "color" of the broadcast. Now, the fitting climax to this item would be the statement that he fell into the "Bull" pen, mike and all. No, my friends, he lived to tell the tale because he saw to it that with every wild lunge of the bull the aforementioned announcer (and would-be author) made an equally wild lunge in the opposite direction.

✓ ✓ ✓

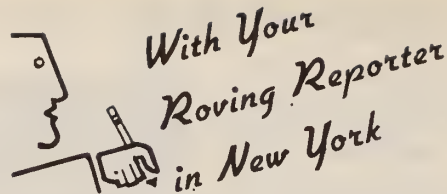
During the "cold snap" Derby Sproul, Continuity Department, began to doubt the wisdom of establishing his domicile among the famed Colorado Rockies. He and the family have been living at his mountain home in Turkey Creek about twenty miles from Denver. A rising thermometer has, however, renewed his enthusiasm for the wide open spaces.

✓ ✓ ✓

A partial list of camera addicts includes Engineers Perry Peregrine and Carl Schuknecht and Announcers Bill Stulla and Joe Gillespie.

✓ ✓ ✓

Joe Rohrer, Engineering, calling all "hams" from W9EYN on 14,212 Kc. Give a listen.



Who said "nothing ever happens"? . . . They've been happening plenty to John Bell, page supervisor, in the last few weeks. . . . First, of course, was his New Year's Day wedding, as reported in the last issue of *The Transmitter*. Shortly after the newlyweds moved into their new home it was robbed and a considerable amount of valuables were stolen. . . . On a Tuesday morning, recently, John spied something shiny on the floor of a studio corridor. . . . It was nothing less than a 72 diamond, \$8,000 brooch. . . . John turned it into Lost and Found Department where it was claimed by Mrs. Jack (Baron Munchausen) Pearl. . . . It's no "whopper" when we say he was handsomely rewarded. . . . The payoff being \$50 John took friend wife to a movie as part of the celebration of their good luck, and came away with a five-spot—it being Bank Night at that particular theater. Nice going, John.

* * *

Walter Clark should receive a prize of some sort for finding an honest man. . . . An unknown tourist recently approached him and said, "Lookit, Buddy, I'd like to take your Studio Tour, but I only have 38c. Will you lend me two cents?" So Wally loaned him the two cents, and by golly, next day the chap came in and paid him back. . . . Someone phoned the telephone operator last night and said she had a ticket for "The Sealtest Saturday Night Party." Then she wanted to know if she had to wear evening clothes and could she come without an escort. . . . Arthur Hungerford has given up commuting from Harmon, N. Y., for the winter, and can be found (if it all) on West 71st Street. . . . Dorothy McBride and Mabelle Howarth of the Script Division now own two tiny turtles, a gift from Frank Wilson, author of "The Bishop and the Gargoyle." . . . They have been christened Dorothy and Mabel. . . . If it wasn't for Mrs. Weiss, the matron in the Studio Section, some of the pages would have to do their own sewing on of buttons.

* * *

Enid Beaupre of Sales Promotion likes to take indoor pictures. . . . Did you hear about the guide who inadvertently requested his group on a tour not to "talk" when what he meant was "smoke." . . . Result: the tour was well under way before he found out why the folks didn't

NBC CHICAGO

by Bob McCoy

Off to the Florida sun and sand has gone genial Evelyn Partridge of the Executive Office. Having a winter vacation and returning with a golden tan are probably the cruelest things Miss Partridge could do the rest of the office.

✓ ✓ ✓

Once again mail room's Frank Blatter makes the Transmitter. No, that hockey team hasn't emerged from the stage of being a horrible dream yet, but Frank has gone and won himself a first prize medal for figure skating in the Forest Park District competitions, gave an exhibition in Elmhurst, and has built an ice sail which he expects to slide up to Fox Lake, Ill. That rather constitutes a full program of winter activities—enough even for the hardest devotee of Saint Moritz, Sun Valley—or Fox Lake.

✓ ✓ ✓

Replacing Bill Hay in Network Sales is Joe Hartenbower, formerly of Local Sales Division. At Mr. Hartenbower's old desk is Charles Hotchkiss, who came to Chicago to avoid the rigors of the extreme California winters.

✓ ✓ ✓

A. M. Elrod, who is the entire executive board of the Golf Tournament Committee, has already begun collecting "dues." The money goes to buy prizes for the tournament which will probably be held early in the spring. Players to date in this all-amateur competition are: Rudi Neubauer, K. Christiansen, George Vlach, Ed Cerny, Frank Blatter—with others entering later.

ask the usual questions. . . . John Cusamano of Sales received a gift of a pair of bright red diamond socks. . . . All he is waiting for is sufficient courage to wear them. . . . First Aid Section received a very nice letter of appreciation from The Biow Company for its prompt and efficient service when one of the members of the company was seized with an appendicitis attack while in the studios. . . . Fourth floor corridors have taken on a bedlamistic attitude, of late, with Sound Effects Division being quartered there. . . . Sounds of screams, bird calls, fire sirens and bells tolling, roll up and down the hall all day long. . . . The clock in Special Events is 0.01 seconds fast, according to the Maintenance Division. . . . No, children, a split network does not have anything to do with early morning calisthenics.

—WALTER MOORE

WINNERS IN FEBRUARY PHOTO CONTEST



First Prize—"Smoky Local," entered by Don Gardiner of New York Guest Relations, was unhesitatingly given first prize. It is packed with drama and speed and is taken from an unusual angle. Two on the aisle for White Horse Inn await you, Don, at the Transmitter office.



The judges thought "Mirror Lake," submitted by Theresa Pentecost, so good it deserved Honorable Mention. Sorry we haven't more prizes to offer.



Second Prize—This splendid shot of "Hall of the RCA Building" was taken by Harold McConaghy of the New York Engineering Department with his Leica and won him two tickets to the Radio City Music Hall.



"Queen Anne's Cottage" was taken by E. P. H. James on a recent trip to the Mother Country and receives Special Mention.

RULES FOR PHOTO CONTEST

1. Prints must be no smaller than 2½" x 4" (the larger the better). Negatives cannot be accepted.
2. Captions are desirable.
3. Name, station and department must appear on the back of photograph.

Pictures will be judged on composition and subject matter. Judges are Ray Lee Jackson and William Haussler. Decisions are final. All entries will be returned but the NBC TRANSMITTER will not be responsible for those which are lost.

Entries for March contest must be in by March 8.

NBC TRANSMITTER

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from coast to coast.

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FOR YOU

From the not too distant past we hear the revival of an old cry for an all-NBC athletic association, uniting and promoting all company group activities under one smoothly functioning body. The NBC TRANSMITTER feels that this new attempt is in capable hands; therefore, we urge all NBCites to give it their whole-hearted support.

Splendid efforts are now being exerted by an earnest group of employees who, we hear, are soon to call a general meeting for the election of a permanent organization whose primary purpose will be to promote an NBC athletic association.

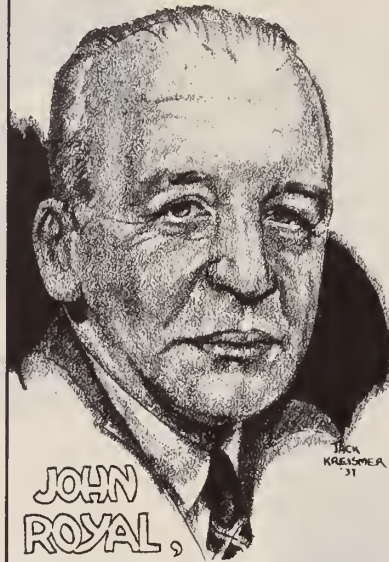
The plan is self-laudatory. No editorial praises need be raised in exaltation. But obviously enough any plan, however worthy, will be of no avail unless whole-hearted active support is given it. Therefore, we urge all NBCites to take part in this movement and, when the time comes, to cast their votes for employee representatives who will form a committee to take charge of and to execute a plan for our collective benefits.

Since this proposed athletic association is for and by NBC employees we cannot, at this point, reiterate too much that your full support and interest are essential to materialize the plan.

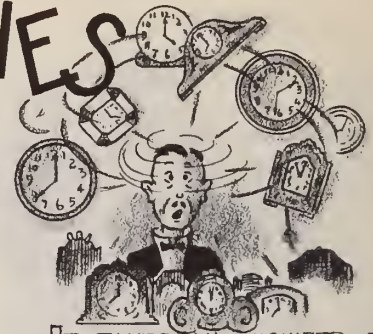
In the meantime the NBC TRANSMITTER will keep you informed of the latest developments and progress made in this direction.

RADIODDITIES

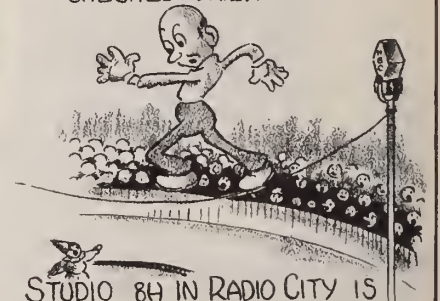
FOR NBC
TRANSMITTER READERS



JOHN ROYAL,
VICE-PRESIDENT IN CHARGE
OF PROGRAMS, RAISES
ANTS AS A HOBBY.



[IT TAKES AN ENGINEER 3 HOURS TO CHECK 325 NBC ELECTRIC CLOCKS IN RADIO CITY. THE CLOCKS ARE CHECKED DAILY.]



STUDIO 84 IN RADIO CITY IS THE LARGEST BROADCASTING STUDIO IN THE WORLD—LARGE ENOUGH TO ACCOMMODATE A THREE-RING CIRCUS!

LISTENER REACTIONS

by Ruth M. Crawford, Audience Mail Division

Even a flood couldn't dampen the enthusiasm of this music lover:

"The Valkyrie" was received by me and my family with great pleasure. We listened to the third act under conditions which may interest you.

"My home is surrounded by water. I had gotten a good supply of coal from our basement but the waters are staying up so long that we are running out. This morning I fished out a long piece of wood which was floating by our house. It was 20 feet long. I have been gradually pushing it into the fire as it burned, and thus saving in coal.

"While we sit in front of our fire, we are enjoying the richness of your broadcast. It has made us forget all about the flood. It has carried us back to the great story of Richard Wagner and his wonderful compositions. We listen every Saturday to the broadcast of Grand Opera. What a treat to have Grand Opera brought to our home in the manner in which you bring it.

"Wheeling Island, Wheeling, W. Va."

AFRICA SPEAKS - - - - -

"Woodstock, South Africa.

"I often 'listen in' to Radio City from 6 to 6:30 A.M. (whilst getting ready for work) and check my electric clock by your studio clock. They both agree. After that you 'fade out' as our Johannesburg station comes on the air for Physical Exercises."

"Iambi Mission Hospital, Tanganyika Territory, East Africa.

"Your broadcast of the Messiah from Chicago on the 21st of December was greatly appreciated out here in the jungles of Africa. . . .

"I have just listened to 'The Magic Key' program tonight (afternoon over in New York and it was very good."

NBC BOSTON AND SPRINGFIELD

by Edward B. Hall

During January and February WBZ twice played host to the Advertising Club of Boston in connection with a series of round-table meetings on radio advertising, over which Mr. John A. Holman, General Manager of WBZ and WBZA, had been invited to preside. The first of these forum meetings at the studio featured Dwight A. Myer, WBZ Plant Manager, and John F. McNamara, Program Director, as principal speakers. Mr. Myer, whose difficult assignment it was to explain the technical aspects of radio broadcasting to a group of laymen, succeeded in presenting an admirably clear and interesting picture of what happens to sound impulses on their journey from the microphone to the home radio receiver. Mr. McNamara then proceeded (with characteristic eclat) to discuss the manner of building and presenting programs. This subject he enlivened with practical demonstrations, calling on members of the audience to participate. Production manager Jack Wright demonstrated sound effects.

Sales manager Gordon B. Ewing was the "lion" of our second Ad Club forum, speaking ably on network alliances and sales methods in radio. WBZ was gratified to have the Advertising Club of Boston elect NBC and Mr. Holman to supervise its meetings on radio.

The banns have been published for Norman E. Whittaker (Sales) and Miss Alfreda Carlson, secretary to Charles S. (Cy) Young, WBZ Office Manager. The announcement of their engagement came as a delightful surprise to the entire staff. Even Gordon Swan (Traffic) got lyrical on the occasion and tossed off an epithalamium—which is the Latin (we hope) for "swan song." No date has been announced for the nuptials, but Whit's colleagues predict May or June.

Miss Evelyn Billet is the latest addition to the WBZ Sales Department. A native of Ohio and graduate of Boston University, Miss Billet lays claim to no special hobbies or other extra-curriculum activities. Questioned as to her participation in sports, she countered, "Do I look like an athlete?"

WBZ and WBZA have applied to the FCC for permission to step up transmitting power from 50,000 to 500,000 watts.

A new transmitter is contemplated at Provincetown on the tip of Cape Cod, supplanting the present one at Millis, Mass.

Celebrities who have recently appeared at the NBC Boston studios: Hildegard . . . graciously posed for Amateur Photographer Cole (Sales Promotion) in Studio B after her broadcast . . . Jerry Belcher . . . never at a loss for the appropriate thing to say on any occasion . . . made friends with everybody in the place. . . . Dr. A. Lawrence Lowell, president-emeritus of Harvard . . . showed keen interest in Salvy Cavicchio's vibraphone . . . chatted affably with announcers and operators, but gave newshawks a wide berth . . . insisted on being taken down the back way via freight elevator to avoid cameramen stalking him in foyer . . . manically enjoyed the ruse.

There were those at 'BZ who sniffed and curled the lip at Miss Bernie Johnson's flare for collecting paper match covers. But she has been vindicated by two gallant gentlemen within the organization, Walter Moore (New York) and Rex Maupin (Chicago), who have stepped forward with offers to delve into their own rich muniments and exchange duplicates with Miss Johnson.

Radio Tube Saves Lives

(Continued from Page 1)

such a tube . . . in the sound equipment of a theater at the other end of the town. But it was night, the city was flooded. How could they get there?

"We'll make it all right," came from red-headed Manning. "Let's get going!"

Through three miles of swirling current the two men rowed down the city's flooded streets, dodging debris and overhanging wires with the aid of a dim flashlight.

Up to a balcony exit the men rowed. By prying the door open, they were able to push the boat into the interior. Climbing over rafters and curtains, they finally got their hands on the precious tubes—intricate instruments with which the police might save many lives and prevent suffering.

Over the marquee and back through the pitch-dark streets the men rowed, finally arriving at the temporary police radio headquarters.

It was a happy and thankful group of police operators who carefully took the tubes and soon had the emergency service back in operation once again.

Not until calls started to flood the air again with, "Get marooned family at Genessee dock" and, "Red Cross wants a doctor at headquarters right away" that Manning was satisfied and could row away to his companions.

It was a smiling red-head who wrapped himself in a blanket for a few hours sleep that night—a tired, but smiling red-head.

—BOB DAILEY

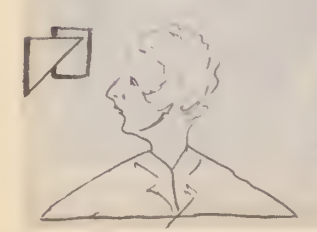
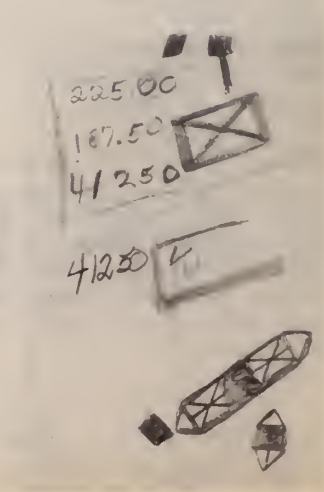
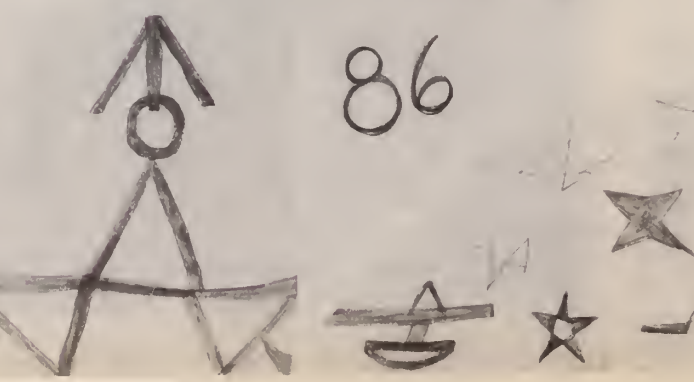
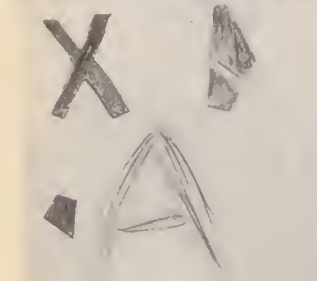
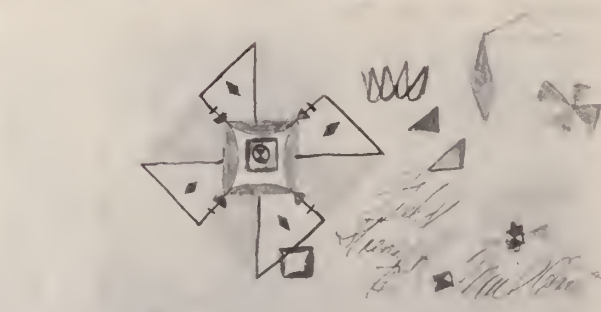
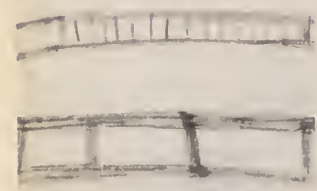
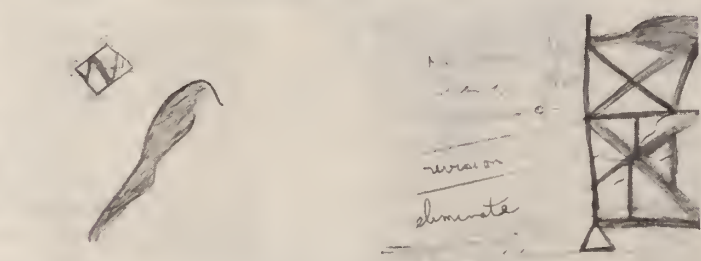
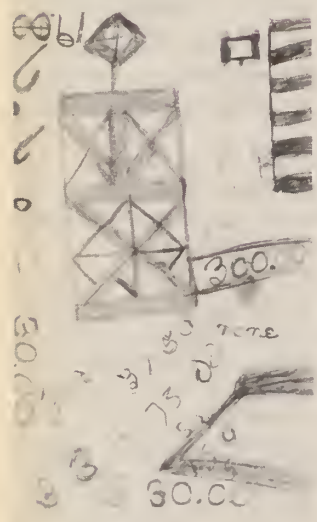


WTAM's sturdy crew who came to the rescue with a much needed radio tube for the Portsmouth police radio system. They are, from left to right, announcer Bromley House, engineer Alvin McMahon, announcer Tom Manning and engineer Frank Whittam.

GENERAL LIBRARY

NIGHT
RIGHT

We apologize to our readers. We bow our heads in shame. The other day we wanted to "scoop" the year's first meeting of the NBC station managers up in the president's board room but, for the first time, we arrived late—alas, so late, everyone was gone. The board room was completely deserted. However, we found these "doodles" bearing mute evidence of what went on during business interludes or, perhaps, periods of deep concentration. Please forgive us another failing, — we were unable to ascertain the artists of these objets d'art.....



NAMES IN THE NEWS

NEW YORK

Promotions:

Wm. R. Nugent, Archibald E. Blainey and John J. Rooney are being congratulated on their recent promotions from the studio set-up staff, where they were able to observe closely the operations of the Production Division, to the Sound Effects Section.

Miss Barbara Bierman is now secretary to Guest Relations Manager C. H. Thurman.

Val Kallegeros, page, was promoted to the Traffic Department, February 10.

Returns:

Leonard Braddock returns to NBC as executive assistant to publicity director Wayne Randall, after a brief experience in the department store business.

Laudon Haaker, former guide, returns after a long absence to reclaim his uniform and citation cord.

Resignations:

Griffith E. Thompson resigned from the Sales Department, February 1, to head the radio department of Birmingham, Castleman and Pierce.

Miss Mary Keeler, Sales, resigned to go back to sunny California.

Miss Lenna Simpson resigned from the Audience Mail Division, February 20, to sail for Honolulu where she will be married to First Sergeant J. W. Crean.

Transfers:

Howard Whiting, formerly of the Mail and Messenger Section, has replaced Alexander Clark, resigned, in the Script Division.

Misses Eugenia Carpenter and Doris Steen, formerly of Stenographic, have been transferred to the Guest Relations Division.

Miss Florence Schwarzer, formerly of General Files, is now with the photo desk in Press.

Miss Florence Maher, formerly in the Evening Executive Office, goes to the Guest Relations Division.

Miss Loy Seaton is now attached to the Cost Accounting office.

Miss Janet Patton has moved from Stenographic to the Station Relations Department.

Misses Helen Dawson and Doris Seiler, Stenographic, have been transferred to the Production Division and Publicity Department, respectively.

Marriages:

Phil Sullivan, taciturn page, quietly took a four-day leave of absence last month and said, "I do" to the former Miss Mabel Frederickson of Mt. Vernon, N. Y. The wedding took place at St. Catherine's Church in North Pelham.

The Sullivans went to Washington, D. C., on their honeymoon. They are now at home at 89 Thayer St., New York City.

Andrew Ferri, Mail-Messenger Section, was married to Miss Caroline Schulke of Brooklyn, N. Y., at the Little Church Around the Corner, February 9. The newlyweds have just returned from a honeymoon trip to Washington, D. C., and are now residing at Dykes Heights, Brooklyn, N. Y.

Sick List:

Miss Anna Sills, Sales, is home recuperating from a throat operation.

Juan de J. Almonte is still out with illness while his assistant, Robert A. Elliot, is holding the fort in the Evening Executive Office.

Newcomers:

Replacements in the Mail-Messenger Section are Francis Barmore, Richard Eastman and Zolton Haklik.

Miss Elaine Ellsworth is Stenographic's latest newcomer.

Murdock Pemberton is the newest member in the pages and guides locker room.

Vacations:

Guides Frank Burns and James Ralston have just returned from Florida with sufficient sun tan to prove their trip South. No sooner had they returned when Ed Keller, Burton Adams and Bud Faillace,

also of the guide staff, left for the same resort—Miami.

There ought to be another boom in Florida soon, if this keeps up.

Miss Helen Lefebvre, secretary to Reginald Thomas, Electrical Transcription, left for California on a two months' leave of absence.

Miss Helen Farrell, secretary to Electrical Transcription Service manager C. Lloyd Egner, sailed for Nassau on her vacation.

Miscellaneous:

Paul Rittenhouse, guide supervisor, has our sincere condolences in the loss of his father, Rev. George Rittenhouse, who died on January 25 in the St. Francis Hospital, Trenton, N. J. Rev. Rittenhouse was pastor of Calvary Baptist Church, Fourth Avenue and Fourteenth Street, Brooklyn, N. Y.

Joseph K. Mason's father was killed in an automobile accident, February 4. Mr. Mason is with the Promotion Division.

Don Gardiner of the Guest Relations staff joined NBC on February 8, 1935, hoping, some day, to become a radio announcer. Two years later, to the day, his dream boat came in with an appointment to the announcing staff of Station WAIR in Winston-Salem, N. C. Don, who is a graduate of Dan Russell's incubator of embryo announcers is leaving us for his new job next month.

At long last the stork has brought an heir to Dan Russell's clan. It is still too early to determine whether he has inherited his father's linguistic ability but Mrs. Russell assures us that the little one is a chip off the old block in that he is a veritable stentor.

Our PBX girls gave chief operator Margaret Maloney a surprise birthday party on St. Valentine's Day.

There is an oil painting of the Luxembourg Gardens in Paris, now on exhibition in one of the shop windows in Rockefeller Center at present, painted by Announcer Howard Claney.

Wm. Haussler, Press, has several of his photographs in the Leica exhibit which left New York City, February 12 to go on a continental tour.

(Continued on page 14)

NBC SAN FRANCISCO

by Louise Landis

Don E. Gilman, vice president in charge of NBC Western Division and a former newspaper and advertising man, was the principal speaker at the annual conference of the Pacific Advertising Clubs Association held in Salt Lake City recently.

✓ ✓ ✓

When our field group was cut down by the influenza epidemic to a single man, "Miv" Adams, who was the lucky one, decided to take action against colds, and the fur-rims he added to his ear-phones when he had to be out on a long open-air remote control job, have been pronounced the *dernier cri* and all that sort of thing in radio circles.

Field supervisor George Greaves, George MacElwain and George Dewing were all seriously ill with the "flu" at once and "Miv" had his hands full.

✓ ✓ ✓

Wallace Ruggles, of the office staff, took a step in a direction he had wanted to go ever since he joined the staff . . . he became assistant to James Lyons, sound effects technician on February 1. Keith Wordsworth replaced Wally.

✓ ✓ ✓

Nomination for the most expressive pair of eyebrows at NBC: Guy Cassidy of the technical staff. Watching Guy's red eyebrows weave an arabesque across his forehead has its hazards for artists who are easily broken-up; Guy's eyebrows move up and down, independent of each other, wiggle in different directions and do everything but tap-dance when he's in the monitoring booth.

Wanda Woodward, head of the Audience Mail Division, had some embarrassing moments the other day when she was haunted by a white bunny . . . As she stepped out of a street car a big white rabbit strolled out of some shrubbery and followed at her heels with all the confidence of a pet dog. Despite the lack of a rousing welcome he received from Wanda's Burmese cat, he stayed on the premises until Wanda found a small boy in the neighborhood who was delighted to annex a pet bunny that astonished his playmates by following him everywhere he went.

✓ ✓ ✓

One of the reddest top-knots and one of the most engaging smiles Hollywood has seen, are on their way to the film capital in the person of Karel Pearson of the San Francisco Traffic Department, who will have taken over the Hollywood Traffic Department by the time this sees print.

Replacing Karel at the teletype keys in San Francisco will be George Fuerst, formerly of the mail room staff, who has a notable smile of his own, and lots of that old-fashioned quality known as gumption. In his new work George will continue the schedule he has been following for several years . . . studying electrical engineering at the University of California from eight a.m. to noon, daily, and working at NBC from one to nine at night.

✓ ✓ ✓

Helen Stewart, assistant to Arthur Garbett, Director of Educational broadcasts, was selected to make an appeal for funds

"Ear Rims" New Radio Mode



"Miv" Adams of the NBC Field Group isn't letting San Francisco's unusual cold spell get him down. . . . Figuring that a radio engineer's best friends are his ears, he snipped a pair of tails off his best girl's new fox scarf and made fur rims for his ear phones. P. S. Girl friend was not amused.

for flood relief by the American Red Cross committee at Rachmaninoff's concerts in San Francisco . . . Notified of the request just as she was about to leave for home after a busy day at the office, Helen met the situation with the poise of a veteran, although she had never before performed such a duty. Looking very young, pretty, and earnest she made such an eloquent speech that she was immediately drafted for the same service at the second San Francisco appearance of the great pianist. And she performed a feat that many a radio artist might envy—she made herself heard in every corner of San Francisco's War Memorial Opera House without the aid of a P.A. system!

✓ ✓ ✓

David Elton, producer of the *Woman's Magazine of the Air*, is the son of David Elton, Mayor of Calgary, Canada. The two Eltons keep scrap-books about each other; Dave has a sizeable book of clippings all about his dad, and the Mayor proudly shows visitors a volume of newspaper stories about his son, who started his career as a singer and announcer in Utah.

✓ ✓ ✓

Some people collect stamps, some go in for shortwave, but Don Thompson, Special Events producer, and Paul Gale, Traffic manager, are going in strenuously for toy electric trains and spend hours on the floor of the Gale home with an elaborate set. The set, incidentally belongs to John and Roger Gale, Paul's sturdy young sons. The other night Paul came home to find the youngsters staging a sit-down strike on the tracks. Mrs. Gale acted as mediator and the strikers won their point — full control of the transportation system for the night.

ON THE SHELF

The books listed in this column are recommended as pertinent literature on radio and allied subjects. They will be found in the General Library on the NBC Transmitter Shelf.

AIR STORMING written by the ever witty and often wise Hendrik van Loon is a collection of 40 Radio Talks, covering a variety of subjects, given by Mr. van Loon over NBC stations. Recommended to van Loon enthusiasts—and who isn't?

THE PSYCHOLOGY OF RADIO by Hadley Cantril and Gordon Allport is not, as the title would indicate, a purely academic treatise but a very practical exposition of what makes radio effective. The scope of the book is wide, dealing with listener's, broadcaster's and advertiser's angles. An important book.

A DECADE OF RADIO ADVERTISING by Herman S. Hettinger. Dr. Hettinger, long an authority on the selling and advertising end of radio, has written an indispensable book on radio advertising. It is not very easy reading but it is packed with valuable information and gives a complete picture of commercial radio.

LET'S GET ACQUAINTED

ADOLF SCHMID

His office door is marked 280. Aside from these three figures no other gold lettering designates the name or title of the occupant. Yet to the music world his name on an arrangement gives it the same prestige that Sterling does silver. In the realm of arranging, Adolf Schmid has no peers. He is "tops", according to the collective opinion of his many close associates.

When we entered his office, we saw him deeply engrossed in a work which seemed to make him oblivious to everything save the multitudinous music sheets before him on the desk and on the arranging stand. However, as we were closing the door softly behind us to avoid disturbing his concentration, we heard a polite voice bid us welcome in a kindly Viennese-accented greeting. We quickly explained that our mission was to secure an interview with him on his work. He smiled and replied that there was little to tell. But to no avail. In the best journalistic tradition we unmercilessly opened fire with the first of a barrage of questions which, as they were answered, revealed a personality rich in experience, accomplished in ability and lovable in character.

Born outside of Vienna late in the 1870's, Adolf Schmid grew to know and love music early in life. After graduating from the Royal Conservatory of Music in Vienna at the turn of the century, he went to London where from 1901 to 1903 he served as assistant conductor in both Covent Gardens and Drury Lane theaters. Then late in 1903 he was selected for the coveted post of music director of His Majesty's Theater, London, under Sir Herbert Beerbohm-Tree. For twelve years he wielded the baton as conductor of this famous orchestra. In 1915 he left England to come to America. From the time he arrived on our shores until 1932 he was, successively, conductor of the Boston Grand Opera; special conductor in America for perhaps the world's greatest ballerina, the late Anna Pavlova; conductor of the Chicago Grand Opera's Pavley Oukrainy Ballet; conductor of the Cincinnati Summer Opera for two seasons; and later guest conductor of several other large orchestras. Finally, in 1932 Mr. Schmid joined the arranging staff of the National Broadcasting Company and has been with us uninterruptedly for the past five years. At present, he not only has regular duties at NBC but is instructor in orchestration and conducting at the Julliard School of Music as well.



ADOLF SCHMID

. . . Conductor and arranger

"How did you ever decide to become an arranger?" we asked.

"It was purely an accident," said this man whose name is known wherever music is played." It was during the time I was music director at His Majesty's Theater that Tschiaikovsky's *Nut Cracker Suite* had made its appearance and was very much the vogue of the day. One day Sir Beerbohm-Tree approached me and said 'Mr. Schmid, will you transcribe the *Nut Cracker Suite* so that we can play it here?'. This was quite an assignment for me since the original composition was scored for a grand orchestra of seventy-two instruments. His Majesty's Theater ensemble had but thirty-eight musicians. But it had to be done and so it was, much to my surprise as well as Sir Beerbohm-Tree's. It was this transcription that won me my first recognition as an arranger. Encouraged by the splendid comments given my work, I devoted more time and study to the technique."

"How long does it take you to transcribe a composition like Elsa's Dream from the opera, "Lohengrin" by Wagner?" we asked, noticing the aforementioned composition on his desk.

"It takes me from ten to eleven hours to condense the original score into a composition playable by an orchestra such as our concert ensemble at NBC," he replied.

Adolf Schmid's art may be compared to a prism which breaks down sunlight into converging and diverging colors of much beauty. A master arranger of Mr. Schmid's calibre takes a composition and divides it into the appropriate instruments to give it increased intensity, fuller richness and greater tone warmth. Just as an artist blends paints to portray what

NBC ANNOUNCERS TO GIVE COMPLETE ACCOUNT OF BRITISH CORONATION

NBC is planning an intimate coverage of all the pomp and circumstance of the coronation of King George VI in London next May 12. Plans are being made to send our famous announcers and commentators to London to paint a perfect "American radio picture" of this great European event. Our microphones will follow the King and Queen from the time they leave Buckingham Palace for the coronation ceremonies in Westminster Abbey until they return down Pall Mall to the palace where, according to custom, George VI and Queen Elizabeth will appear on a balcony to receive the cheers of London's loyal subjects.

Special sideline features of the coronation festivities which will be of interest to American listeners, are also being arranged.

This colossal broadcast which is expected to include a pickup of the actual words of the coronation ceremony itself is being handled with the cooperation of the British Broadcasting Corporation. The programs will be short-waved to South American listeners through station W3XAL, at Bound Brook, New Jersey.

he perceives in its purest and truest form, so must a tone artist blend the proper instruments in their proper proportions to produce the proper tone color. The more adroit the artist, the truer the interpretation. Mr. Schmid's work, for the most part, requires an excellent memory, imagination, knowledge of every instrument's limitation, capacity, that is, range, quality and color, an inborn trait to combine melodies and express oneself on paper, and a broad and thorough knowledge of music.

Adolf Schmid's most important activity at present is making orchestrations for songs of a modern, classical or operatic type. Next, arrangements for concert orchestra of original compositions occupy a good deal of his time.

Although his time is limited, he gives unstintingly of his advice, encouragement and aid to his many friends and admirers in and out of NBC who are interested in music, for he believes firmly in sharing his own appreciation of a medium of expression which he holds closest to his heart.

Please fill out your copy of the NBC TRANSMITTER survey.

Send in your entries to the Photo Contest before March 8.

NAMES IN THE NEWS

(Continued from page 11)

Miss Ellen Davis, who handles trade news publicity in the Promotion Division, is resigning March 1 to join the staff of *Variety*.

Roy C. Witmer, vice-president in charge of sales, has returned to his New York office after spending several weeks on the West coast, looking over both the San Francisco and Hollywood sales departments and conferring with clients.

Robert Egan, Sales, has returned from Florida where he spent several weeks, recuperating from long illness.

NBC STATIONS

Hollywood Notes:

Engineer Ralph Denechaud is announcing his engagement to Barbara Millard, secretary to Harrison Holliday of KFI. They plan a wedding the first part of March. Fred Dick, who is in charge of the mimeograph department, may announce his betrothal plans to Freda Von Hartz any day now. Nataline Halliday, secretary to Donald de Wolf, has a secret romance up in San Francisco, whom she met on her vacation last year. . . . Virgil Reimer's heart interest is blonde and pretty Ginger Bidwell, who trips the light fantastic professionally.

Washington:

Vincent Callahan, Washington commercial manager, left for a much needed vacation—to the Pocono Mountains.

San Francisco:

Lewis Withers has joined the announcing staff; Janet Baird joins the "Woman's Magazine of the Air" staff as writer and interviewer. Fred Hegelund, who has been writing continuity on the "Magazine" moves to the Production Department. Cliff Engle, announcer, goes on a long leave of absence from the staff to become the "Voice of the Exposition" on the "Treasure Island" program, and Ned Tollinger, who gave up m.c.ing to become a producer, returns to the mike at the client's request, to pilot the "Care-free Carnival."

N. Y. photographer Sydney Desfor no longer has trouble disposing of used flash-light bulbs. The sound effects technicians are only too willing to get them. By dropping the bulbs on the floor they can produce the sound of bomb explosions, gun shots, and breaking glass over the air.

NBC SCHENECTADY

by O. H. Junggren

WGY can well be proud of the part it played in aiding flood sufferers in the Ohio and Mississippi valleys. Every member of the staff, in some way or other, worked overtime in collecting contributions to the WGY flood relief fund.

The appeal for funds received its first impetus through the "Scissors and Paste" program, conducted by W. T. Meenam, press relations. His regular fifteen-minute weekly "edition" was given over to a strong appeal for funds. Listeners were told that if they would but 'phone in their pledge, their name, address, and contribution would be read on the air. The telephone dinged ever so merrily that afternoon.

That night, Mr. Meenam conducted another appeal in an hour program, during which was heard some WGY talent, and many long lists of contributors' names. The money is still coming in.

The latest figure, according to Virgil Hasche, auditor de luxe, is \$6,000. The "Scissors and Paste" special program contained news bulletins about the flood, comments on the flood situation by Frank Hoppman, chairman of the Schenectady county chapter of the Red Cross, and mention of local shows for the benefit of the flood fund.

Leo Bolley, sportcaster, inaugurated an auction for flood relief. He obtained from Johnny Evers a baseball autographed by almost every baseball "name" worth mentioning. Then he offered the ball to the person bidding the highest amount. The money is still pouring in for that ball, but, regardless of who gets the ball, every contribution goes to the Red Cross.

During the height of the WGY Red Cross drive, special telephone clerks were installed at each extension. They were kept very busy as the money and names came in.

The appeals were carried by General Electric's two short wave stations, W2XAF, and W2XAD, which are heard in every land in the world. Our tabulators were not surprised, then, when contributions rolled in from foreign lands. Employees of an oil company in Ciudad, Bolivar, Venezuela, sent a check for \$115. A letter accompanied the check, saying that the workers were glad to help relieve the suffering among the American refugees.

Claude O. Markoe sent a U. S. money order for \$2 from St. Croix, Virgin

EXCHANGE CORNER

This classified ad section is available, free of charge, to all NBC employees. Rules: forty-five word limit; not more than one ad to each employee every other issue; no regular business or professional services may be advertised. Address ads to NBC TRANSMITTER, Room 284, RCA Building, N. Y.

All items must be in writing; give name and address.

FREE—To NBC employees. Tickets to America's Town Meeting of the Air, every Thursday, 9:30-10:30 P.M., at Town Hall, 123 West 43rd Street, N. Y. C. Apply to the NBC Transmitter, Ext. 220.

BARGAIN—RCA is offering to its employees at a special price of \$1.00 the new 500-page "Victor Book of the Opera", the regular price of which is \$2.00.

Employees of NBC wishing to buy this book will be given the same special price. The books may be secured from the Purchasing Office, Room 312, RCA Bldg.

TWO CHEAP SKATES—Excellent pair of Dunne's tubular men's racing skates, size 8 (Blade, 14 inches). Slightly used. Original cost \$15.00. Sacrifice at \$4.00. Call M. Bauman, Ext. 350.

FOR SALE—New Jersey, commuting distance. 15 room house, 3 baths, 5 bedrooms on second floor, oil burner, 2 car garage, screened porch. Great sacrifice. Write or call the NBC Transmitter, Ext. 220.

IT PAYS . . . to advertise in the EXCHANGE CORNER. Within a week after publication over fifteen replies were received in answer to a call for the second issue of *Life* magazine which appeared in the January issue of the NBC TRANSMITTER.

Please fill and return your copy of the NBC Transmitter survey.

Islands, having also heard the appeal on W2XAF. He said in his letter: "Your graphic descriptions of the flood have been so vivid that for nights we have gone to bed with sad hearts and prayers for the distressed. May our mite do its share."

Howard L. Tupper, a graduate of St. Lawrence University, Canton, N. Y., has joined the announcing staff of WGY. He comes to us with considerable experience in broadcasting, having for several years been an announcer and vocalist for St. Lawrence's station, WCAD.

KNOW YOUR COMPANY

No. 3 — THE AIR CONDITIONING PLANT

This is the third of a series of articles which we hope will give you added knowledge and understanding of the many NBC units. We suggest that you tear off this sheet and file it for future information.

Those of us who work in the studio section are seldom aware of the air conditioning plant way up on the tenth floor. Yet, if something were to go wrong with it, we'd soon know it!

When the RCA building was being planned, it was decided to make NBC's studio section windowless, in order to eliminate street sounds interfering with programs. This decision resulted in the construction of our air conditioning system.

Personnel

Headed by Robert Close, a staff of twenty-five engineers keep the plant operating the better part of twenty hours a day. Actually the men are on duty twenty-four hours, for when the system shuts down at one-thirty in the morning, it is gone over with a fine-toothed comb. Necessary repairs are made then. At half past five, the equipment begins "to manufacture weather" again.

The staff is divided into three eight hour shifts. Mr. Close is on duty during the day. At night, evening assistant George Wessell assumes control. George Gurin serves as technical assistant.

The Spray Chambers

Up on the tenth floor one of the first things that strikes the eye is the dehumidifying chamber (of which there are four) with a stream of water falling behind two glass windows.

"What's that, Mr. Close?" we asked.

"That's where we wash the air," was his reply.

"What!" we said, with an oh-quit-your-kidding look at him.

"Yes," he said. "We not only wash the air there, but we dry it as well!"

Then he went on to explain that in the summer when the air is warm and humid it is "dried" by blowing it through the



PHOTO BY SYDNEY DESFOR

NBC's 'weather men' at the control panel of the air conditioning plant. They are, from left to right, Herman Gurin, technical assistant, Robert Close, chief engineer, and Alexander Fee, control room engineer.

comparatively cold (forty-six degrees Fahrenheit) water spray. This causes the condensation of the excess humidity in the air. The reaction is similar to the formation of moisture on the outside of a glass of iced water in the summer. Some of the moisture in the air condenses as it strikes the cool surface of the glass.

The spray chambers also serve as a cleansing agent and each week half a bucket of mud accumulates in them. It is said that New York City air is one-third dust by weight!

Complaints on Temperature

Whenever you call the plant to complain about the "weather" you are getting, your grievance is recorded in a book with a view to preventing its recurrence in the future.

Mr. Close has found that most causes for complaint result from ignorance of the way the plant operates. For example, there is the case of the engineer who phoned one day and accused them of trying to freeze him out.

"Why, my office is so cold you'd think I were in training for one of Admiral Byrd's polar trips," he said.

Mr. Close hurried down to the engineer's office and sure enough, it was chilly. A hasty inspection revealed that the engineer, in rearranging the furniture in his office, had placed a loud speaker next to the thermostat which controls the temperature of the incoming air. The heat from the hot tubes of the speaker had caused the thermostat to indicate a temperature much higher than the actual

room temperature. Whereupon the air conditioning plant automatically responded to the rise in temperature indicated by the thermostat and flooded the room with cold air.

The instruments that record the temperature of the various parts of the building are incredibly sensitive. The engineer in the control room told us that he can tell whenever an audience begins to file into a studio, by the rise in temperature in that studio as indicated on its corresponding indicator on the control panel.

indicated on its corresponding indicator on the control panel.

Temperamental Customers

NBC's weather man usually complies with requests for changes in temperature in different parts of the building. Well-insulated walls and tightly shut doors make it possible to have different temperatures in adjoining rooms.

Ethel Barrymore usually finds her studio too warm when she enters it. A hurried call to the white-clad engineer in the control room results in a cooler temperature within a minute or two.

John Charles Thomas is another artist who likes his studio good and cool. "The musicians who accompany him must be a hardy lot," Mr. Close said. "I can just picture them, with coat collars turned up, attempting to keep warm as they play."

We can cooperate with Mr. Close and his engineers and in turn provide for more ideal atmospheric conditions if we observe several simple things. One, is to keep all doors closed, especially the ones that connect the studio and office sections. In the summer, workers in the office section open the doors, hoping to get some of the studio's spring-like weather—but just the opposite occurs. The warm air of the offices rushes into the studios, upsetting the plant's balance.

Some of us, without thinking, obstruct the grilled openings that return the air to the plant. This makes a complete circulation of air difficult and results in stuffiness.

(Continued on page 16)

NBC PITTSBURGH

by Jack Hollister

Fifty per cent of KDKA's reputation for having the most beautiful girls and the homeliest announcers was upheld by the discovery that six of the staff girls are engaged. Perhaps the other fifty per cent is upheld, too, by the fact that not one of the single announcers has found the girl who will say "yes."

A newspaper photograph of the six girls brought yards of grief to Dave Dickson, KDKA office manager. For 10 days after the picture's publication he was swamped with calls from unmarried, unengaged gals . . . who wanted jobs.

Bernie Armstrong, for years an outstanding theater organist, is now in charge of all KDKA's sustaining programs, while Charley Urquhart of Scranton supervises all commercials.

Robert Saudek, versatile KDKA continuity editor, is studying law. His attendance at Duquesne University's night classes has improved since the Duke's sensational football season is a thing of the past.

Promotion Director Morrow, incidentally, has found that the recently inaugurated billboard advertising of KDKA is paying listener dividends.

Kay Barr, KDKA press relations head, boasts that his semi-sombrero was bought in Houston, Texas, nine years ago. And he swears it was clean then although nobody at the station will believe him.

Those two KDKA announcers who were so highly flattered when about twenty boys—part of a lower grade school group

viewing the station layout — rushed up and asked for their autographs — were promptly deflated when the first youngster to pass over his pencil and paper inquired, "Who are you, anyway?"

Jimmy McConnell, Artists Service Bureau, has been booking a flock of personal appearances for station acts and entertainers. The Artist Bureau's contest for a name for "The Mystery Act," brought thousands of suggestions. "The Kadians" was the top prize winner and that's how Denver Darling and his three companions — an entirely different mountain music outfit—now are known.

Glenn Riggs' wife might be interested to know that the \$5 he offered a "Showboat" attendant to cut the floating night club adrift while he and Mayor Cornelius D. Scully were giving KDKA listeners a riverside account of the flood last month was made AFTER the "Boat's" chorus had come aboard for rehearsal.

Adelaide Lasner, secretary to production manager Urquhart, played the role of a telephone operator so well on a Philadelphia company program recently that next day the company's advertising manager, Bob McCarty, received a telephone call from a New Castle, Pa., business man, offering "the operator" a job at his company's switchboard.

Dorothy Louise Allen, recently associated with the Pittsburgh Academy, has joined the KDKA staff as assistant to Evelyn Gardiner, Home Forum Director.

possession of the court and a game resulted. The score, as reckoned by numerous innocent bystanders including the referee, was NBC, 36,—Granbury & Co., 30.

* * *

Little do the members of the Guest Relations staff realize that they have a racketeer in their midst. His name is Joe Merkle and he wields a vicious (tennis) racket.

Joe eats, drinks and sleeps tennis, and expects to keep playing long after he has graduated from St. John's University. Joe won two matches and reached the quarter finals to be seeded fourth in the singles of the recent Eastern Indoor Collegiate Tournament in New York City.

Joe fared better in the doubles than he did in the singles. He and his partner reached the finals after much fast playing; they were seeded first.

Eight Hours Over the Flood

(Continued from Page 4)

of many aunts and uncles. Well, there aren't any more aunts and uncles there. It was a sad sight. Only the roofs of houses were visible. An arresting sight was a cemetery on a snow-covered hill high above the water. Here again the photographers scrambled for that strategically placed window. Paducah seemed to be the hardest hit of all the other big towns we saw.

"After flying over Kentucky we turned towards Evansville, Indiana, where at twelve-fifteen I got my cue to go on the air. It was a difficult job talking about the flood disasters; it was too tragic to tragedize and too great to treat lightly. I gave two of the newspapermen a chance to say a few words during my fifteen minute broadcast, and Mr. Menser, whose hobby is flying, added some interesting side-lights.

"The broadcast concluded, we flew for three more hours over the flooded region which, from above looked like an old-fashioned patchwork quilt of oddly shaped bodies of water, dry land, and snow patches.

"We were certainly glad when we landed safely in Chicago, though wet, tired, and hungry, I, for one, had had enough flying for a long time. I swore I wouldn't go up again. On my way back to the studios I stretched my legs in the cab, took a deep breath, and gloated with the thought of a quiet restful evening ahead in my cozy hotel room. But, alas, when I reached the studios my "how-do-you-do" was a telegram from Radio City ordering me to catch the first plane back to New York for a commercial show!"

Ed. The airliner which plunged into San Francisco Bay, killing its pilot and eight passengers, on the night of February 9, was the very same plane mentioned in this story.

Air Conditioning Plant

(continued from page 15)

Manufactured Weather

The average mortal thinks of the weather man as some one who makes a guess about the next day's weather. We, at NBC, are fortunate to have a weather man who is not only always correct, but nice enough to give us our weather made to order. All we have to do is lift a telephone, dial 711 and put in our order. . . . Which reminds us of the old nursery rhyme that begins, "Some like it hot, some like it cold . . ."

N. Y. UNIFORMED STAFF TURNS ON HEAT

Shifting into high gear, the basketball team of the Guest Relations Division managed to run down two more opponents since the January issue. On January 28 it avenged a previous defeat by soundly trouncing the Church of the Intercession team. The score was 28-22. This score was no indication of the merits of the two teams. The boys played as they chose and put the pressure on when necessary. Delaney, Gross, and Captain Von Frank were outstanding.

After some delay and numerous phone calls the team journeyed once again to Governors Island and there defeated a team from Granbury & Co., on Tuesday, February 2. This game was only semi-official, as the boys went to the Island to practice, but found the Granbury team in

NBC TRANSMITTER

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NO. 3

NBC EMPLOYEES FORM AN ATHLETIC ASSOCIATION

On March 2, at 5:35 P. M. the lusty yells of a new baby might have been heard emanating from studio 3A in Radio City. An NBC Athletic Association had been born. About fifty people representing nearly every department of NBC assisted at the birth and were called to order by Dwight G. Wallace, manager of the Personnel Office.

Nominations were then opened for a temporary chairman and Frank Jones, Artists Service; Jack Wahlstrom, Guest Relations, and Walter Moore, Press, were nominated. A closed ballot resulted in the election of Mr. Jones. Taking over the meeting, he praised the spirit of the Guest Relations staff in bringing about the formation of an athletic association. He then proceeded to the forming of a nominating committee of five members to select candidates for officers of the Association. The advisability of selecting the five from as many departments as possible was pointed out and nominations were opened. A group of ten was nominated. Of these Walter Moore, Press; Beverly F. Frienddall, Engineering; Frank Crowley, Mail Room; Jane Miles, Personnel, and Charles H. Thurman, Guest Relations, were elected. Mr. Thurman was elected chairman. A motion was carried that the committee act in an organizing capacity.

The second meeting was held on Wednesday night, March 17. After the reading of the minutes of the first meeting, Mr. Thurman reported that his committee had nominated George McElrath, Engineering, president; Rudolph J. Teichner, Treasurer's Office, vice-president; Miss Frances Barbour, Sales, vice-president; Alexander D. Nicoll, Auditing, treasurer, and Miss Jane Miles, Personnel, secretary. All these nominations were promptly seconded and the candidates were unanimously elected.

Mr. McElrath then took over the meeting. A future meeting of all those interested in sports was decided on for Monday evening, March 22.

It also was decided to canvass the company to determine what sports each employe is interested in. Chairmen in each sport are to be elected at that meeting.

Miss Barbour explained that more emphasis should be given to the women's place in the A.A. and it was decided to make a concerted effort to get as many women as possible interested. Messrs. McElrath, Teichner, and Jones all dwelt on the need for real interest and active support among all employes to make the NBC Athletic Association the successful body it should be. The meeting was adjourned at 6:10 P. M.

Now that the ground has been broken and the frame-work erected, the NBC Athletic Association needs only the enthusiastic cooperation of all NBCites to make it a truly company-wide organization for the promotion and coordination of all NBC athletic activities. Through the columns of the NBC TRANSMITTER the A. A. Committee urges every member of NBC to share in this long wanted opportunity to organize NBC athletic groups under one body.

Abbott Tessman, 28-year-old NBC announcer, recently was selected as the best announcer in San Francisco and the Bay Area by a board of nine judges, including radio editors of the district. Tessman was presented with gold trophies.

NBC WILL GO 7000 MILES FOR ECLIPSE BROADCAST

NBC will write another page in radio history next month when announcers, engineers and approximately four tons of the most modern broadcasting equipment begin a seven thousand mile journey to a South Sea island in mid-Pacific to broadcast a fifteen minute description of a total eclipse of the sun.

The eclipse will take place on Tuesday, June 8, at 2:15 P. M., E. S. T. The observation will be made from one of only two tiny bits of land in the entire path of the eclipse, extending for 5,000 miles across the Pacific, from which satisfactory observations of the spectacle can be made.

Participating in the expedition with the National Broadcasting Company, the National Geographic Society and the United States Navy will be the United States Bureau of Standards and directors of the observatories of Georgetown University, Cornell University and the University of Michigan and the Naval Observatory.

The equipment and members of the expedition will be transported to the South Seas aboard U. S. Navy vessels. These elaborate preparations are being made by NBC with full knowledge that should June 8 in the South Pacific be cloudy the broadcast will have to be cancelled.

Members of NBC to take the trip will be announced later.



These are the officers of the newly formed NBC Athletic Association elected by the employes of the National Broadcasting Company in New York on March 17. They are, from left to right, Rudolph J. Teichner, vice-president; Alexander D. Nicol, treasurer; Frances Barbour, vice-president, and George McElrath, president. Jane Miles, secretary, was unable to pose.

WHO'S WHO IN THE NBC NETWORKS

Introducing—NILES TRAMMELL

Take a generous portion of true Southern courtesy, add a dash of far-Western optimism, another of Eastern suavity, and a big one of Mid-Western drive, and you begin to get a picture of Niles Trammell, Vice-President and Manager of NBC's Central Division.

This transplanted Southern gentleman whose dark-panelled offices high in the tower of the world's largest building, the Merchandise Mart, overlook the Chicago river and the famous Loop, is the keen mind who directs the destinies of one of the most important radio centers in the world.

A product of Marietta, Georgia—that historic point not far from Atlanta—he was educated at those two famous institutions, the Sewanee Military Academy and the University of the South at Sewanee, Tennessee. That he hasn't forgotten his old school and that it hasn't forgotten him is attested by the fact that he presently serves as a member of the Board of Regents of the University of the South.

When the United States entered the World War, he enlisted in the land forces and completed his service as a commissioned officer. He might have continued as an officer, since he had no definite idea of just what he wanted to do, had it not been for a dinner he attended while serving on the Pacific Coast during the post-war years.

The dinner was in honor of General James G. Harbord, then president of the newly born Radio Corporation of America, and David Sarnoff, now president. The idea of taking a hand in the formation of a new industry was appealing, so the young army officer convinced the RCA officials that he should become associated with the new company. He became a traffic solicitor for them at a time when practically the only source of income was from radiograms.

In 1923 he was appointed District Manager for RCA in Seattle. During the following five years he was promoted to the same position in Los Angeles and then named Assistant Sales Manager for the Pacific Division in San Francisco.

The long, mutually advantageous association with the National Broadcasting Company began in March, 1928. At that time Mr. Trammell took a long hop to NBC's New York office. Impressed by his seemingly boundless energy, the company sent him to Chicago to manage NBC's Central Division. A year later he was ap-



NILES TRAMMELL
Vice-President in Charge of NBC Central Division

pointed Vice-President in charge of the Central Division.

Only a few local programs were broadcast from the Chicago studios when Niles Trammell began his work in a small office in the Lake Michigan building. Network programs were non-existent. Under his management the productions took on new life and color, assumed a large part of the air time. Business concerns were convinced of the advantages of broadcast advertising and Chicago became a leading radio center of the nation. Now, under Niles Trammell's guidance, more than eighteen hundred programs a month, including over nine hundred network programs, originate in the Chicago studios in the specially built penthouse atop the Merchandise Mart.

To Mr. Trammell the future of the radio industry is clear and unmarked by any great changes, except, of course, the advent of television. Like others in a highly technical industry, he looks on absolute perfection as being always one step ahead.

"We are striving always for a more evenly balanced entertainment schedule; transmission of programs is constantly improving; and I look forward to the time when contracts will all be on a yearly basis instead of the present thirteen week basis."

Carlton KaDell, announcer on the Amos 'n' Andy program, will walk a mile—and more—for a rare phonograph record. His hobby is collecting discs, of which he has a library of some 800. Among them are the wax-preserved voices of such vanished titans as Caruso and Schumann-Heink in their complete recording repertoires.

E. P. H. JAMES TALKS ON RADIO MERCHANDISING

In an address before the Advertising and Marketing Forum of the Advertising Club of New York on March 19, E. P. H. James, promotion manager, discussed the meaning of broadcast merchandising to NBC.



E. P. H. JAMES

Mr. James explained at the outset that to NBC the term "merchandising" means the planning and carrying out of certain coordinated activities which will ensure getting the utmost effectiveness out of a broadcast campaign. This is a very broad task and it embraces practically every form of advertising and sales promotion. It is such an important subject that NBC has for the past four years published a monthly magazine, *Broadcasting Merchandising*, which consists of factual accounts of what its clients have successfully done in the way of broadcast merchandising campaigns.

Mr. James explained that to NBC the most important of all the phases of broadcast merchandising is *merchandising at the point of sale* where various forms of advertising in the way of store displays can be tied up most effectively with radio. General radio advertising brings the prospect to the store in a buying mood but the advertising job is not completed until the consumer asks the dealer for the specific product. It is here that the tie-in between the name of the product and the pleasure of the entertainment, in the mind of the prospect is recalled and intensified by displays at the place where they will have most effect in making the sale.

"We believe it is the function of the broadcasting systems or the radio stations to pass along ideas to the advertiser and to show him effective ways of carrying out these ideas, but we do not believe it is their function to do this actual merchandising work.

"We believe that each form of advertising and sales promotion can be best carried out by those who specialize in it. Our specialty is radio advertising, and while we have experts in merchandising to guide us and our clients in ways and means of cashing in on this radio advertising, we believe that the actual preparation of booklets, pamphlets, window displays, salesmen's bulletins, portfolios and direct mail should be handled by the

(Continued on Page 6)

STAMP CLUB NOTES

by Frank J. Reed, Secretary

YEAR'S ACTIVITIES SUMMARIZED

With the approach of April we are rapidly nearing the end of the first year of a growing institution—the NBC Stamp Club. The club was started when it was found that pages and executives alike were stopping each other in the corridors to discuss new issues and to trade duplicates. Through the cooperation and kindness of Mr. Lenox R. Lohr, himself an ardent philatelist, the President's Conference Room was turned over to us for our meetings. Through the cooperation of Mr. Wayne Randall we acquired a bulletin board and official club stationery.

As the news spread through the company new members came to swell the original nucleus until at the present time we have thirty-two paid up members and several we haven't been able to catch as yet. An election of officers was held, and the elected ones duly installed in office.

An invitation from the Associated Business Stamp Clubs, an organization composed of fourteen clubs of fourteen business organizations in New York City, with a total representative membership of thirteen hundred, resulted in our joining this organization and sharing in all their benefits, including the new issue service, expertization bureau, and libraries. The next step was our membership in the National Federation of Stamp Clubs, and we felt that we had "arrived."

Our first annual banquet was held on February 15th and was well attended. The only regret felt was for those unfortunates who could not be present. All of which brings us up to the present time. To Captain Tim Healy—we thank you for your kindness and willingness to help us in our problems and for your advice. To Harry Lindquist—to you and to Alfred Lichtenstein and to Theodore Steinway—you all were present at our organization meeting; you gave us the advantage of your long experience in philately; the NBC Club collection is due in no small way to your efforts and kindness; for this we thank you, and hope that you are as proud of our club as we are. To the members—the Executive Committee has done its best to further the interests of the club in this, its first year; the committee would have pro-

gressed nowhere without the support and cooperation that they received from the members; the committee sincerely hopes you have been satisfied with your choice of officers and that you will give next year's officers the same cooperation.

The next meeting of the Club will be held on April 5 in the President's Board Room on the sixth floor, at which time

"Quotation Marks"

MAX JORDAN'S JOB

"... a buyer who goes into the open market and each year spends a small fortune for commodities that must be given away by his employers. He argues with kings, chases stratosphere balloons through the Swiss Alps, teaches dictators to speak English, crawls around the top of Vesuvius, attends royal christenings and never misses a war... he combs Europe for things our listening audience wants to hear..."

—*It's Your Air*, by Borden Chase in *Liberty*.

Dr. Max Jordan is Continental European Representative for NBC.

* * *

HOW OTHERS SEE US

"... nine out of ten visiting firemen want to rush to Radio City and see how their notes and cereals come over the air. Such has been the influx that the National Broadcasting Company had to establish a department of guides. These young men have made the original Roxy usher joke look like a military school for midgets under six years. The guides not only know all there is to know, are handsomer than Gary Cooper, dressed better than a rear admiral, but usually marry someone in the sight-seeing party. The guides take care of half a million neck-stretchers a year at forty cents a neck; on Labor Day they broke all records with 8,210 curious. If you don't believe all of this see Gordon H. Mills,* the Major General in charge of the stalwarts. But don't ask for tickets to broadcasts; only Senators can supply them..."

—*Painting the Town with Esquire*, Esquire, March, 1937.

* *Charles H. Thurman has replaced Gordon H. Mills as "Major General in charge"; the latter is now a member of the N. Y. Local Sales staff.*

* * *

RADIO AND EDUCATION

"Radio is a paradox, the most important of the new mediums of entertainment possesses at the same time, the greatest potentiality ever existing in the world for mass education.

"The printing press required the ability to read, the school the ability to attend it in working hours, even the correspondence course lacking the advantage of the human voice with its inflections, its emotional emphasis, its easy familiar conversational style. The only medium yet discovered by man to cut through illiteracy is the radio.

"This is so well known to power seeking ambitious men that they would twist this medium to their own purposes and unfortunately have done it in other parts of the world. The United States radio is still free."

—*From "The Obligation of Radio," an address by Educational Director Dr. Franklin Dunham before a convention of the Department of Superintendence of the National Education Association in New Orleans, Louisiana.*

the annual election of officers will be held.

Following the election, and reports of the year's activities, from various committees, the meeting will be adjourned in favor of a buffet supper.

✓ ✓ ✓

Enter the Photo Contest and win a pair of theatre tickets. Send in your entries before April 8.

HANSON BROADCASTS ON RADIO DEVELOPMENTS



NBC Chief Engineer O. B. Hanson explains the new RCA uni-directional microphone to commentator John B. Kennedy during a recent broadcast on the development of radio equipment by RCA and NBC.

On February 23, O. B. Hanson, NBC chief engineer, inaugurated a new series of programs dealing with NBC's recent contributions to the radio engineering world.

Interviewed by John B. Kennedy, famous commentator, Mr. Hanson discussed WJZ's new vertical radiator antenna, the new uni-directional velocity microphone developed by RCA, and the present state of television.

The program was the first of a quarterly series to be presented over NBC networks.

WJZ's new radiator antenna at Bound Brook, N. J., towers into the sky to a height of 640 feet. Its purpose is to increase the signal strength and to decrease fading. Field tests have demonstrated the new single tower antenna to be more efficient than the old, more familiar twin tower set-up.

Mr. Hanson also explained the advantages of the new uni-directional microphone. It is bullet-shaped in appearance and is proving of value in picking up large orchestras and choruses, where the area to be covered is large and where noise and echoes from the back of an auditorium are not wanted. The uni-directional microphone, which receives sound from one side only, can be placed so as to pick up an orchestra from one side and nothing from the opposite side. This season it is being used to pick up the RCA Metropolitan

Opera broadcasts on Saturday afternoons.

"Television is still in the experimental stage," Mr. Hanson said. "There remain several technical obstacles to overcome before television becomes a public service."

* * * *

O. B. Hanson is one of the most prominent figures in the field of radio development. He became interested in radio when the industry was in its infancy. He was an amateur operator at first, building his own equipment. He attended the Marconi School in New York and then, during the World War he went to sea as a licensed operator. His wartime experiences were thrilling, reaching a climax in the torpedoing of his ship.

In 1917 he entered the engineering department of the Marconi Company of America. In a short time he rose to the position of chief test engineer. He was a pioneer in the designing and managing of one of the first broadcasting stations.

Eventually he joined the staff of WEAJ and was chief engineer at the time the National Broadcasting Company was formed. By that time Mr. Hanson was an expert in his field, and was appointed to his present position. Under his guidance, the NBC engineering staff has made many noteworthy contributions to radio engineering. The Radio City and other NBC studio plants are a tribute to his engineering skill.

NBC CLEVELAND

by Bob Dailey

WTAM's popular "Northern Lights" program has been added to the NBC-Red Network schedule. Produced by Waldo Pooler, the variety broadcast features comedian Pooler as Joe Peno, a French-Canadian trapper; Earl Rohlf's quartet; a dramatic skit and Stubby Gordon's orchestra.

The broadcast is dedicated to residents of the Far North who are snowbound during the winter months and depend solely on radio for entertainment. Idea for the program came to Vernon H. Pribble, station manager, from correspondence with a friend in northern Ontario.

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Application for permission to erect a new vertical radiator antenna has been filed with the Federal Communications Commission by NBC on behalf of WTAM. The proposed antenna would provide the equivalent of a two-fold increase in power.

✓ ✓ ✓

It will be a long time before one hundred and twenty orphans from Cleveland's Parmadale school forget WTAM, Tom Manning and the circus.

With NBC's red-haired sports announcer as host, the school's honor students were brought in two buses one afternoon recently to WTAM, where a variety show was broadcast in their honor.

Crunching peanuts and candy, the boys who ranged in age from nine to fourteen, enthusiastically applauded ballad singer Marian Nadea, tenor Ray Morton, pianist Doc Whipple and the Dude Ranch Boys. Manning, as master of ceremonies, even interviewed a few of the boys on the air about their school work and hobbies.

After seeing the studios, they were taken by Manning to the Grotto indoor circus where they occupied the best grandstand seats and became the center of clownland. It was a happy day for WTAM's personnel and the orphans.

✓ ✓ ✓

FLASHES—Program Secretary Edith Wheeler returns from a short vacation in New York City. . . . Waldo Pooler spends a week at Radio City studying developments in production work. . . . Program Director Hal Metzger sick for two weeks with flu. . . . Librarian Bob Oatley planning another Florida vacation. . . . Musical Director Walter Logan absent from studios on business trips in the East.

NBC SAN FRANCISCO

by Louise Landis

Cliff Anderson, who is in charge of Program Traffic, is holding up pretty well but may break out into baby talk any day now. . . . Miss Donna Lou Anderson arrived at the St. Francis Hospital February 16, causing Cliff to bring out a big box of candy and lots of cigars—as well as the widest, happiest grin seen around San Francisco for some time.

✓ ✓ ✓

James Lyman of the Accounting Department is receiving congratulations. . . . Miss Virginia Bower, pretty young dental hygienist, became Mrs. James Lyman February 20. The young couple, both ski enthusiasts, spent their honeymoon in the snow country near Cisco.

✓ ✓ ✓

R. W. Clark, assistant station engineer at KPO until he left for Radio City recently, is the first westerner to be called to Radio City to help the cause of television along.

✓ ✓ ✓

If you want to make Van Fleming, Care-free Carnival producer, and Peter Abenheim, his assistant, jump six feet, walk up behind them and whisper, "Stick 'em up, boys!"

Abenheim's hohhy is target practice and he and Fleming were strolling down San Francisco's Third Street the other day on their way to a gun-shop to buy cartridges when Abenheim decided to take his overcoat off. "Hold this," he told Van and passed him an empty revolver. Van, already lulled by the sunshine, was carrying his coat, and slipped the gun beneath it. Almost immediately somebody growled, "Stick 'em up!" and the two NBCites looked around to find themselves surrounded by a cordon of cops armed with shotguns, machine guns and just plain guns.

Van and Abenheim hlinked, decided it wasn't a gag, and reached for the clouds while a rude man in uniform searched them and wasn't a bit gentle about it. When all he could find was the empty revolver he was a bit disappointed and so


was the crowd, but the NBC lads were distinctly relieved to recall they didn't possess so much as a pen-knife in the way of illegal weapons. Finally, the representatives of the law were persuaded that their prisoners were harmless gag-men in search of a little relaxation and let them go.

P.S. They never did get the cartridges. Abenheim says he hasn't any real need of them now as he has decided to go in for stamp-collecting.

✓ ✓ ✓

NBC staff members went on record, and strongly, for a new program which will go on the air shortly.

In order to have a complete picture of the voice and personality of a news commentator in whom a client is interested, Ruth Miller, hostess; Gene Grant, salesman; Henry Maas, sales traffic manager; David McKay, sales promotion, and other folks who usually stay behind the scenes, were interviewed by the commentator, and a transcription made for the client.

On the shelf 

The books listed in this column are recommended as pertinent literature on radio and allied subjects. They will be found in the General Library on the NBC TRANSMITTER SHELF.

BROADCASTING YEAR BOOK, 1937

Contains about anything and everything you want to know about radio. Might almost be called a radio encyclopedia. Published by Broadcasting Magazine.

EDUCATION ON THE AIR

A symposium on education by radio with leading educators and radio men taking part. Among the contributors are Ernest La Prade, Franklin Dunham, H. V. Kaltenborn, C. L. Menser. Contains much valuable material. Edited by Josephine H. MacLatchy.

Enid Beaupre's Welsh Program Well Received



ENID BEAUPRE

March 1, St. David's Day, is to the Welsh what St. Patrick's Day is to the Irish but it wasn't until Enid Beaupre of the Promotion Division got to work on the idea that a network program was planned around and dedicated to the Patron Saint of Wales.

Mrs. Beaupre was born and received her early education in North Wales and she knows how important a holiday St. David's Day is to the many Welsh people in this country. Last year she got permission to plan and organize a program. The Welsh have a gift for singing in parts, harmonize naturally, and excel in choral and congregational singing. With the cooperation of the St. David's Society of the State of New York and the two Welsh churches in New York City a program was broadcast from the Radio City Music Hall studio. There were one hundred and twenty-five voices.

This year Mrs. Beaupre not only planned and organized the program but also announced it. The program originated in the New Amsterdam Theatre and went coast-to-coast and abroad by short wave. There were two hundred voices, and Aubrey Niel Morgan, son-in-law of the late Dwight M. Morrow and a director of the National Welsh Museum in Cardiff, Wales, was the speaker. The program was a great success and Phillips Carlin plans to make it an annual feature with a probable rebroadcast through the British Broadcasting Company.

A letter from Mr. Morgan to Mrs. Beaupre says, "I have already received a large batch of letters, all of which seem most appreciative of the program which you put over. Welsh people in this country owe you a great deal for your efforts. I only hope they will be sufficiently grateful for what you've done."

Walter Moore, Press, better known as the Roving Reporter, wants it known that he is *not* the same Walter Moore, gunman, who broke into the front page of the New York Daily News on March 3rd for mufing a carefully planned holdup.

When approached for comment, Mr. Moore (that is, *our* Walter Moore) curtly remarked, "You see—crime doesn't pay!"

NBC WASHINGTON

by Marian P. Gale

Philip I. Merryman, operations supervisor in Washington, has been transferred to the Stations Relations Department in Radio City.

Mr. Merryman joined NBC in 1927 and has been stationed in Washington during that time.

In 1917 he attended night school at the Oregon Institute of Technology, studying radio communication. Without romantic adventures of the sea on his mind he got a job as radio operator on commercial vessels from 1918 to 1921 on Eu-

ropean and South American cruises. Back on terra firma in 1922, Mr. Merryman built and operated KFBM for the *Morning Astorian*, Astoria, Oregon. He became manager, announcer, and engineer for this station until it was destroyed by a fire which wiped out the city's entire business section. Following the station fire Mr. Merryman returned to high school at Paisley, Oregon, where his parents began a second experiment in cattle ranching. After school and during vacations Phil trapped coyotes and turned "buckaroo" for large cattle ranches in the vicinity. At that time he became a member of the Oregon National Guard.

In 1925, when he finished high school, Mr. Merryman went to Chicago in search of a musical career, but soon found he was temperamentally unfitted to study music. So in 1926 he took a job as purser and radio operator on a Great Lakes passenger ship. Later in the year he joined the staff of Air Mail service at WWO in Cleveland, Ohio.

He says it wasn't until he joined NBC that he found work that really interested him. He is married and has two sons, Philip, Jr., and Michael.

Mr. Merryman is a member of the Lambda chapter of the Phi Sigma Kappa social fraternity and Delta Sigma Rho, national honorary forensic fraternity.

Donald H. Cooper, control supervisor, succeeds Phil Merryman as operations

supervisor. Robert L. Terrell is promoted to senior control supervisor and Dawson A. Ullman has been announced junior control supervisor.



PHILIP I. MERRYMAN

Glancing at a copy of the numbers the orchestra was to play half a minute before he was to go on the air, Kimball discovered that they were written in German.

Ted gulped, went white, looked pleadingly at his watch, then got the signal he was on the air. Kimball fell back on his command of German, one of six languages he speaks, and went through the German continuity without a hitch.

It seems that Director Hans Kindler was under the impression that he was to announce the numbers and for his own convenience had written his script in German. When Kimball arrived Kindler very graciously offered his script to the announcer, who profusely thanked the orchestra leader, thinking it was in English.

HERE AND THERE: We're glad to see Don Cooper, new operations supervisor, back to the office once more. . . . Don's been sick with the chicken-pox. . . . Many thanks to the ATE members for having their subscription dance at the Broadmoore last month . . . that may have had something to do with the idea of having a big company party for all of us. Frank M. Russell, Vice-President of the NBC Washington Division, has issued invitations to everyone for dinner Saturday night, March 20th, at the Wardman Park Hotel. . . . Gordon Hittenmark, WRC time-keeper, is celebrating his second anniversary this month as a radio commentator in Washington. . . . Bill Coyle, ace sports announcer locally, succeeds Shannon Allen,

WISE GUY

The other night one of the New York press radio teletype machines went out of order just as it was typing off a bulletin.

A repair man was hurriedly summoned. He got out his tools and went to work. After a few minutes tinkering he stopped, a puzzled frown spreading over his face. He scratched his head in bewilderment.

"Put a nickel in it—," a bystander jeered.

After a moment's thought the electrician's face brightened. He reached into his pocket, drew out a nickel and put it on a contact point. Instantly the machine began its steady typing again!

This time the repair man turned to the astounded kibitzer and said, shrugging his shoulders, "No jack-pot for me. Why don't you try it?"

(It seems that one of the electrical contact points was short circuited. Placing a nickel on it reestablished the connection and permitted the machine to operate again.)

MERCHANDISING RADIO

(Continued from Page 2)

advertising agency and by the client himself rather than by us.

"We will gladly make suggestions and recommendations, and work in the creation of the merchandising campaign, of course. Most of the men working in broadcast advertising are men experienced in other forms of advertising and sales promotion—many of them have come from the newspaper and magazine fields.

"Broadcast merchandising, to most advertisers, is the keynote to successful selling by radio."

local production manager and night supervisor. Allen has been appointed Assistant Director of the Works Project Administration's educational radio project, effective immediately. . . . Bill, who incidentally is celebrating his seventh consecutive year in broadcasting, was the first winner of the Henry Kaufman Trophy as the outstanding commercial announcer of all Washington radio stations. He has tried his hand in practically every department of a radio station. . . . Bud Barry, who has had a lot of newspaper, legitimate stage and radio experience; has recently joined the ranks of WRC announcers.

New York Television Staff Increased

With the prospects of a spurt in experimental television this summer, five engineers from different NBC engineering divisions have been added to the present staff of experimenters in Radio City. They began their work on March first.

Those selected for special training in this work were R. W. Clark, assistant station engineer at KPO, San Francisco; Leroy Moffett, transmitter engineer at WENR, Chicago; H. C. Gronberg, WRC, Washington's, studio and field engineer; R. J. Plaisted, operating engineer, WTAM, Cleveland, and Stanley Peck of the New York staff. All these men have been with the company at least six years and have a thorough knowledge of sound broadcasting, and possess special aptitude for experimental work.

After a period of training in construction and the use of RCA television equipment, they will commence work in field tests, which are being conducted to determine the effectiveness of the new transmission system with 441-line definition. With the addition of these men, the field test schedule will be increased considerably.

Lowell Heads New Service Division

In a bulletin dated February 27, W. G. Preston, Jr., head of General Service, announced a number of immediate administrative and personnel changes in his department.

Important among the changes is the formation of the Office Services Division with Edward M. Lowell as manager. Mr. Lowell's division will include sections heretofore reporting directly to the department head. They are Mail-Messenger, Audience Mail, Central Stenographic, Central Duplicating, Central Files, Central Supply and Receiving, and Bindery.

In addition to his new position, Mr. Lowell, who has been with NBC for six years, will act as Assistant Manager of General Service. His former position as Manager of Building Maintenance will be filled by William F. Neubeck. Mr. Neubeck has acted as Assistant Manager in that division for several years.

Mr. Preston also announced that henceforth the Supervision Division will be known as the Administrative Division. D. B. Van Houten will continue as manager of that division.

NBC DENVER by Charles Anderson



CHARLEY PARKER, veteran professional skier, is shown with portable NBC equipment used in a stunt broadcast during a ski meet on top of Berthoud Pass near Denver. Engineer Bob Owens of KOA designed the ingenious arrangement composed of a baseball mask with a microphone attached through which the skier told his listeners how it felt sliding down a hill on skis at breakneck speed.

Rosecoe K. Stockton, dramatic director for KOA, is starting his fifth year as instructor in radio broadcasting at the University of Denver, School of Commerce. He also maintains recording studios there for professional and amateur artists wishing to have air-checks of their work.

✓ ✓ ✓

Billy Stulla is back at work after a month in the hospital, recovering from an operation. Everyone is glad to see him back and hopes for his rapid and complete recovery.

✓ ✓ ✓

Gene Ater, mail clerk, left KOA for the spring training camp of the Tulsa Club, farm for the Pittsburgh Pirates. He will go directly to the camp at Seguin, Texas. Ater was well known here for his work with several semi-pro clubs and it was due to his playing in the Annual Denver Post Tourney that he received the pro offer.

✓ ✓ ✓

Ellsworth Stepp moves into the Mail Division taking Ater's place and Eddie Sproul joins the page staff as a full-time member.

✓ ✓ ✓

Golf is in the air for sure. Carl Schucknecht, Engineering, takes scoring honors, but the rest of the gang are determined to give him a close run this summer. The

NBC QUINTET LOSES IN CLOSE BALL GAME

In a rough and tumble game, played March 15 on the Textile High School court, the NBC basketball team lost to the Rockefeller Center Elevator Staff team. The half time score was 11-10 in favor of the winners, and the final score was 23-18. The Center team showed its superiority throughout, being the more aggressive and the better ball handlers. NBC did manage to pull even in the third quarter but never took the lead. Krenshaw and Gross starred for NBC, while the smooth floor work of Chief Elevator Starter Davis, and the excellent shooting of K. Nenonen were outstanding in bringing victory to Rockefeller Center. A return match is hoped for.

The next official game is scheduled for March 30 in Erasmus High School, Brooklyn, at 8 P. M., when NBC will encounter RCA Communications. All NBCites are invited to turn out and support the team. There is no admission charge.

Studio Tours Going Up

The Guest Relations Division reports a tremendous rise in the number of people taking the NBC Studio Tour. During the first two months of this year over 72,000 guests made the one hour trip, an increase of 67% over the same period in 1936.

Contributing to this is the fact that more than twelve thousand went through the plant over the week-end of Washington's birthday. The busiest day was February 22, when over 5,000 people were shown behind the scenes of NBC in Radio City.

With this year's figures already 18,000 ahead of last year's month to month figures it is estimated, on this basis, that the 1936 total of 560,000 will be exceeded this year by at least 45,000.

✓ ✓ ✓

Please call or write the NBC TRANSMITTER if you are not receiving this publication regularly.

"gang" includes announcers Joe Gillespie, Bill Stulla, Charlie Anderson; engineers Carl Schucknecht, Roy Carrier, Walter Morrissey, Bill Williams; pages Ellsworth Stepp, Wes Durand, and Derby Sproul of Continuity.

NBC Entertains Lawyers At Television Banquet



A. L. ASHBY

On March 5 A. L. Ashby, Vice-President and General Counsel of NBC and recognized international authority on radio, played host to over twenty members of the Communications Committee of the New York County Lawyers' Association at a dinner and television demonstration given by NBC.

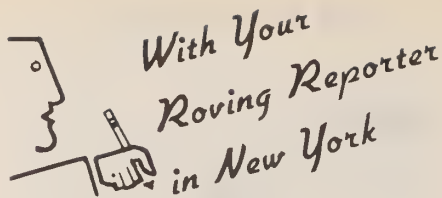
Following dinner in the Rainbow Room, the committee members adjourned to the NBC board room where Colonel Manton Davis, Vice-President and General Counsel of RCA, was seen in a televised speech on "Frequency Assignments for Television." The Colonel's informal talk was supplemented by a technical discussion offered by Chief Engineer O. B. Hanson and Charles W. Horn, Director of Research and Development. Among those present as guests of the committee were Robert C. Morris, former president of the association, and Terence J. McManus, secretary.

The demonstration arranged by Judge Ashby proved of interest to the group in giving them a practical understanding of this field of radio, in which the members are making an extensive study.

Our "Chief of the nine old men of the Legal Department," as Judge Ashby is sometimes referred to, is a Director of the Association and Chairman of the Communications Committee.

An interesting incident during the evening took place when Professor L. J. Tompkins, who taught Judge Ashby all about corporations during his law school days, had to assume the role of a student in the discussion of radio.

"I'm On a Sit-Down Strike for Love" is the title of a song composed by two NBCites in Radio City, Reginald Thomas and Oscar Turner of Electrical Transcription Service. The theme, obtained from the current front-page headlines, took them seven hours to set to music. Thomas has composed other popular tunes, but this is the first time for Turner to try his hand at composition.



The Main Hall Information Desk in Radio City is one of the most interesting points in the New York studios from the standpoint of unusual happenings. From Wally Clark, Fred Fields and Pat O'Connor we learned of a few the other night (and the boys insist unusual things happen so frequently that they have become commonplace).

Imagine, if you can, a very excited man and lady, who arrived too late to gain entrance to a studio for a broadcast. They used every excuse to try and get in, but to no avail. Finally, the man pleaded, "But I've come all the way from France just to see this broadcast." Not to be outdone, the lady spoke up, "And I've come all the way from the Bronx."

Then there were two ladies who were curious as to what was meant by "The Lucky Strike Hit Parade Broadcast." After a long explanation they were no better off. They couldn't seem to understand what any of the words meant, including "broadcast." It seems they were visiting the United States for the first time—from South Africa.

Another lady (and we're not just picking on them), whose mental facilities were to be questioned, stepped to the desk and asked, "Where do I collect the rent?" She had the idea that NBC was her tenant, and it was getting near the first of the month.

"Where do I go? What stairs? Do I have to use the elevators?" Those are a few of the questions that have to be answered by the boys on the Information Desk.

Joe Allen, new member of the page staff, reveals what state he's from when he cautions visitors thus: "Yo' all hold yo' own ticket!" . . . Sound Effects were recently asked if they could produce the sound of sinking into an easy chair, slipping into an overcoat, and footsteps going up a carpeted stair. . . . An expense account, dropped by a visitor during a studio tour, showed the following items: Show, \$4.95; Meal, 90c; Shot, 52; Subway, 10c; Snake Medicine, \$1.65. Just what kind of medicine do they give snakes? . . . A visitor asked Walt Michel if he could see the Red and Blue Network if he took a studio tour. . . .

WALTER MOORE.

LEWIS LANE GIVES A BENEFIT PIANO RECITAL

"Music Research, Lewis Lane speaking," greets the caller who dials him at his desk during business hours to secure any amount or type of information concerning music or musicians. But a peek into the after-business hours of this encyclopedic-minded individual reveals a person well versed and talented in the audible arts.



LEWIS LANE

On Wednesday, March 17, Mr. Lane was billed as "lecturer-composer-pianist" on a benefit program featuring him in a piano recital assisted by J. Alden Edkins, distinguished NBC bass baritone, at Steinway Hall for the Musical Drawing Room Maintenance Fund.

The repertoire of the evening included two main groups of songs. The first half of the program was devoted to diversified selections from the works of Mendelssohn, Grieg and Huss. The second group of numbers were Lewis Lane's own compositions which included *Prelude* (Opus 2), *Fragments* (after Lucretius, Opus 6), *Two Character Sketches* (Allegretto and Scherzo), *In Silent Countryside* (Opus 7, No. 2), *John Peel* (traditional English hunting song set for J. Alden Edkins) and excerpts from *Green Mountain Sketches* (Opus 5).

NBC COVERS THE WORLD

According to a recent survey by Max Jordan, our European representative, NBC has presented 2,140 international broadcasts in the past thirteen years.

The first of these broadcasts, which required weeks of preparation, was made in 1924. The pickup point was Havana, and instead of using the modern means of relaying international programs across the seas by short wave the program was carried to the mainland by submarine cable and then relayed to seven stations.

Today, by means of powerful short wave relays NBC can take its audiences from one corner of the world to another with facility, efficiency and speed.

Win two tickets to the "White Horse Inn", Radio City Music Hall, or your local theatre—enter the NBC TRANSMITTER photo contest.

WINNERS IN MARCH PHOTO CONTEST



“WHARFED IN”

This picture of a schooner when its work is done was taken by Miriam Hoffmeir of the New York Statistical Department and was awarded **FIRST PRIZE**—a pair of tickets to “White Horse Inn” at the Center Theatre.



“DAY IS DONE”

This pair of pups didn't know Idella Grindlay was taking a candid shot of them—and also taking **SECOND PRIZE**, a pair of tickets to Radio City Music Hall.



III

HONORABLE MENTION: “Gateway to the West,” submitted by Oscar H. Junggren of Station WGY.

RULES FOR PHOTO CONTEST

1. Prints must be no smaller than 2½" x 4" (the larger the better). Negatives cannot be accepted.
2. Captions are desirable.
3. Name, station and department must appear on the back of photograph.

Pictures will be judged on composition and subject matter. Judges are Ray Lee Jackson and William Haussler. Decisions are final. All entries will be returned but the **NBC TRANSMITTER** will not be responsible for those which are lost.

Entries for April contest must be in by April 8.



IV

SPECIAL MENTION: “The Falls,” taken by L. A. Zangaro.

NBC TRANSMITTER

Published for and by the employes
of the National Broadcasting Company
from coast to coast.

VOL. 3 MARCH, 1937 No. 3

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YOUR VERDICT

"Dreary—Stilted—Not Cleverly Conceived"... were the reasons given by the person who rated the NBC Transmitter *bad* in a recent reader survey. On the other hand one hundred and eighty-eight NBCites rated this publication *good*, and fourteen went so far as to say *excellent*. Fifty-two judged it *fair* and two—hm!—*poor*.

Those who rated the NBC Transmitter good or excellent because *it maintains a closer relationship within NBC* have encouragingly assured us that we are slowly gaining our objective.

We are also pleased to know that many of our readers feel that the NBC Transmitter "gives a good resume of what is happening in NBC."

The most popular features are, in their respective order, as follows: *Names in the News*, *Know Your Company*, *Static*, *Let's Get Acquainted*, *NBC Division News* and *With Your Roving Reporter in New York*.

The survey returns, though still incomplete from the outlying NBC divisions, were excellent, and the staff of the NBC Transmitter wishes to thank you all for your splendid cooperation. Now we have a fairly good idea of what you want in your news magazine and that is just what we will try to give you in the future.



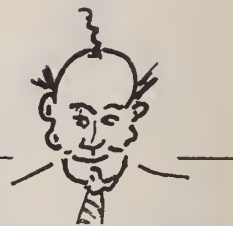
Take It Away!

Letters to the Editor

Little bits of scribbling,
Little drawings, too,
Are made by boys and grown-ups
And maybe even you?

We do them in the restaurants,
At meetings just as well,
And pride ourselves in hearing
What the speaker has to sell.

So Scoop, old kid, old palsy,
I will confess my part
And by this tiny drawing
You should know who I art?



[Ed. This cryptic tidbit came in the mail and, we must confess, it had us guessing—but not for long. Having the memory of an elephant, we quickly reached for the February number of the NBC TRANSMITTER and turned to the doodles page. Sure enough, there was the answer.]

I look forward every month to receiving the NBC TRANSMITTER. I think it is one of the best things that has come into NBC—but you have become a grave disappointment to me.

When the last two issues appeared I hunted, feverishly, through the pages for my favorite column, "Static," written by Alen Kent. I couldn't find it. What has happened? Where is "Static"? The NBC TRANSMITTER is not the same without Alan Kent's breezy column. Please bring it back, won't you?
Static-Titian.

What NBCites had to say about the NBC TRANSMITTER in a recent reader survey:

"The publication is newsy, easily read and contains a great many facts about the NBC organization and personnel which we would not otherwise learn."

—Press Division,
Cleveland, WTAM.

"It acquaints you with the various activities of the company in all its branches." —Artists Service, N. Y.

"I rate the NBC TRANSMITTER good because, being a woman I'm just curious and love gossip."
—Artists Service, San Francisco.

"There is room for improvement."
—N. Y. Television Engineer.

"The magazine is compiled in a very interesting fashion, is brief and to the point." —Engineering Department,
Chicago.

"It brings employes closer together."
—Stenographer, N. Y.

"Shows improvement but there is room for more."
—Treasurer's Office, N. Y.

"It scrapes the frost off the exterior of a large organization."
—Continuity, Pittsburgh.

"It provides the personal touch that brings our national organization to our attention as a unit. It makes those of us who are far removed from the home office feel as though we really belong."

—Executive Department,
San Francisco.

(Continued on next Page)

RADIODDITIES

FOR
NBC TRANSMITTER
READERS

THE BRASS BUTTON OCTET
WHICH WAS HEARD DURING
THE GUIDES AND PAGES
BROADCAST ON SATURDAY,
FEB. 27, HAD TEN VOICES.

THE MODERN TOWER OF BABEL.
THIRTY NBC GUIDES IN RADIO
CITY SPEAK 11 LANGUAGES!

JUAN DE JARA ALMONTE
NEW YORK EVENING MANAGER
AND NBC'S "AMBASSADOR-AT-LARGE," COLLECTS MINIATURE FIGURES OF ANIMALS IN WOOD, CHINA, IVORY, GLASS AND METAL, — GIFTS FROM HIS FRIENDS THROUGHOUT THE WORLD.

WHAT DO YOU KNOW?

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

"It keeps all NBC employes in close contact with what is going on. It makes each individual feel like we are really very personal friends and fellow members of a club."
—Philadelphia Announcer

"It is conducted too much like a small town paper where every subscriber's name must be mentioned or they stop taking the paper.

"It is practically the only medium of information for NBCites."
—Auditing Department, N. Y.

"The TRANSMITTER should cover a complete story of the engineering side of broadcasting and the facilities required to make this possible. Many of the employes merely work at NBC and know nothing about the technical angle whatever."
—Anonymous.

"It gives us men up here in the air-conditioning plant a chance to read "who's who" in NBC—because we have no time to get around."
—New York Engineer.

"Lively — chatty — readable — contents well varied."
—N. Y. Promotion Executive.

"Our business is said to shrink the world and to make misunderstandings between nations more and more remote. Yet our own organization within itself, growing by leaps and bounds, adding new departments and new faces, is likely to be a stranger to itself, but for an intelligent and interesting publication within the institution."
—N. Y. Program Executive.

"Consider this a swell magazine, unusually successful at creating employee-interest without the 'What-was-Miss-Blodgett - doing - on - a - certain - lunch-hour? . . . Yoo-hoo—Sales-Promotion!' school of house organs."
—Continuity, Pittsburgh.

1. What do the following stand for: FCC, IBU, NAB, BBC, B B D & O?
2. How many NBC affiliated stations are there?
3. What are the titles of Bertha Brainard, Margaret Cutlibert, Janet MacRorie?
4. What NBC announcer works in five languages?
5. Name five cigarette brands advertised on NBC.
6. What is contained in the NBC THE-SAURUS library?
7. How many NBC studios are there in Radio City?
8. In radio production, what is the meaning of nemo; on the nose?
9. Where are the transmitters for WEAJ, WJZ, W3XAL located?
10. Define carrier wave. Clear channel.
11. Who is chairman of the board of NBC?
12. Iconoscope and coaxial cable are terms relating to what?
13. Who sponsors the Magic Key program on Sunday afternoons?
14. At what time do the NBC networks in New York open and close?
15. Identify the Gospel Singer, the Honeymooners, the Perfect Fool, Baron Munchausen, the Dream Singer.
16. Dish-pan, ribbon, and tomato can are terms to describe what?
17. What is the middle name of the NBC president?
18. Who is the biggest advertiser on NBC?
19. Explain the following terms which have been used in the radio section of Variety: loop, juve, P.A., spieler, wax.
Here's an example of a Variety headline—*Six Nix Hix Pix.*
20. What slogan won first prize in the NBC Employee Slogan Contest last November?

FAST WORK

On February 9, we made the fastest booking of a special events program in the history of NBC, according to John F. Royal, vice-president in charge of programs.

A. A. Schechter, director of News and Special Events, received word that the Maine, Texas and Connecticut legislatures had gone on record as opposing President Roosevelt's judiciary reform plans. Within two hours, working via long distance telephone, he had a special events broadcast on the air for radio listeners from Maine, Texas, Connecticut and Washington, D. C.

This is how it was done. First, he ordered lines to the Maine, Connecticut and Texas legislative chambers. Added to this hook-up was Washington, D. C. Then he ordered a mobile transmitter to load up and speed equipment from WOAI, San Antonio, Texas, to Austin, eighty miles away, while another crew started from WCSH, Portland with portable apparatus for the Maine Capital in Augusta. A third crew was sent from WTIC, Hartford to the state capital. Meanwhile Representative Maury Maverick of Texas who was chosen by President Roosevelt to introduce the Supreme Court reform bill in the House was contacted in Washington by NBC to listen to the first half of the broadcast and then answer the President's critics.

Two hours from the time Mr. Schechter contacted the various points for the program from the legislative chambers, the network was broadcasting the *pros* and *cons* of this momentous piece of legislation—the fastest special events booking in NBC's history. Roy Holmes of Traffic Department in New York arranged the line hook-up at the same time as the program arrangements were being made.



HUGH SAVAGE

... a week off with pay.

THE BRASS BUTTONS REVUE OF 1937



Members of the New York Guest Relations staff who took part in the Brass Buttons Revue—annual broadcast presented by the pages and guides in Radio City.

In the front row from left to right are: Gene Rubessa, Richard Barron, David Adams, Jack Wyatt, John Mannion, Hugh Savage and Richard Diamant.

Back row: Don Meissner, Walter Wiebel, Pat O'Connor, William Brinkmeyer, Philip Crosbie, George Andrews, Archibald Blainey and Frank Nesbitt.

The New York Guest Relations staff is puffed up with pride over the tremendous success of the Brass Buttons Revue of 1937, which was aired with the support of Jerry Sears and his orchestra on the Red Network, coast to coast, Saturday afternoon, February 27.

The broadcast was held in Studio 3A before a capacity audience of nearly four hundred. Although the pages and guides who took part in the show had spent several weeks rehearsing, last minute difficulties prevented them from having a dress rehearsal before going on the air. However, the whole performance went through without a hitch and it ended "on the nose" as far as time was concerned.

In answer to a request for votes on the best performance on the show over nine hundred letters were received. Page Hugh Savage of Hibbing, Minnesota who has been with us less than four months, received the greatest number of votes. For that he will receive Guest Relations Manager C. H. Thurman's generous prize of a week off with pay.

That "tall, dark and handsome guide from Medford, Oregon"—George Andrews—was a close second in the contest.

He sang Bill Paisley's popular song, "La Carumba".

Guide Randolph W. Bean, who recently resigned from the glamor and glitter of radio to go into the banking business, merits much credit for having organized and directed the Brass Buttons Octet which was one of the high spots of the show. Fred Allen's assistant, Uncle Jim Harkins, was so impressed with the octet's performance he invited them to sing on the Town Hall Tonight program.

Jack Wyatt, a member of Dan Russell's announcing class, who acted as master of ceremonies, did a splendid job. His facility of speech and clarity of voice mark him as a promising announcer.

Guide Gene Rubessa, buffoon of the guides' and pages' locker room, came forth in true Fred Allen fashion with a bit of ad-libbing and brought the house down during the comedy skit with his favorite and now well-established remark, "Do you wanna split a malted?"

The Brass Buttons Revue of 1937 script was written by Dom Davis with the assistance of James Costello, erstwhile guide, now in the Script Division, who contributed the short comedy skit.

NAMES IN THE NEWS

NEW YORK

Promotions:

Miss Caroline Gay, Stenographic, is replacing Maybelle Howarth, resigned, as secretary to Lewis H. Titterton, head of the Script Division. Miss Gay came to NBC last month from Teachers College, Columbia University, where she was secretary to Professor of Education, H. B. Bruner. Her home is in Quincy, Illinois. She went to Vassar College '33.

George A. Emerson came from Boston less than three months ago to join our page staff. He is now in the Script Division replacing Howard Whiting, resigned.

Returns:

Guide Robert White has just returned from a month's leave of absence during which he worked for an NBC client in the merchandising of its program.

Resignations:

Arthur C. Holman, assistant to Herman G. Rolff of the Music Division, resigned March 1, to join Western Electric Company in Kearney, N. J.

Rubey Cowan, Artists Service, is resigning to join Paramount Pictures, Inc. in Hollywood. He has been with NBC about five years.

Transfers:

Miss Gladys Cardon of Stenographic will be working in the offices of RCA for the next few weeks on the Metropolitan Opera Audience Mail.

Miss Elizabeth Quinn formerly of the Program Department, Production Division, is now working for Gordon Mills in Sales.

Miss Gertrude Bieking of Stenographic replaces Miss Emma Weisbecker, resigned, in the Program Department.

Miss Louise Levitas has been transferred from Program to William E. Webb's office in Sales Promotion. Mrs. Helen Mescal who joined Stenographic on September 1936 is replacing Miss Levitas in Program.

Mrs. Hannah Hodgson has been transferred from Stenographic to Artists Service.

Misses Alice Cook and Doris Seiler are now in the new office of music editor Walter Koons, Room 620.

Mrs. Margaret Reynolds, Stenographic, has been made secretary to F. M. Thrower, Jr., in Sales.

Engagements:

Mrs. C. F. Irvine recently announced the engagement of her daughter, Miss Mary Lou Irvine, of the Treasurer's Office, to Richard P. Fenton at a party in her home in New Canaan, Connecticut.



Mr. Fenton of Scarsdale, N. Y., is associated with Auerbach, Pollack and Richardson, members of the New York Stock Exchange.

Miss Irvine, whom we all know as the charming little brunette who hands us our checks every fortnight, came to NBC in January, 1934, as a hostess.

The engagement of Miss Elaine Ellsworth, Stenographic, to Charles F. Rogers, Jr., of New York City, was announced on March 13.

The wedding will take place late next month.

Correction:

Photographer William Haussler, Zeiss camera enthusiast, wants it emphatically known that his photographs are *not* in a Leica exhibit as stated in the last issue of the NBC TRANSMITTER. His photographs are in the Zeiss exhibit which is touring the country.

Newcomers:

Richard McDonagh is not exactly a newcomer although he is a new member of NBC in the Script Division, for he is known to many NBCites as the friendly elevator starter of the RCA building who attracted the attention of our Script Division with his numerous submissions of radio scripts some of which were accepted and produced. He was born in Ireland and because of his roaming about the world his education, which includes one year at the University of Rochester, has been somewhat haphazard. He has always enjoyed writing though he never made much money at it, he says.

Francis R. McCall, formerly of the Chicago Tribune New York bureau and the

United Press has joined the News and Special Events Division as a writer.

Miss Marjorie Thomson has joined the Auditing Division.

Leonard Kraft formerly a salesman with the Crowell Publishing Company has joined the Sales Department.

Mr. Kraft is an alumnus of the University of Illinois where he majored in mining engineering. He's Beta Beta Pi and is an active member of the Committee of Boy Scouts in Queens, L. I.

During the War, Mr. Kraft served as a naval aviator.

His hobby is football, having played eight years of school, college and professional football.

The following are the most recent replacements in the Guest Relations uniformed staff:

Frank Howard of Yonkers, N. Y., formerly a page in the Guarantee Trust Company. He is a graduate of Groton High School in Yonkers. He has had some experience as a singer over small N. Y. stations.

James H. Hill, of Los Angeles, recently graduated from the University of Washington. This is his first job.

David C. Garroway, Jr., a Bostonian and graduate of Washington University. He is quite a golfer, having been champion of Missouri State, and of the St. Louis District. He also has won several tournaments in Florida. Members of the NBC Golf Association better start worrying because Garroway is already planning to compete in all NBC golf tournaments and walk off with the trophies.

Robert Cutler Fergusson, another New Yorker, gave up the sea for a blue uniform in Radio City. Working on ships for four years, he has been to Europe, several points in Central and South America, the West Indies, and Mexico. Reason for giving up life on the high seas: recent marriage, home-life and all that sort of thing.

Robert W. West, another ex-sailor, having sailed the high seas to South America and the West Indies on Standard Oil tankers.

Edwin H. Weber, of Leonia, N. J., comes to us with some experience in sales promotion and advertising work with Bakon Yeast, Inc. Educated at Regis Prep, St. Cecilia Prep and Columbia Extension College. He is an Alpha Gamma Phi.

Frank Naeseth, from Hibbing, Minnesota, comes to New York for the first time with a sheepskin from the University of

(Continued on Page 20)

LET'S GET ACQUAINTED

Life beginning at forty will probably add much to the career of Patrick J. Kelly which is already jammed with as much of the world and its work as would ordinarily seem possible within one life-span.

Charters - Towers, North Queensland, Australia, a small town in the gold fields of that island continent, was his birthplace, the city of Sydney offered her private schools for his education,

and the far reaches of the Pacific Ocean furnished the playground for adventure. Ocean-going vessels permitted Pat Kelly to put into practice some of the theoretical knowledge of marine engineering he had gained while at school. More than this, they served as an outlet for adolescent dreams of adventure. This desire for travel, not chilled even by the frigid waters of an Alaskan Sound after shipwreck, took him to the South Seas, Hawaii, Samoa, Japan, China, and finally to Vancouver, B. C., where he land-lubbered for a while. Here he continued his study of marine engineering, and at the same time pursued his scholarly interest in singing.

From Vancouver to Seattle, while in Seattle to a party, and while at the party he sang a song for his own amusement



PAT KELLY
Supervisor of New York
Announcers

and the pleasure of others. His song brought him four contract offers from friends who were present and his acceptance of three of these kept him busy for the next few months. Later he accepted the fourth offer which was proffered by the well known impresario of the San Carlo Opera Company, Fortune Gallo. This resulted in a five-year contract, appearances on the New York stage and later

an engagement with the Shuberts. The run of "Blossom Time" brought about a meeting with Mlle. Yolán Poszanye who hailed from Budapest and was appearing with him in the production. Bells of a wedding—and Mr. Kelly gave up a brilliant stage career for the glamour of radio and the National Broadcasting Company.

Several years of long-laboured hours have probably taken some of the gilt from the glory and glamour of the industry and have added much gray to his heavy shock of hair. Still Pat Kelly goes on throwing glory and commercials at other announcers while he may be found working behind his desk in Radio City, planning schedules, outlining the work of others, reading flash news bulletins from his specially built control board, auditioning aspiring young announcers, announcing programs himself when necessary, or singing on Cheerio's morning program—all in all—mostly working.

After all this, or perhaps before, or maybe between times, he finds diversion in his flower garden at his West Hempstead, Long Island, home. Here he's at home with Mrs. Kelly and seven foreign languages. Accustomed to a long-foreign day, this announcer, operatic tenor, linguist and business man gets up in the morning before the milkman arrives and often meets the carrier coming round again when he gets back home. With it all he successfully manages to keep the Red and the Blue from getting on the wrong networks, the announcers furnished with their cues, and a nation satisfied with the split-second button punching of NBC's Pat Kelly supervised announcers.

OFF BALANCE

by Edwin Loudon Haaker

A consensus of opinion in the page's locker room indicates that radio has a brilliant future. Radio moguls need no longer worry.

* * *

We've enjoyed a pleasant summer in New York this winter.

* * *

And that reminds us that the California branches will be pleased to know that Florida is the mecca of most of the Eastern group of vacationing NBCites.

* * *

Since it was announced that Arturo Toscanini will conduct for NBC, the local barbers report a noticeable falling off of trade among staff musicians.

* * *

That Hollywood slur about the studios out there not sinking any more since Don Wilson came East, is resented by this department. In fact, we resent anything of a light nature based on Don's simply terrific weight.

* * *

"Dear Sirs: We liked the NBC page's program immensely, and would like to cast one vote for Jerry Sears, who we hope will win as his work was very good, and get a week off with pay we hope. Mrs. J. O.—, Pittsburg, Pa. *It's not a long wave that blows no good, Jerry!*"

* * *

Since Howard Petrie's recent acquisition of a boat, we hear he has become such an ardent yachtsman that he spends much of his time rowing on one of the Central Park lakes. Mrs. Petrie is learning to swim.

* * *

Paul, better-known-as-Acropolis, formerly NBC bootblack, and graduate of the RCA Institute, is now putting his knowledge to practical use in an Astoria, L. I. radio repair shop. Astoria NBCites please note.

* * *

Guide Burt Adams is reasonably annoyed. After spending two weeks and much mazuma acquiring a darker complexion down in Florida, people keep asking him where he got the sun lamp for that tan.

* * *

Latest departures for Florida are guides Paul Rittenhouse and Jack McGhie. Richard Diamant preferred to be different from his fellow guides going on vacation—he went to the hills of Pennsylvania.

ABC of NBC

The NBC TRANSMITTER recommends to its readers, particularly those who are not in the New York division, the new weekly series of programs titled, "The ABC of NBC" which is heard each Saturday at 7:45 PM, EST, over the NBC Red Network.

This new program is designed to take listeners behind the scenes of our broadcasting system. To date impromptu interviews and explanations have covered such varied subjects as the master control board in Radio City, sound effects, network operations, fan mail and program building. The program is presented in the form of interviews between NBC announcers and Radio City visitors taking the NBC Studio Tour.

ANSWERS

To questions on page eleven

1. Federal Communications Commission.
International Broadcasting Union.
National Association of Broadcasters.
British Broadcasting Corporation.
Batten, Barton, Durstine & Osborn.
2. One hundred and eighteen.
3. Commercial Program Manager.
Director of Women's Activities.
Editor of Continuity Acceptance.
4. Dan Russell.
5. Raleigh, Spuds, Kool, Lucky Strike,
and Philip Morris.
6. Recordings or electrical transcriptions,
for broadcasting purposes.
7. Twenty-seven.
8. Outside the studio broadcast.
Perfect timing—program on schedule.
9. WEAf—Bellmore, Long Island.
WJZ—Boundbrook, N. J.
W3XAL—Boundbrook, N. J.
10. 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 760 kc.)
11. David Sarnoff.
12. Television.
13. Radio Corporation of America.
14. Normally 7:30 AM to 1:00 AM.
15. Edward McHugh.
Eddie Albert and Grace Brandt.
Ed Wynn.
Jack Pearl.
Ralph Kirberry.
16. Microphones.
17. Riley.
18. Procter & Gamble.
19. Loop—network.
Juve—juvenile.
PA—press agent.
Spieler—news commentator or announcer.
Wax—record or electrical transcription.
20. "By Choice The Nation's Voice."

Win two tickets to the "White Horse Inn," Radio City Music Hall, or your local theatre—enter the NBC TRANSMITTER Photo Contest.

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 employee's pass at the Guest Relations Division, Room 254, for complimentary passes for the NBC Studio Tour.

WGY SCHENECTADY

by O. H. Junggren

WGY is bemoaning the loss of one of its control men, and welcoming a new announcer and a new control man all at once.

Alfred Korb, for six years of the control room staff of WGY, left late in February for Hollywood, where he was transferred to engineer duty in the new NBC studios. Mr. Korb started work in Hollywood on March 3.

Members of the staff of WGY gathered at the Green Lantern, popular night spot, to give Korb (WGY's Jack Benny) the sendoff he deserved. Members of the various departments spoke briefly, 'tis said.

Replacing Mr. Korb at the controls is Peter F. Narkon, a native of Amsterdam, and for several years in the control room of the Buffalo Broadcasting Company. Once he started a radio sales store, which he gave up to become assistant engineer for WOCL in Jamestown, N. Y.



Silvio Carachini, a native Vermonter, has joined WGY as an announcer. He comes to us with a lot of experience in other phases of radio, too. He really is a control man, because he served several years at the dials of WDEV, Waterbury, Vt., before switching to announcing.

A. O. Coggeshall, program manager, has returned from Radio City ready to do bigger and better things for dear old WGY. Coggie spent several days in New York studying production methods and theories. But those who are in the know say that Coggie enjoyed the sidelights of the trip just as much as seeing "how it's done in New York." He is still telling about his seat (thanks to NBC) in the Golden Horseshoe of the "Met," among other things. . . . Horton Mosher, red-haired control operator, had a red letter day recently. Don't know exactly what day it was, but anyway he replaced the first tube that has burned out on him while he has been on duty at WGY. And he's been "a'watchin' them there tubes fer nigh on t'six years." . . . Betty King is already speaking like a veteran in broadcasting work. She only recently joined the sales and sales promotion department as secretary, but she can find almost any order contract for you. . . . Virgil Hasche, WGY's accountant, sighs loudly as he completes work on artists' salaries for income tax purposes. . . . More about Betty King—this time in the role of organizer. Word has it that she, being very proud of her Alma Mater, the University of Illinois, has played a prominent part in organizing a group of "Illinoisters" in these parts.



Pictured above are lovely models parading before the "Iconoscope" during an experimental broadcast from the NBC studios in Radio City showing how television may be used in the future to broadcast fashion shows to televiewers at home.

NBC BOSTON AND SPRINGFIELD

by Edward B. Hall



ARTHUR S. FELDMAN, manager of special events programs and announcer at WBZ and WBZA.

In an address before the First Radio Conference of the Massachusetts State Federation of Women's Clubs, John A. Holman, General Manager of WBZ & WBZA, spoke on the subject of "Radio—a Force for Peace." Among other telling points, Mr. Holman stressed the fact that "in radio the life of rumor, falsehood and errant half-truth is brief. Radio ascertains the facts before its microphones are opened. . . . In a crucial period when the neutrality of a nation may be compromised through unleavened information, this is a great public service. I think it is now well-established that the great mass of American public opinion was at the mercy of foreign propagandists operating freely in this country before the World War. We were ill-informed or wantonly misled. . . . I believe that radio makes a repetition of this experience unlikely."

Arthur S. Feldman of the WBZ announcing staff has been appointed Manager of Special Events programs originating at this station. A lively imagination, a keen sense of news values and unremitting industry qualify him for his new position. As announcer, he has already handled a variety of special network presentations in a signally competent manner. Four years ago Arthur created a flurry in the local press when he was discovered to be the country's youngest professional announcer. And his present appointment at the age of 24 probably constitutes another record—at least in NBC ranks. Everything about Arthur indicates that he will break many a record ere senility drags him down by the beard.

Boston's participation in the recent coast-to-coast newshawking contest produced one of the most vociferous events heard at WBZ since Leo the Lion went berserk in the studios. The leather-lunged emissaries of six Boston dailies, each hacked by rabidly partisan delegates from their respective papers, simulated the effect of an angry mob denouncing its oppressor. Operator Elmer Lantz in the control booth gesticulated wildly as their lusty shouts threatened to shatter the equipment. During a brief rehearsal before the broadcast, rival newsies commented uncharitably (in the Bronx manner) on their competitors' efforts, while their sponsors exchanged minatory glances. An atmosphere charged with bellicose possibilities prevailed just before the show went on the air. But when 13-year-old Philip Minsky of the *Boston Traveler* was pronounced winner of the national championship, civic pride triumphed and there was general rejoicing. The handsome silver trophy awarded by NBC now reposes on exhibition at the studios pending formal presentation by Governor Hurley.

Vox Populi, vox Dei. Gordon Swan, WBZ Traffic Manager, has been elected a representative of the Town of Milton. Incidentally, Representative Swan has acquired a new secretary. . . . Miss Ruth Moran, secretary to Sales Manager Ewing, has just returned from a West Indies



Gov. Charles F. Hurley of Massachusetts presents silver trophy awarded by NBC to Philip Minsky, winner of the National Newsboys' Hawking Contest. Left to right: Karl F. Hall, Circulation Manager, Boston Herald-Traveler; John A. Holman, General Manager, WBZ and WBZA, Philip Minsky and Governor Hurley.

Boston Newsboy Wins Newshawkers Contest

On March 3 the first of an annual coast-to-coast newshawkers contest conducted by the National Broadcasting Company was heard on the air.

Philip Minsky, thirteen-year-old newsboy, who peddles the *Boston Traveler* won the large loving cup donated by NBC in the contest which brought the nation's leading news vendors to the microphone.

The judges who picked the winner were: Adela Rogers St. John, noted newspaper woman and radio commentator; Arthur Robb, editor of *Editor and Publisher*; Patrick J. Kelly, chief announcer of the National Broadcasting Company, who announced their decision in New York; and Charles Gridley of the *Denver Post* and the *Portland Oregonian* and President of the National Press Club, and George R. Holmes, chief of the Washington Bureau of International News Service, who announced their decision from NBC's Washington studios. The vote was three for Minsky against two for newsboys in Chicago.

cruise with a harrowing story of the antics of "that old devil Sea"—and with a gorgeous tan that is the envy and despair of all beholders. Miss Moran weathered the stormiest cruise in six years without missing a meal. . . . A wave of aesthetic zeal is sweeping WBZ. New furnishings, new decorations, new artistic miracles appear like mushrooms overnight. Kubla Khan's Pleasure Dome was a shambles to the new display cases in the foyer.

EXCHANGE CORNER

This classified ad section is available, free of charge, to all NBC employees. Rules: forty-five word limit; not more than one ad to each employee every other issue; no regular business or professional services may be advertised. Address ads to NBC Transmitter, Room 284, RCA Building, N. Y.

All items must be in writing; give name and address.

FOR RENT—One room apartment; five minutes from Radio City; completely furnished, also grand piano and radio. Male only. Reasonable rent. For details call Frank Murtha, Ext. 834, Rm. 505, N. Y. Artists Service.

WILL TRADE—One new Ronson Pencilitier (value \$3.50) and one new traveling brush containing razor, toothbrush and stuff (value \$7.50) for a rod and reel. Call John Powers, Ext. 828. NBC New York.

FOR SALE—New Jersey, commuting distance. 15 room house (3 baths, 5 bedrooms on second floor, oil burner, 2 car garage, screened porch. Great sacrifice. Write or call the NBC Transmitter, Ext. 220.

BARGAIN—Brand new console type RCA radio, model 10-K. Apply to the NBC Transmitter.

FOR SALE—Eastman Kodak model 60 8 mm movie camera; F 1.9 lens, camping case, 1½ inch, F 4.5 telephoto lens, and U8 Kodachrome filter. Complete outfit only, as listed, \$70.00. Used only few months. Call Lester F. Miles. Ext. 450, Rm. 589, N. Y. Engineering.

WANTED — Lighthouse for *Voightlander AVUS* camera to use camera for enlarging. Size of picture, 2¼" x 3¼". *Voightlander, Leica* or any make will do so long as it fits *Voightlander AVUS*, 2¼" x 3¼" camera. Have carbon plate, 50 watter 211 and type 860 tubes for swap. Write Ray Strong, studio engineer, WGY, Schenectady, N. Y.

TICKETS—for NBC employees to America's Town Meeting of the Air, every Thursday, 9:30-10:30 P.M., at Town Hall, 123 West 43rd Street, N. Y. C. Apply to the NBC TRANSMITTER, Ext. 220.

PUBLIC SPEAKING COURSE—Mr. Charles F. O'Neil who has just concluded a course in public speaking for NBCites in Radio City has announced the beginning of another course which will last about 14 weeks. The cost is \$20.00 for the entire course and it may be paid in instalments. The class meets in the Clients' Room on the second floor every Thursday from 5:30 to 7:30 P.M. If interested call the Personnel Office, Ext. 263.

WANTED—To sublease for the spring and summer two room furnished apartment with kitchenette. Preferably within short walking distance of Radio City. Apply to the NBC TRANSMITTER, Box 11.

NBC HOLLYWOOD

by Frances Scully

Activity has hit a new high on the western front with departments being augmented and preparations in the air to move several units to the building annex to make way for further additions to the Hollywood studios. Manager John Swallow, in an effort to facilitate working conditions and accommodate the rapidly increasing personnel, arranged for several departments to occupy the building in the rear of the studio, which had formerly been rented to the J. Walter Thompson Agency. This, however, is only a temporary arrangement, as studio expansion plans will probably be definitely decided before long.

March additions to the NBC Hollywood studios: Donald de Wolf, engineer in charge, adding to his department Craig E. Pickett, transferred from San Francisco; Al Korb, transferred from WGY, Schenectady. Walter Baker, night manager, has transferred the switchboard to a private office and the hostesses now take turns at the desk in the lobby.

Ruth Schooler, pretty brown-eyed secretary of John Swallow, has gone nautical



This is Hollywood's latest "find"—Elizabeth Palmer, well-known on Broadway's stage, who left New York last week for the 20th Century-Fox studios in the California film capital. Why is her picture in the NBC Transmitter?—Because to us she is Mrs. Francis Healey. "Frank" is assistant to publicity director Wayne Randall.

minded. Reason is that boy friend Larry Wright bought himself a 35-foot sail boat, so Sundays find Ruthie learning the fine art of handling a sloop.

On March 1, Dema Harshbarger, head of Hollywood's Artists Bureau celebrated her 25th anniversary in the business of handling professionals. When asked how she celebrated, the keen-minded executive smiling and with a typical Harshbarger twinkle said she closed two swell business deals that day.

And while we're in the Artists Bureau, Mae Regan discovered that she is a sorority sister of Honor Holden's daughter, Charlo. Mae is a Phi Delt from Nebraska University, while Charlo Holden belongs at De Pauw University, Indiana.

The atmospheric Hofbrau Gardens in Hollywood provided the scene for a gay party, consisting of Ruth Schooler, Jean Darrell and Virginia Elliott. After partaking of the victuals, the gals gayly brought out their anagram game and for a couple of hours played this fascinating game with the help of the checkered table cloth and kibitzing waiters. "Anagram" time was had by all.

BRIEFIES . . . Ralph Denechaud had most of his wedding trousseau stolen . . . Elma Cronin, Hollywood's blonde and blue-eyed ladies' maid, is an accomplished pianist, having, in the past, given piano recitals and taught this fine art . . . Bob Lamb of Claude Ferrell's division collects autographed pictures . . . Mort Smith is back at the controls after a struggle with Old Man Pneumonia . . . Murdo Mackenzie says he also lives in the NBC colony in San Fernando . . . Bill Brandt, Jr. is the latest addition to the mail department. His dad is one of the famous Guardsmen Quartet heard on the networks. . . .

Myrna Bay of the Music Rights Department is very proud of her 11-year old brother Sheldon. For the past two months he has made rapid strides on the networks, appearing in commercials for First Nighter, Packard Hour and Thrills. He also has a steady job every Saturday in the Childrens' Radio Theatre, over a local station.

BOOK REVIEW

A MANUAL OF RADIO

When Maurice Lowell, a production director at NBC's Chicago studios, wrote "Listen In" he filled a gap in radio literature. The radio library, compared to the place radio has in the life of every individual, is very small. Most of the books are either technical or "fan" publications. There has been a great need for a book which will give an authentic picture of radio—a behind-the-scenes view, that the general public and the eager novice can understand. "Listen In" is such a book.

It might be called a text book, so factual and pertinent are its contents; so well organized and presented. But a text book connotes something dry and dusty and "Listen In" is anything but that. It is unusually well written; the style is easy, fluent and colorful.

It is a little book, pocket size and 114 pages, but it is a complete one. Naturally, there is not much detail; that was not the purpose of the book. The author wanted to give a clear, concise picture of what radio is, its components and its requirements, and in the mind of your reviewer, he succeeded admirably. The titles of some of the sections give an idea of the topics covered: "The Script Writer," "The Production Director," "The Radio Talk," "Station Organization," "Audience Reaction," "Evolution of the Program," "Chain vs. 'Spot' Broadcasting," "Radiathermy."

The greater part of the book is devoted to the program and its preparation; this is natural because Mr. Lowell, as a production director, knows this part of the business from the ground up.

"Listen In" is a frank and honest book. It does not paint glamorous, rosy pictures; it does not "debunk." It presents radio as we who are a part of it know it to be.

Mr. Lowell makes an interesting observation—that the trend is toward educational programs. He says: "Commercial sponsors are fast approaching the entertainment saturation point. Almost every conceivable peg upon which to hang a musical or dramatic program is either being used at the present time or has already been discarded. A new approach, a fresh twist, a new angle must be found; and believe it or not, clients are moving in the direction of 'educational' programs, as a solution to this problem."

"Listen In" is published by the Dodge Publishing Company, New York.

—DIANA MILLER

NBC CHICAGO

by Bob McCoy

Announcing school, coached by announcer Lynn Brandt under the supervision of chief announcer Everett Mitchell, has begun again. Classes are attended by several of the pages and members of the junior production staff. Announcer Brandt assumes the role of teacher seriously, gives homework assignments, encourages criticism by the pupils themselves and is a successful and popular instructor.

/ / /

Seen and Heard: Virginia Thompson and Charles Robb in the elevator comparing notes on coiffures—Virginia, with a new wave, hoping it would stay in over the week end—Chuck, with a fresh trim, hoping his wave would stay out. . . . Bill Rosee, recent graduate of RCA Institute's Chicago school, and actor Bob Guilbert pondering mightily over a chess game, with Bill seemingly in a tight spot. . . . Marge Stockdale of Program off to Washington, D. C., on a winter vacation—Florence Reiland being congratulated on her promotion from Central Stenographic to a desk in Sales—Jane Stahl replacing Miss Reiland. . . . Marge Neiss and Dorothy Little being proud of weekly swimming accomplishments in the Medinah Club pool. . . . Page Bill Lawrence replacing Francis Moore who resigned to go with

IDAHO STATION JOINS NORTH MOUNTAIN GROUP

With the announcement that station KIDO, Boise, Idaho, will become affiliated with the National Broadcasting Company's North Mountain Group about July 1 the total number of NBC stations is now 118.

KIDO, the most powerful broadcasting station in Idaho, is the only broadcasting station in Boise and will be the only station in Idaho with a national network affiliation. The nearest network outlet is 240 miles away. As a member of the North Mountain Group, it will be supplementary to both the NBC-Red and the NBC-Blue Networks.

The station is owned by C. G. Phillips and Frank L. Hill. The studios are in the Hotel Boise, with the transmitter located northwest of the city. The broadcasting frequency is 1350 kilocycles, with a daytime power of 2500 watts and a nighttime power of 1000 watts.

an agency. . . . Ruth O'Connor, expert horsewoman, studiously working on the Old Gold contest puzzles . . . and who isn't?



When JOHN GIHON, left, KDKA's program manager, wanted authentic color for the station's Chinese New Year broadcast, he didn't have far to go. The windows of his office in the Grant Building, the highest in Pittsburgh, looked down on the squat two-and-three-story stores and homes of Chinatown. Mr. Gihon is shown above as East meets West on the South side of Third Avenue.

KNOW YOUR COMPANY

No. 4 — THE SCRIPT DIVISION

by Lewis H. Titterton

This is the fourth of a series of articles which we hope will give you a better understanding of the many NBC units.

The Script Division of the Program Department was formed in March, 1936 by the merger of the Literary Rights Division and the New York Continuity Division. It is organized to fulfill a variety of functions, some of them "national" in the sense that they have reference to the work of all owned, operated and managed stations of our company, others of them "New York" in that they deal specifically with New York. As in all such examples of merged functions, there are border-line cases which do not fall regularly into either classification.

The work of the Division may conveniently be subdivided as follows:

1. Literary Rights:

(a) This somewhat cumbersome term is generally interpreted by the members of the company to mean an acquaintance on the part of the staff of the Script Division with who owns the rights in anything written, all the way from Mickey Mouse to Marcel Proust, and how much they would cost. If we do not know by previous investigation, we are equipped to find out. The Division is held responsible for reading all New York scripts, whether commercial or sustaining, with a view to detecting possible copyright violations, and is expected to obtain from agencies, when the program is agency built, adequate evidence of authorization when agencies submit material adapted from existing literary properties or, in the case of original work, assure itself that no infringement is taking place. In addition, the Division obtains for commercial programs built by NBC, for sustaining NBC programs and for such agencies as desire the service, quotations and authorization to perform material that is protected. The Legal Department has approved certain forms for use in this connection, and these forms are used not only in New York, but in all the managed and operated stations, who work closely with New York in regard to matters of clearance. The peculiar status of poetry causes the Division to devote detailed attention to the requests from all our stations regarding this type of material.

(b) The Division purchases a great deal of dramatic material, as do certain of

Lewis H. Titterton came from England and the publishing business when he joined the staff of NBC.

In his 'teens, he thought of becoming a doctor, but turned away from the natural sciences to a study of the classics and, somewhat for fun, Hebrew. This last proved so entertaining that he spent three happy years at St. John's College in the University of Cambridge, England, reading Oriental languages. The greatest living Orientalist being at Harvard, Mr. Titterton came over for one year and stayed two, partly because he liked it and partly because the emoluments of the Joseph Hodges Choate Memorial Fellowship made it possible.

Instead of returning to England, he spent eighteen months as assistant editor of the Atlantic Monthly in Boston before coming to New York as assistant to the general sales manager of the Macmillan Company. Then followed six months as southern sales manager, after which he was recalled to the New York office to become associate editor of the publishing firm.

Mr. Titterton has a wide acquaintance among authors and literary people generally who admire and love him for his keen sense of humor, friendliness, and ready, though sardonic, wit. When we asked him about



LEWIS H. TITTERTON
Manager of the Script Division

his hobbies, he replied he liked all sorts of outdoor activities—confided he probably should have been a farmer—he likes the soil and trees, and even weeds. Best of all he enjoys working with a cross-cut saw and ax or building stone walls. He says he likes people—all kinds of people—even the so-called dull ones, who, he has discovered, are not as dull as some might think.

In addition to acting as an adviser to the Book-of-the-Month Club, Mr. Titterton writes book reviews for metropolitan newspapers because he enjoys it. His name as a reviewer often appears in the book review sections of the *New York Times*.

our stations under approved forms. Where opportunity arises, subsidiary rights in such material are sold, whether book, motion picture or stage. From time to time the Division is able to handle the licensing of the name of some prominent radio artist for commercial use, or arrange for a game based upon a program to be manufactured.

(c) In addition to reading all scripts, commercial or sustaining, for copyright, sustaining scripts in New York are also read for policy.

2. Scripts:

(a) Writers. There are on the staff of the New York Script Division, at the present moment, nine writers, eight of whom devote their full time to writing and one of whom is partly concerned with reading for copyright and policy. In addition, there are two men whose whole time

is occupied with research for musical continuity of classical and semi-classical programs. The Division keeps in touch as closely as possible with free lance writers and acts as agent in selling their services as well as those of staff writers for the writing of commercial programs. The writers work closely with the Music and the Press Divisions on many programs.

(b) A play-reading section of the Division is responsible for the first reading of all scripts submitted to the company in New York, as well as the interviewing of the great bulk of individuals who wish to present program proposals.

The manager of the Script Division is a member of both the Commercial and Sustaining Program Planning Boards, personally considers scripts which have

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NAMES IN THE NEWS

(Continued from Page 13)

Minnesota, class of '35. He has had some newspaper experience back home. He is rooming with his home-town friend Hugh Savage, of Brass Buttons Revue fame.

DeVerre Englebock got tired of singing with the *Villagairs Quartet* over WTAM, Cleveland, so he packed up and came to New York to join our page force. He studied at the Cleveland Institute of Music.

John F. Parsons, a graduate of Roosevelt High School in New York, was with the Department of Agriculture for four years as a tree surgeon before coming to NBC.

Melvin Blake Johnson, of Cleveland, Ohio, Dartmouth '35 has faced the microphone before at WNBX, Vermont, as a member of the Dartmouth Players.

Charles L. Jones, educated at N.Y.U., comes to us from the department store business.

Joseph M. Allen, hails from Belhaven, N. C., where he worked in a Ford plant for some time before coming to Radio City.

Richard P. Hogue, a radio ham from Yonkers, N. Y. He went to Georgetown U. for two years.

William Samuel, graduate of C. C. N. Y., has just finished a post graduate course in speech and dramatics at Columbia U.

Henry Arian comes to us with some experience in newspaper work. He has been all over the world and was educated in European schools where he learned to speak French, Dutch and German fluently. He also speaks Spanish. He wants to become a script writer.

Donald Tenzi and Michael Randolph are the most recent additions to the night staff in Stenographic.

Stenographic replacements are Mary Nealon, Winifred Wylie, Elinor O'Shaughnessy, Bertha Kurtzman, Norma Olsen, Dorothy Allfred, Winifred Castle, Elsie Bergler, Mary Deery and Elizabeth Scott.

William D. Hanna has joined the Duplicating Section of General Service.

Miss Sally Austin started her secretarial duties in the Script Division of the Program Department March 8th.

Joseph Pepper and Ernest Jahncke are new Assistant Program Transmission Supervisors in the Traffic Department.

Enter the Photo Contest and win a pair of theatre tickets. Send in your entries before April 8.

Miscellaneous:

Mrs. W. R. P. Neel of Mattawan, N. J., presented her husband Bill (Press) with a seven pound girl.

Joseph Bolton, better known as "Scotty" to his associates in the General Service Department recently passed an NBC dramatic audition. "Scotty" has had a smattering of radio experience before, having been heard on the *Cheerio* and *Rise and Shine* programs where his Scotch brogue has been used to great advantage.

Thomas Riley, Press, now has a successor—an eight pound baby, Thomas Riley Jr., who was born in New Bedford, Massachusetts, on February 27, 1937.

Boston production manager Jack Wright visited us in Radio City during the last week-end in February. We regret to hear from him that our friend and witty Boston correspondent Edward B. Hall was laid up with sinus trouble.

Members of NBC present at a surprise party given by Bill Brown, manager of the St. Regis Hotel, in honor of Doc Hoepfner, Major Bowes' right-hand man, were Frank Burns, Paul Rittenhouse, Keene Crockett, Jerry Wolke, Jack Wahlstrom, Joseph Dickey and Gene Rubessa.

Reports say that it was a very gay party. One of the highlights of the evening was Bill Brown's brave invitation to his friends at NBC to come and cash their checks at his little rustic inn on Fifth Avenue and Fifty-fifth Street—anytime.

A. H. Morton is planning a trip of inspection to all the NBC operated stations next month. It will be Mr. Morton's first visit to our stations since he became manager of the Operated Stations Department on January 1.

Joseph A. Macdonald, Legal Department, became the father of a seven pound baby in the early morning hours of pay day, March 15.

Word has been received that Miss Elizabeth Chambers is English secretary to Chang Kia-ngau, Minister of Railway for the Chinese government at Nanking. Miss Chambers was formerly an assistant in the General Library and also in the Statistical Department. She resigned last September to leave for China.

Miss Edith Ward, secretary to budget director John H. Macdonald, was married to J. E. Strachan at the Grace Episcopal

Church in Brooklyn on March 5. Mr. Strachan is with the National City Bank in New York.

The newlyweds went on a trip through New England on their honeymoon.

John Collins, Artists Service, underwent a minor operation and is now convalescing at home.

We are happy to announce that our genial evening manager, Juan de J. Almonte, has returned to his office after a long absence due to illness.

NBC STATIONS

Tom Bashaw of the Chicago sound effects staff has announced his engagement to Miss Lois Robertson of that city. The wedding is set for April.

James A Thornbury, of Chicago's field engineering division, has constructed an apparatus for demagnetizing wrist watches which have become magnetized by close contact with ribbon velocity microphones in the studios. It consists of a coil which is plugged into an AC outlet, a push button, and a tiny compass.

J. F. Whalley, Chicago office manager, and auditor, has been appointed vice-chairman of the Advertising Media Group of the Seventh Credit Congress of Industry to be held in Chicago, June 21-24.

The Script Division

(Continued from Page 19)

passed the scrutiny of the play-reading section, and other scripts which come from sources that indicate that they are likely to be usable by the company. Besides the general supervision of the Division and the assigning of work, he exercises an editorial function over as many of the more important programs as time affords, handles the bulk of correspondence from persons who wish to submit program ideas, maintains contacts with authors, agents, playwrights and play brokers and, when he is fortunate enough to have them, suggests his own program proposals. He is also called upon to join the vice president in charge of programs and the business, commercial and sustaining program managers for conferences on matters of general program interest, as well as regarding specific programs. While he is a member of the Program Department, he is expected to, and does, avail himself of the advice and guidance of the Legal Department in a wide variety of matters.

ESCORT TO A KING

NBC Britisher tells how he rode with the sovereign's escort in the coronation of the late King George V.

AN Englishman who rode in the coronation procession of the late King George V in 1910 has been discovered among the employes of the National Broadcasting Company in New York. He is George Malcolm, NBC's genial host on the second floor of the studio section in Radio City.

This tall Britisher was a trooper in the Second Life Guards stationed at Cumberland Barracks in Windsor when King Edward died in 1910. With the news of the King's death also came an order for the Second Life Guards to move to London, there to start preparations for the coronation of the new King, George V.

When the period of mourning over the death of Edward VII had passed and London had begun to hum and buzz with preparations for the coronation, George found it quite exciting to be taking part in that great event. His company, being chosen to act as the escort to the new King, was stationed at Whitehall. They spent weeks of strenuous rehearsing.

Footguards, composed of the crack regiments of the Empire and other branches of the army and navy, also took part in the preparations.

"On Coronation Day, after inspection," said George, "we left Regent's Park Barracks and proceeded to Buckingham Palace, carrying the royal standard. Thousands of people lining the streets gaped at us as we proudly rode by on our shiny black horses. We must have been an imposing sight, if I may say so myself.

"There were about four hundred of us in the Second Life Guards, and we were all mounted on black horses except the trumpeters, who rode gray horses. We troopers wore bright red jackets with gold facings, steel cuirasses, white breeches and high black boots. On top of all this we wore heavy helmets topped with long flowing white plumes, glistening like silver in the sun. Heaviest of all our equipment were fourteen-pound swords which we carried at attention. And believe me, those swords felt like tons of steel on your arm after awhile.

"The trumpeters wore lighter uniforms with crowns embroidered in gold in front and back. They wore gold peak caps like jockey caps and carried silver trumpets with long banners.

"At Buckingham we formed up at the quadrangle inside the palace grounds, in two lines, one on each side of the royal carriage. We had a long wait there. It seemed as if we were waiting for hours and the uniform and all its accessories—about forty pounds—got heavier and heavier.

"We did nothing but stare at the gilded carriage before us. It was hitched to eight restless black horses flanked by an equal number of grooms in ancient dress of gold. Two footmen were perched on the rear. The driver, up front, wore a three-cornered black hat and a long gold coat, short breeches, black stockings and low, buckled shoes.

"Finally, King George V and Queen Mary emerged from the palace escorted by foot guards. Following the salute by

the trumpeters, massed bands of all the guards played 'God Save the King' as the procession started. The King and Queen seemed a bit nervous and excited. I don't suppose anyone could remain calm in such an exciting atmosphere.

"As we emerged from the palace grounds a terrific din of cheers from the oceans of people awaiting the procession blasted our ears. Crowds lining the route were held back by two lines of men—bobbies standing abreast of each other and, in front of them, foot guards within arms' length of each other. In spite of all this one man managed to break through as we were going down the Mall in front of St. James's Palace. He tried to shake the King's hand, but he was stopped by one of the foot guards flanking the royal carriage. However, his patriotic efforts were rewarded by a nod from the King and a smile from Queen Mary.

"The royal procession was headed by two outriders. Then followed an officer leading the procession. Behind, rode the Advance Guard of the Second Life Guards in which I was riding. Next came the sovereign's escort carrying the royal standard in front of the royal carriage. A party of Life Guards followed the carriage. Then came a connecting file of non-commissioned officers representing all parts of the empire. The tail end of the procession was mostly composed of carriages bearing other members of the British royal family, and sovereigns, leaders, and representatives of other countries.

"It took us almost an hour to reach Westminster Abbey, about a mile from Buckingham, where we started. At Westminster we were greeted by another fanfare of trumpets followed by another playing of 'God Save the King' as the King and Queen entered the Abbey.

"During the coronation we waited in formation in the court of Westminster. From the Abbey stirring strains of music came forth. As I sat there on my horse, I could picture the King walking up the nave toward the coronation chair and

(Continued on Page 15)



This is George Malcolm in the uniform he wore seventeen years ago at the coronation of George V. Insert: George as he is today.

TELEVISION FIELD

TESTS RESUMED BY NBC

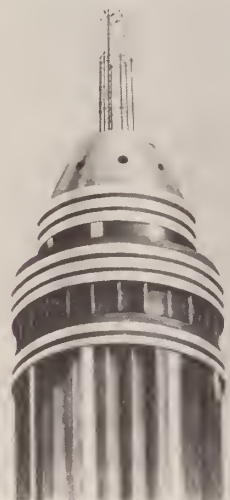
Inaugurating the broadest program of experimental television ever undertaken in the United States, the National Broadcasting Company resumed their field tests on April 5, using the new RCA 441-line system.

Programs are being televised daily from the highest point in Manhattan, the tower of the Empire State Building, where NBC has operated the only television station in New York City for the last four years. NBC has been on the air with television since 1931.

Chief Engineer O. B. Hanson said that the object of the new tests, representing the latest development in NBC's years of television experiment, is to determine the home program potentialities of high definition television. More than seventy-five receivers, placed at selected points through the Metropolitan area, are being used by NBC's expert observers to check quality of reception.

The new RCA 441-line system has been in operation in the laboratory since last December, but the present tests are the first under practical field conditions. In similar tests of 343-line pictures as long ago as last summer, NBC engineers reported satisfactory reception as far as forty-five miles from the Empire State trans-

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Pictured above is the NBC television antenna, over twelve hundred feet above the sidewalks of New York, atop the Empire State Building. This antenna, the highest in the world, is designed to transmit simultaneously television pictures and the accompanying sound. The energy radiated is concentrated within an area having a radius of fifty miles and in which television receivers are installed at the homes of NBC observers. This unusual antenna arrangement is known as a three tier array of horizontal half wave outlets.

NBC MEN SAIL FOR SOUTH SEAS BROADCAST

George Hicks, special events announcer, and Walter R. Brown and Marvin S. Adams, field engineers, will represent the National Broadcasting Company on the National Geographic Society—U. S. Navy Eclipse Expedition to tiny, uninhabited Enderbury Island in the middle of the Pacific Ocean. From this coral-reefed dot of sand five thousand miles southwest of San Francisco, the voice of Hicks will travel

around the world next June 8 describing the gorgeous spectacle of a total eclipse of the sun over NBC networks.

George Hicks left New York on April 20 for Los Angeles. From there he sailed for Honolulu to join Engineers Adams and Brown, who left earlier to prepare the equipment.

The Navy minesweeper *Avocet* will carry the entire equipment and personnel of the expedition from Hawaii to the South Sea Island.

The NBC representatives will take more than four tons of broadcasting equipment and will set up a temporary radio station on the island for the eclipse broadcast—the only broadcast in radio history to originate from a desert isle. The island station, WIOXAP, operating on an ultra high frequency, will have a power of twenty-five watts. From the island the broadcasts will be relayed through the ship's transmitter either to San Francisco or Honolulu, depending on reception.

In addition to high poles for the antenna, Brown and Adams are taking several gigantic kites with which they will experiment as vertical antenna supporters.

The expedition is also taking along fishing tackle, as they will have three weeks on the island before the eclipse takes place and all hands are anticipating great sport.

The eclipse broadcast will be heard on June 8 at 3:15 P. M., EDST from Enderbury Island, the only vantage point for satisfactory observations of this important phenomenon—the longest total eclipse of the sun in twelve hundred years. Several brief broadcasts from the ship and island will be made before June 8.



NBC Photo by Desfor

Announcer George Hicks and Engineer Walter B. Brown look for that tiny dot in the South Seas from which they will broadcast a description of the eclipse of the sun next June 8.

Announcer Hicks is one of NBC's most versatile special events announcers. After school days in Tacoma, Washington, Hicks tried a wide variety of occupations before he stumbled into broadcasting by sheer luck. While at school in Washington, D. C., he answered an ad for a radio announcer. That was in 1928. Since then Hicks has broadcast from a submarine at the bottom of the sea; described the flight of a squadron of army bombers from a cockpit of one of them; traveled to Europe and back to cover the maiden voyage of the *Normandie*; broadcast the Easter Parade through NBC's "top hat" transmitter; covered the largest peace time maneuvers of the U. S. Army; reported fights, wrestling bouts, track meets and conducted numerous interviews with famous personalities.

Brown and Adams are two of NBC's crack field engineers. Brown, attached to New York headquarters, has handled the engineering end of countless special events, including the last NBC Eclipse Expedition of 1932 to Mt. Washington, the first broadcast from a submarine and the first from a streamlined train. He also has been engineer for NBC's coverage of Poughkeepsie regattas and international yacht races. Adams has handled many special events for NBC on the Pacific Coast, including one from the newly constructed Golden Gate Bridge (see NBC SAN FRANCISCO, page 16).

* * *

Have you bought your ticket for the NBC Spring Dance at the Roosevelt Hotel, May 7?

* * *

Now is the time to join the NBC Athletic Association. Sports for everyone.

NBC ATHLETIC ASSOCIATION ACTIVITIES

Election of Chairmen

The newly organized NBC Athletic Association is rapidly progressing toward its goal of organized activity in every sport in which employes are interested. At the meeting of the Association on March 22, chairmen were elected in all sports which will be organized this season.

An Executive Committee also was organized. It consists of the five officers of the organization, and the chairmen of the various sport groups. If at any time the number of chairmen becomes too large, they will elect five of their number to meet with the five officers as the Executive Committee.

Below is a list of the chairmen who were elected in the various sport groups. Employes interested in any of these sports are advised to contact the chairman.

Baseball—John Wahlstrom, Guest Relations.

Tennis—Joseph Merkle, Guest Relations.

Gym Classes (Women)—Suzanne Cretinon, Operated Stations.

Gym Classes (Men)—Harvey Gannon, Program.

Membership Committee: Charles Thurman, Guest Relations; Selma Wickers, Program; Walter Moore, Press.

Social Committee—Grace Sniffin, Treasurer's Office.

Horseback Riding—David Van Houten, General Service.

Bowling—George Milne, Engineering.
Basketball—Archibald Blainey, Program.

Ping-Pong—John Mills, Guest Relations.

Swimming (Women)—Mary Kennedy, Program.

Swimming (Men)—Adam Yung, Statistical.

Handball—Joseph Arnone, Engineering.

Rifle and Pistol Shooting—R. M. Morris, Engineering.

Skating—Helen Winter, Treasury.

Badminton (Women)—Katherine Hoffmeir, Sales.

Badminton (Men)—Lee B. Wailes, Operated Stations.

Golf—Frank Jones, Artists Service.

The Constitution

At a meeting on April 5, several subjects of interest to all employes were considered. President McElrath discussed the use of the dues. These are to be collected from each member at the rate of one dollar a year. President McElrath stated:

"The money thus collected will be used to support all the sports, with the greater part of it going to those sports most in need of financial assistance."

Miss Grace Sniffin (Treasurer's), chairman of the Social Committee, announced plans for a dance to be held May 7, 1937, at the Hotel Roosevelt. Basketball and bowling were deferred until next fall, as they are primarily winter sports. George Milne (Engineering), announced an open bowling night for men and women tentatively set for April 20. Last, but not least, the constitution and by laws of the organization were read. The most important of these, dealing with organization and membership, are:

"The object of the organization shall be as follows:

A. The formation of groups and teams in each branch of sports and games in which members of the National Broadcasting Company are interested.

B. Regular meetings shall be held at 5:15 o'clock on the evening of the first Monday of each month. The regular meeting in the month of March shall be the annual meeting. Special meetings may be called by the President to consider such matters as are listed in the call. Copies of the call shall be distributed to all offices in the company.

C. Active members shall comprise regular employes of the National Broadcasting Company, who shall apply for membership and shall be certified by the Membership Committee.

Membership to Date

The membership committee reports that one hundred and seventy-nine NBCites have joined the NBC Athletic Association as of April 14. Those wishing to join the Association will please contact C. H. Thurman, Guest Relations; Selma Wickers, Program, or Walter Moore, Press.

Join now and take advantage of the opportunity to participate in the Athletic Association's summer activities.

Horseback Riding

Chairman David Van Houten reports that there was a large turnout at the first ride of the riding group. To be exact there were twenty-three equestrians on the Central Park bridle path on the evening of April 7. Although the group included a number of beginners, there were no falls or other casualties except a few sore spots the next day.

The NBC Athletic Association has obtained a special rate of \$1.50 for an hour's ride from Aylward's Riding Academy, 32 West 67th Street. Instruction is given to beginners without extra charge, and it is hoped that more beginners will turn out in the future.

Mr. Van Houten is planning to form riding groups in Long Island, New Jersey, Brooklyn, Westchester and Manhattan with the advent of daylight saving time. He doesn't anticipate any difficulty in securing a special rate of one dollar per hour at the out-of-town riding academies.



—Photo by Jack McGhie
Frank Lepore, Press, yells for help as Adam Yung, Jr., chairman in charge of swimming, pushes him off the diving board of the Parc Vendome pool during the natators' first gathering at which over seventy NBCites and their friends were present.

NBC HOLLYWOOD.

by Frances Scully

I guess it's spring that's really responsible but two members of the Hollywood studios turned song writers and supplied the lyrics for some tunes you'll probably be hearing. Joe Alvin of the Hollywood Press Department turned out *One Perfect Night* with music by Josef Koestner for Marion Talley, which she sang on her program Easter Sunday. Joe Thompson, who was recently transferred from San Francisco, collaborated with Jack Meakin of San Francisco on *The Little Man With the Big Stuff* and with Edna Fisher, radio artist of San Francisco, on *The Dream in My Heart*.

With his first story *Tomorrow's Headlines* bought and under way at RKO as a motion picture, Walter Bunker of the Production Department just sold his second writing effort *Behind the Mike* to Universal. Bunker worked with two seasoned scenarists on preparing the script and although he won't receive screen credit he's very happy about it all.

Now for our new Hollywood additions. Noel Corbett, transferred from San Francisco to Hal Bock's Press Staff in Hollywood. Helen Aldrich, who was previously with Remington-Rand in Honolulu, is popular Tracy Moore's secretary now, and with Nataline Halliday resigning from the Engineering Corps Kathryn Phelan, a newcomer to radio, got the spot as Donald de Wolf's secretary. Nataline hasn't deserted the engineers, however.

Hal Dieker of the Sound Effects Department is the proud father of a baby girl born March 13 at the Hollywood Hospital. Judith Rae, as the Dieker heiress will be called, is the first arrival in the Dieker family and papa Hal is still beaming about it.

Cleaning up one of the studios. Claude Ferrell found a cigarette case inscribed "Just Another Case of Father to Son," which didn't mean a thing to Claude. But when Doug Fairbanks, Jr., hopped around to claim it, Claude discovered that it was solid gold, a product of Cartier's, London, and young Doug's most prized possession.

Walter Baker is pretty blue these days. Robbers broke into his apartment and made away with the traveling case which was presented to him as a parting gift from the boys and girls in San Francisco.

"Quotation Marks"

FASHIONS BY TELEVISION

"... And it won't be long before the Paris Editor of *Harper's Bazaar* will sit in a studio in Paris and broadcast via NBC the semi-annual Paris fashions with illustrations. Over three thousand miles of sea, and thousands more of land, the living mannequins will come—to you in Hollywood, to you in Cheyenne and Cape Cod and Key West—twirling their heads and swirling their skirts on the little screen over your radio."

—*Harper's Bazaar*, April, 1937.

ON NBC GUIDES

* * *

"... The guides themselves are exceptionally well versed in all phases of broadcasting. Before they don a uniform and attempt to explain radio to visitors they are required to go through a course of instruction enabling them to answer any questions put to them. Studios, power rooms, air conditioning plants, recording laboratories and technical exhibits are an open book to them and they are ever ready and willing to impart their large fund of information about broadcasting to the people who tour the studios daily.

"They are personable, intelligent young men with a large acquaintance among the great of radio, in addition to their technical knowledge. Their discussions of broadcasting during each tour have a flavor of excitement and showmanship. They know the latest news of the studios. They are well acquainted with the stars they meet in studios and corridors. Information such as this lends a touch of human interest to each tour."

—*Music in the Air in The Highway Traveler*, February, 1937.

* * *

COAST-TO-COAST ORCHESTRA

"Radio itself is making attempts to encourage amateur music-making, not only through actual music lessons broadcast by teachers, but also by urging participation on the part of listeners at home. How many people have joined the "community sings" I do not know, but I am familiar with the preliminary results of the *NBC Home Symphony*, a program devised by Ernest La Prade for amateurs who may enjoy playing their own instruments at home with the radio orchestra.

"The method is extremely simple. The programs are announced in advance so that each listener may buy the music for the instrument he wants to play. At the beginning of each program "A" is sounded, to allow opportunity for tuning string and wind instruments. For a few seconds before each piece the player at home hears a metronome beat indicating the tempo, and after that it's every man for himself. Certainly this is an example of music (or discord) for its own sake, without any motive of exhibitionism.

"Almost all the letters Mr. La Prade has received refer to the broadcast as 'our' program."

—*Better Days for Music*, by John Tasker Howard, *Harper's*, April, 1937.

The NBC Home Symphony is heard every Saturday at 6:35 P. M., EST, on the NBC Blue Network.

It'll all depend on his screen test whether a practical joke will be the cause of Russell Hudson deserting the Mail Division to seek laurels on the screen. It happened one night when auditions were being held for the Haven MacQuarrie show. "Do you Want to Be an Actor?" The boys in the control room thought it would be a joke to call Russ's name, which they did... and Russ took them up on it. Given lines to read, he won a spot on the following Sunday's show and now a screen test at Warner's has been promised him by MacQuarrie.

The big match is on and by the time the Transmitter is off the press the badminton champion of the Hollywood studios will be named. The date for the finals is set for April 19, with Myron Dutton of the Production Department in charge. So next month we'll be able to give you full details and the names of the winners. A badminton court has been erected atop the studio and early morning finds earnest players hard at work swinging away the same as after hours in the evening. NBC Hollywood is definitely going hadminton!

APPOINTED EASTERN SALES MANAGER

S-T-A-T-I-C

by Alan Kent



KEN R. DYKE

Ken R. Dyke, former general advertising manager of the Colgate-Palmolive-Peet Company and prominent in national advertising organizations, was appointed Eastern Division Sales Manager on April 1.

Mr. Dyke, who recently returned from a six months' trip to the Far East, resigned his post with the Colgate-Palmolive-Peet Company last July. Previous to that he was vice-president in charge of sales promotion for the Johns-Manville Corporation.

Mr. Dyke is widely known in advertising and selling circles, having been chairman of the board of the Association of National Advertisers, a director of the Advertising Research Foundation and a director of the Advertising Federation of America.

Easter Crowds Boost NBC Studio Tours

C. H. Thurman, manager of Guest Relations, reports that tourist traffic through the NBC studios in Radio City reached an unprecedented peak for Easter weekend with 7,087 persons making the trip through our headquarters. The total is an increase of approximately 33 per cent over the same Saturday-Sunday period for 1936.

There was a notable increase in traffic through the studios during the Easter holidays caused by an influx of vacationing students.

A wide doorway between the New York Museum of Science and Industry and the mezzanine floor, where the tours begin, was opened on April 3. It will facilitate the flow of tourists from one point of interest in Radio City to another.

NUMBER 26,000,000 ON SOCIAL SECURITY LIST



MARTHA CARLSON

Although she has been with NBC only a month Martha Carlson has already made headlines and the N. Y. Sales Department, where she is secretary to Walter E. Myers.

On the evening of April 5 Miss Carlson was notified that she had the distinction of being the twenty-six millionth person to get a social security card. The following morning she was rushed to Baltimore where she was greeted by Frances Perkins and other Washington notables who were heard with her on a special broadcast commemorating the occasion.

Miss Carlson is a graduate of Hunter College. Before coming to NBC she was secretary to Dale Carnegie, radio speaker and author of the best-seller, "How to Win Friends and Influence People."

abruptly interrupted by an apparition in white, tastefully festooned with assorted tools, buckets and a grim expression.

He looked vaguely like something out of a hang-over that hadn't quite had sense enough to be frightened away by tomato juice. To prove to ourselves that he wasn't a ghost we tried to poke a finger through him. We don't think he was a ghost. As a matter of fact, our ghost became quite bitter over the finger-poking and, after we had picked ourselves up off the floor, we got to thinking that something ought to be done about this knocking down of walls and movings about. However, on second and more reflective thought, we decided that maybe it would be best to leave things as they are.

But, as you can see, things don't stay as they are. And there you are. Or are you?

We are not generally much given to belligerence in any form, but even the mildest mannered of us cannot resist at times the urge to purple slightly at the jowl and make indignant noises. Such an impulse has found us much too weak to resist.

Hence, we should like to say that we are pretty sick and tired of having energetic and destructive young citizens going about knocking holes in NBC's walls and moving people and furniture in and out, ad libitum; putting in doorways where corridors would be much better left alone to brood in unbroken solidity; scattering plaster about willy-nilly to be tracked around in semi-attractive patterns by NBC's heels (leather) (rubber) (round) (just plain).

What with all the architectural breaches in our revered hallway's breastworks, and the resultant movings hither and yon it has reached the point where one never knows, when one comes to work, whether one will be able to find one's desk or be forced to play eenie-meenie-minie-mo with every doorway in the joint. As for trying to put the finger on someone, one knows, it has become close to impossible unless, of course, one has the patience of a Sustaining Tenor and the nose of a Studio Patrolman. One goes barging into what should be Dr. Frank Black's office, and what does one find? Not Dr. Frank Black at his harpsichord, but one of those aforementioned energetic young iconoclasts making passes at a lot of nude steel lath. The harpsichord is cowering in a corner. Dr. Black is under the harpsichord.

What's a man to think? Have we so lost ourselves in the wheels of flux and "Change-For-The-Better" that we must countenance upheaval on every hand with no thought to the sanctity and sentimental affection one has for one's altar home? Why, one hardly has time to wear a heel rest in one's desk! And it's all so swift—like and unexpected to boot.

As witness: A stand-by studio usually gives an excellent imitation of a sepulchre, so excellent an imitation that one expects to enter a standby with no thought of being disturbed. Not so now. The other evening we had just blissfully parked our ample hips and our Anthony Adverse of mimeographed sheets for a quiet game of "Button, Button, Who's Got The Network?" when our pencil pushings were

NAMES IN THE NEWS

NEW YORK

Promotions:

Augustus Sisko was promoted from the Mail-Messenger Section to the Production Division on April 1, 1937. Sisko joined NBC a year ago. He is a graduate of Stuyvesant High School and is now attending C. C. N. Y. in the evening.

Burton M. Adams, guide, who came to NBC on June 15, 1936, with a sheepskin from Pennsylvania University, has been promoted to the Station Relations Department to fill the post of receptionist vacated by Otto Brandt's promotion to a higher position in that department.

Mr. Brandt started as a page three years ago. He became an office clerk and assistant supervisor in the uniformed staff before joining Station Relations.

Miss Florence Cunningham is now secretary to F. Richard Anderson of Station Relations.

Emanuel Horowitz, page, has been promoted to News and Special Events as a typist, April 1. He has been with NBC about six months.

Frank Giblin, who proudly claims the Bronx as his home and birthplace, joined the Mail-Messenger Section March first last. Just graduated from Roosevelt High School, it was his first job. A month later he was promoted to Clay Morgan's office.

Frank's hobby is song-writing. Recently he sang one of his own compositions, *Tomorrow*, on the *Magic of Speech* program. He also has done a bit of acting on Miss Vida Sutton's programs.

Leon Leak, Guest Relations, is the most recent graduate from Dan Russell's announcing class to the New York Staff of announcers. During the past few months he has been heard on the air occasionally as an apprentice announcer during his spare moments.

Leak came from Bay Minette, Alabama, to Radio City in 1934. Since then he has been a page, a guide, a set-up man and, more recently, an assistant guide supervisor, and also a student at Columbia.

Marriages:

With hollow footsteps for sound effects Agnew T. Horine of the sound technicians' staff walked down the aisle of the Little Church Around the Corner on April 8 to slip a little white gold band studded with diamonds on the finger of Miss Mildred Upchurch of Rome, Georgia.

Mrs. Anne Upchurch McNally, sister of the bride, was bridesmaid, and Clement J. Walter, Sound Effects, was best man. Among those present at the informal wedding were Mr. and Mrs. Harold Saz, Mr.

and Mrs. H. Weston Conant, Fred Knopfke, Walter McDonough, Manny Segal and Mrs. Ray Kelly. Several other friends and relatives of the bride and groom were present.

So that his colleagues at NBC could attend the reception, Mr. Horine deferred it until Saturday, April 10. It was a gay affair.

Jack Fraser marched under an arch of microphones held by announcers Ben Grauer, Robert Waldrop, Stuart Metz and Jack McCarthy to say, "I do" to Miss Bettie Glenn, publicity woman, in the Little Church Around the Corner on April 8. Dozens of NBCites, and other friends and relatives of the couple were present at the wedding and the gay reception that followed at the Ritz Bar.

Mr. and Mrs. Fraser are living at Forest Hills, Long Island.

Miss Natalie Tait, secretary to F. E. Spencer, Jr., Sales, was married to Robert D. Bogert of Englewood, New Jersey, on April 3. The wedding took place in St. Andrew's Church in Yonkers.

Mr. and Mrs. Bogert have just returned from a honeymoon trip to the South and are living in Englewood.

Stork News:

Harold E. Bisson, Promotion Division, became the father of a baby girl on April 5. That makes two for Mr. Bisson—a boy and a girl.

Vacations:

Jack Wyatt, guide and announcer-in-the-making, writes us that he is on a "tour of the Middle West" during his vacation. When he wrote us he was in Chicago visiting relatives and the NBC studios in the Merchandise Mart.

Guides Stockley Plummer and Robert Armstrong are the latest vacationists to succumb to Florida's attractions.

Resignations:

Robert White, Guest Relations, has resigned to become a junior salesman for Bowey's, Inc., N. Y. The Goddesses of Fate were kind to him when they sent C. W. Hutchinson, an NBC client and sales executive of Bowey's, Inc., on his NBC Studio Tour. Mr. Hutchinson was so impressed with Bob's enthusiasm, personality and ability to express himself clearly that he asked NBC to "lend" him Robert White for some radio merchandising work.

(Continued on Next Page)



Japanese Royalty take the NBC Studio Tour. Shown above are, from left to right: Her Imperial Highness, Princes Chichibu, Walter Koons, Press, in charge of the NBC welcoming arrangements and His Imperial Highness, Prince Chichibu, watching guide Edward Keller demonstrate the oscillograph tubes which show the inside workings of a receiving set. The imperial Japanese party stopped in New York on their way to London for the Coronation.

Upshot: Bowey's liked him and his work, and asked him to join their sales staff.

Bob is only twenty-two. He joined NBC in May, 1935, as a mail room clerk.

Richard Eastman resigned from the Mail Room on March 31 to join the script department of Blackett-Sample, Hummert, Inc.

Robert Cutler, Statistics, has resigned to join the office of Skidmore & Owings, architects. During his four years with NBC he continued his work as an architect. He gained recognition last December when he won a prize for a design of a building for the New York World's Fair of 1939.

Gar Young, who joined NBC in 1932, resigned from the Promotion Division, April 15, to join the Hearst International Advertising Service.

William R. P. Neel, Press, has been appointed to replace Mr. Young as editor of the NBC Trade News Service. He will have charge of the distribution of all news concerning the company's activities to the radio, advertising and industrial trade press. Mr. Neel has been with NBC two years.

Edward D. Keller, who joined the Guest Relations staff about a year ago, resigned on April 15 to join the publicity department of Rockefeller Center, Inc. While at Princeton Keller wrote a thesis on radio and education which landed him a job at NBC. During his short stay with us he rose from a page to a guide, and finally to guide instructor.

Before leaving he let us in on a secret—his engagement to Miss Ruth Dosch. It is to be announced on April 24 at the home of Miss Dosch's parents in Caldwell, New Jersey.

Glenn Morris, 1936 Olympic Decathlon champion, who joined the News and Special Events Division last fall, resigned on April 8 to go to Hollywood. He is under contract to play the role of Tarzan in a new series of jungle melodramas based on the Edgar Rice Burroughs stories.

Newcomers:

Miss Amelia Umnitz, formerly women's fashion editor of Pathe News, New York, has joined the Press Division as assistant to Fashion Editor Betty Goodwin.

Miss Umnitz comes from Erie, Pa., where she started her journalistic career on the *Erie Dispatch-Herald*. From there she went to Macfadden Publications; thence to Pathe News. She was educated

in Chicago schools and the National Conservatory of Music in Paris.

Miss Umnitz is the author of a book for children called *Music Begins at Two* and several stories and articles for magazines. She is also a composer, having arranged the music for two of Cornelia Otis Skinner's productions, *Empress Eugenie* and *The Loves of Charles II*.

John R. Carnell, formerly with the General Ice Cream Corporation, has joined the Statistical Department. He comes from Albany, N. Y., is a Phi Kappa Psi and a former classmate of script-writer Richard Leach, Dartmouth '32.

Jesse Butcher, former CBS publicity director and more recently a partner in the radio production and talent management firm of Bruce Chapman-Jesse Butcher, Inc., has joined the Station Relations Department. He will do contact work with NBC network stations and fulfill other special assignments.

Mr. Butcher came to radio from the newspaper field, having been on the editorial staff of the *New York Times* for seven years and later heading that paper's news syndicate.

Robert Friedheim, formerly assistant manager of WMBH, Joplin, Missouri, has joined the Electrical Transcription Service Division as assistant to Frank Chizzini. Mr. Friedheim's job will be selling and sales promotion. He was in the newspaper field before joining WMBH, where he was on the staff four years.

Reginald Stanborough has joined Stenographic as a member of the night staff.

Robert Massell and John Morrison are recent additions to the Mail Room force.

Miss Florence Mecca has joined the Auditing Division.

Miss Victoria Geiger is secretary to C. W. Farrier of the Television Division.

New members of the Guest Relations staff are:

George Olenslager, a native New Yorker, who comes to us from the department store business. He attended Stuyvesant High School and C. C. N. Y.

Gilbert Ralston, from sunny California, comes to Radio City after working in glass manufacturing in Mexico. He has been an actor in radio.

Joseph Wilkinson, another New Yorker, comes to NBC from Columbia U.

George De Pue, Jr., of Phillipsburg, N. J., was educated at Muhlenburg College and N. Y. U. He has had experience as a radio actor over station WEST in eastern Pennsylvania, where he worked with Sears, Roebuck & Co.

Wm. Meier of Flushing, N. Y., from the publishing business. He went to school in Flushing.

J. Buss Ward is a native of St. Louis. He went to the Stony Brook Prep School, Long Island, and worked on ships that took him down the western coast of South America.

(Continued on Page 17)



—NBC Photo by Desfor

Pictured above are promising members of the New York announcing school and their mentor, Dan Russell, during a recent broadcast of the *ABC of NBC* series. From left to right: Arthur Garbarini, page; Dan Russell, George Hayes, former page now in the night program manager's office, and Jack Wyatt, guide.

NBC PHILADELPHIA

by J. A. Aull

Although we always are loath to chalk up a failure and in spite of the fact that Philadelphia has musical talent second to none in the country, KYW is forced to admit that it is unable to unhole a single singing mouse. After conducting one of the most intensive mouse hunts ever seen hereabouts, the best we could produce was a waltzing rat. However, we are keeping an eye on the rat so that when television comes along we will again be able to look the world in the face.

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Speaking of singers, lovely Carlotta Dale, the featured songstress with the KYW Top Hatters, is in Oncologic Hospital undergoing treatment as the result of an automobile accident last summer. Trying to keep her amused, in addition to all the artists who drop in to see her, are a pair of ducklings that waddled in one day last week with Peggy Madison.

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Station Manager Leslie Joy has added two more committees to his already long list of civic duties. Mayor Wilson has asked him to serve on his Executive Committee for the 150th Anniversary Celebration of the Constitution of the United States, which will be held in Philadelphia this summer; and the Red Cross has included him on the sub-committee on communications for the South Eastern Pennsylvania Chapter.

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Unable longer to withstand the call of Spring and baseball, Kerby Cushing, KYW's sports reporter, hiked off to Florida late last month for a ten days' stay in the Phillies' training camp at Winter Haven. Chick Kelly, his erstwhile silent partner, did the pinch hitting for him on his regular evening program.

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Peggy McHale, secretary to Jack Hamann, national sales representative of NBC in Philadelphia, and Betty Dickert, secretary to Leslie Joy, are co-authors of a thriller radio program, "Massy Harbison," which was aired successfully last month by the Philadelphia Club of Advertising Women. Of special interest to listeners was the Indian sign language skillfully written into the script.

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Peggy Farnsworth, who was relief secretary last September for Ralph Sayres, sales director, has returned to the fold as official secretary to Jim Begley, program manager.



The plot of ground on which the RCA Building stands is entirely surrounded by a copper strip set into the sidewalk. This copper strip extends from the building line on Sixth Avenue to the building line on Fifth Avenue. At intervals are small copper plates which read as follows: "Property line of the trustees of Columbia University. Crossing is by permission only, which permission is revocable at will." Ever notice?

↑ ↑ ↑

Jack Wahlstrom came back from that Miami vacation sporting a nobby tan. . . . The NBC Stamp Club exhibit on the Mezzanine attracts a great deal of attention from the guestourists. . . . Station WFBC in Greenville, South Carolina, writes its business letters on pressed cotton stationery. . . . Don Lowe had a letter from Tshikapa, Africa, recently, stating that despite the fact the natives could not read, write or speak English or French—they had voted him their most popular announcer. . . . The Guest Relations staff includes a FLOOD in the Main Hall; a LEAK on the Mezzanine, and a PLUMMER in the locker room. . . . Robert Mitchelltree, who helps hold down the Main Hall Information Desk, constructed his own television receiver back in 1931. It produced a one and a half inch square, red and black picture, with about 60 lines to the inch. . . . Henry Weston, former guide, had his picture in the New York Times not long ago, modeling a uniform of the type which will be worn by World's Fair Guides in 1939.

↑ ↑ ↑

George Hicks writes left handed. . . . Reservations are pouring in for the Athletic Association dance at the Roosevelt on May 7. . . . A visitor, evidently possessed of great foresight, stopped by Guest Relations to ask for tickets to Rudy Vallee's program of May 6, which will come from London. Seems he was going over for the Coronation, too. . . . Everybody's busy making vacation plans. Me, too! Goom bye!

—WALTER MOORE.

Roy Shield, Chicago musical director and conductor of the Chicago NBC Symphonic Hour, organized and directed nine different orchestras before he was out of his teens. His father was a railroad man who was being transferred constantly from one town to another, and Roy got the young musicians together in each of the places the family lived.

NBC TRANSMITTER

NBC DENVER

by Charles Anderson

Snow and more snow. Glenn Glasscock, and engineers Bob Owen and Perry Peregrine were late getting back from a special ski broadcast atop Berthoud Pass. So late, in fact, that their wives and friends decided something should be done about it. Whereupon a rescue party set out from Denver determined to find the lost men. Imagine their surprise when they returned home safely, amused to hear of the consternation they had caused. History doesn't relate what happened to the rescue party.

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A. E. Nelson, KOA'S manager, is back hard at it after a short trip to the Southwest on business.

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Derby Sproul of Continuity had a blow-out and found himself in the ditch with the car up-side-down. Derby crawled out a little shaken but none the worse for wear. Luck?

↑ ↑ ↑

A dinner was held Saturday, April 10th, celebrating the third year of Mr. Nelson's management of KOA. The party was a great success. The scene: Denver's Cosmopolitan Hotel.

↑ ↑ ↑

What shall it be "HO," "O" or "OO" gauge? That is the question. Someone started all this by buying a magazine describing model railroads. I think Bill Stulla, announcer, did the dirty work. Billy and this writer are ready for that padded place after looking over the catalogues. Derby Sproul is about as bad, too. If we had our way we'd build a model railroad right in Studio A and let it run out in the hall and down to the Main Control Room. However, it ain't bein' done these days, so we'll have to build them at home. All aboard!!

↑ ↑ ↑

Thelma Erickson, Sales, drew the assignment to present our home town star, Jean Dickenson, with roses, when she arrived the other day. She spoke her piece and did it very nobly, indeed. "Page, hand me those other roses, we'll make this an endless chain."

E. P. H. James, Promotion Manager, is co-author of a book now on sale. "The Technique of Marketing Research," published by McGraw-Hill Book Company, Inc. It is the first comprehensive text-book on the methods and principles of market research, which play such an important part today in selling and distribution.

PUBLIC SPEAKING GROUP ENTERTAINED AT BANQUET

The C. F. O'Neill Monday Public Speaking Group convened on March 29 at the Hotel Wellington's Moderne Room where, with the aid of "a musical specialist to help you digest your food," interesting short talks, and an easy air of informality, they held a "graduation" dinner.

After the dinner members of the group met in speech competition. The speeches ranged in subject matter from the random thoughts of a preoccupied engineer, canary-colored waistcoats for men, and prohibition hair tonic, to a lesson on house buying. The two best talks were selected by the seventy-two guests present. First prize, a comic cartoon of the speaker drawn by "Jolly" Bill Steinke went to engineer Allen A. Walsh; second prize to engineer George M. Nixon.

Guest speakers of the evening were Dwight G. Wallace, O. B. Hanson, Frank Jones, Walter G. Preston, Jr., and Harry Sadenwater of RCA. Toastmaster was Raymond Guy, Radio Facilities Engineer, whose recollections of a twenty-four years' acquaintance with Mr. Hanson told of the days when they were both preparing to be Marconi wireless operators, of the time his ship was torpedoed, and of their friendly rivalry fifteen years back in this new experiment called "broadcasting."

The "musical aid to digestion" was given by Pat Casey as the roving troubador who, with his accordion, furnished songs and stories. There was a unanimous demand for a song from Gustave Bosler, Engineering, who sang *Auf du Lieber Augustine*.

Among those present were Mr. and Mrs. Vincent G. Gilcher, Mr. and Mrs. B. Frendall, Mr. and Mrs. George McElrath, Mr. and Mrs. George Milne, Mr. and Mrs. Raymond Guy, J. Gavron, Mr. and Mrs. George Nixon, Mr. and Mrs. Alan Walsh, Mr. and Mrs. Stanley Peck, Harry Tunick, Mr. and Mrs. W. A. Fitch, Mr. and Mrs. L. D'Agostino, Mr. and Mrs. M. Jacobson, C. H. Campbell, Don Whitmore, and Mr. and Mrs. Robert Morris, all gentlemen of whom were members of the class.

Other guests present were Mr. and Mrs. W. C. Duttera, Mr. and Mrs. W. A. Clarke, W. A. R. Brown, Mr. and Mrs. Roy Holmes, Edward M. Lowell, Mr. and Mrs. John Seibert, Mr. and Mrs. Robert Close and Mr. and Mrs. David Van Houten.

You can get complimentary tickets to the NBC Studio Tour by presenting your NBC employe's card at the Guest Relations Division.

SARNOFF TO OPEN NATIONAL MUSIC WEEK

National Music Week, celebrated annually throughout the United States to honor American composers, will be officially opened by David Sarnoff as chairman of the National Music Week Committee in an address during the Magic Key of RCA program Sunday, May 2. In opening the fourteenth annual observance of Music Week, Mr. Sarnoff will explain its purposes and invite all local communities in the nation to participate.

"Foster Local Music Talent" will be the slogan of the National Music Week, from May 2 to 8, during which more than fifty regular NBC programs will observe the national celebration. During the ensuing week special programs originating from the outstanding local music festivals in the country will also be heard on the air. Among the local music festivals to be broadcast will be the seventieth anniversary program of the New England Conservatory of Music; the spring season of the Metropolitan Opera; the Peabody Conservatory of Music Chorus; the Indianapolis Grand Piano Festival, and the Boston Pop Concerts.

* * *
Have you bought your ticket for the NBC Spring Dance at the Roosevelt Hotel, May 7?

* * *
Now is the time to join the NBC Athletic Association. Sports for everyone.



"Jolly" Bill Steinke drew this of Allen Walsh for making the best speech at the Public Speaking Group's banquet.

OFF BALANCE

by Edwin Loudon Haaker

TEN YEARS AGO — Graham McNamee's book "You're on the Air," had just been published with an introduction by Heywood Brown—Milton Cross's favorite dessert was toasted cocoanut pie—"Cheerio" was just becoming known—and for the first time the seven stations of NBC's new Pacific Coast network was linked with the East for Calvin Coolidge's address to a joint session of Congress.

Again this Spring Alan Kent is receiving goodly supplies of Swamp Maple Buds from a Bridgeport, Connecticut ad-mirer. She continues to remain anonymous.

And if you don't think our "No Eating in Studios" signs are taken literally, how about the local drug store clerk who refused to deliver an order for razor blades and glass tumblers to the "Believe-It-Or-Not" Ripley show, after he discovered they were to be eaten by a glass and razor blade eater on Ripley's program several weeks ago?

HOME TOWN BOY MAKES GOOD: Ross Martindale, popular young guide, continues to go places. He is the only member of his group to be listed in the new company telephone directory.

"It would be the crowning glory of my life," said one announcer, "if they would only send me to London for the Coronation."

Bill Paisley of the New York Music Department tells us he is about to have another song published. "It's about love," says Bill, "because this is Spring, and in the Spring a young man's. . ." Oh, well!

As the engagement of Jack Costello, popular young announcer, and Miss Mary Sullivan of Minneapolis has been known for some time, we can only emphasize the fact, offer our felicitations, and point out that the happy event will occur sometime in June—"That is," says Jack, "if the wherewithal is forthcoming."

The wedding of Theodore Thompson of General Service and Sybil Hutlin on May first will climax a courtship that began when Ted, a Dartmouth undergraduate, met Miss Hutlin at a Vassar prom.

NBC TRANSMITTER

Published for and by the employes
of the National Broadcasting Company
from coast to coast.

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Advisory Editor

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FOR YOU AND BY YOU

The other day a fellow employe thundered into the NBC Transmitter office and accused us mercilessly of inefficiency and journalistic laziness. He wanted to know why we had not reported a surprise party that he and the other members of his department had given their boss on his birthday.

Rising to heights of oratory he rode roughshod over us, and climaxed his address by charging us with editorial favoritism.

So firm and strong were his accusations that for a time he almost had us admitting that it really was our fault. But, after recovering from the explosion, we launched a vigorous counter-attack.

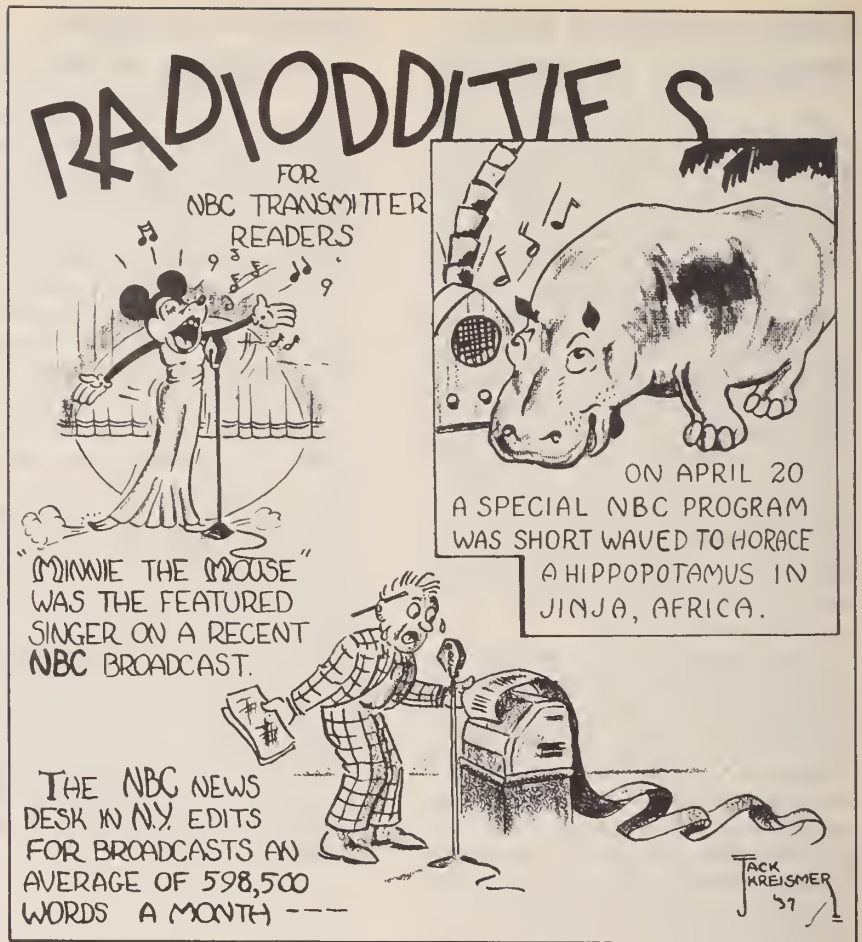
"You," we said, "are guilty of indifference to your company, negligence to your department, and disloyalty to your fellow constituents. It is *your* fault that this occasion was not mentioned!"

"My fault?"

"Yes, your fault! Because it is your duty as well as ours to report the activities of your department. . . . Pick up any copy of The Transmitter, turn to the editorial page, read the sub-heading in the mast-head and then 'go and sin no more.'"

A copy of The Transmitter was handy. He turned to the editorial page and read The NBC Transmitter published *for* and *by* the employes of the National Broadcasting Company. . . ." He looked up—a guilty smile on his face—then departed without a word.

—And that is our message to you all this month.



LISTENER REACTIONS

by Ruth M. Crawford

Correspondent, New York Audience Mail Division

These are just a few samples of the hundreds of questions we get in this department.

“Do you know how or where pearls are bought? I have found one in an oyster. I want to make contact with someone planning an expedition to tropical jungles or some South Sea Islands. Can produce good cooking, I’m of pleasant disposition and not afraid of perils.”

“We are making a complete study of Italy and would like to live like Italians for a few months. Would appreciate material on every phase of Italian life.”

“Could you tell me of a good tannery for muskrat hides? I heard there were some in New York.”

“Will you be good enough to advise me where to apply for two passes to see the Dionne quintuplets, and if there is any charge.”

“Is there a good mind reader or fortune teller in your city?”

To Milton J. Cross: “I discovered your radio talk on a “Bus Tour” too late to tune in. Would be glad to have you send me data concerning the tour, date and expense.”

WINNERS IN APRIL PHOTO CONTEST

RULES FOR PHOTO CONTEST

1. Prints must be no smaller than 2½" x 4" (the larger the better). Negatives cannot be accepted.
2. Captions are desirable.
3. Name, stations and department must appear on the back of photograph.

Pictures will be judged on composition and subject matter. Judges are Ray Lee Jackson and William Haussler. Decisions are final. All entries will be returned but the NBC TRANSMITTER will not be responsible for those which are lost.

Entries for May contest must be in by May 8.



"SEASIDE SIESTA"

Roy V. Berthold of the New York Statistical Department took this picture at Riverhead, Long Island. It was awarded this month's **FIRST PRIZE**—a pair of tickets to the musical hit at the Imperial Theatre, "Frederika," featuring Dennis King, Helen Gleason and Ernest Truex.



HONORABLE MENTION: "White Water," submitted by announcer Joe Gillespie of KOA Denver.



"PILLARS OF JUSTICE"

This dramatic treatment of a simple subject took the **SECOND PRIZE**, a pair of tickets to Radio City Music Hall. Submitted by Herman M. Gurin of the air conditioning plant in New York.

NBC CHICAGO

by Bob McCoy

News Flashes

Never one to break with age-old tradition, Traffic's John O'Neill came to work April 7, well stocked with cigars and a broad smile. Earlier in the day Mrs. O'Neill had presented him with a daughter, and John lived up to the unwritten law by distributing the cigars and receiving a lot of congratulations.

This month saw Floyd Van Etten ill in St. Luke's Hospital; Georgia Fuller of Production getting around on crutches, the result of an automobile accident; Sales Promotion's Alice Weidenheim to the hospital for an operation.

Dorothy Little resigned her position as Audience Mail Supervisor to go with the American Mineral Spirits Corp. One of the first receptionists at NBC, Miss Little had been with the company for eight years.

New page replacing Landee Hanson, who has gone to St. Paul to work for an airlines company as radio operator, is Bob Wilson. Bob is a brother of Glenn Wilson, former page and correspondent for the Transmitter.

From the Announcer's Room to Junior Production goes Mike Eisenmenger. Don Hallman, former page and promising student of the announcing school, succeeds Mike as assistant to Everett Mitchell. Rueben Carlson replaces Hallman on the page staff.

Dude-ranching in Arizona this month were Carl Wester of Sales, with his wife,



KEN ROBINSON
Chicago Continuity Editor

and Emmons Carlson, Sales Promotion manager. The party stopped off in San Francisco before becoming "old cow hands from the Rio Chicago" for a couple of weeks.

Another recruit to the page staff is William Venn, who can boast of the colorful background of the circus. Venn was once the man on the trapeze with the Ringling Brothers Circus. Recently, he came to Chicago as master of ceremonies with the University of Iowa's student night club entertainers.

On Easter Saturday Tony Koelker of Press was married to Ann Courtney in St. Louis. Mrs. Koelker was formerly head hostess in the Chicago Studios.

Fancy page George Hooper's surprised reaction on seeing a fellow townsman and schoolmate pictured in the Transmitter. The schoolmate happened to be Hugh Savage, first prize winner in the Brass Buttons Revue. Hibbing, Minnesota, is the home town of both pages Hooper and Savage; so perhaps, besides being informative, the Transmitter serves also as a handy index to "what-your-former-classmate-is-doing-nowadays."

Robinson made Continuity Editor

Moving into the Continuity Editor's uneasy chair vacated this month by Lawrence Holcomb, is Ken Robinson, radio writer and former newspaper man.

Ken Robinson is a product of the famed little red school house. His particular Alma Mater was a one room affair in Paw Paw, Michigan, where, at the graduation exercises Ken towered over the only other graduate, a half-breed Indian girl who measured only about four feet to his five feet, nine inches. His family moved to Chicago and Mr. Robinson attended the South Side's Parker High School, went from there to business school at night. He got a job selling office equipment and eased into the advertising department of the business.

In January of 1929 Ken Robinson joined the staff of the *Chicago Evening American*, where he did advertising and classified promotion work. At that time it was decided to tie in a serial running in the paper with radio advertising. Chosen to dramatize the story was Mr. Robinson, who did not then look favorably on the job of radio writing, but nevertheless turned



GERARD McDERMOTT
National Spot Sales

in a good script. Fortunately for radio, his ideas about radio work underwent a change.

First television melodrama broadcast was written by Robinson in 1930. It was "The Mystery of Geraldine Foster" and was broadcast over W9XAO and WIBO.

For the five years from 1931 until December, 1936, when he was appointed NBC's Assistant Continuity Editor, Mr. Robinson edited and was commentator on the Evening American's *What's the News?* broadcast over WENR. In January, 1936, was produced the first program of Mr. Robinson's popular serial, "Dan Harding's Wife," which he continues to write.

McDermott to National Spot Sales

Into an office in National Spot Sales this month went cheerful, ruddy-faced Gerard McDermott. As a student of the University of Notre Dame, Mr. McDermott studied Engineering, became interested in motion picture work. His education was completed at the University of Chicago, where he was graduated with the degree of Bachelor of Arts.

Following graduation, Mr. McDermott was a cameraman in the midwest territory for Fox Movietone News. Was later Sales Manager for the Jamhandy Picture Service; and worked on the sales staff of the World Broadcasting System. He came to NBC in 1932 as a National Network Salesman, was soon appointed Local Sales Manager. Held that office up to March of

(Continued on Next Page)

STAMP CLUB NOTES

The NBC Stamp Club held its annual election of officers at the regular annual meeting of the club held in the president's board room, on Monday, April 5, at 7:15 P. M.

Officers for the new year are George Milne, president; Walter Koons, vice-president; Frank Reed, secretary; George Nelson, treasurer, and Frank Johnson, exchange manager.

Following the conclusion of the business meeting a buffet supper was served to the fifteen members present.

Anyone who is not now a member of the NBC Stamp Club is cordially invited to phone Frank Reed on extension 681 and learn how one may join. Don't be bashful! If you collect or save stamps for your son, daughter, grandmother or Aunt Tillie—you are a stamp COLLECTOR, and members of the club will be glad to welcome you into the organization.

* * *

On May 3, Monday evening, at 7:15 P. M., a stamp auction will be held in the president's conference room, on the sixth floor of the office section. This auction is open to anyone interested in collecting. All lots will be on display at Frank Johnson's desk four days before the auction. Don't forget to bring your bankroll on May third.

NBC CHICAGO

(Continued from Page 12)

this year, when he was appointed to National Spot Sales where his experience in motion picture work and knowledge of the country's stations will be invaluable.

Smith Succeeds McDermott

From Spot Sales to the office of Local Sales Manager comes W. W. Smith, successor to G. B. McDermott.

The mustached and nonchalant Bud Smith comes to his new position with an enviable record of radio and advertising work behind him. He worked in the Advertising Department of Firestone Tire and Rubber Company at Akron, Ohio. On leaving Firestone, Mr. Smith was with WTAM, Cleveland for five years, where he was station manager. Forced by illness to resign his position, he left Cleveland and came to Chicago.

His health regained, Mr. Smith joined NBC's Sales Control Department in 1935. From there he advanced to Spot Sales where he worked until this month when he was appointed Manager of Local Sales.

Yale Man to Explain Coronation for NBC

By the time this comes off the press Blevins Davis, Yale University authority on British coronations, will have sailed for England to be among the many outstanding personalities who will bring a word picture of the coronation of King George VI to the American radio audiences over NBC networks, on May 12.

Mr. Davis, who is recognized as the greatest authority in the United States on the ascension of English kings, has spent more than twelve years in research on coronations. His collection on coronations dates from the time of the Anglo-Saxon monarchs and includes explanations of the symbolism of the regalia, the history of coronations and a comparison of the changes in procedure from the earliest days down to the present.

An American by birth, Mr. Davis is a native of Independence, Mo. He attended the University of Missouri and Princeton University, and is now engaged in graduate research in the drama department at Yale.

Mr. Davis's coronation material was used by Francis Wilson of the New York Script Division in writing the successful NBC drama, "Appointment at Westminster."



BLEVINS DAVIS



WMAQ transmitter located at Elmhurst, Illinois.

WMAQ CELEBRATES ITS FIFTEENTH ANNIVERSARY

WMAQ, Chicago's oldest radio station, was fifteen years old on April 13. The station—first called WGU—was established under the joint ownership of the *Chicago Daily News* and the Fair Store early in 1922 and went on the air for the first time on April 13 of that year.

Equipment consisted of one studio in the Fair Store and a hundred-watt transmitter on the roof. The first program, planned by Miss Judith C. Waller, manager of the station for its first ten years and now Central Division education director of the National Broadcasting Company, was an ambitious one, with Sophie Braslau, Metropolitan Opera contralto, as star.

She was first of a multitude of singers, entertainers, musical organizations and public personages to be introduced to the radio public by WMAQ during succeeding years.

Waring's Pennsylvanians, the Northwestern University A Cappella Choir and the Civic Opera all were heard during the first and second seasons of broadcasting. President Harding's voice was brought over telephone wires from San Francisco for WMAQ listeners in July, 1923, and President Coolidge spoke from Washington a few months later.

WMAQ—the call letters WGU were changed after the first six months because they were confused with WBU, belonging to the city—pioneered in other ways. It introduced radio educational projects of many sorts, including lectures by University of Chicago professors and a series of programs presented by the faculty of Northwestern University.

The station, too, kept step with improvement in broadcasting equipment. From 100 watts, its power was gradually stepped up to its present 50,000 watts. Studios were moved from the Fair Store to the Hotel LaSalle, then to the new *Chicago Daily News* Building, and in 1932 to the Merchandise Mart NBC headquarters when the station was acquired by the National Broadcasting Company.

Chicago's first baseball and football broadcasts were heard over WMAQ. Gosden and Correll first created *Amos 'n' Andy* for WMAQ listeners. Station officials induced the governors of thirty-nine states to journey to Chicago and speak over WMAQ.

Since the first broadcast, WMAQ has seen all its early contemporaries cease operation or, as in the case of Chicago's first station, KYW, move away from the city.

LET'S GET ACQUAINTED

Adelaide Piana

The thousands of incoming letters every day get prompt attention from the many letter-sorters, readers and writers working under the direction of Adelaide Piana, perhaps the most letter-read person in New York, and supervisor of NBC's New York Audience Mail Division.

At the end of a day's shuffle many letters land on the top of Miss Piana's desk for final official attention. This opportunity for letter-reading is the one factor which adds much interest to her work. The letters seem to come from friends, or they soon become friends after her replies, and then, perhaps, a counter-answer. No correspondence is ever encouraged because there is always enough in the mail bag to keep the department busy and the sponsor satisfied with the general reaction to programs.

The mail comes in huge bundles to this third floor office, where it is coded according to the state, county and town. Vitally important is this post office tabulation of program popularity to NBC salesmen's network clients. The final count and tabulations are sent to the Statistical Department, where the figures are used to determine the popularity, and the size and location of the audiences of different programs.

It was quite different in the days when broadcasts were novel and listeners' letters few. Then it was that an early seller of air time asked Miss Piana if she couldn't increase the response to his prune program by writing some letters herself. That was in 1923 down at WEA's 195 Broadway address, when the total mail for the year reached a count of only 86,000. Compare that with the figure of 100,000 which was the number of letters received in one day last year, or one million, which was the count for March of this year.

It was in the early days of broadcasting that Miss Piana started as a hostess at WEA studios. There followed a month as hostess-stenographer and then as assistant to the head of the mail department. A short time in this capacity and WEA merged with WJZ to become the National Broadcasting Company, with Miss Piana handling 300,000 letters a year and a staff of six.

Today it is Miss Piana at the head desk, over five million letters a year, and a staff of sixteen. This group is often supplemented by a corps of fifty or sixty working in three shifts when Ma Perkins gives away flower seeds or the O'Neills supply



ADELAIDE PIANA
Director of Audience Mail

the country with Pontiacs. Having proved her adeptness at handling letters in volume, Miss Piana was sent to the Chicago studios in 1930 to organize the mail division there.

Born in New York's Greenwich Village, reared in Brooklyn, and now working in Mid-Manhattan, Miss Piana likes to get about in the provinces as much as possible. Her travel plans include a trip to Italy soon and, before sailing, a bit of study in the Italian language.

Opera-books and knitting hold much attraction for this NBC Lady of Letters but she still gets thrills just from the day's routine work. Thrills that recently included a fifteen minute airing on the Red Network as the *ABC of NBC's* key turned the lock on the door of Audience Mail. The thrilling sensation didn't come, however, until after the program was over—then she realized that she had been actually talking to the people whose letters she reads every day.

IF

- you don't like to dance
- you don't want to have a good time
- you don't like good entertainment
- you don't like PETER VAN STEEDEN
AND HIS ORCHESTRA, don't come to the

NBC SPRING DANCE

at the Grand Ballroom of the Hotel Roosevelt in New York City on May 7. Subscription: \$2.50 a couple. Dress is optional. Dancing from nine P.M. on.

WGY SCHENECTADY

by O. H. Junggren

For several weeks now, announcers at WGY have been hearing their own voice, as radio listeners hear it. B. W. Cruger, maintenance supervisor, has been making recordings of their work, while on the air, unbeknown to the announcers. These records are carefully filed and later played back for the announcers at special meetings of the program board. A. O. Coggeshall, program manager, conducts these seances, and reports that the comment given on each announcer's work, made by fellow mikemen, after each recording, have already resulted in improvement of air performance.

1 1 1

The staff of WGY regrets to report that Robert Rissling, announcer and keeper of the transcriptions, has been forced by a lingering illness to leave for a rest. It is believed that Bob will be absent for some time.

1 1 1

John Howe of the sales staff has confidentially told two or three at the station that IF he wins the *Old Gold* contest, he'll remember all those who contributed package labels. Big hearted, what?

1 1 1

The new two-way police radio system which Schenectady now boasts, was inaugurated over WGY in a special broadcast recently. Chief Funston, in WGY's studios spoke by special wire through the new police transmitter at local headquarters. His words were carried to a patrol car equipped with a receiver. The car, in turn, answered the chief, by means of its two-way apparatus. The short-wave signals were received for WGY by an antenna atop Building 40 of the G. E. WGY's short-wave stations, W2XAF and W2XAD, both carried the program to all parts of the earth, and WGY gave listeners their first listen-in to local police radio. Special permission for the re-broadcast was obtained from the FCC.

1 1 1

Radcliffe Hall, formerly associated with the Buffalo Broadcasting Corporation, has joined the staff of WGY as announcer-producer. Hall has been associated with stock companies and radio productions for several years. He also has had professional experience in music with the Rochester Symphony Orchestra.

1 1 1

Don't miss the NBC Photographic Exhibit in the salon on the mezzanine floor of the RCA Building. Open daily from 10 A.M. to 9 P.M. There is no admission charge.

ESCORT TO A KING

(Continued from Page 1)

being formally presented to the brilliant gathering by the Archbishop of Canterbury. And later, when I heard shouts of 'God Save the King' coming from within, I knew that the Archbishop had placed the crown of St. Edward on the head of George V.

"When King George and Queen Mary left Westminster Abbey, wearing their crowns and bearing their sceptres, the whole world seemed to be cheering them as bands played, trumpets blew, and guns roared throughout the empire. I shall never forget it.

"From Westminster the royal procession returned to Buckingham by a long route which took us all through London. On the way we stopped, according to custom, at Guild Hall, where the royal pair were greeted by the Lord Mayor of London. There, of course, we heard another fanfare of trumpets and 'God Save the King.'

"At Buckingham Palace both their majesties appeared on a balcony to receive the cheers of their subjects and a final playing of 'God Save the King.'

"By this time I was all in. I was dying for a cool drink and a cigarette and I was happy when we finally got back to Buckingham, six hours after we had started."

TELEVISION FIELD TESTS

(Continued from Page 2)

mitter. These tests were discontinued in December to permit necessary alterations to change the television equipment over to the higher definition 441-line system.

While testing the quality of 441-line transmission, NBC will also conduct extensive experiments in television programming and production. A complete technical staff will be on duty in the studios to assist production men, and leading stage, fashion and textile designers will be invited to cooperate with NBC in solving the many problems of staging television programs. NBC television men admit that there are still many major problems to be solved in reproducing colors, scenes and types of performance.

Elisabeth Rethberg and Mario Chamlee, of the Metropolitan Opera Association, Dr. Walter Damrosch, Helen Hayes and Lanny Ross will be among the many radio, stage and motion picture artists to appear before the Iconoscope camera to help NBC engineers and production men in their enlarged studies of the technique of television.

NBC AUTHOR TO BE FIRST ROUND

TRIP PASSENGER ON CHINA CLIPPER

A lifetime of adventure will reach a new climax for Carlton E. Morse, NBC author, when he steps aboard the China Clipper April 28, as the first person in history to make a round-trip on a commercial trans-Pacific flight.

Hong Kong will be the destination as the twenty-five ton clipper roars over the Golden Gate; the other passengers will leave the ship there or at points en route, and even the crew will be changed at Honolulu on the return.

Already holder of the first ticket issued for the Pan American Airways flight, the author of the *One Man's Family* serial, also will receive the distinction of being the first person ever to travel to China and back in twelve days.

He will board the plane at Alameda, hop to Honolulu, make stops at the tiny Pacific Islands of Midway, Wake and Guam before reaching Manila, in the Philippine Islands.

The last stop before the Clipper arrives at Hong Kong will be the Portuguese Island of Macao, off the China coast.

As a former newspaper man, Morse has a high appreciation for "firsts" of any kind, and in this pioneering trip to the Orient he finds satisfaction of the reporter's yen for the dramatic. The quiet author of one of radio's most popular



CARLTON E. MORSE

... reporter's yen for the dramatic

serials believes it will top all thrills of a lifetime packed with action.

In the twelve days Morse will use in spanning the Pacific twice, he will miss only two of his coast-to-coast broadcasts of *One Man's Family*, now in its sixth year. His scripts are written well in advance, and the job of producing the show, done by the author since its first days, probably will be handled by Michael Raffetto from suggestions Morse will leave behind.

On the shelf

The books listed in this column are recommended as pertinent literature on radio and allied subjects. They will be found in the General Library on the NBC Transmitter Shelf.

MONEY AT THE CROSSROADS by Charles Morrow Wilson. One of the recent NBC publications which has had an enthusiastic reception by the trade is this "study of radio's influence upon a great market of 60,000,000 people" in farm and rural communities.

ARTURO TOSCANINI by Tobia Nicotra translated from the Italian by Irma Brandeis and H. D. Kahn. In anticipation of Toscanini's engagement for a series of NBC concerts this biography of the great conductor is worth reading. Written by an Italian compatriot, the book is rather an appreciation and interpretation of Toscanini as a musician than a record of the events of his life.

MARCONI: THE MAN AND HIS WIRELESS by Orrin E. Dunlap. Orrin Dunlap, radio editor of the *New York Times* has given radio another book. It is interesting to note in connection with this book that Mr. Dunlap has had practical experience as a radio operator. With this excellent background, he has woven a fascinating story of personality, history, and science. Its authoritativeness is assured by the fact that Senator E. Marconi himself read the final proofs of the book.

NBC SAN FRANCISCO

by Louise Landis

Gilman vs. Editors

Being quizzed by an interviewer while thousands of radio listeners lend an ear is an experience which would make many an old hand at show business quaver into the microphone.

But Don E. Gilman, Vice President in charge of NBC's Western Division, permitted not one, but several, radio editors to put him on the spot and on the air at the same time, April 5, and emerged with colors flying.

Celebrating the tenth anniversary of the founding of NBC's western domain, Mr. Gilman entertained San Francisco and Bay region radio editors at luncheon in the Palace Hotel. Remote control equipment, and a row of microphones running along the center of the table, permitted the entire Pacific Coast to listen to the proceedings.

The radio editors were armed to the teeth with questions which included a sheaf of telegraphed queries from their colleagues in other western cities, who were unable to attend the luncheon. Mr. Gilman, stood up to every question as it came, and answered it with amiable informality.

Romance and Spring

Old Eagle-Eye Eros again has proved himself the world's champion shot by discharging a shaft that sailed directly over the NBC hostess desk across the studio lobby and into the heart of the man at the organ console.

Result: a flying trip to Reno and matrimony March 8, for Lillian Sharp, chic, dark-eyed little hostess, and Charles Run-



Here's NBC's latest pair of newly-weds, just as the cameraman found them in the studio after their recent elopement . . . meet Mr. and Mrs. Charles Runyan, San Francisco staff organist and his bride, the former Lillian Sharp, hostess.

yan, organist, heard three nights a week over NBC's Pacific Coast Blue Network. They planned to keep the event a secret but marriage license records tipped off NBC associates, who met the pair with cheers and felicitations.

In the spring the public's fancy lightly turns to writing letters to radio favorites . . . every year at this season NBC audience mail rises another notch, and this March just ended was no exception.

Wanda Woodward, head of the Audience Mail Department, reports a total of 151,124 letters, handled by herself and her staff during the month just past. This is a mail high for all time on the Pacific Coast, according to Miss Woodward's records; nearest to it is the record for last March, 1936, in which 108,311 letters were received.

Keith Wadsworth, handsome young member of the NBC office staff has been wearing a proud look as he scoots around distributing mail. He became an uncle on Saturday, March 13, and likes the feeling of dignity it gives him to refer casually to "My young niece."

Adams' Eclipse

Most envied man in the engineering department these days is Marvyn S. Adams of the NBC Field Group who takes off shortly for a jaunt across the Pacific to Enderbury Island where NBC will broadcast the eclipse. . . . He will join, at Honolulu, George Hicks and Walter Brown from Radio City and the three NBC-and-tell-about-its will accompany the National Geographic U. S. Navy Eclipse Expedition to Enderbury.

Marvyn is only 38 years old but he has spent 29 of those years getting a wide and varied experience in radio . . . when he was only nine years old and a schoolboy in Denver, he owned and operated one of the hundred transmitters then in existence. At the University of Colorado he studied electrical engineering, and at Denver University majored in



Marvyn S. Adams of the San Francisco engineers talks over his assignment to the eclipse broadcast in the South Seas with Miss Aloha Wold of the Field Group, who is doubly interested because she was born in Hawaii.

psychology and higher mathematics . . . helped to manufacture the first radio sets ever made, and save for a period when, by doctor's orders he changed his occupation to an outdoors one, he's been in radio ever since . . . he was attached to NBC's Hollywood studios before being transferred to San Francisco . . . has handled the technical end of such special events as broadcasts from Boulder Dam, Yosemite Park, Farallone Islands and San Francisco's new bridges.

Flashes

Strolling through the program department: That Gallic accent coming out of the program traffic office doesn't belong to an excited Parisian artist . . . it's Florence Allen, trying out one of the best French accents on or off the air, as she telephones dramatic players about rehearsals and broadcast schedules. . . . Don Thompson, producer of special events, bewailing the sleep he has lost flitting around by plane making preparations for NBC's microphone tour of National Parks . . . he traveled 2,000 miles between one Friday and Tuesday morning and snatched eight hours sleep, two and three hours at a time, between plane connections and conferences with National Park superintendants. . . . Dee Wallers, blonde, charming and a newcomer to Program Traffic, was named after the River Dee in Scotland. . . .

(Continued on Next Page)

NAMES IN THE NEWS

(Continued from Page 7)

John J. McHugh, like Rudy Vallee, went from soda jerking to radio. He ran an ice cream parlor in Wilkes-Barre, Pa., before coming to Radio City. He attended the business school of Wyoming Seminary Preparatory School in Kingston, Pa.

Frank Egan was recently graduated from a high school in Detroit, his home town. He came to New York with a scholarship to study music. Right now he is studying voice under Ricardo Delleria of the Metropolitan Opera Company. He finds time also to take extension courses at Columbia University.

Robert Hartman has joined the staff for ten weeks under a special arrangement

SAN FRANCISCO

(Continued from Page 16)

Ward Byron, smiling and happy as the very pretty daughter of a famous artist peeps in at the program department door . . . she and Ward both declare they have nothing to announce, but his NBC colleagues are doubtful.

Press News

Alden Sloan Byers who recently joined the Press Department brings a wide experience to his new job . . . a former colleague of Deems Taylor on *Musical America*, he represented that magazine in Paris and Vienna . . . has worked on the *Paris Herald* and with the Mellen Associates in Honolulu.

Now that Noel Corbett of the Press Department in San Francisco has been transferred to Hollywood, it can be told:

Just before Noel left for the South, press manager Lloyd E. Yoder assigned him to the pleasant task of guiding a beautiful and titled English visitor, named Lady Barnham . . . pronounced like the name of the famed showman . . . around the studios. In his most courtly manner Noel ushered the charming lady from broadcast to broadcast, until they reached the studio where Police Chief William J. Quinn and a dramatic cast were rehearsing that night's episode of a series of programs built about famous bunco cases.

"And what is this program?" asked Lady Barnham.

Transfixed with admiration, Noel gazed right into her eyes and murmured the program's title . . . "Barnum was right!"

between the employment bureau of Antioch College and our Personnel Office. At the end of his "term" at NBC, Hartman will return to Antioch College to resume his business course and another Antioch man will replace him in Radio City. By this new arrangement Antioch College is combining work with study for its students.

David Casem, former radio publicity director, has joined the Press Division. He has had many years of experience in the newspaper field, having served as staff writer and science editor of the *New York Telegram* for eight years, and as writer, correspondent and cable editor of the Associated Press for ten years. Before coming to NBC he lectured on economics for a year over several radio stations throughout the United States in behalf of the government.

Mr. Casem served in the War as first lieutenant in the signal and air corps. He was a member of the Institute of Radio Engineers of 1925. His main obsession is golf. Before golf his favorite sport was swimming. He was long-distance swimming champion of New Jersey for several years. He is a family man and lives in Bloomfield, N. J.

Transfers:

Miss Mary Nealon has been transferred from Stenographic to the Sales Department.

George Harding of the Duplicating Room is replacing James Bishop, resigned.

Tom Di Matteo has been transferred from Duplicating to the page staff. Tom came to NBC in February, 1936. He is a graduate of St. Cecilia Prep in New Jersey and is an Alpha Gamma Phi.

Miss Helene Carlin, formerly in vice-president Roy C. Witmer's office, is now secretary to Ken R. Dyke, newly appointed Eastern Sales Manager.

Miss Ethel Gilchrist has been transferred from Stenographic to Mr. Witmer's office.

Robert Cottingham of the News and Special Events Division was transferred to the News Service Division in NBC, Washington. He started as a page about three years ago and was in the Press Division before he was promoted to News and Special Events.

Miscellaneous:

On St. Patrick's Day six members of the Maintenance Division, led by chief announcer and tenor Pat Kelly, sang those beloved Irish ballads, "The River Shan-

non Flows" and "The Wearin' of the Green" on the Chcerio program. Our Gaelic singers were night watchmen Joe Braitling and Joe Carpenter, office patrolman Joe Gallagher, and porters Jim Kieran, Frank McBride and Pat O'Neill.

Reports are that fan mail demands a return appearance of the Irish sextet to the air. A close investigation by NBC Transmitter sleuths revealed that Pat O'Neill, named above, was really "Scotty" Bolton, notorious for his thick Scotch brogue which he successfully concealed for the occasion.

Mr. and Mrs. Ford Bond celebrated their tenth wedding anniversary at their home in Bayside, Long Island, on March 25. A children's party commemorated the occasion. The Bonds have two children, Alice Marylin, four and a half, and Reynolds, six months.

E. P. H. James, promotion manager, addressed the Advertising Men's Guild of Baltimore on March 31 during a business trip to that city.

Francis C. Healey, Press, left for Hollywood on a leave of absence April 1. He went to join his cinema actress wife, Elizabeth Palmer.

Alfred Patkocy, supervisor of the Duplicating Section, is now also in charge of Bindery, which has been merged with his section.

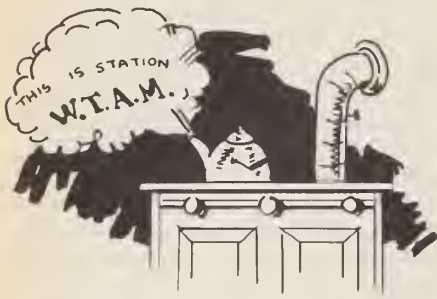
Miss Margaret Cuthbert, director of women's activities, left New York on a speaking tour on April 16. She makes her first stop at Cornell University, of which she is a graduate, to take part in a conference on fields of work for women.

From Cornell, Miss Cuthbert travels to the Oklahoma College for Women to give an address, "Radio's Responsibility." Thence, to an annual meeting of the General Federation of Women's Clubs in Tulsa, Oklahoma. There she will appear on the program discussing "Effective Program Building and What Not to Do."

Miss Cuthbert will return to Radio City by way of Columbus, Ohio, where she will make a stop-over to participate in the Eighth Annual Institute for Education by Radio, convening at Ohio State University from May 3 to 5.

Edith Jackson, secretary to Bertram J. Hauser of the Promotion Division, was surprised by her friends with a shower in honor of her engagement to Raymond Price. The wedding will take place in September.

WTAM CLEVELAND by Bob Dailey



WTAM has at least one listener who doesn't need a radio set. In a local "Believe It Or Not" feature carried by a Cleveland newspaper there appeared this note from a reader:

"My grandmother, who lives in Boston Mills, two miles away from the WTAM transmitting station on Snowville road, does not need a radio set to hear the music. When she puts a kettle of water on the stove, the music seems to come out of the kettle, rather faint but still recognizable."

1 1 1

Bring on your bowlers! Tom Manning and Harold Gallagher, of WTAM, are ready to take on any comers. In fact, so sure are these alley veterans of their prowess that they will pay their own expenses to the scene of conflict.

Their only stipulation is that the bowlers have been members of the NBC family for at least a year. That, they say, is to rule out any possible ringers, although we can't imagine anyone trying to cross up the boys.

1 1 1

No matter what day you might wander into WTAM you would see . . . Chet Zohn worrying about program reports between dashes to the elevator . . . Alvin McMahon either coming or going with portable engineering equipment . . . Several people searching the studios to see Hal Metzger . . . Hazel Finney in a new dress . . . Pearl Hummell working at all hours . . . Tom Manning opening fan mail and dictating letters . . . Howard Barton at his portable . . . Russell Wise being mistaken for a minister of the gospel by visitors . . . Earl Rohlf showing pictures of the baby . . . Frank Whittam looking for a ping-pong opponent . . . Russell Carter receiving congratulations for his woodcarvings . . . Polly Deal talking with Bob Arthur . . . and Vernon H. Pribble busy dispelling rumors that WTAM is ready to move its studios.

1 1 1

WTAM'S VOX POP—Engincer James Hackett off to New York. When he re-

Six New Stations Bring Network Total to 124

With the addition of six stations to the NBC networks, bringing the total to one hundred and twenty-four, NBC will carry its programs to a larger audience than ever. Two months ago when the number of NBC affiliated stations was one hundred and seventeen it was estimated that NBC carried its programs to approximately 98 per cent of the more than 24,000,000 homes in the nation now equipped with radio, and to some 4,000,000 automobiles similarly equipped.

The new NBC stations are:

- (1) WRTD as the Blue outlet in Richmond, Virginia. It operates on a frequency of 1500 kilocycles with a power of 100 watts. WRTD is owned by the Richmond Times Dispatch.
- (2) WLEU in Erie, Pennsylvania, operates on a frequency of 1420 kilocycles on a day-power of 250 watts and a night-power of 100 watts. It is owned by Leo J. Omelian.
- (3) KANS, Wichita, Kansas, owned by Charles C. Theis operates with a power of 100 watts on a frequency of 1210 kilocycles. It will serve as an optional outlet available to both NBC networks, the Red and the Blue.
- (4) WDEL, Wilmington, Delaware, on the Red Network, has a night power of 250 watts and a frequency of 1120 kilocycles.
- (5) WORK, the only station in York, Pennsylvania, is an optional outlet to either NBC network. It operates on 1320 kilocycles with a power of 1000 watts. WDEL and WORK are members of the Mason Dixon Group, Inc., of which Col. J. Hale Steinman, newspaper publisher, is president.
- (6) KSOO, the only station in Sioux Falls, S. D., operates on a frequency of 1110 kilocycles with a power of 2500 watts. It is an optional outlet for either the Red or Blue Network.

turns, he'll be introducing his bride . . . Walter Logan playing the fiddle at the concert featuring Orpheus Choir and Lanny Ross . . . Pearl Hummell, office manager, giving a party at local night spot for feminine staff members . . . Olga Nicholas, former greeter at Great Lakes Expo's Radioland, taking over the job of day information clerk.

1 1 1

Tommy Cox, WTAM engineer, is wor-

EXCHANGE CORNER

This classified ad section is available, free of charge, to all NBC employees. Rules: forty-five word limit; not more than one ad to each employe every other issue; no regular business or professional services may be advertised. Address ads to NBC TRANSMITTER, Room 284, RCA Building, New York

All items must be in writing; give name and address.

FOR SALE — "WOODSEGE CABIN,"

Northern New Jersey, less than an hour from Radio City; large living room with fireplace, bedroom, kitchen and bath; acre and half land, woods, flower garden, off main road, secluded but not lonely. Bathing, golf and riding nearby. Ruth Crawford, Audience Mail, Ext. 405, room 302, NBC, New York.

FOUND—A one way bus ticket from New York to Teaneck, N. J. Anyone who can use it may have it by calling Ext. 261.

CAMERA BARGAIN—Ihagee "Venus" camera, picture size 2¼ x 3¼. f 4.5 Triplex anastigmat lense. Compur shutter, speeds 1 second to 1/250th second. Cost \$32, sell for \$20. Call Berthold, Ext. 330, Statistical, N. Y.

WILL TRADE—One new Ronson Penciliter (value \$3.50) and one new traveling brush containing razor, toothbrush and stuff (value \$7.50) for a rod and reel. Call John Powers, Ext. 828, NBC, New York.

TICKETS—For NBC employes to America's Town Meeting of the Air, every Thursday, 9:30 to 10:30 P. M., at Town Hall, 123 West 43rd Street, N. Y. C. Apply to the NBC TRANSMITTER, Ext. 220.

SUBLET—Till October 1. Newly decorated apartment. Living room, bedroom, real kitchen, and bath—also private terrace. Convenient location: 245 E. 17th St., N. Y. C. Apply to Box 3, NBC TRANSMITTER.

SUBLET — Beautiful modern unfurnished apartment at One University Place, opposite Washington Square. You'll love it! There's a large studio living room, complete kitchen, bath, foyer and three large closets. 12 minutes from Radio City. A real bargain! John Baxter, Artists Service, Ext. 426, N. Y.

ried. He can't teach his young great dane to associate with the right kind of playmates: Cox lives near a large wood, and when "Pup" goes out to play he romps through the fields with small, black and white animals. In fact, "Pup" goes out of his way to seek these strange playfellows, and sometimes brings them home to his back yard. Cox is tired of paying out money for deodorants and is thinking of moving to civilization.

KNOW YOUR COMPANY

No. 5—ELECTRICAL TRANSCRIPTION SERVICE

This is the fifth of a series of articles which we hope will give you a better understanding of the many NBC units.

This month's *Know Your Company* is the story of a department that has developed into a dominant factor in its field in the short span of three years.

In February, 1934, C. Lloyd Egner was called in from RCA-Victor to organize and manage the newly-created Electrical Transcription Service Department. This unit of NBC was started with a group of three persons dedicated to the building of a department for the production and sale of electrical transcriptions. They were thrown immediately into competition with other well-established firms, but an aggressive campaign brought acceptance and success. Today, NBC Electrical Transcription Service stands at the forefront of its field in many respects.

Originally planned to furnish high calibre transcription service to radio stations, advertising agencies and sponsors, the present enrollment of more than two hundred stations as subscribers to *NBC Thesaurus*, a "treasure-house of recorded programs," as well as a long list of custom-built program clients, stands as "proof of the pudding." The department has recorded remarkable growth—as well as a large library of music and programs. It is widely commended for the technical excellence of its transcriptions.

The department now maintains two main offices, in New York and Chicago. Mr. Egner is manager of the service in New York, with Frank C. Chizzini as assistant in charge of the sales division. Reginald E. Thomas in the New York office is production manager for the service. The Chicago office is managed by



C. LLOYD EGNER
Manager

Maurice Wetzel, assisted by E. M. Young, formerly of RCA-Victor. Mr. Chizzini's sales assistant is Robert W. Friedheim, latest addition to the department's personnel.

NBC Electrical Transcription Service offers four primary services to clients. The first is the custom-built program to fit the client's need. For this service, the department assumes responsibility for all details of casting, production, continuity, recording and delivery.

A second service is that of syndicated programs. In this division fall various types of ready-made recorded dramatic and musical productions adaptable to the program needs of a large number of advertisers. These may be presented at stations in all parts of the country, and enable advertisers to reach regional, local or widely separated markets at low cost. The programs vary in length from five-minute mysteries to full fifteen- or thirty-minute dramatic or musical shows.

Reference recordings represent the third classification of transcription service, providing an inexpensive recording used by agencies, clients and individual artists. Reference recordings are not for broadcast purposes. They are used primarily for filing, for study, and reference, as the name implies. Certain programs, *Phillip Morris* for example, record their dress rehearsals and play the recording back for the entire company before the show goes on the air.

Probably the most outstanding division

of the Electrical Transcription Service, judging by the progress to date, is that of the *NBC Thesaurus*. This is the unique name which defined means treasure-house applied to NBC's library of recorded programs, prepared as individual selections and built into program form. Thesaurus service is distributed to more than two hundred radio stations. Its subscribers know no boundaries of states or countries. The programs are heard throughout the United States, in Canada and in foreign countries as far away as Australia, South Africa and South America.

Although the *NBC Thesaurus* is only eighteen months old, it is the fastest growing member of the transcription service. Today the library represents more than 1,800 selections by leading NBC artists and ensembles and additions are made at the rate of more than fifty a month.

Electrical Transcription Service is more than its name implies. It not only prepares the above mentioned services but is a complete unit in itself in that it assumes many of the details incidental to their production. One finds a counterpart of many NBC departments here.

The department prepares the continuity of its presentations, selects the cast and produces the program. It also maintains audition facilities.

The continuity section prepares twenty hours of complete continuity weekly for its subscribers. These scripts not only reach English speaking audiences but are translated, in some instances, for the benefit of foreign subscribers.

Proposed office expansion spells further evidence of growth for Electrical Transcription. It is a department worth watching.



FRANK C. CHIZZINI
In Charge of Sales



REGINALD E. THOMAS
In Charge of Production



● This is Gertrude it is not Stein it is Gertrude Stein. Originality, artistry and quality characterize Ray Lee Jackson's portraits.

ONE of the high lights in Radio City at present is the NBC Photographic Exhibit in the salon on the mezzanine floor of the RCA Building. The exhibit was opened on April 19th and will run through May 1. It is on view daily from 10 A. M. until 9 P. M. There is no admission charge.

The exhibit includes portraits by Ray Lee Jackson, candid shots by William Hausler, and news photographs by Sydney Desfor, all of the New York Press Division Photography Section.

Don't miss it!



● Television's ear and eye: a microphone and an Iconoscope. This interesting photographic composition is included in William Hausler's contribution to the NBC Photographic Exhibit in Radio City.



● Sydney Desfor snapped this excellent photograph showing Mayor LaGuardia in a characteristic pose before NBC microphones. In the background are President Roosevelt's mother, Mrs. James Roosevelt, and C. C. Burlingham.

NBC TRANSMITTER

VOL. 5

MAY, 1937

NO. 5

MARCONI'S SON JOINS NBC AND RCA



GIULIO MARCONI
I'm glad I'm here . . .

In 1901 Guglielmo Marconi sent us the first wireless message across the Atlantic. Today, he sends us his handsome twenty-six-year old son, Giulio, to study the American systems of radio broadcasting.

Giulio Marconi arrived in New York from Naples last month to join the National Broadcasting Company and the Radio Corporation of America to complete an already extensive apprenticeship in the science with which his family name is so intimately associated. He is here to add to his three years of scientific study in England and his native Italy.

It was while Mr. Marconi was pursuing his radio studies with the Italian Marconi Company in Rome that the plan to come to America was formulated. The friendship between his father and David Sarnoff, president of RCA, made it possible, Mr. Marconi explained, during a brief pause in his initial exploratory tour of the NBC studios in Radio City.

"I'd always wanted to come to America," he said. "I'd felt that the opportunities for study and wireless experience in America were extremely great; indeed, the best to be had anywhere. And my father has always had tremendous enthusiasm for everything American. As a matter of fact, it was father who suggested my coming here, and made the arrangements with Mr. Sarnoff. Naturally, I fell in eagerly with the idea."

Mr. Marconi will spend several weeks in

(Continued on Page 5)

NBC Stations Get New Studios and Equipment

An extensive building program involving expansion and improvement of six National Broadcasting Company plants in key cities of the Red and Blue Networks, is now well under way.

The project includes immediate construction of plants at Philadelphia and Schenectady, the completion of the new NBC studios in Washington, and the subsequent provision of new facilities at Hollywood, San Francisco and Cleveland.

Changes and new developments in the six cities will place all NBC broadcasting plants on the same technical basis as the Radio City and Chicago studios, regarded as the finest in the world.

Ground was broken at Philadelphia late in April for the construction of a six-story building at 1619 Walnut Street which will house NBC studios and offices and Station KYW, the Red Network outlet. The new building, of modern architecture throughout, will be ready for occupancy November 1.

An innovation in studio construction will be an auditorium studio in the basement of the building, with a capacity of over two hundred persons, which will be equipped with a stage and a "test kitchen" for domestic science broadcasts. All studios will incorporate the Holmes system of sound isolation, involving the suspension of studio shells by means of steel springs. KYW, now licensed for 10,000 watts, has an application pending before the Federal Communications Commission to increase its power to 50,000 watts.

NBC's new Washington studios will be in operation July 1, and will double the capacity of the present plant. The NBC quarters occupy the greater portion of the newly constructed building of the Trans-Lux Washington Corporation, which is ideally adapted to the special needs of NBC in the nation's capital. Facing Fourteenth Street, New York Avenue and H Street, the new plant is advantageously situated in the heart of city activities.

Because of the great number of talks on national affairs originating in Washington, the five new studios include two of the speaker type. The NBC quarters, housing stations WRC and WMAL, will have an almost continuous frontage of windows on three sides.

Negotiations have been completed for

(Continued on Page 7)

WLS MEN RECEIVE RADIO GUIDE AWARD



Announcer Herbert Morrison, left, and Engineer Charles Nehlson. For their unusual service to broadcasting—the plaudits of the radio world.

For their heroic and unusual service in recording the Hindenburg tragedy, announcer Herbert Morrison and engineer Charles Nehlson, both members of the staff of the NBC associated station WLS, Chicago, have been awarded the Special Medal of Merit by *Radio Guide*.

Morrison and Nehlson had been sent to the Lakehurst, N. J., hangar to make a routine transcription of the landing of the giant airliner for a future broadcast when the tragedy occurred. For forty-five minutes Morrison described the terrible disaster, while Nehlson, the engineer, protected his equipment from the intense heat and supplied fresh disks.

The NBC TRANSMITTER joins *Radio Guide* in commending Herbert Morrison and Charles Nehlson for what *Radio Guide* calls "the most wonderful of all reporting jobs under the most terrific strain ever endured by a broadcaster."

NBC was so impressed with this remarkable recording that the Company made an exception to its ten-year rule against transcriptions on the networks and broadcast Announcer Morrison's recorded account over both the Red and Blue chains.

1 1 1

Win a pair of tickets to your local theatre—send your vacation pictures, with complete captions, to the NBC TRANSMITTER or the NBC TRANSMITTER'S correspondent in your city.

J. H. DODGE APPOINTED WASHINGTON SALES CHIEF



JOHN H. DODGE

John H. Dodge of the Washington sales staff has been appointed to succeed Vincent Callahan as sales manager of WRC and WMAL, NBC owned stations in Washington, D. C. Mr. Callahan, who had been with NBC six years resigned to take a new post as manager of WWL, New Orleans.

The new sales manager is a native of Washington, D. C., where he was born on June 30, 1899. His father, Arthur J. Dodge, was at that time Washington correspondent for several midwestern newspapers and his mother, Annie J. Dodge, came from Wisconsin in the early nineties.

John H. Dodge spent his childhood in Washington and attended local public schools until the United States entered the War. He was a junior in high school when he left to join the Navy. In 1919, he was honorably discharged. Then followed several years of work in various government bureaus in Washington.

In 1922 Mr. Dodge entered the newspaper field as a reporter of the Washington Times. Four years of journalism and still he looked for other fields to explore. He became affiliated with the sales department of an automobile distributor in Washington.

During those years of search and practical training he built a solid foundation for his background studying Journalism, English and Business Law in night school. His studies included two years at George Washington University.

In 1928 he went to New York City to accept a position as salesman with the Home Economics Service Corporation. Six years with this firm took him on trips to various cities throughout the country making contacts with Advertising Departments of newspapers in those cities. His duties

NBCites Win In Graphology Contest

Late last month during the Business Show in Rockefeller Center many NBCites flocked to the exhibit to look at the 1937 models of typewriters, adding machines, addressographs and other mechanical office equipment. Most popular booth was that of handwriting expert, Helen King, who not only offered to tell everyone the "truth about himself," gratis, but also offered free passes to the Radio City Music Hall and the Rockefeller Center Tour to those who had the most revealing handwriting.

The following members of NBC were among those who won prizes for being good script-teasers: William R. Thompson, Building Maintenance; Frances Heim, Accounting; E. B. Lyford, Traffic; May Day, Operated Stations; Elizabeth Harding, Central Files; Loy Seaton, Treasurer's; Kathryn Barry, Script Division; Norman Ward, Electrical Transcription; Martha Carlson, Stenographic; and Edward Evans, Statistical.

And here are a few samples of the winning scribbles and their analyses:

Edward Evans

People come from all over the United States to the school.

Edward F. Evans: Personality. Courage. Liking for keeping busy. High ideals. Diplomatic. Inspires confidence.

May Day

Do you believe that people who have no temper have no character?

May Day: Creative mind. Instinctive good judgment. Poise. Thoughtful. Can understand others. Personally reserved, although the pleasing personality may seem to belie this.

Martha Carlson

Oh, I wish I had someone to love me; someone to call me their own." etc

Martha Carlson: Considerate. Sincere. Ought to make a fine wife and hostess. Sense of humor. Courage. Desire for complete independence. Versatile. Eliminates the unnecessary things in life.

Norman Ward

"Henry Ford began his business in a little shop with seventy-five men."

Norman Ward: Versatile. Can do many things well. Clean mentally and morally. Honest. Sincere. Can feel for others. Good judgment, good instincts, and a decided asset to any organization.

Frances Heim

Here is my blank for the handwriting expert's contact of the Rockefeller Center Business Show.

Frances Heim: Goodnatured. Thinks and acts rapidly. A little curious—likes to know the why and wherefore of things. Sense of proportion. Pride. Desire for independence. Sociable. Puts off doing unpleasant tasks (such as hurting others, or carrying bad news).

included the selling and preparing of advertising copy for newspapers in all parts of the United States.

Well-equipped with his wealth of experience in fields closely allied to radio broadcasting Mr. Dodge joined the Commercial Department of NBC in Washington in 1934. Subsequently he became a salesman. His recent appointment was logical and natural for a man with his training and ability.

Dr. Franklin Dunham, Educational Director, Ernest LaPrade, Director of Music Research, Miss Judith Waller, Central Division Educational Director, and Miss Margaret Cuthbert, Director of Women's Activities, all spoke on the technique of presenting educational programs on the air at the Eighth Institute of Education by Radio held at Ohio University, Columbus, Ohio, May 3-5.

WHO'S WHO IN THE NBC NETWORKS

Introducing — Harry A. Woodman

The smooth and efficient system and progress of KDKA seems to call for a "behind-the-scene" story of the "man behind the gun."

The man in this case is Harry A. Woodman, the station's general manager. Calm, seldom without a smile, but with efficiency above all, he has kept KDKA at and above the high level it always has enjoyed as "The Pioneer Broadcasting Station of the World."

Mr. Woodman was born in Portland, Maine, on January 13, 1892. He went to public schools there and finally, although he admits there must have been a trick in it, he was graduated from Bates College in Lewiston, Maine, in 1913. According to his own confession Mr. Woodman majored in sports but from its recent athletic record that must have been the last year anyone majored in sports for dear, old Bates.

Equipped with an A.B. degree he went to work for a firm of mill agents in 1913.

Came the war and Mr. Woodman was graduated with the first class from the Plattsburg army camp. He saw service until February, 1919. The war over, he returned to his former job, was promoted from clerk to city salesman, and then to southern territory sales.

It was in 1925 when Mr. Woodman heard what he terms "the call of the wild" and was hired by George McClelland to work for WEAF, then owned by the American Telephone and Telegraph Company, 195 Broadway, New York.

When he joined WEAF in December of 1925 he was supposed to have been hired for the sales department but station and traffic problems were just beginning to crop up as serious questions and Mr. Woodman found himself in the traffic and station management departments planning the first network in the country.

When RCA took over the WEAF network, he became traffic manager with NBC, and remained in that capacity until he was named manager of KDKA in September of 1934.

Mr. Woodman is married and has a boy, Harry, Jr., nine, whom the boss wants to send to Bates . . . but who insists, father to the contrary or not, that he is going to be a halfback for Jock Sutherland at Pitt.



HARRY A. WOODMAN
General Manager of KDKA, Pittsburgh

THREE NEW NBC STATIONS

With the addition of three stations to the several networks during the past month, NBC increases its total number of stations to 126.

The first of the three to become an associated station is WSAN, only outlet in Allentown, Penn., operating on a frequency of 1440 kilocycles, with a power of 500 watts. J. C. Shumberger is president of WSAN, Inc., and J. C. Musselman is station Manager.

The second, which replaces WGAR, is WHK, oldest station in Cleveland, Ohio, operating on a regional channel frequency of 1390 kilocycles with a day-time power of 2500 watts, and a night-time power of 1000 watts. H. K. Carpenter is vice president and general manager of the station.

The last is Station WJTN, Jamestown, N. Y., operating on a frequency of 1210 kilocycles, with a day-time power of 250 watts, and a night-time power of 100 watts. It is owned by the James Broadcasting Company, Inc. Charles Denny is the manager.

BOSTON AND SPRINGFIELD

by Edward B. Hall

When Operator William J. Lawlor is not twirling dials in the WBZ Control Room, the odds are favorable he can be found at the controls of his own "ham" station, WITP in Brighton. In the course of his meanderings on the megacycles, Bill often contacts such remote places as China and Africa. But it is seldom enough that he is privileged to render a human service of the kind that recently fell his lot.

Talking one evening with VO11 in St. John's, Newfoundland, Bill was told of a dying mother whose two daughters had emigrated to Boston 23 years ago. Both had married and settled down in the vicinity of the Hub. Neither had subsequently returned to Newfoundland, nor seen the aging mother during that long interval. The stricken woman yearned to talk once again with her children. Could Bill locate the daughters and bring them to his station? It would then be possible to patch through their voices to the mother's bedside for a three-way conversation.

Working swiftly and ingeniously, Lawlor found and summoned the two Boston women to WITP. The experiment was successful. For upwards of an hour, the mother and her daughters carried on what was destined to be their final conversation together.

Bill can report that there was not a dry eye at either end of the line. But it was a genuinely humane and worthwhile service.

/ / /

In token of long association and friendship, Dwight A. Myer (Plant Manager) has presented George A. Harder (Promotion and News), with his latest original creation, a handsome model of the "H.M.S. Bounty."

/ / /

Robert S. Halloran (Auditing), newly-elected president of the Granite City Stamp Club, exhibited a frame of rare New Zealand stamps from his own collection at the Fifth Annual Exhibition of the Club. Bob makes a specialty of United States and New Zealand stamps.

— — —

Walter Koons, music editor, was made an honorary member of the Gamma Chapter of the music fraternity Phi Mu Alpha at Syracuse. He was guest of honor at a banquet for newly-initiated members of the fraternity.

/ / /

Robert M. Morris and George M. Nixon, Engineering, jointly delivered a paper on an experiment in testing materials conducted by Johns-Manville and NBC before the Acoustical Society of America, May 4.

NBC DENVER

by Charles Anderson

KOagrams: Joe Gillespie, announcer, left May 15th for a vacation tour of the East. He plans to visit Chicago. New York studios and see how the wheels rotate in those parts of our big Network.

✓ ✓ ✓

Jose Iturbi and the Philadelphia Orchestra have come and gone, but are not forgotten. One point of pick-up for the short-wave reception was situated atop the Denver Union Station. There being no elevator service Walt Morrissey, Engineer, had to hoof it up the six stories to the roof in a series of continuous trips the most of two days getting lines to function properly. It's a good thing he plays some golf to keep his knee action in good shape. At that he seemed to buckle a bit about the ankles along about train time. Carry on, the show must go on . . . and it did in fine style thanks to lots of hard work. Joe Rohrer, another of the Engineering staff, had the job of setting up equipment on top of a grain elevator outside of town. He had to ride a belt lift ordinarily used to raise grain to the top floors. Joe Gillespie, announcer, took the ride along with him. On the train, riding in style, was Glenn Glasscock handling the short-wave transmitter from the special car in which Iturbi played a grand piano.

✓ ✓ ✓

Bill Williams, Engineer, passed the cigars as per demand because he is now the proud father of a second girl. The name is Patricia if you please. Of course, the big broad smile went with the "cееgars."

✓ ✓ ✓

A baptism under fire greeted our newest Engineer. Stan Neal. He handled one of the short-wave receivers atop the depot on the Iturbi reception. Stan is a graduate of the University of Denver and comes to us from Inter-State Radio and Service Co. He's not married yet, but I'll bet that first pay-check will do well to make a payment on the engagement ring to accompany that romantic glint in the eye that makes it appear the lady said "yes."

✓ ✓ ✓

Spring is here and the love-bug will bite. Ellsworth Stepp, Mail Clerk, stole a march on the boys and went to Berthoud, Colo., for the legal matters pertaining to marriage. News will leak out and now it's Stepp who passes the stogies. The lucky girl's name was Kay Hanson, now it's Kay Stepp.

Apprentices Named to Engineering Department



F. G. CONNOLLY

Included in the list of personnel changes and appointments in the Engineering Department this past month are the names of several who were recruited from the ranks of other departments to assume positions as apprentice engineers. In each case the man involved has been with NBC more than four years, and has been studying Engineering at one of the local technical schools.

Francis G. Connolly, who since 1931 has been with the organization in the Program and Artists Service Departments, becomes an apprentice in the Field Division. Mr. Connolly studied at Fordham University for several years, and after coming to NBC enrolled at the RCA Institute where he took courses in Radio Telegraphy and in Radio Telephony. He has a radio telephone operator's first class license, a radio telegraph operator's second class license, and operates amateur Station W2GSY.

Edward Bertero becomes an apprentice studio control room engineer. Since joining the organization in 1932, Mr. Bertero has worked in the Mail Room and as a receptionist in the Engineering Department. He has been studying Engineering at N.Y.U. since 1932, and expects to continue as a student there.



EDW. BERTERO

James V. Coleman, with NBC as an electrician since the fall of 1933, becomes an apprentice in the Maintenance Shop. Mr. Coleman has been taking courses in Engineering at the Pratt Institute of Technology since 1932. He has a first class radio telephone operator's license, and operates amateur station W2FED.

Howard E. Cooley, who has been with NBC for over a year, and who is now a student at the RCA Institute, replaces Mr. Bertero as receptionist in the Engineering Department.

NBC WASHINGTON

by Marian P. Gale

Group hospitalization has come in handy for two this last month . . . Catherine O'Neal and Marge Brown of the Program Department. Gordon Hittenmark is running a collegiate gossip column between records on the *Timekeeper* program. Bill McAndrew in the News Department finds it easy to get gossip items at Trinity College for him, the reason being Bill will marry Irene Byrne, Trinity alumna, on June 30th.

✓ ✓ ✓

Work on the new \$75,000 transmitter for WRC will start shortly. The Commission approved the station's application for increase in power to 1,000 watts daytime and 5,000 watts at night.

✓ ✓ ✓

Bill Chew of Engineering is suffering with a broken collar-bone. . . . It's being said Carleton Smith as a ping-pong player is a good Presidential Announcer. . . . Hugh McIlreavy doesn't believe there's safety in numbers since three feminine fans who have more than a listener's interest arrived for a visit in the nation's capitol all at the same time. Hugh, being on station duty at the hour of the second visitor's arrival, visitor number one welcomed visitor number two at the station. Well, Hugh, that's one way if you can get away with it. Bob Cottingham of the news department did a great job on the Hindenburg disaster. Bob got the bulletin describing the fire of the big dirigible on the Arrow newscast over WMAL just about eight minutes after it happened in Lakehurst.

✓ ✓ ✓

Bob Terrell, control room supervisor, is fast getting the title of "Junior Voice of Experience". . . . Bob offers advice on everything, from the choice of a career to how you should smile at your best girl, or wife. . . . Ed Rogers, staff announcer, bought a new car some months ago . . . and to this day insists that some of the parts were left out. . . . Bill Coyle, night supervisor, threatens to start a local reducing club. . . . Bill points out that a number of the program department employees need the exercise . . . most of the announcers deny this, claiming that their clothes merely fit snugly. . . . Rose Ewell celebrated a birthday recently and received, among other things, a big cake from fellow employees.

✓ ✓ ✓

Send your vacation pictures, with captions, to the NBC TRANSMITTER.

MARCONI'S SON JOINS NBC*(Continued from Page 1)*

S-T-A-T-I-C

by Alan Kent

Handbook for Radio City Neophytes

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

MUSIC LIBRARY: The only library in the world where they don't cram Rhett Butler down your throat.

SECRETARY: Is always immaculately and sensibly dressed. Uses little or no make-up. Never becomes perturbed. Is never late nor ever leaves early. Always knows just where everything is. Is constantly and efficiently polite. And besides that the sun always rises in the West.

BOARD MEETING: Censored.

EXECUTIVE: Has either been to Yale and acquired more clubs than a stacked deck, or has risen from the street corner and the selling of Five Star Finals, or is an Army Man. Is never a Navy Man. We wonder why.

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. If all that was wanted was a draft why didn't someone wave fifty dollars (\$50.00), disguised as a fee, around in the Announcers' Room. The resultant bare-fanged rush for the scratch would have created a draft that should have undoubtedly circulated for years. And when that had died out the Artists' Service would still be creating a mild typhoon trying to put the bite on the half a yard for their customary ten (10) percent.

THIRD STUDIO FOYER: Contains a round half dozen studios, a half dozen round actresses, a rounding half dozen actors, a half dozen Studio Patrolmen doing the rounds, also around a half dozen song pluggers half dozint'.

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). The large cabinet is for filing memos—the small cabinet is for fil-

**HOLDERS OF RADIO
ROCKEFELLER FELLOWSHIPS**

HARLEY SMITH, left, and
GEORGE JENNINGS

... studying radio in Radio City

University fellowships for advanced study in radio broadcasting with the National Broadcasting Company have been granted by the Rockefeller Foundation to Harley A. Smith, of Louisiana State University, and George E. Jennings, of Station WILL of the University of Illinois. Two similar fellowships were awarded last fall.

Mr. Smith, with a three months' appointment, and Mr. Jennings, with a six months' appointment, started their studies in the NBC studios in Radio City on May 10. Under the supervision of Dr. Franklin Dunham, NBC Educational Director, they will study all phases of broadcasting technique, including methods of planning and producing programs, script writing and network management as developed by NBC.

Mr. Jennings was production director at Station WILL and instructor of broadcasting at the University of Illinois. Mr. Smith has been a radio instructor at Louisiana State University for the last four years and has directed numerous programs presented by the University at cooperating stations.

The recipients of last fall's fellowships, William Friel Heimlich, of Ohio State University, and Leora Shaw, of the University of Wisconsin, completed their NBC training February 15. Mr. Heimlich has since been appointed program manager of station WOSU, of Ohio State University, and Miss Shaw has been named chief of the script writing department of station WHA, of the University of Wisconsin. Associated with these stations before their NBC training, they received advancements upon their return.

ing memos—the wastebasket is for filing memos. What about the secretary? . . . Well, what about the secretary—?

ANNOUNCEMENT

The PHOTO CONTEST will be resumed in the July issue of the NBC TRANSMITTER with emphasis on pictures of NBCites on vacation.

The winners will be awarded free tickets to theatres in NBC cities. Judges are Ray Lee Jackson and Wm. Haussler, NBC photographers. All entries will be returned but the NBC TRANSMITTER will not be responsible for those which are lost.

Send in your entries for the July issue before June 18 with complete captions, and your name, department and division.

CHILDREN'S STUDIO ADDED TO STUDIO TOUR



Photo by Jack McGhie

Guide Raymond Wall is showing his guests a new highlight on the NBC Studio Tour in Radio City—the beautiful mural portrait of Dr. Walter Damrosch in the Children's Studio.

A new highlight on the NBC Studio Tour in Radio City is the Children's Studio with its gayly colored murals depicting the development of NBC's children's programs during the last ten years.

Visitors, young and old, from the North, South, East and West, look at the paintings and recognize with delight such old NBC friends as the Lady Next Door, Captain Better, the Singing Lady, Skippy, Little Orphan Annie and Billy and Betty.

The murals are the result of a father-daughter collaboration by "Jolly Bill" Steinke, widely known to NBC child listeners, and twenty-three-year-old Bettina Steinke.

"Jolly Bill" is responsible for the black outlines and such highly imaginative touches as the Pied Piper who plays his flute of a nose; Captain Tim Healy scattering stamps, most of them real stamps pasted on the wall, to the members of his stamp club; and the Pussy Willow Symphony, conducted by a caricature of Dr. Frank Black. Bettina claims the color work and the basic sketches, also the conception and execution of the crowning achievement—the portrait of Dr. Walter Damrosch that covers an entire wall in the studio proper.

The portrait is actually a dramatic presentation of Dr. Damrosch's genius as it affects radio and its nationwide listeners. In true-to-life oils, it depicts Damrosch seated at the piano during a broadcast of the NBC Music Appreciation Hour. Euterpe, hovering over his shoulder, is ready to hurry to the NBC transmitters throughout the country, and thence to children's

hospital wards, classrooms, homes and conservatories.

Facing Dr. Damrosch on the other side of the studio is a painted reproduction of Mystery Island, the mythical spot on which so many children's programs take place. Among other things it shows *Splashing Lemonade Falls*, *Haunted House*, *Table Rock* and *Pie Plateau*. So far, of this last, explorers have been unable to determine whether the geological formation is basically mince or raisin.

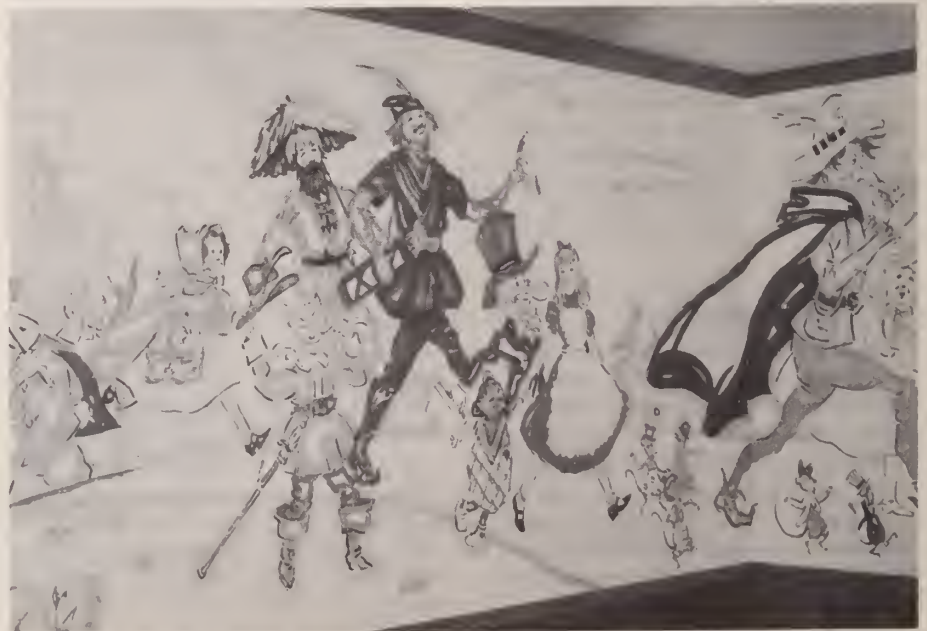


Photo by Jack McGhie

Pictured above is a section of the colorful murals painted by "Jolly" Bill Steinke and his daughter, Bettina, in the Children's Studio in Radio City. Children taking the NBC Studio Tour are delighted by these fantastic figures from their world of make-believe.

NBC TEAM LOSES TO RKO

On April 30, at George Washington Stadium, the NBC baseball team inaugurated its 1937 season. For their opening tilt the broadcasters drew as their opponents the team representing RKO. The final score was 8-2 with the NBC ball players winding up on the short end. RKO chalked up five runs in the opening frame by virtue of three hits, three bases on balls and two errors. It was in this inning that Jack Wahlstrom relieved Von Frank of the twirling assignment and proceeded to set the other team down in order except for a scratch hit in the fifth inning.

On May 7 at eleven o'clock in the evening Pathe cameramen moved their equipment into Studio 8H in Radio City to shoot some broadcasting scenes. The studio soon took on the appearance of a movie set in action, with grinding cameras, technicians, and bright lights. Nine pages and guides were recruited for the all-night shift to act as ushers for the studio audience composed of extras from the Pathe studio. The show, a typical presentation of the *Magic Key of RCA*, featured Frank Black and the NBC Symphony Orchestra, Jean Dickenson, Milton J. Cross, Ben Grauer, a dramatic sketch demonstrating sound effects and others.

The film was shown in Chicago in connection with an RCA sales campaign and also will be used with other films of RCA activities as an educational feature.

WGY SCHENECTADY

by O. H. Junggren

The big news from Schenectady these days concerns our new equipment. Until the new building is completed sometime this fall, WGY folks will have to content themselves with the thought that they have a new antenna to brag about. Granted that a vertical radiator is a rather unromantic thing for spring, still, this new addition to the South Schenectady plant is quite a piece of work.

According to word from Bill Purcell, station engineer, WGY's circulation will be increased threefold by the 625-foot staff, to be erected by the General Electric Company. Ground has been broken for the antenna, which is expected to be one of the tallest in the country. Along with this, the new building promises to give Schenectadians a new reason for civic pride. For the impatient folks, let it be stated that the surveyors were out recently squinting through their lenses.

✓ ✓ ✓

The manager's office covered itself with glory not so long ago. Within a week of each other, stories appeared in local papers to the effect that Kolin Hager had been elected vice-president of the Better Business Bureau of the Schenectady Chamber of Commerce. Mr. Hager had been a director for two years. Mrs. Caroline Osan, Mr. Hager's secretary, was elected president of the Schenectady Business and Professional Women's Club. She had served for two years as recording secretary.

✓ ✓ ✓

A recent visitor to WGY's control room was Robert Moss, studio engineer, at Radio City. He was on his way to Maine for a vacation.

✓ ✓ ✓

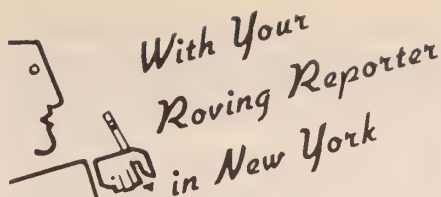
After a little snooping, we present some early dope on vacations of some of the WGY staff: A. O. Coggeshell, program manager, says he hopes to make a trip to Yellowstone Park by car.

Howard Tupper, announcer, will spend his abbreviated vacation in Canton, N. Y., his home town. Howard has been with us only a few months.

Howard Wheeler, control room supervisor, will spend his vacation at Lake Cosayuma, near Schuylerville, N. Y., incessantly photographing his wife and children with his new camera.

Ralph Nordberg, sales manager, anticipates deep-sea fishing in the Gulf of Mexico.

Virgil Hasche, auditor, will go to his home in Inwood, Iowa.



Thursday, May 6, was just an ordinary Thursday around NBC in Radio City. The day staff had almost all gone home, Rudy Vallee was in London, "Charlie McCarthy" was on his way to Hollywood, and the crowd was just beginning to collect for the Showboat performance.

Your reporter had found his way to the PBX room to renew an old acquaintance and had been there just a few minutes when things began to happen. First, William Burke Miller, Night Program Manager, demanded to be connected with half a dozen different points all at the same time. Lights flashed and telephone cords became a knotted confusion.

We tore out of the PBX room to the Master Control desk to find a little group gathered around the main panel. Traffic Department members were hurriedly thumbing through past records. Still we couldn't figure out what was going on. Finally, we asked one of the men in Traffic what all the excitement was about.

"The Hindenburg is burning down at Lakehurst," he said.

It didn't seem possible. Why, just a little while ago the great ship had sailed majestically over the city. We knew the source of the greatest information would be the News Division and sure enough, it was! Teletype machines were flashing out their messages about the disaster. Tommy McFadden was bustling about trying to reach members of the Special Events Department. Curious employes began streaming in for first hand news. Even David Sarnoff dropped in with John Royal for latest developments.

Press Division, in the next room, was alive with activity. In a small room a stenographer took down the contents of a broadcast, when Burke Miller interviewed Clinton E. Herring of RCA Radiomarine, who had witnessed the accident. Warren Gerz of Press grabbed finished notes, rewrote them into a story, and passed them on to a teletype operator to get the news to all metropolitan papers with a minimum of delay.

The corridors became filled with excited, hurrying members of the Announcers' staff, Engineering Department, Press and Special Events Departments.

Cars were dispatched to Lakehurst, and airplanes were chartered for a quicker trip. Syd Desfor, Burke Crotty and John McTigue of Press left in Syd's car armed with cameras, flashlight bulbs, police

NEW NBC STUDIOS

(Continued from Page 1)

construction of a new NBC building at Schenectady to house station WGY, one of the oldest 50,000-watt stations in the United States and a veteran NBC associate. Work has begun on the studios, which occupy a space of 20,000 square feet, and it is expected that the plant will be ready for use September 1.

The Schenectady building occupies one of the most strategic locations in the city. It is situated on the grounds of the General Electric Company at the head of Erie Boulevard, one of the city's main thoroughfares.

The new building has an entire front of glass brick, fitted into a honeycomb of steel. This provides a maximum of daylight and at the same time reduces heat radiation. The five studios of the plant take up the ground floor of the structure; offices fill the second floor.

Station WTAM, Cleveland outlet of the Red Network, is expected to occupy new quarters in the Guarantee Title & Trust Building, Cleveland, shortly before January 1. Seven studios and provisions for television facilities are planned at the new site. The lease also includes use of the roof and of a large electric sign atop the building.

Plans for improved facilities at Hollywood and San Francisco are still in a formative stage. It is planned, however, to double the capacity of the present Hollywood studios and to expand those at San Francisco.

passes and NBC banners. The display of these banners on the car gave them practically an open right of way to Lakehurst.

Leaving the Press Division where Vance Babb had now arrived and assumed charge of things, we went back for a look in at the PBX room. The word had now been broadcast and telephone inquiries had increased to such an extent that Mildred O'Neill, Mary Gannon, Dorothy McDermott and chief operator Margaret Maloney had all they could do to handle the bulk of telephone traffic.

A weeping woman at the other end of one call pleaded to be told the names of those who had survived . . . a close relative of hers was aboard. The next call was a listener who wanted to know what station he could hear Rudy Vallee on.

And so it went far into Friday morning. Phone calls, broadcasts, frantic ringing of bells, hurrying feet, boys in white from the drug store bringing black coffee so tired workers could go on and on.

It had been a quiet Thursday night—that is, up until about 7:35.

—WALTER MOORE.

NAMES IN THE NEWS

NEW YORK

Promotions:

Francis E. Koehler, assistant supervisor of the guide staff is replacing Ary R. Moll at the control desk in Guest Relations. The latter has been made assistant to Dwight B. Herrick, in charge of distribution of broadcast tickets.

Replacing Mr. Koehler as assistant guide supervisor is Birger Hagerth. Thomas Severin has been transferred from the set-up staff to replace Mr. Hagerth as cashier.

The above-mentioned men all started in the page staff three or more years ago.

Spencer McNary of the Mail-Messenger Section has been promoted to a position in the office of D. S. Tuthill, business manager of Artists' Service. During his eighteen months with NBC Mr. McNary has been a page and office boy in Guest Relations, and a clerk in Cost Accounting and the Mail Room.

Miss Anne Gatesweiler has been promoted in the Sales Department to replace Miss Marguerite Andrews as secretary to I. E. Showerman, Assistant Eastern Sales Manager. Miss Andrews resigned to take a job in Washington, D. C.

Miss Ruth Eisner, of Stenographic, is now in the Sales Department. During her three years with NBC Miss Eisner has worked in various departments as secretary.

Miss Virginia Black, formerly of Stenographic, is now secretary to Walter E. Myers, Sales. Miss Black came to NBC from the Commercial Investment Trust Corp., on April 16 last.

Returns:

C. M. (Tony) Hutson, Engineering, is back after a long illness from pneumonia.

Wayne L. Randall, Director of Publicity, has just returned from a two weeks vacation in Florida. He and Mrs. Randall motored down to Pensacola to visit their son, Gardner, who is an aviation cadet at the U. S. Naval Station there.

Miss Helen Lefebre has returned to Electrical Transcription Service from a two months' leave of absence which she spent in California. Miss Lefebre had quite a time finding her old office what with all the changes and new doors on the second floor of the studio section.

Resignations:

Jack Wyatt, talented young guide, left Detroit last October to join our uniformed staff in Radio City. Two weeks ago NBC sent him back to Detroit to become an announcer of WWJ, NBC affiliate, owned by

the *Detroit News*. He is another product of the announcing school conducted by Dan Russell and many will remember him as the suave, clear-voiced m.c. of the Brass Button Revue presented by the Guest Relations staff last February. He is only twenty-one.

Wilbur Auth resigned from Statistical April 31, to become associated with the N. Y. Fire Department. Said he, "I've always wanted to be a fireman."

Robert Burholt, a newcomer from the insurance business, replaces Mr. Auth.

Newcomers:

Miss Barbara Buck, formerly with Arnold Constable and Co., is the new receptionist in the Sales Department. She came to New York from Columbus, Ohio, six months ago, with a diploma from Ohio State University.

Miss Buck's home is in that city which became famous in the last presidential election, Topeka, Kansas. It was there that she went to the same school as Wendell H. Williams, Continuity Acceptance, whom she was surprised to see one day as he was making one of his frequent calls in Sales.

Charles E. McCurdy, formerly with J. Walter Thompson and Gardner Advertising Company, has joined the Statistical Department as an artist.

Mr. McCurdy is from Pittsburgh, Pa., where he studied Design at Carnegie Tech and the Art Institute of Pittsburgh. His woodcuts and paintings have been exhibited in Pittsburgh, Los Angeles and Washington, D. C.

Miss Dorothy Kemble joins Continuity Acceptance on June 1 as assistant to Miss Janet MacRorie.

Miss Kemble, for the past five years, has been in charge of advertising acceptance for MacFadden Publications, Inc.

Arthur L. Forrest, formerly in the marketing division of Hearst Magazines, is a new member of the Statistical Department where he is working at survey analysis.

James E. Cornell and Elbert W. Williams have joined the Guest Relations Division as studio patrolmen.

Patrolman Cornell has led a very interesting and adventurous life as a sailor in the Navy for twenty-six years. He was Chief Quartermaster when he retired in 1933. Mr. Cornell has seen and taken part in many wars including the World War.

(Continued on Next Page)



Pictured above are a group of NBCites cantering on the bridle path of Central Park, New York. Horseback riding claims a large number of members of the NBC Athletic Association. Enthusiastic equestrians ride weekly in New Jersey, Westchester and Long Island.

He has many interesting stories about the earthquakes in southern Italy and Sicily in 1908, the Turkish Revolution which dethroned Abdul-Hamid in 1909, the Chinese Revolution in 1911, and the Mexican upheaval in 1914, at all of which U. S. Navy vessels were present for patrol duty and the protection of American citizens.

Elbert W. Williams is not exactly a newcomer. He has held two or three temporary jobs in NBC in the past but this time his job is steady.

Mr. Williams is quite an enthusiastic singer and he would like to organize an NBC watchmen's quartet or trio. He has had many years experience as a professional church singer. His record is twenty-one years as a member of the choir of the Church of the Messiah and Incarnation in Brooklyn. He has faced the microphones of several small New York stations as a tenor in the Richmond Glee Club.

Before coming to Radio City Patrolman Williams was a foreman for the Baltimore and Ohio R.R. in Staten Island for fourteen years.

Percy Winner, newspaper man and radio news commentator, has joined the Press Division as a writer. Mr. Winner is well known in radio circles as a commentator on international politics and as one of the radio commentators who broadcast from the political conventions in Cleveland and Philadelphia last summer. Before joining NBC he was a news commentator over WQXR. He has also served as a commentator in French on CBS short wave transmissions to France.

Mr. Winner was in the newspaper field before going into radio. He was chief correspondent for North America of the Havas News Agency in France; news and foreign editor for the New York Evening Post; foreign correspondent in various European countries for several American newspapers and news agencies, particularly the Associated Press; and New York correspondent for the Manchester Guardian of England.

Articles on various subjects including psychology and international politics written by Mr. Winner have appeared in well-known magazines such as *Scribner's*, *Current History*, *Outlook* and *New Republic*.

Mr. Winner is also noted for his lectures in English, French and Italian. He was educated at Columbia University and the Sorbonne in Paris.

Newcomers to the Stenographic Section this past month come from all over the country.

Miss Marie Joslin, a New Yorker, was formerly with Fitzgibbons Company, an

engineering firm. She went to school in Georgia, her mother's home state. That answers for her slight southern accent. She also attended Friends Seminary in New York.

Miss Joslin's avocation is music. She plays the violin and is now studying voice. Radio? No,—at least not yet. She hadn't thought of it.

Miss Jean Hill worked in the engineering department of Johns-Manville before coming to NBC.

Miss Florence Marin, a New Yorker, has had three years experience in the banking business.

Miss Mary Harrell comes from San Francisco where she did secretarial work for the Institute of Pacific Relations, a Rockefeller foundation. In behalf of the Institute she made several lectures on the air.

Miss Bethany Mather, a graduate of the University of Chicago and until recently secretary to a faculty member of the University, is temporarily working in Central Files.

Miss Caroline Herbert comes to us from her native South where she was associated with the TVA at Muscle Shoals, Alabama. She is a graduate of Mississippi State College which is in her home town, State College, Miss.

Miss Lisa Lundin was born in Sweden, reared in Des Moines, Iowa, and educated at the University of Iowa. She was formerly with the Curtis Publishing Company in New York.

Miss Louise Greene is from Boston where she was secretary to a faculty mem-

ber of the Harvard Medical School until she came to New York to join NBC.

Obituaries:

We regret to announce that Walter L. Carlin, who was in the Accounting Department, died in St. Mary's Hospital in Trenton, N. J., on May 12.

Mr. Carlin was an old member of the family. He was with RCA several years before he came to NBC four years ago.

Transfers:

James H. Hill, who came to NBC from his home in Los Angeles in February, has been transferred from the Guest Relations staff to the Script Division's file room. He is a graduate of the University of Washington.

Miss Kathleen Whaley has resigned her position in Central Stenographic to accept a secretarial position with announcer Ford Bond, whose temporary office is in Studio 9-B. Miss Whaley was with the National Geographic Society in Washington, D. C., before she came to NBC last January.

Miss Elsie Bergler, who joined our Stenographic Section on March 7, is now in Sales. Before coming to NBC she was with Hearst Cosmopolitan Magazine for five years as a secretary in the advertising department. For several years Miss Bergler was on the Metropolitan Opera Ballet.

(Continued on Page 13)



Courtesy, RCA

Dr. R. R. Law is shown next to a television image projected onto a three by four screen from the "eye" or kinescope of a television receiver. This new "projection kinescope" which was successfully demonstrated at the recent meeting of the Institute of Radio Engineers in New York was developed by Dr. V. K. Zworykin and Dr. R. R. Law of RCA.



Above: Miss Grace Sniffin, Chairman of the Dance Committee, greets Daniel S. Tuthill of Artists' Service, who acted as m.c. for the floor show. Guide Paul Hutchinson was ticket-taker. Barrett Eldredge, Guest Relations, is in the background.



In their haste to get to the dance set-up men Herbert Gross, left, and George Andrews finished their studio work in white ties.

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Below: At table: Ka
shall, and Morton B
floor show. Standin
bury and D. S. Tu
Thomas Tart, Mai
Miss Helen Winter,



Right: L. to R., Rae Giersdorf (Singer), Announcer Fred Uital, Gogo De Lys, Mrs. Gene Hamilton, Announcer Jack McCarthy, Miss Elinor Crafts, Alan Kent (Announcer and "Static"), Miss Barbara Bierman, Guest Relations.



Above: Minor head injuries incurred while sawing wood for a television set didn't stop Sound Technicians Robert Stone (white jacket) and Ray Kelly from going to the NBC Spring Dance. Also shown are Mrs. Harry Saz, left, and Mr. and Mrs. Fred Knopfke, right.

Left: Whoopie! Guide David M. Adams and Miss Mary Owen, popular New York model.

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Above: First couple to arrive at the dance were not NBCites. Tsk! Tsk! They were F. L. Eldridge and Miss Magdalena Stein, center, of Bristol-Meyers Co. Guides Paul Hutchinson and George De Pue, left, took tickets. To the right are Miss Marjorie Geichman (Treasurer's), seated, and Miss Grace Ballou (Sales).



Above: Early arrivals: Miss Victoria Geiger (Television Div.), and H. P. Miller. That's Paul again taking tickets.



Below: Ben Grauer dancing with Miss Jane Davis, well-known model.



Above: Engineers' Table. L. to R., J. R. O'Kelly (Master Control Room Supervisor), Miss Dorothy Jorgensborg (Traffic), Fernando R. Rojas, Mrs. Rojas, Miss Ruth Werner, R. W. Bauer.

Left: Miss Dorothy Michel (Transcribing), and her escort, John Leahy.

Right: Guide and columnist E. Loudon Haaker and Miss Mary Kunkel of Easton, Pa.



NBC TRANSMITTER

Published for and by the employes
of the National Broadcasting Company
from coast to coast.

VOL. 3 MAY, 1937 No. 5

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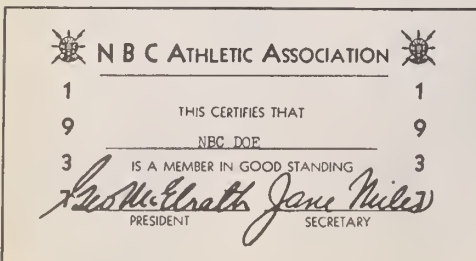
IT DID HAPPEN HERE

"It can't be done," cried the skeptics and kill-joys when a small group of enthusiastic NBCites started to beat the drums for an all-company athletic association to coordinate and promote athletic activities among the employes. They said NBC was made up of too heterogeneous group of individuals to bring together for social activities.

That was less than four months ago. Today with true NBC thoroughness for coordination every sport of the season in which NBCites are interested has been organized and weaved into the activities of the NBC Athletic Association which already has over two hundred paid-up members.

The Association's most recent and successful venture was the NBC Spring Dance which not only brought over twelve hundred people to what turned out to be the biggest and gayest social affair of the Company but it also added many dollars to its rather empty coffers.

Who said it couldn't be done? Not only have we done it but we've done it so well we are doing the "impossible"—we're pulling ourselves up by our boot straps!



It costs only one dollar—and it's good
for a whole year of real fun and sport.

RADIOODDITIES

FOR
NBC TRANSMITTER
READERS

KDKA'S FIRST CONCERT STUDIO WAS A LARGE TENT BUILT ON THE ROOF OF THE PLANT. (1921)

JOSEPH D'AGOSTINO, N.Y. ENGINEER, COLLECTS RADIO TUBES AS A HOBBY. HIS COLLECTION, THE LARGEST IN THE WORLD, INCLUDES OVER 2,000 DIFFERENT TUBES!

THE EARLY TYPE "PHONOTRON" MICROPHONE (DISHPAN) WAS ALSO A LOUDSPEAKER.

LISTENER REACTIONS

by Ruth M. Crawford

Correspondent, New York Audience Mail Division

In the Spring students must write class reports or theses—their subjects are varied and range from the serious to the amusing:

How much does the complete education of an announcer cost? At what age does the announcer's services become useless—40, 50?

I would like information about the queer jobs done by women around broadcasting stations.

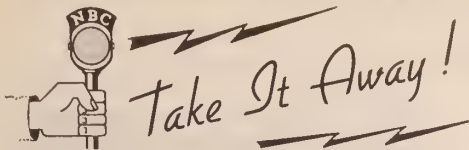
I want to be a radio coloratura. What steps are necessary to reach my goal?

Please send me pictures of "A Midsummer's Night Dream" and "As You Like It."

From Dr. Max Jordan's mail bag in NBC, Europe:

"I thoroughly enjoyed, today, the broadcast from the Municipal Palace, Genoa, Italy. Giulio Bignami's superb playing was truly grand and touched the innermost depths of many hearts. I heartily hope this supremely great artist appears again in a future broadcast.

"I am a school teacher and am making out report cards for my pupils today. Since hearing Giulio Bignami play I have decided to give them all good grades."



Letters to the Editor

To us expatriates the NBC TRANSMITTER is indispensable and we read every issue avidly from top to bottom.
—MAX JORDAN, NBC, Basle, Switzerland.

I wonder if some of the employes of NBC might not like to get in touch by correspondence, via the TRANSMITTER, with employes of remote NBC stations in similar lines of work. For example, as a lowly Esso Reporter, I should be amused to talk shoppe with my confreres in Washington, Detroit, or New Orleans. I believe some of our announcers and operators, among others, might enjoy (and possibly profit by) the same harmless *bonhomie*. Would it be feasible for the TRANSMITTER to recommend this kind of correspondence — and perhaps offer to forward the initial letters to their proper destination?

—EDWARD B. HALL, NBC Boston.

Ed: The NBC TRANSMITTER thanks Ed Hall for his excellent suggestion. We will gladly act as go-between for wishful correspondents.

I enjoyed the interesting story on George Malcolm's part in the coronation of King George V,—“in 1910,” as you stated—in the last issue of the TRANSMITTER. But you made two glaring mistakes. First, the coronation of George V was not in 1910—it was in 1911. His predecessor, Edward VII, died in 1910 but George V was not crowned until 1911. Second, your caption under Malcolm's picture read: “. . . George Malcolm in the uniform he wore seventeen years ago at the coronation of George V.” For your information it is now 1937 and if George V was crowned in 1911 it was twenty-six years ago—not seventeen—that George Malcolm rode in that coronation.

I thought you'd like to know. Come to us for figures.

—STATISTICAL DEPARTMENT, N. Y.

Ed: We stand corrected—at least thirty times by phone and mail. However, we find solace in the fact that George Malcolm himself did not complain. Said he, “I don't mind it if you make me ten years younger.”

NAMES IN THE NEWS

(Continued from Page 9)

She also is an accomplished musician, having given various piano recitals including one at Aeolian Hall in New York City.

Her home is in Yonkers, New York.

Miss Janet Patton has been transferred from Station Relations to Guest Relations to become secretary to Walter B. Davison, replacing Miss Eugenia Carpenter, who resigned on May 15. Miss Carpenter resigned to return to her home in Amsterdam, N. Y.

Miss Patton has been with the Company since January.

Mrs. Emma Little goes from Stenographic to V. J. Gilcher's office in Engineering. Mrs. Little came to NBC from Chicago where she was secretary of the Medical Alumni Association of Northwestern University Medical School. She is a graduate of Ottawa University in Ottawa, Kansas.

Mrs. Little's husband is an interne at the Medical Center in Jersey City.

Miss Kathleen Goddard has been transferred from the Personnel Office to Miss Margaret Cuthbert's office in Program to fill the vacancy created by the resignation of Miss Florence Whitney last month.

Miss Helen Korday, formerly of the Monsanto Chemical Co., in New York, is replacing Miss Goddard as secretary to Miss Joyce Harris, assistant personnel manager.

Engagements:

Miss Frances Kelly of the Promotion Division recently was given a lingerie shower at the home of Miss Margaret Sheridan in Forest Hills. The affair, a complete surprise to Miss Kelly, was attended by several “NBCettes.” The wedding will be in July.

The engagement of announcer George A. Ansbro and Miss Marie de Chantal Turecamo of Brooklyn has been announced by the parents of the bride-to-be. A graduate of the NBC announcing class and the guide staff, Mr. Ansbro was added to the regular announcing staff in 1934, after winning a competitive audition.

Marriages:

As we go to press Miss Elizabeth Washington, Artists' Service, and Lucius E. Robertson, Cost Accounting, are enroute

to Miss Washington's home in Tallahassee, Florida, where they are to be married on May 27. They will motor North to New England for their honeymoon and are expected to return to Radio City towards the middle of June.



MRS. CHAS. RANGE

Without fanfare nor sound effects, Miss Ruth Russell, popular young NBC actress, and Charles Range, sound technician, went to Miss Russell's home in Washington, D. C., one recent week-end to be married. Their honeymoon was brief for it was “the-show-must-go-on” for both of them.

Miss Russell, or rather Mrs. Range, is heard on various programs and is best known as Nancy in the current dramatic serial, *Just Plain Bill*, and as Margie in the *Snow Village* sketches. She met her husband at one of their programs about a year ago.

Mr. Range has been with the Company over seven years. He started in the studios in Chicago and came to New York when NBC moved to Radio City from its old quarters at 711 Fifth Avenue.

Stork News:

D. B. Whittemore, Engineering, recently became the father of a baby girl, the first offspring in the family.

Miscellaneous:

Mrs. Enid Beaupre of our Promotion Division recently addressed the Easton (Pa.) Branch of the American Association of University Women. The subject of her talk was, “Woman's Viewpoint of Radio from the Inside,” in which she stressed the point that radio programs reflect the public taste and that the likes and dislikes made known to the broadcasters influence the what and how of presentation.

A. H. Morton, Manager of the operated Stations Department, recently returned from a two-weeks' trip of inspection to NBC stations in Denver, Chicago, Pittsburgh and Cleveland. Mr. Morton also went to Fort Wayne, Indiana, to attend the inaugural ceremonies of WOWO as a new NBC affiliated station.

NBC PITTSBURGH

by Jack Hollister

Three young men had just seen a program in one of the big studios at KDKA. As they were standing in the lobby, looking at all the little colored lights and panels of the master control room, they spotted Charley Urquhart, production manager.

"There goes that clapping guy," said one of the boys.

Now Charley stands about six feet seven in his socks but his cross-section is not so impressive. On occasion he has been called the aerial of KDKA. But "clapping guy" was a new one.

As production man, it is one of his duties to direct the applause and when he raises his long arms over his head and brings his twelve-inch hands together, the effect borders on the grotesque.

Those who know him suspect that Charley's good nature prompts him to exaggerate the comical effect of his production gestures. But the funny thing about it is, he doesn't applaud at all. He goes through the motions but he is so close to the microphones that he doesn't dare let his palms come together. Instead he strikes one hand on the edge of the other so that it looks as though he were applauding like an excited kid at a circus.

Three brides-to-be of the KDKA staff were surprised when they found themselves honor guests at a recent party that was supposed to be a bowling banquet.

Girls of the station personnel had a bowling league last winter. They say it was



KDKA members recently feted with a surprise shower party. They are, in the usual order, Misses Betty Eisley, Marcella Campbell and Relda Garrett.

the best little bowling league between the poles and a great success. They are keeping scores secret just to keep from making other leagues unhappy.

As a climax to the season they planned a banquet. And it was held at the Perry Tea Room Sunday evening, May 2. But it turned out to be a pre-nuptial affair for Relda Garrett, of Homestead Park; Betty Eisley and Marcella Campbell, both of Wilkinsburg.

Miss Garrett is private secretary to General Manager H. A. Woodman; Miss Eisley is assistant to Assistant Program Manager Dare Fleck, and Miss Campbell is assistant to Continuity Chief Robert Saudek. During the next few weeks these three girls will march down middle aisles and say "I do."

And listed among the gifts will be the mirrors they received from their nineteen co-workers during the shower.



Announcers Sammy Fuller, left, and Ed Shaughency shove off aboard a river launch to cover the recent Pittsburgh flood for NBC listeners.

When KDKA, Pittsburgh, broadcast the news of the late April flood, it got right down to cases. Two announcers took a river launch, equipped with a shortwave sender, and cruised the Allegheny, Monongahela and Ohio rivers, broadcasting eye-witness accounts of conditions. They stopped at houseboats anchored on the banks and interviewed the occupants on living conditions and flood troubles, a "floating man on the streets" program.

NBC PHILADELPHIA

by J. A. Aull

The past month was so full of a number of things that I'm sure almost everybody at KYW must feel somewhat like a king at coronation time. The station officially got off to a big start with the formal announcement that ground would be broken within the week for the erection of the new KYW Building—six stories high with modern studios and offices. Leslie Joy as head of the station and E. H. Gager, plant manager for Westinghouse KYW, jointly trod on the business end of the soon-to-be platinum-spade. And with a burst of steam from the somewhat larger shovel, NBC's new home in Philadelphia began to rise in the modern manner. It is expected to be completed by November 1 of this year.

And now to Lakehurst and the great holocaust that everybody has read about. We don't want to appear like a well-fed homing pigeon but we would like to know if anybody in the family beat 7:42 as the time KYW aired the first UP news flash of the disaster. John Thorp, KYW's night supervisor, has had beats before but he claims he never beat it for a microphone quite as quickly as he did on the closing gong of that historic ten-bell flash. By the time the UP checked on the 'phone, the news was already on the air, every department head had been called and engineers were starting to pack the equipment.

By 8:45 the first car started with James Begley, KYW's program manager, at the wheel and in full command of the situation. Three carloads made the trip. Those on board were Al Watton of the Program Department, Jim Harvey still in a tuxedo from producing a show, Allan Kennedy, announcer on the show, also in tux; Hank Geist and Clayt Donaldson, Westinghouse engineers. A police escort had been ordered but the cavalcade left ten minutes before the motorcycles arrived.

Lakehurst eye-witnesses were lined up and, with Begley introducing them, the following were heard over the combined Red and Blue hook-up: Bill Springfield, Acme News photographer; Sam Meyer, Times-World Wide camera man; and Harry J. King, member of the ground crew officially in charge of moving baggage from the ship. King, who had the most harrowing experience, told of removing the bodies of eleven persons and two dogs from the burning wreckage. He also told how he put out with his bare hands the flaming hair of one of the passengers and how another's clothes had been completely burned from his body.

(Continued on Page 20)

WTAM CLEVELAND

by Bob Dailey

Announcer George Hartrick is back on duty after several weeks in a local hospital and at home. He fell fourteen feet down an elevator shaft, suffering painful injuries to his right leg and hip. Hospital attendants daily reported congestion outside George's room as friends and well-wishers waited for their turns to see the popular announcer.

✓ ✓ ✓

WTAM's program and engineering departments are prepared for another busy summer as the Great Lakes Exposition opened for its second season. Many special broadcasts are planned from the scene.

Tom Manning and Jane Weaver are scratching their respective heads, wondering whether they are conducting a man-in-the-street broadcast each noonday or an employment agency.

It hasn't happened just once, but several times, a man is brought to the microphone and when asked his occupation, he replies, "Unemployed, but looking hard for a job."

Several have taken the trouble to call or write Tom and Jane afterwards to say that as a result of the broadcast they had received offers of employment and once again were at work.

✓ ✓ ✓

WTAM's VOX POP: Salesman Russell Carter enthusiastic about his first trip in one of the 21-passenger airliners. . . . "Sandy," who barks to the call of program secretary Edith Wheeler, is back from one of his frequent trips to the dog hospital. Puppy medical bills have deprived Edith of several new bonnets. . . . Chet Zohn, night program manager, spending a week's vacation puttering around the house and in the garden. . . . Program director Hal Metzger also plans a vacation this month. . . . Pearl Hummell, office manager and auditor, back from New York business trip.

✓ ✓ ✓

Routine staff duties at Lakeside Hospital were sadly neglected when WTAM took its microphones into the bedroom of baseball's immortal Tris Speaker.

The Grey Eagle was recovering from serious injuries suffered as a result of a fall in his home. Sports announcer Tom Manning took baseball fans to Spoke's bedside via radio for a convalescing party.

In the bedroom Tom had the sensational pitcher, Bob Feller; Steve O'Neill, manager of Cleveland Indians; Mayor Harold

Burton and other celebrities to give personal and radio greetings to Speaker.

In fact, there were so many persons at the bedside that newspaper photographers had to use a stepladder to get "shots" into the room. About fifty internes and nurses formed the "studio audience" in the corridor.

Waldo Pooler, production man and actor, is a bit restless these days. Several listeners in the Far North, who tune in his "Northern Lights" red network show each week, have sent him remarkable photographs of virgin timber, trout streams and camping spots. Unhappy Pooler, who is a French-Canadian, has his tongue hanging for a few bites of brook trout and the odor of pine trees.

✓ ✓ ✓

NBCites in Cleveland already are looking forward to WTAM's new studios to be built in the Guarantee Title & Trust Building. The new plant which is expected to be ready before January 1 will have seven studios and provisions for television facilities.

PERSONNEL CHANGES IN ARTISTS' SERVICE

The Artists' Service Department has undergone a few personnel changes calculated to increase its talent sales to theatres, advertisers and films.

Lawrence J. Fitzgerald, formerly acting as Artists' Service contact with the Program Department, will now sell concert and operatic talent directly to advertising agencies.

William Hillpot, formerly a talent buyer with Lord & Thomas, and, at one time, singing partner of Scrappy Lambert, joined NBC on May 15 to take over part of Mr. Fitzgerald's old duties in addition to preparing NBC managed talent for commercial programs.

John J. Collins, assigned to D. S. Tut-hill's office, moves to the Auditions Division as assistant to director Ernest J. Cutting. Mr. Collins joined NBC in 1932 as a page.

Fred Niblo, a veteran in the motion picture business and a former director of silent movies, joins Artists' Service as adviser in film deals and contact with television developments. Mr. Niblo was master of ceremonies of the NBC-WPA Professional Parade series which ended recently.

On the shelf



The books listed in this column are recommended as pertinent literature on radio and allied subjects. They will be found in the General Library on the NBC Transmitter Shelf.

WHAT ABOUT RADIO? by *Kenneth M. Goode*. Mr. Goode, well known to readers of advertising literature, has turned his attention to the radio field in his latest book. Here he has assembled material from countless records and surveys, and compiled a manual of *do's* and *don't's* for the broadcaster and the advertiser. To those unfamiliar with the author's style—a note that it is both entertaining and pithy.

YOUR EVERYDAY SPEECH by *William Norwood Brigance*. At last the Atlantan, the Bostonian, and the Chicagoan may sit down in amity to read together a book on American speech, for here is Professor Brigance upholding regional dialects—if they represent the best of their locality. What the author does oppose are the careless and lazy speech habits and the flat, nasal voices so frequently found in this country. Having analyzed the common American speech faults, the author goes on to explain carefully how the mistakes may be corrected. A special section on speech defects is also included.

ON THE AIR: THE STORY OF RADIO by *John J. Floherty*. Newcomers to NBC especially will profit by Mr. Floherty's book. The theory and practice of radio—both broadcasting and communications—are simply and carefully explained for the layman. The text is enhanced by many excellent photographs which, with a very few exceptions, have an RCA or NBC background. The family circle will be interested to note that Mr. Sarnoff has written the foreword for this story of the why and how of radio.

NBC SAN FRANCISCO

by Louise Landis

Ho-o-hu-m—spring fever is bad, but this summer fever's worse, what with vacations to the right of you and vacations to the left, but radio programs marching on. NBCites here are enjoying their quota of holidays, though. Ward Byron, producer, takes the entire month of June for his, as he intends to spend it in New York. Incidentally Miss Ann Bellows, charming daughter of George Bellows, the artist, has returned to her home there, and if Ward double-crosses the San Francisco Press Department on an exclusive story of any event that transpires on his vacation he gets a big black mark beside his name, and all the pictures we make of him hereafter will have Archie Presby's face in front of his!

Speaking of romance—that is, IF anybody should happen to be chatting on the subject—Madeline Attabit, lovely member of the Traffic Department is wearing a stunning diamond ring on her left hand. The stones are beautiful, the setting exquisite, and although Madeline refuses to admit a wedding date has been selected she confides that Harry Lipschultz is his name.

Some other vacations already here or just showing on the horizon: Ken Carney, program manager, plans a fishing trip in the Northwest in August. . . . Sam Dickson, writer, leaves July 4 but where, he will not tell; it's an old family custom with the Dicksons for Sam to plan the vacation and up to the moment they arrive at their destination, to keep Mrs. Dickson guessing. . . . David Drummon, writer, takes his entire family to an Idaho ranch on August 1. . . . Memory Roberts of the *Woman's Magazine of the Air* has divided her vacation into two sections, the first to be spent showing her mother the old mining towns of California; the second part, fishing on the Rogue River with her husband. There's a devoted daughter-wife for you!

Benny Walker, Magazine m.c., and Meredith Willson, General Musical Director of the Western Division are among the lamentable (?) cases that don't get vacations this year . . . too many commercials. . . . Florence Allen of program traffic is counting the days until her two-weeks holiday; her mother arrives from China to spend it with her.

Arnold Marquis, producer, who is no relation to Don Marquis but knows him and

likes him a lot, is going back to Racine, Wisconsin, for his vacation . . . he shares hometown rights in Racine along with Jack Benny, Ben Hecht and Frederic March and other notables.

Lloyd E. Yoder, manager of the Western Press Division, has been leading a double life the last few weeks. A lieutenant in the U. S. Naval Reserve, he has been on his annual fortnight of active service, which, luckily for Lieutenant Yoder, took place at the San Francisco Presidio instead of on the high seas . . . from where he probably would have been obliged to direct his department by radio!

J. W. Baker, Operations Supervisor, laid aside his camera temporarily to build a gift that has delighted his son, Joe Jr., beyond his dreams. It's a sixteen-foot sloop, which the lad immediately named Zephyr II because his father as a boy owned one called the Zephyr. It is the first boat Joe Sr. ever built, and a handsome, seaworthy thing that has young Joe's comrades bulging with envy.

Carlton E. Morse, author of *One Man's Family*, sent Mrs. Morse a radiogram every single day of his flight . . . each more enthusiastic than the other . . . and if you listened, did you hear how he saluted her at the end of each broadcast, with a greeting "To the little lady at Seven Stones whom I know is listening"?

Here are some of the recent changes that have taken place in the various San Francisco headquarters all because pretty Aloha Wold (Mrs. Harry Warner) secretary to Operations Supervisor Baker decided to become a stay-at-home. Marian Hansen of Audience Mail took Aloha's place, and Riola Jamison of the Duplicating Machine Department stepped into Marion's shoes in Audience Mail. A new member joined Audience Mail at the same time—Lola Comaches. Sophie Dunich left the Typing Department to enter the Press Department; Gladys Ferguson and Wilma Duvall, entered the Typing Department. Added to the office staff is Robert Sandstrom, another NBC newcomer.

Send in your vacation pictures, with complete captions, to the PHOTO CONTEST before June 18.

DIVISION ENGINEERS MEET IN NEW YORK

NBC engineers convened in Radio City on May 3 for their yearly meeting of national division engineers. The following represented their respective divisions: A. H. Saxton, San Francisco; R. H. Owen, Denver; H. C. Luttgen, Chicago; S. E. Leonard, Cleveland; W. J. Purcell, Schenectady; A. E. Johnson, Washington, and G. O. Milne, New York. Operating engineer George McElrath was chairman of the convention.

Much of the convention's time was devoted to the discussion of designs and operations of new short wave receiving and transmitting equipment for all NBC offices. The visiting engineers also went to Camden, New Jersey, to see the latest developments in new RCA apparatus.

The NBC convention ended after attending the silver anniversary convention of the Institute of Radio Engineers held in New York on May 10, 11 and 12. Among those heard at the latter convention was V. K. Zworykin of RCA. His lecture was titled, "Development of a Projection Kinescope."



NEW WATER SPORT

This is a new touch in wrestling, and one that ought to become popular if there were just enough Water Effects machines to go around. San Francisco sound men Jimmy Lyon and Wally Ruggles, have inserted themselves into the framework of the machine with which they create rainstorms, torrents, waterfalls and fountains splashing. The one who turns a faucet on his opponent before his opponent manages to turn one over on him, is the winner, and can prove that as a wrestler his partner is all wet.

NINE NEW MEN FOR PAGE AND GUIDE STAFFS

New members of the Guest Relations Staff in New York are:

Willard Jordan of Boston where he was employed by Jordan, Marsh Co. He was educated at the Wellesley Military School and Thayer Academy.

Robert J. Lacklen recently left his home in Billings, Montana, to make his first trip to New York and to become an NBC page in Radio City. Back home he was Supervisor of Recreation and Education of a WPA project. He was educated at the University of Montana where he majored in Psychology. While in college he acted in student shows broadcast over station KGVO in Missoula.

Gordon G. Vanderwarker gave up the department store business for the more exciting business of radio broadcasting. He is a Bostonian and a graduate of Wesleyan University, class of '36.

William Eliscu, a New Yorker, was a teacher in a private school in Florida before he joined our uniformed staff last month. He is a graduate of Columbia and a member of the New York Athletic Club. He was a member of the Columbia relay teams which won in the Intercollegiate Championship Track Meets in 1934 and 1935.

William L. Livingston, another native New Yorker comes to radio from the newspaper business. He attended Amherst College for two and a half years.

Daniel Francis Munster is not over twenty-four but already he has lived a lifetime of adventure with the whole world as its setting. This tall dark strapping young man was born in Fort Sill, Oklahoma, of a father who was in the Army and whose ancestors several generations back were also in the Army, and a mother whose family also gave its sons to the Army as far back as the imperial days of Prussia. He too has done his bit for the Army. He has served in the Cavalry and holds a warrant as First Sergeant of the Infantry. He is an active and proud member of the Washington Greys as Lieutenant of Field Artillery.

Among other things Munster has been an actor on the New York stage and over station WHN, a professional boxer and football player, a farmer, a private detective, a sailor and a tutor in English and French. He learned French from his mother who is an instructor in that language at Hunter College.

As a sailor and stoker on ships he has travelled to many European and African ports. As the son of an army officer who has been stationed in many U. S. Army posts he has been all over the country and

NBC CHICAGO

by Bob McCoy

To the Audience Mail Department goes Marge Niess, new supervisor. Miss Niess came to NBC early in 1936 as head of Central Stenographic. She was once the winner of a contest sponsored by an automobile company. The prize was a car, and her letter was good enough to win a job writing copy for the motor company's publication.

Replacing Marge Niess as supervisor of Central Stenographic is smiling, smart-looking Dorothy Frundt of Artists' Service. She was with the staff of Station WENR when it joined NBC.

No sissies are we in Chicago when it comes to athletic associations, although none is officially organized as yet.

For a hit of proud pointing, look at our newly-discovered horsey set. The PBX operators, led by Adele Crawford, have joined the Olympia Riding Club. Ruth O'Connor of Continuity, Helen Schervey

in Hawaii, the Philippines and China. Last summer, during his globe-trotting, he wandered off to Spain where he found "things so messy" even his love of adventure couldn't make him take more than a spectator's interest in the Spanish Civil War.

Fred C. Johnstone, a native New Yorker, comes to us from the uniformed staff of the Roxy Theatre. Before working for Roxy he was in Los Angeles for five years. There he attended Los Angeles Junior College and worked for an insurance company. He got tired of the insurance business and California so he packed a shirt and tooth-brush and hitch-hiked back to New York.

Alfred G. James was formerly with the American Eastern Trading Company. He was collegiate wrestling champion in 1933 in the 155-pound class and president of his fraternity, Phi Kappa Psi, while at Ohio Wesleyan University from which he was graduated in 1936.

Edwin Miller of Indianapolis, Indiana, and a graduate of Butler University '36 comes to our uniformed staff with several months' experience as an usher at the Radio City Music Hall.

In college he was active in dramatics. Once he played in a school dramatic skit over station WFBM in Indiana. A year's scholarship enabled him to continue his study of drama at the Hilda Spong School in New York. His fraternity is Sigma Chi.

of Program, and Vera Maher of the Night Manager's Office often gallop through Forest Preserves west of the city. Engineers Ed Horstmann (honestly, no pun intended), Dave Kempkes and night manager Ed. Cunningham are also enthusiastic equestrians.

Rain has delayed the golf activities, but on May Day ten enthusiasts were able to get out to the Roh Roy Country Club to unofficially open the season. Going over spongy, muddy fairways, Mail Room's A. M. Elrod came in with the best card of the day. No scores have been published yet, (and perhaps never will be) and no prizes are to be distributed until the remaining players post their totals.

With several eyes to future afternoons on the Lincoln Park diamonds, the baseball team probably will be organized soon. Rudi Neubauer owns the hall, so he will, of course, be pitcher and captain. Announcers Bob Brown and Jimmy Neale are expected to play. Page Captain Russ Sparks possibly will corral some of his staff and come out to the Park. There is little doubt that Leonard Anderson, Tom Bashaw and Roy Neihengen will give their all against the Merchandise Bank employes who usually issue their yearly challenge about this time.

Ed Cerny of the Music Library is hoping to form a fencing team. Cerny practices on the roof outside the Library with Ted McNulty, newcomer to Audience Mail, and page Bill Venn.

Sound Technicians' School, under the direction of Mul Wood, began its spring and summer term May 1. Instructions are given for two hours each Saturday, and from the class Mr. Wood expects to take the additional personnel necessitated by the inauguration of the five-day week.

A big box of cigars in the Main Control Room could indicate only one thing. It was a six-pound boy, born May 6. Proud parent A. H. Otto, faced with the difficulty of getting around to all the engineers, solved his problem by leaving the parental offering on the desk.

Laura Satterwhite of Production and announcer Les Griffith were married on May Day.

LET'S GET ACQUAINTED



ROY C. WITMER

Ten years ago Roy C. Witmer joined the National Broadcasting Company and hit a stride with a personal career that has held consistently to the pace of the industry he chose.

In 1927, feeling that the opportunities in the iron industry were limited,

Mr. Witmer resigned as sales manager of the Norwalk Iron Works to become an NBC salesman. Two years later he was made assistant sales manager and in 1930 sales manager. Since 1931 he has been vice-president in charge of sales. His has been a decade of vigor and vision in breaking new ground for a great national industry.

Between the days when, as a stalwart youth, he stood behind the plough on a farm in upper New York State and the turning of the road which brought him to radio in 1927 Mr. Witmer served a varied apprenticeship.

From his home near the Canadian border he crossed the continent to study at Leland Stanford University in California. After leaving college he worked for a time as an accountant for the First National Bank of Los Angeles, and then for the Southern California Edison Company.

From the West, he returned to the East, from finance to industry. For several years he was vice president and general manager of a manufacturing plant in Fitchburg, Massachusetts. From there he went to the Norwalk Iron Works where he remained until he joined NBC.

Profiting from this wealth of experience Mr. Witmer took radio in his stride though it was new to him. His awareness of the chance to explore and develop the unique advantages of the new medium was the key to his success.

The former farmer boy now looks the part of the latter-day pioneer. Tall, with silvery temples, he has the manner and appearance of command. He works hard. Once he enjoyed golf and billiards, but the exactions of a busy life have left time only for the occasional diversions of a game of bridge.

✓ ✓ ✓

Join the NBC ATHLETIC ASSOCIATION now!
Participate in summer sports and meet your fellow
NBCites.

OFF BALANCE

by Edwin Loudon Haaker

Even those not present admit the dance on the 7th was a huge success. NBCites turned out en masse. And we mean en masse. By 11:00 P.M. footage on the floor was harder to get than Florida real estate before '29 . . . It was like going from the sublime to the Interborough.

✓ ✓ ✓

The guides and pages arrived sartorially supreme in tails, and the rest of the company in tuxedos. The doormen at the Roosevelt, who were not in on the 'know', did most of the bowing to the former group. A moral victory plus one small 'coke' for each guide and page.

✓ ✓ ✓

Gilbert Ralston of the Guest Relations Division can claim the record for long distant invitations. His date came all the way from the hills of Virginia. "By mule", said Gil, "to the nearest railroad station, and by foot from the Penn Station to her hotel." She said she was very much impressed with the Roosevelt and it didn't remind her a bit of the Mansion House at home.

✓ ✓ ✓

The evening was spent dancing and "talking shop." An engineer sitting at the next table from us waxed into a discourse about the subtleties of ribbon mikes every time he looked at the one they were using on the stage. And we noticed particularly one production man surreptitiously "timing" every one of Peter Van Steeden's pieces. Yes, and every time the music stopped Alan Kent instinctively looked around for a mike.

✓ ✓ ✓

With one exception Grace Sniffin of Treasurer Mark Wood's Office, and chairman of the dance committee, was the happiest person there. The exception was the guy who proposed to his gal on the dance floor and was accepted. That's love with a kick or something. We wonder if Miss Sniffin had anything to do with that.

✓ ✓ ✓

Considering how some of those present were greeting their friends anyone would have suspected it was a reunion of the Class of '01. We were practically hugged on six different occasions by men we'd said, "Good-Bye" to not more than four hours before.

✓ ✓ ✓

Come to think of it there were some there we hadn't seen since the dance a

EXCHANGE CORNER

This classified ad section is available, free of charge, to all NBC employees. Rules: forty-five word limit; not more than one ad to each employee every other issue; no regular business or professional services may be advertised. Address ads to NBC TRANSMITTER, Room 284, RCA Building, New York.

All items must be in writing; give name and address.

"DREAM ACRE"—For sale or rent; furnished or unfurnished. 17 miles from the George Washington Bridge—three miles from the Rockland Country Club. Delightful view of the Hudson, gorgeous shade and fruit trees. Little white cottage, five rooms and bath, pipeless furnace, electricity and city water—two car garage. Ext. 231.

FOR SALE—One lot of land 60' by 170' with all improvements at Lake Mohawk. Christian community. Suitable for all year occupancy. Clinton F. Gluck, WJZ, Bound Brook, N. J.

FREE PASSES—Good for a day's visit at the well-equipped YMCA at 5 West 63rd Street, N. Y. C., are available to NBC employees. Apply to the N. Y. Personnel Office, Room 308.

SUBLET—41 West 54th St., N. Y. C. June 1 to October 1, one room apartment, kitchenette and bath. Completely furnished. Telephone and radio. Quiet, cool, cross ventilation, east and west exposures. Call Mary Coyne, Ext. 561.

SELL OR BUY—Riding boots and equipment. Call or write the NBC TRANSMITTER, Ext. 220.

ARE YOU A NATURE LOVER?—Four acres of woodland in beautiful section of Connecticut; on paved road, opposite spring-fed lake; 75 miles from N. Y., and adjacent to new Merritt Parkway opening soon; near stores and railroads; taxes \$5 per year; offered at sacrifice. Don Glassman, N. Y. Press, Ext. 579.

FOR SALE—18 ft. pennant sloop. 165 sq. ft. Larsen Sail, brass pump mounted, chrome fittings, canvas cockpit cover. 15 lb. anchor (Kedge), mast light. New boat, sailed only 8 times. E. M. Bergholz, Room 308, N. Y.

year ago. Talk about knowing your Company.

✓ ✓ ✓

On the happy subject of artists, we were not displeased that Manny Klein & Co. decided not to use the P. A. system. His trumpet is a loud speaker by itself. Any louder and he would have been charged with disturbing the peace, or, considering our shins after "swinging" with Manny, assault and battery.

KNOW YOUR COMPANY

No. 6—TRAFFIC DEPARTMENT



E. B. LYFORD

This is the sixth of a series of articles which we hope will give you a better understanding of the many NBC units

The National Broadcasting Company is an aggregate of over one hundred and twenty-five individual radio broadcasting stations, interconnected by the wire line facilities of the American Telephone and Telegraph Company, and divided into two basic networks with various supplementary and optional groups and stations. It is the function of the Traffic Department to operate these networks with as much efficiency and as little confusion as possible. This is no mean task. The Department's efficiency depends greatly on the accuracy with which it handles and checks an average of ten thousand different facts a day. These facts concerning programs, dates, networks, stations, and time are listed on the thin, colored strips of paper lining the walls of the Program Transmission Division's room on the fifth floor which is pointed out to all the tourists taking the NBC Studio Tour.

This Department is the focal point for all information and orders concerning all network programs, both commercial and sustaining. It handles all scheduling of programs to stations, keeps records of distribution, issues orders for wire connections, and arranges the formation of networks, including facilities for transmissions to and from foreign countries. The duties of the Traffic Department also include the advance offering of all commercial and sustaining programs, the dissemination of all necessary information concerning them, and the handling of any special arrangements or reports of performance which may be necessary, or any complaints which may arise.

The Department is divided into three main divisions, Commercial Traffic, Sustaining Traffic and Program Transmission. The Telegraph Division is also considered a part of the Department, and is also under the supervision of the Traffic Manager, B. F. McClancy. The San Francisco office of the Traffic Department which handles the traffic problems of the Western Division is managed by Paul B. Gale.

The Commercial Traffic Division, headed by Elmore B. Lyford, handles the scheduling of all network commercial programs. It is also Mr. Lyford's job to se-

cure the stations wanted by the sponsors for their program. And, since some stations are not always free to accept all new accounts because of other commitments or plans for local broadcasts, he often has to do a bit of "selling" of new accounts to the stations.

This Division's duties also include the handling of all local cut-in announcements, station notifications of program and talent changes, contests, and other information on commercial programs.

Mr. Lyford said that the biggest volume of network commercial programs last year took place during the presidential campaign. All the political speeches made on the air after the Republican and Democratic Conventions and before the election last fall were classified as commercial programs. During that hectic period Mr. Lyford sometimes had to arrange coast-to-coast networks on as short a notice as four hours.

Miss A. M. Caramore is in charge of the Sustaining Traffic Division which issues advance notices of sustaining programs and changes to all the stations. In addition to the scheduling of sustaining programs it offers to the network stations all special sustaining programs and keeps records of the stations which currently carry the "must" sustaining programs. These programs which the stations are virtually compelled to carry to satisfy the demands of their listeners, include such features as the *NBC Music Appreciation Hour*, *Cheerio*, *Press News*, *Farm and Home Hour*, and *Our American Schools*. Many programs of a religious nature are also included in this category.



B. F. McCLANCY
Manager

The Program Transmission Division, more commonly known as "Night Traffic", coordinates all the Commercial and Sustaining Traffic orders. While NBC is on the air someone is always



A. M. CARAMORE

on duty in this Division. On Coronation Day it started its day at five in the morning.

Program Transmission keeps at all times an accurate record of the advance network program schedule, issues all necessary facilities orders, arranges all cues, timing, and special facilities which may be necessary in the case of outside origination of programs. The Master Control Board which is in the adjoining room gets all its information on transmission from this Division, headed by L. M. Griffith and Thomas J. Dolan.

The Traffic Department sends and receives an average of over five hundred telegrams a day therefore the Telegraph Division, generally referred to as TWX, has been made a part of it. On very busy days Traffic often sends and receives over fifteen hundred telegrams in one day. Most of these wires sent to the stations deal with program changes and network arrangements and a great number of them are messages of confirmation to insure accuracy.

Other NBC departments bring the daily average of telegrams that pass through the NBC teletype machines to about 1,125 or 49,844 words.

Chief telegraph operator John S. La Touche says he is glad the sports and news teletype machines have been moved to the News and Special Events Division of the Program Department. What with the rapid growth of the network in the past few months the whole business of keeping telegrams, news reports, baseball and football scores, weather reports, and market quotations in order was getting out of hand in their small crowded office.

Thus, for seventeen and a half hours a day the Traffic Department quietly and efficiently supplies the associated stations of the National Broadcasting Company with a continuous flow of programs originating on land and sea and in the air throughout the whole world.

Turn to page twenty for a picture of the Program Transmission Division.

NBC HOLLYWOOD

by Noel Corbett

The influx of important transcontinentals with their two-a-day which emanate from the Hollywood studios has had its effect upon pretty Jean Darrell. In charge of continuity clearance, she found it necessary to have a file of the pigeon-hole type specially constructed to hold scripts.

From the Sales Department came Tracy Moore to insist that all the rack needed was a little hay and a few chickens.

Miss Darrell arrived in her office the other morning to find one of the continuity bins housing a handful of straw in which was nestling a hen's egg. With every member of the Program Department stoutly refusing ownership the egg will probably stay where it is, until . . .

This month finds no additions to the Hollywood staff.

However, Sydney Dixon reports a newcomer in his home, John William Harrison Dixon, May 5, blue eyes. The little fellow weighs 8 pounds, which means he'll have to do some tall gaining to catch up with his dad who tips the scales at 238.

In the rear of the NBC studios, overlooking the main RKO thoroughfare, is a young man with a friendly twinkle in his eye and a perpetual smile of good humor on his face. Close as he is to the movie lot, the cinema bosses apparently have been too busy to look up long enough to spot a "find".

However, that doesn't mean that Fred Dick, in charge of the Mimeograph Department can't copy a few ideas from the movie colony for himself—When this issue goes to press, Dick and Freda Von Hartz will be flying to Yuma, Arizona, to be married.

Badminton is evidently one of those games that loses its flavor quickly.

A month ago it seemed that every member of the Hollywood studios was trying at the same time to gain admittance to the lone court. The enthusiasm was so great that plans for a gala tournament were rushed ahead by Walter Baker. Valuable prizes were arranged, even a shower was installed, and some of the boys wanted to plan a special broadcast.

But now, alas, the badminton court is as desolate as was the stage during the depression. Some say the weather hasn't

been right. Others blame heavy working hours—But at any rate, it's a rare day when the shuttlecock is seen flying across the nets.

Walter Bunker, Sydney Dixon and Harrison Holliday, Manager KFI-KECA, are going back to San Francisco. But it will only be for a short visit when southern members of San Francisco's famed Bohemian Club put on "A Night in Los Angeles", on May 21.

Doing two or three things at the same time is daily demonstrated by the Press Department's comely blond, Frances Scully. The young lady who formerly wrote the column thinks nothing of interviewing two fan magazine writers at the same time meanwhile arranging photo appointments on the telephone for the various Hollywood artists. In her spare time she writes publicity of the big shows.

QUICK PICKS . . . Summer arriving fast; Ted Sherdeman and Hal Bock in white suits, with manager John Swallow determined to hold out until June . . . Joe Alvin bagging a lizard in Bock's office . . . Myrna Bay to New York via San Francisco to get a look at Russ McNeil's skyscraper music library, Marvin Young's secretary, Joan Chapman, batting for Miss Bay . . . Buddy Twiss still dizzy from some of the scientific terms he picked up before the Cal-Tech broadcast . . . That was the



The Program Transmission Division of the Traffic Department in New York. Its walls are lined with the program schedule of NBC networks for the week—75,000 different facts.

NBC PHILADELPHIA

(Continued from Page 14)

Many of those who walked down on the field after midnight to see the wreckage went by without noticing it in the darkness. It was only when they turned to find their bearings that the huge and twisted skeleton showed through the moonlight. The massive girders that a few hours before had been at a white heat were as black as night.

By 2 a.m. the throngs outside the gate had dispersed. The canteen had been stripped of sandwiches and coffee. The tiredness that follows intense excitement was beginning to tell on the frazzled nerves of everybody. It was time to go home.

All effort was amply repaid on Friday by the following teletype:

JOY

CONGRATULATIONS ON FINE JOB
DONE BY YOUR STAFF AT LAKE-
HURST.

ROYAL

broadcast that was covered by three announcers and three producers and the good old wig-wag system for pickups . . . Bob Brooke bound for the Engineers' new lounge, weighted with an armful of magazines . . . Ruth Schooler overfeeding her two pet turtles, Red and Blue Network, at the request of Cecil Underwood, who likes to watch them do their stint . . . Two brick-tops, Ray Ferguson, engineer, and Hollywood studio one-man Traffic Department, Karel Pearson in earnest conversation . . . Elaine Forbes getting ready for vacation in Yosemite which will be twice as good as ever before, because she hasn't got the bugaboo sinus the doc thought she had.

NBC TRANSMITTER

VOL. 3

JULY 1, 1937

NO. 7

NBC OFFICIALS IN EUROPE TO STUDY TELEVISION

Three NBC officials sailed for Europe aboard the *S. S. Hamburg* on June 5 to view television in various countries. They were C. W. Farrier, co-ordinator of NBC's television activities, William S. Rainey, head of the Production Division, and Robert E. Shelby, television supervisor of the Engineering Department. Mrs. Rainey accompanied her husband.

Included in the itinerary of this NBC "television expedition" are London, Paris and Amsterdam, where they will acquaint themselves with the technical and program experiments in television being conducted by the British Broadcasting Company, the French broadcasting system, and the Phillips Manufacturing Company, respectively. Our representatives will also visit the television exhibit at the Paris Exposition.

Messrs. Rainey, Farrier and Shelby are expected back in New York on July 9.

In his absence Mr. Rainey's post is being filled by his assistant, Thomas H. Hutchinson.

BOYD APPOINTED HEAD OF N. Y. LOCAL SALES

Maurice M. Boyd, salesman, was appointed head of the New York Local Sales Division on June 22 to succeed F. E. Spencer who resigned, effective July 1, to become vice-president and general manager of the New York division of Craig and Hollingbery, Inc. Mr. Spencer's secretary, Miss Natalie M. Tait who joined NBC four years ago also resigned to continue as his secretary in his new position.

Mr. Boyd, a native of the Hoosier State and a graduate of Purdue University with a B. S. E. E. degree, came to our Sales Department in January 1933.

He started his career as a salesman immediately after leaving college when he joined the student training sales corps of the Westinghouse Electric and Manufacturing Company. Following a short period with station KDKA in Pittsburgh, Westinghouse sent him to the sales promotion department of its stations in Boston and Springfield, WBZ and WBZA, where he remained until he came to NBC.

Send your vacation pictures with complete captions to the Photo Contest before July 17.

RCA-NBC Exhibit for 1939 World's Fair

David Sarnoff, president of the Radio Corporation of America, and Grover Whalen, president of the New York World's Fair of 1939, signed an agreement on June 17 whereby public demonstrations of every aspect of radio and television—the modern world's and the future world's most effective means of communication and entertainment—will be given by the Radio Corporation of America and the National Broadcasting Company at the coming World's Fair.

The ceremony was televised in the television studio of NBC in the RCA Building where representatives of the press both saw and heard the major participants, Mr. Sarnoff, Mr. Whalen and Lenox R. Lohr, president of the National Broadcasting Company.

By terms of the agreement, RCA will construct on the Fair Ground in New York City an ultra-modern building which will house a complete exhibition of all branches of the radio art and its developments. Facilities will be provided for practical demonstration of all aspects of modern radio and television.

This building, linked with the NBC television transmitter on the Empire State Building, will televise outstanding World's Fair events, and will bring to visitors, for

the first time in radio history, joint demonstrations of the marvels of sound and sight broadcasting.

The complete story of radio will be told to Fair visitors, Mr. Sarnoff declared at the ceremony which was broadcast over NBC's networks. Mr. Sarnoff appointed Mr. Lohr to take charge of the RCA-NBC exhibit at the 1939 World's Fair. Mr. Sarnoff said:

"In addition to his duties as president of the NBC, I have delegated Mr. Lohr to take charge of the RCA Family's participation in this great fair. His successful experience as head of the Chicago Century of Progress Exposition admirably qualifies him for this important assignment. As a member of the RCA Family the NBC will not only conduct the television demonstrations at the fair, but its networks will also carry the story of the exposition to our world-wide radio audience."

The introductory speech at the ceremony was made by Mr. Lohr, who said:

"We welcome you this afternoon to our National Broadcasting Company television studio where in a brief ceremony history is to be made. Over a period of years, RCA has developed television. In the last year television has been turned over to

(Continued on Page 11)



NBC Photo by Wm. Haussler

Television was assured an important role in the 1939 New York World's Fair when David Sarnoff, president of RCA and Grover Whalen, president of the World's Fair Corporation, signed a contract for extensive RCA and NBC participation in the Fair. Taking part in the ceremony in the NBC television studio in the RCA Building, the first of its kind ever to be televised, were, left to right: Betty Goodwin, NBC fashion editor and television announcer; Lenox R. Lohr, president of NBC; Mr. Sarnoff and Mr. Whalen. Engineer A. W. Protzman is operating the Iconoscope camera.

RESIGNS AFTER A DECADE IN RADIO

After having devoted ten fruitful years to radio and the National Broadcasting Company, an old timer has decided to let it stand at a decade. Geraldine Fenrich of Artists Service resigned last month to devote all her time to her home.

Members of Artists Service held a little farewell dinner party in her honor at the Campus Restaurant on Thursday, June 17. Frank Murtha made a very witty dinner speech. Fred Niblo, with whom Miss Fenrich has been working lately, also spoke and jocularly tempted her to stay with offers of a raise and a twenty-hour week, but Miss Fenrich who in the past had been persuaded twice to withdraw her resignation could not be persuaded to reconsider her third resignation from NBC. Miss Fenrich left behind many warm friends after her decade of useful service, and all were genuinely sorry to see her go.

It was back in 1926 that Geraldine Fenrich was initiated into the then very mysterious science of radio broadcasting at stations WJZ and WJY, when their offices were located on 42nd Street. Among the early pioneers with Miss Fenrich were Bertha Brainard, then station manager, now commercial program manager for NBC; Helen Guy, assistant to the business manager of the Program Department; Angela Caramore, Traffic Department; Madge Tucker, manager of children's programs.

The station had a staff of ten, including the engineers, and claimed innovation of written scripts. Up until that time artists and announcers *ad-libbed* or recited from memory. Audition facilities were not quite so abundant as they are today. Members of the office staff were often routed from their desks by cries of "Clear the room for an audition." Work was resumed after the audition until someone else would come in with another "find" for the manager to hear.

"In those days the sponsors paid only for the talent on their programs," said Miss Fenrich, "and received the air time free. Most of the sustaining programs consisted of singers and small orchestras, with dramatics playing a very small part because of the need for a method of producing sound effects which still had to be invented."

WJZ had only two small studios equipped with the old type carbon microphones. The studios were mystically labelled Y and Z. Program troubles and technical interruptions were numerous and the people who were in the business then little realized to what magnitude and split-second smoothness of service their station was someday to arrive.

"Quotation Marks"

DEMOCRACY AND RADIO

"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*, July 1937.

* * *

NBC'S MUSICAL SCOOP

"... as evidence of its awareness of his increasing susceptibilities, radio has just underwritten the greatest artistic venture in its history and is assembling an orchestra for the purpose of meeting the demands of the incomparable Arturo Toscanini, who a year ago departed from our shores, leaving behind the impression that he would not return.

"By this gesture, the National Broadcasting Company furnished the year's outstanding item of musical news, adding immeasurably to its own prestige and to that of the industry itself."

—*Roulades and Cadenzas* by Carleton Smith (NBC Announcer), *Esquire*, July 1937.

* * *

JINNI'S MODERN LAMP

"Incredibly swift and all but ubiquitous, radio is reckoned one of our ten major industries. I venture to say that it is the greatest business in the world, because it touches more lives than any other. It "has broadened its service," says David Sarnoff, president of the Radio Corporation of America, "until today it is a medium of entertainment, education, and information." Surprisingly, Mr. Sarnoff understates his case; for radio is a medium also of security, protection, and cultural democracy.

"Police cars, fireboats, and fire stations are now equipped with two-way radio sets, so that they can receive alarms and relay them instantly.** How far would commercial aviation have progressed without its beacons and its tidings of weather conditions?"

—*Radio: Aladdin's New Lamp* by Silas Bent, *The Commentator*, July 1937.

NBC Engineer Not Hurt By Lightning Shock

George Butler of the New York staff of field engineers was indirectly shocked by a bolt of lightning while covering an outdoor Goldman Band concert in Central Park, New York, on June 21. Although the shock knocked him several feet away from the amplifier he was not hurt.

The incident happened during a rain and thunder storm which did not stop the Goldman Band and its guest conductor, Percy Grainger, and the NBC men from broadcasting the music over the NBC-Blue Network.

The electrical storm overhead, explained Mr. Butler, had gradually charged with electricity the insulation of the radio wires until a point of saturation was reached when an additional flash of lightning added enough to the load to cause the accumulated heavy charge of static

electricity to break through the insulation of his headphones.

"It was a heavy jolt on the head," said Mr. Butler who looks and feels as well as he did before the accident. "It felt as if someone had struck me on the head with a baseball bat."

The effect on the broadcast which was completed with no further interruptions was merely a burst of static.

↑ ↑ ↑

The New York Guest Relations Division invites all NBCites visiting Radio City during their vacations to take the NBC Studio Tour—the quickest and best way to see and learn about the headquarters of the National Broadcasting Company in the RCA Building.

Complimentary Studio Tour passes may be secured by presenting one's NBC employe's pass at the Guest Relations Division.

WTAM CLEVELAND

by Bob Dailey

Five WTAM staff members have some pointers on how to fight coal mine fires—not that they may ever have any use for the information. In New Straitsville, Ohio, recently for an NBC-Red Network broadcast from the world's largest underground mine blaze, they learned how it feels to live over a volcano.

The fire is burning over a fifty-mile area and not much of that territory was missed by NBC men during explorations. The land is dotted with seemingly bottomless pits from which fire and gases belch, and each proved an inviting mystery to WTAM's staff of mine investigators.

Announcer Tom Manning led the broadcast crew which included Engineers Eddie Leonard, Alvin McMahon and John Disbrow and your correspondent.

It is not probable that wives of the men would have recognized them in their miner's regalia, including high boots, heavy helmets and electric mine lamps. And all had stiff necks for several days after spending hours groping through the low-ceiling tunnels.

The crew almost had to call on a searching party of local woodsmen when Manning decided to do a little exploring after the broadcast. The area is densely wooded, with only about four houses to every five square miles. But the red-headed announcer was back in an hour with a story of discovering an old abandoned moonshiner's still in the hillside.

Salesman Russell Carter's usual amiable nature has been taxed considerably. He took a lake cottage with the intention of spending his two weeks' vacation with his wife and daughter.

But such was not to be his fate. A big potential commercial program kept Carter driving the fifty miles to Cleveland each morning and back each night for the two



Walter Logan, Musical Director of WTAM, is shown rehearsing his orchestra for the premiere broadcast of his own composition which he dedicated to Cleveland and which has been adopted by the Cleveland Chamber of Commerce as its official song.

weeks. And to top it off, it rained every night for the first week, spoiling all evening activities at the lake. And it was so cold he didn't even get a dip in the water.

Carter is investigating vacation insurance for the next time he rents a lake cottage.

WTAM Vox Pop—Agnes Anderson taking over Lila Burkhart's duties in musical rights department while latter has a leave of absence. . . . Marcella Harlow, national sales secretary, back to work after a month's illness. . . . Manager Vernon H. Pribble taking a lot of good-natured ribbing for his baby picture in last issue of Transmitter. . . . Program Secretary Edith Wheeler bribing her younger brother to do the work and then bragging about her garden. . . . Organist Doc Whipple being dragged into the miniature camera craze by Pianist Earl Rohlf.

ward Epstein, sixteen, of Chicago, French horn player.

Winners in the individual instrument contests, the youths were described by the judges as being exceptionally gifted and the most talented among the scores of winners in the annual contest.

The NBC scholarships of \$200 each provide for the board and tuition of the boys at the camp during July and August. As part of their training, they will join the National Music Camp Orchestra, which, for the last six years, has been heard over the NBC networks every Sunday in July and August.

NBC SOUTH AMERICAN SERVICE EXPANDED

A new fifteen-minute program of cultural discussion to be heard every Sunday afternoon and a series of Press Radio News broadcasts in Spanish and Portuguese to be heard daily from 7:00 to 7:30 p.m., EDST except Sundays have been added to NBC's schedule of broadcasts to South and Central America over short-wave station W3XAL, Bound Brook, N. J.

Charles Carvajal, production director of the South American Program Department, speaking in Spanish, presented the new Sunday program under the title of "News of Inter-American Cultural Activities" on June 20 at 1:30 p.m. EDST. These new programs increase the total time devoted to NBC's short-wave broadcasts to Latin America to nine hours and fifteen minutes a week.

With the increase in the activities of this Department two South American announcers, Martin Viale and Pinto Tameirao, have been added.

Mr. Viale, from the Argentine, is a lawyer, journalist and radio commentator. He will present, in Spanish, Press Radio News in broadcasts directed especially to Argentina every day except Sunday at 7:00 p.m., EDST.

Mr. Tameirao formerly was editor of *A Fazenda*, an American agriculture magazine published in Portuguese and circulated in Brazil. He will give the Portuguese news reports during the second half of each news broadcast.

NEW MEN IN MAIL ROOM

Three new men recently joined the New York Mail-Messenger Service Section. Their names follow.

Gene Kennedy of Brooklyn, a graduate of Notre Dame University, is assistant supervisor in the Mail Room. He was formerly office manager of the Kennedy Advertising Company in New York.

John Witschger, evening assistant supervisor, comes to NBC with ten years' experience with the *New York Herald-Tribune* and one year with Standard Statistics.

John Philip Sousa, 3rd, grandson of the late bandmaster, joins NBC as a mail messenger. He was graduated with a *Cum Laude* in English from Princeton University last spring. Mr. Sousa went to school in France for four years.

He was with Twentieth Century-Fox in Hollywood as a script reader before coming to Radio City. Mr. Sousa, 3rd, says he does not plan to follow in his famous grandfather's footsteps. He wants to be a writer.

NBC GRANTS TWO MUSIC SCHOLARSHIPS

Two scholarships for advanced instrumental study during the summer at the National Music Camp in Interlochen, Michigan, have been granted by the National Broadcasting Company to youthful winners in the National Orchestra Contest, held May 15 at Columbus, Ohio.

The recipients of the scholarships, both graduates of high schools this spring, are Roy Houser, Jr., seventeen years old, of Centerville, Iowa, bassoon player, and Ed-

NAMES IN THE NEWS

NEW YORK

Transfers:

Miss Bethany Mather of Central Stenographic has been assigned to replace Miss Geraldine Bone who resigned from the Legal Department last month.

Charles C. Bevis has been transferred from the guide staff to Night Program Manager Wm. Burke Miller's office, replacing George Hayes who is now an announcer. Mr. Bevis, who has been with the Company less than a year, is studying journalism at New York University.

Miss Lisa Lundin who recently joined the Stenographic Section has been transferred to the office of Walter G. Preston, Jr., head of General Service. Miss Lundin replaces Miss Florence Baird who in turn is replacing Miss Doris Seiler who resigned as secretary to Walter Koons, music editor of the Publicity Department.

Marriages:

George Malcolm, NBC old-timer and well known studio host, was married to Mrs. Madeline Evans at the Church of the Truth on 42nd Street, New York City on June 12. The wedding, which was followed by a reception at Jack Lyons's Restaurant

near Radio City, was attended by relatives and friends of the couple, including several NBCites.

This wedding was the culmination of a Radio City romance, since the bride also works in the RCA building. She is a cashier at the Museum of Modern Science and Industry.

The newlyweds are going to Martha's Vineyard on their honeymoon in the latter part of this month. They will make their residence in Babylon, Long Island where the ex-member of the King's Guard, George Malcolm, owns "a cozy little house with a garden."

Announcer Jack Costello was married to Miss Mary Sullivan of Minneapolis in the Lady Chapel of St. Patrick's Cathedral in the morning of June 17th in the presence of a large number of his colleagues and other NBCites.

A breakfast and reception was held in the Palm Room of the Hotel Park Central after the nuptials. The newlyweds made their escape, according to tradition, during the reception, amidst much cheering and rice-throwing. They went to Greenwood Lake, New York, for what had to be a brief honeymoon because "broadcasting must continue as usual" and the bridegroom had commercial radio commitments in Radio City.

Mr. and Mrs. Jack Costello announce that they are at home to their friends at the Beaux Arts Apartments.

Stork News:

Philip I. Merryman, Station Relations Department, received an eight-pound baby

girl, Heather Ann, from the stork on June 5. The event took place in Mr. Merryman's former home, Washington, D. C., where mother and child are doing very well.

Richard Leonard, Production, became the father of a baby boy on June 11.

Returns:

Bill Bailey, announcer, has returned from Philadelphia where he was confined to the Mt. Sinai Hospital following an attack of appendicitis, while he was attending his brother's wedding in that city on June 5.

Miss Marion Lamphere of Artists Service who has been recuperating at her home and at Poughkeepsie, New York, from a long illness has returned to her office after seven weeks' absence.

Miss Ruby Smith of Artists Service has returned, fully recovered from a ten weeks' illness, to fill the vacancy in Mr. Niblo's office, caused by Miss Geraldine Fenrich's resignation.

Resignations:

Miss Harriett Fischer resigned from the Audience Mail Division last month to go to California where she will be married next week.

Newcomers:

Carlos Clark, formerly with Commercial Radio and Sound Co., station WNEW and RCA Victor, has joined the Engineering Department as a maintenance engineer.

Donald Ewert, formerly chief engineer of WMFJ, joined our Engineering Department on June 15.

T. Danielson is a new member of the engineering staff at WJZ's transmitter in Bound Brook, N. J. He formerly was with station WOR.

Frederic (Ted) Slade comes from Montreal, Canada, to join our staff of sound technicians in Radio City. Mr. Slade formerly was in charge of sound effects at the Canadian Broadcasting Corporation and Marconi Company (CFCF) where he also did quite a bit of acting and announcing in English and French. He was on the stage before going into radio.

Six new men have joined our Radio City page staff since the last issue of the NBC Transmitter.

Frederick F. Wesche comes to NBC for
(Continued on Next Page)



NBCites at a house warming party given by Photographer William Haussler and his wife for the members of the N. Y. Press Division Photo Section at their new attractive home at Strathmore—Manhasset, Long Island. Shown above are some of the guests present, L. to R. Sydney Desfor, Robert Fraser, Ray Lee Jackson and Mrs. Desfor who seems to be blushing at her husband's remarks.

(Continued from Previous Page)

a second period of service. He was with us in 1934—1935, first, as a page at the 711 Fifth Avenue studios, later, when we moved to Radio City, as a guide. At present he attends Rutgers University where he will return, after the NBC Studio Tour summer rush, to continue his studies and to resume his place on the varsity fencing team.

Leo William Bennett comes from the department store business. His home is in Brooklyn. He attended Loyola University in Chicago for two years.

Edward Kimball Renwick is another newcomer, from Winnetka, Illinois. His alma mater is Hamilton College, whose two claims to fame are its choir and Alexander Woollcott. The choir, of which Renwick was a member, has been heard frequently on NBC networks.

John H. Graham comes to us fresh from Fordham University with a newly-acquired Bachelor's degree. In his time, he says, he has hopped bells, operated elevators, worked in the National City Bank, sold rings, and worked in a public library.

George Flood, who resigned from NBC last fall to enter Villanova College, has returned to work on the page force until the end of his summer vacation when he goes back to college. We're glad he's with us this summer because he's a good man to have on the baseball team.

Jacques Tartiere comes to Radio City from his native Paris, France, by way of Virginia where he worked for a year as an assistant trainer of thoroughbreds.

Before coming to America, Tartiere worked as a reporter on a Paris newspaper. He was educated in French schools, at Eton in England and the Sorbonne in Paris. He was collegiate epee champion of France in 1934.

It did not take a movie talent scout long to discover the potentialities of this tall, handsome Gaul as a movie actor. Shortly after his arrival on these shores Monsieur Tartiere was rushed off to a studio for a screen test which resulted in an offer from a motion picture company. But, unfortunately, Monsieur Tartiere's ambitious agent turned down the offer and held out for a bigger sum. Later, after no larger offer could be procured, Jacques and his agent returned to the first bidder but, unfortunately, the offer had been cancelled and the movie people could not be persuaded to reconsider it.

"C'est la vie," said Jacques dolefully after relating the anecdote above.

✓ ✓ ✓

Sam Monroe joins our staff of sound technicians bringing with him several years' experience in the theatre, movies and radio. He spent many seasons with

the Peterboro Playhouse in New Hampshire as an actor, stage designer and manager.

Mr. Monroe comes from a family of theatre folk. His mother is the well known actress, Irene Hubbard, who has played the part of Aunt Maria on the *Showboat* program for many years.

Miscellaneous:

Miss Frances Barbour, secretary to J. V. McConnell in Sales, recently gave a song recital at the Miss Mackie Studios, 50 West 67th Street, where she has been taking singing lessons, on and off, during the past four or five years. Miss Barbour says that singing is in her blood—both her parents were concert singers.

✓ ✓ ✓

After a brief visit here in the East, Charlie Smith has returned to his office in Artists Service, Hollywood.

✓ ✓ ✓

Miss Margaret McHale, formerly of the New York Sales Department and now secretary to J. S. K. Hammann in Philadelphia, was in Radio City recently, during her vacation, visiting old friends.

✓ ✓ ✓

Mrs. Agnes Mommertz of Program Analysis Statistical gave a cocktail party at her home, 25 Park Avenue, on Tuesday evening, June 15, in celebration of the forthcoming nuptials of Misses Rita Doyle and Antoinette Force, both of Statistical. Several NBCites were present.

Miss Mildred Joy of the General Library sailed on June 30 for a six-weeks' vacation in Europe, including Russia. This item upsets our tranquility considerably—we can't quite conceive what this ardent Ohio Republican would be doing in Russia.

✓ ✓ ✓

Margaret Cuthbert, Director of Women's Activities, has been appointed to act as vice-chairman on the committee of the 1939 biennial convention of the National Federation of Business and Professional Women's Clubs during the World's Fair in New York.

✓ ✓ ✓

The Misses Frances Sprague and Mildred Joy of the General Library represented NBC at the twenty-ninth annual convention of Special Libraries Association held in the Roosevelt Hotel, June 16 to 19.

✓ ✓ ✓

Miss Frances Sprague of the Library reports that her brother, Stewart Sprague, formerly of the NBC Legal Department, became the father of an eight-pound baby boy on June 24th.

Mr. Sprague is now practicing radio law as a partner of the firm of Crawford and Sprague in New York City.

✓ ✓ ✓

Miss Phoebe Mink in Press confided that Day Editor Ed Curtin's fourth wedding anniversary was on June 25th last. Miss Mink remembers it very well because on the same day last year she had her appendix operation, causing her to miss Mr. and Mrs. Curtin's third wedding anniversary party.



NBC Photo by Syd Desjar

NBCites in the New York Promotion Division had a triple birthday party on June 23rd—they are pictured tasting their cake, facing the camera, from left to right: Diana Miller, J. K. Mason and Louise Levitas. Others in the picture are: Mary Coyne, left, Enid Beaupre, W. B. Parsons, Margaret Huemer (Sales) and Frances Kelly.

NBC TRANSMITTER

Published for and by the employees
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from coast to coast.

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Circle 7-8300, Ext. 220

PROMOTION SYSTEM

It always has been a policy of the National Broadcasting Company to fill vacancies in the Company with qualified and experienced men and women who have served their apprenticeship in the ranks. This has been consistently shown in numerous cases—especially during the past four years of increasing expansion in facilities and personnel.

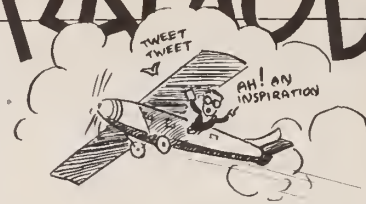
Though the system of providing training for aspirants in the different departments of NBC is still in the stage of development, and has not yet been introduced into a few departments, it already has been put into effect and has produced satisfactory results, both for the individuals and the Company, in several major divisions.

The RCA Institute in New York and Chicago has provided the necessary "book" knowledge that has made it possible for ambitious young men in the Company to fill apprenticeships in the Engineering Department.


The announcing classes that were started less than three years ago in Radio City and, more recently, in Chicago have trained many of our present announcers. A number of the announcing schools' "graduates" have been placed in various NBC affiliated stations. In New York alone, there are eight men on the announcing staff who formerly were pages and guides trained by the Company to fill their present posts.

The Sound Effects Section also has been successful in various NBC regional divi-


RADIODDITIES



FRANK BLACK WROTE THE ENTIRE TRANSCRIPTION OF THE SCAERZO FROM MENDELSSOHN'S QUARTET IN E MINOR FOR STRING SYMPHONY DURING ONE OF HIS WEEKLY AIRPLANE TRIPS TO CHICAGO WHERE HE CONDUCTS THE CARNATION PROGRAM.



BACK IN 1923 A PICTURE OF PRESIDENT HARDING WAS TELEVISED FROM WASHINGTON TO PHILADELPHIA



ALOIS HAURILLA, NBC ANNOUNCER, RECOGNIZED FOR HIS EXCELLENT DICTION, DID NOT SPEAK A WORD OF ENGLISH UNTIL HE WAS 5 WHEN HIS PARENTS BROUGHT HIM TO AMERICA FROM CZECHOSLOVAKIA, HIS BIRTHPLACE.

sions in recruiting and training young men from the ranks to become sound effect technicians.

Two years ago a script-writing class, which we hope will be resumed soon, succeeded in uncovering and teaching embryonic writers to write for radio. Some of the scripts written by members of the class were accepted by the Program Department and produced on the air. Six members of the New York Script Division today were at one time members of the unformed staff.

We can cite many other cases in which NBC's policy of filling higher positions from its ranks had been put into effect but our space is limited.

In conclusion, may we express our desire to have this excellent policy maintained and, if possible, expanded to cover all branches of the Company. There is still some territory to be explored and made available to the young people of NBC and we have implicit faith in the Company's plans and efforts in training as many of the qualified aspirants as is possible for every department.

* * *

Every NBC employee is a reporter of his paper,
the NBC TRANSMITTER.

An Invitation

Mr. and Mrs. Lenox R. Lohr invite all NBC members and their families to a picnic and fireworks display on the grounds of their home in Tarrytown, New York, in the evening of July 5th. Those wishing to take their own picnic suppers are welcome to come in the afternoon and use the spacious grounds of President Lohr's estate.

Mr. Lohr's car will meet all trains arriving from New York in Tarrytown between 5:00 P.M. and 8:13 P.M.

Those who are going by automobile are advised to take Route Number 9, the Albany-Post Road, or Highway 119 which goes through White Plains.

The address is 321 South Broadway, Tarrytown, N. Y.

On the shelf

The books listed in this column are recommended as pertinent literature on radio and allied subjects. They will be found in the General Library on NBC Transmitter Shelf.

MIDDLETOWN IN TRANSITION; by Robert S. and Helen Merrell Lynd. Harcourt, Brace & Co., Inc. An eventful decade has elapsed since the Lynds first studied the city of "Middletown" and reported the findings of their study of contemporary American culture. The story is now carried forward from 1925 through the presidential election of last year. The two volumes have been planned along similar lines for purposes of comparison, but the present work discusses as well those new and significant problems which have entered the life of this typical American community during the last few years. Of particular interest to broadcasters is the report on the flourishing radio station that has been established in "Middletown" and on the popularity of radio as a form of entertainment among its citizens.

B.B.C. ANNUAL 1937. A glimpse at radio across the Atlantic is especially in order now that the new yearbook of the British Broadcasting Corporation has been published. 1936 broadcasting trends and some of the outstanding programs themselves are described; general technical progress and television advances receive a generous amount of attention; and financial reports for the year are included. All in all this provides a most comprehensive view of British radio today.

MY SIXTY YEARS IN THE SHOW BUSINESS, 1874-1934; as told by George Blumenthal to Arthur H. Menkin. Overflowing with recollections of famous people and shows, Mr. Blumenthal's book presents a valuable picture of the theater during the last half century. The connecting link in this story of backstage events is Mr. Blumenthal's long and close association with Oscar Hammerstein and his family. A manager and promoter himself, Mr. Blumenthal has given an excellent account of the promotional side of theatrical life.

LISTENER REACTIONS

by Ruth Crawford

Correspondent, New York Audience Mail Division

Orchids:

"The dramatization of "Mice and Men" given last night over WEAJ was the best ever heard on the radio. It seemed to me the very height of excellence both as to script and acting. . . .

"This is the first fan letter I have ever written."

Eleanor B. Roosevelt (Mrs. Theodore Roosevelt, Jr.)

A Boston music lover:

"There are many things I wish to thank you for, principally for the music you have given us this winter. . . .

"Also—I forgot to say that the fact that you are to give us Toscanini fills us with joy."

A short-wave fan in England:

"It gives me great pleasure and appreciation to write you and let you know how much I enjoy your programs. The short-wave set I purchased a few months ago brings in a great many stations under NBC."

A 1937 high school graduate:

"I want to express my thanks for your kindness in sending material for my Senior essay contest. At Commencement I was named as one of the four winners. The prize is a week's trip to Washington with all expenses paid and spending money besides."

SPORTS

BASEBALL

The NBC baseball team removed itself from its season slump on June 12th and took over the Apeda Studios team at George Washington stadium by a score of 9 to 5.

Behind the expert pitching of Williams and Von Frank the NBCites lunched their hits at the important moments to come out on the long end of the score for its first victory.

Left-fielder Herb Gross was behind the plate for the first time this season and as catcher seemed to give the boys the proper inspiration. He set them an example at the plate too, for he had a perfect day, getting five hits in five times at the bat.

The next week, however, the boys slipped by the way and dropped a game to Columbia Pictures, 5 to 2. "Hooks" Henderson (Mail Room) had his first pitching assignment of the season, and though on the losing side, turned in a fine performance.

Seen at the last game were such steady and enthusiastic rooters as George McElrath, president of the Athletic Association; R. J. Teichner, A. A. vice-president; Dwight G. Wallace, personnel manager; Bert Williams and Earl Harder of Guest Relations.

✓ ✓ ✓

SWIMMING

Adam J. Yung, Jr., chairman of the swimming committee, recently conducted a poll which revealed that NBCites want the swimming activities at the Parc Vendome pool to continue during the summer months.

The group meets every Wednesday evening at five-thirty. The price is forty-five cents and in addition to a swim it includes the use of the gymnasium which is well equipped with body-building or reducing apparatus, whichever you need.

✓ ✓ ✓

SKATING AND BICYCLING

Miss Helen Winter (Treasurer's), chairman of the skating group, reports that quite a number of NBC people have been turning out every Monday evening at six o'clock to roller-skate on the Mall in Central Park.

The skaters are so zealous about their sport that they plan to write a letter to the mayor of New York City petitioning him to improve the pavement on the Mall in order to make it more suitable for roller-skating.

This group is also planning to organize bicycle-riding groups to ride in the park.

NBC CHICAGO

by Bill Senn

SENSATION: At last something new has hit the airlines! Al Barker, Continuity, and Don Marcotte, Music Library, are responsible for the "new" theme song for a certain program which, according to fan mail and 'phone calls, "has all the swing and verve of a great march." All the enthusiasm is over a song frequently mentioned as a second "national anthem" for the United States, "Columbia, the Gem of the Ocean," first presented in Philadelphia in 1843.

DEVOTION: Ken Robinson, continuity editor, temporarily lost an admirer when his nine-year-old son, Ray, recently wrote a fan letter to a program not written by Ken, praising it as the best on the networks.

DIPLOMACY: Mail Room this month had a reminder of the tragic plane crash in Utah last December. Two letters, recovered from the wreckage, were received in government envelopes. One was addressed to Bill Young of Transcription Service, the other was for the *Fitch Jingle* program. The incident was not without its grim humor. As a supreme example of understatement, stamped on each letter was a note to the effect that they were "delayed due to interruption of Air Mail Service."

RECOVERY: From the feminine ranks of our office force comes the cheering word that Miss Rubye Downs, Sales switchboard operator, has returned to her desk after a forced "vacation" due to a serious operation; Miss Marg Niess, new Audience Mail Supervisor, recovered from an appendectomy in the surprisingly short time of four days; and pretty Jane Stahl is back in Central Stenographic after a week's siege of the flu. You just can't keep 'em down!

WELL-KNOWN: On June 10 a post card was received here from Pennsylvania by a broadcast originating in the Chicago studios with only these words for an address, "It's a beautiful day here in Chicago, Ill." The same program received a card with the enthusiastic support, "Your program was so great. I liked it good. I never heard you have a better one. But just don't enjoy writing."

"AH DOES": Miss Virginia Thompson of Statistical will be wearing a veil and whispering "I do" for the benefit of one Anson Sweet on Saturday, June 26; and

Miss Marion Cooper down in Central Stenographic was surprised with a towel shower by Miss Carolyn Turner and the other girls in the department—she is to be wed to George Edwards in August.

CAUGHT: Candid camera fans have been spotted catching unusual shots in the studios; the NBC Night Club and persons connected with the Program Department seem to be the chief centers of interest. Lookers-on have suggested spreading the dirt. What better way than entering the prints in the NBC TRANSMITTER Photo Contest?

PROUD PAPA: A box of cigars in Main Control on June 15 with an attached note announced the addition of another eight-pound son to the family of Vern Mills.

ISHKABIBBLE: Speaking of diction (or was anybody) try this title for a press release, "JOTOKYOUREYUOREITO STARERENGE 'STREAMLINED SHAKESPEARE' SERIES". It had John Bay of the Duplicating Division stumped, too, until he discovered the mistake (a slip in the machine). "It's Russian," says Bud, for the correct version, "JOHN BARRYMORE IN 'STREAMLINED SHAKESPEARE' SERIES".

TWO NEW PRODUCERS: Coming from Toledo, Lyle D. Barnhart starts his first radio production job at the Central Division. A graduate of Alma College, Michigan and Toledo, Mr. Barnhart is a former director at the University Civic Theatre of Toledo and the Shaker Village Players of Cleveland; he has been employed at stations WTAM and WSPD, and was recently head of the department of speech at the University of Toledo.

Gordon T. Hughes, a native of Worcester, Mass., is another newcomer to the Production Department. Starting in vaudeville at the age of five, and radio at twelve, Mr. Hughes has been radio director, author, and actor. He leaves his position as Director of the Community Theatre of Des Moines, Iowa, to join the Central Division of NBC.

AMIABLE: Six feet, five and one-half inches of blond announcer in the personage of Durward Kirby, replaces Rene Gekiere. Mr. Kirby started in radio singing at WDAA, Purdue where later he became a staff announcer. Moving from Purdue, he spent a year and a half at

both WFBM, Indianapolis, and WLW, Cincinnati. He was born in Covington, Kentucky.

BRASS BUTTONS: Pages George A. Heinemann and Robert B. McGinnis, replacing Robert Wilson and Robert Venn, are actively engaged in touring the studios with visitors, among whom there was noticed the other day an "army" of Boy and Sea Scouts.

ADVANCEMENTS: Leonard Anderson, Assistant Office Manager, replaces George Vlach, who left our employ. Russell Sturgis, engineer in our employ for six years, is promoted to the post of Control Relief Supervisor.

STUDIO ENGINEERS: Raymond C. Bierman, born in Elkhart, Indiana, on February 18, 1910, became a studio engineer for the Central Division. Education—Knox College, where he studied dramatics under C. L. Menser. (Production head) and Purdue University where he earned the degree of Bachelor of Science in Electrical Engineering. Experience—designing in the electrolytic condenser division of P. R. Mallary and Company (later in Sales Engineering Department), Finnell System, Inc., Frost Radio Company, Stations WLW, Cincinnati, and WBAA, Purdue, and several smaller stations. Hobbies—amateur radio, photography, and music. Married since 1931. Member of Masons and of Knights of Pythias.

Robert B. Whitnah first became interested in radio in 1926 when he began operating amateur station W9DBT. In 1931 he obtained his commercial second-class operator's license; at the same time became a motion picture projectionist. Studied Electrical Engineering at Iowa State College and worked at college station WOI. Was a relief operator at KSO and KRNT until 1935 when he joined the staff of the Affiliated Broadcasting Company and became Master Control Supervisor. He is now employed as Studio Engineer in NBC's Central Division.

TRANSFERRED: Miss Lillian Wack and Miss Florence Reiland have switched positions. The change leaves Miss Reiland in Local Sales and Miss Wack in National Sales.

FAREWELL: After two years of handling the pick-up and delivery of office mail, Charles A. Robb now leaves for the Rapid Copy Service Company on Michigan Avenue—he will be a sales promoter.

NBC HOLLYWOOD

by Noel Corbett

Helen Aldrich, pretty brunette secretary to Tracy Moore in the Sales Department, will spend her vacation playing the leading role in a stage play "Confetti Trail" which is being presented by Curtain Calls, a Hollywood Little Theatre group. This isn't Helen's first theatrical experience, as she was quite active in Oakland in pursuit of a dramatic career.

Honey, the tricky little wire-haired pet of Walter Bunker, blessed-evented this month by presenting the Bunkers with three puppies.

✓ ✓ ✓

Charles Swallow, the young son of the Hollywood manager, John Swallow, graduated this month from the Elisnore Military Academy.

✓ ✓ ✓

Honor Holden, secretary to Dema Harshbarger in the Hollywood Artists' Bureau, treked east on her vacation so that she could witness the graduation of her daughter, Charlo from Depaw College in Indiana. Mrs. Holden will bring her daughter to Hollywood where she will remain.

✓ ✓ ✓

Newcomers to the Hollywood studios include Earl Sorensen, recently graduated from the University of California, who has been added to the engineering staff under Donald De Wolf. John Knight, who is on a summer vacation from Pomona College, has been added to the Mail Department.

✓ ✓ ✓

It seems that everything happens to Russell Hudson, head of the combined mail department-page boys and ushers. During a recent Burns & Allen show, a ten-year-old youngster bolted into the studio and dashed down the aisle. Fearful lest he cause a commotion, young Hudson let the lad stay put until after the show, at which time the barefooted-overall clad lad resisted Hudson's ejection to the point of almost biting his finger off. Nice goin' says Russell with his injured finger done up in bandages.

✓ ✓ ✓

Since Virginia Elliott's hubby accepted an assignment down in El Centro, California, which will keep him in the Imperial Valley city for several weeks, Ruth Schooler and Virginia have become apartment sharers.

✓ ✓ ✓

Have fun this summer. Join the NBC Athletic Association in New York.

*With Your
Roving Reporter
in New York*

We always try to include as many names as possible in our column, but two of our people here in New York have had such unusual things happen to them lately, that we have decided to devote our entire column to telling you about them this time.



MILDRED O'NEILL

Ladies first—and her name is Mildred O'Neill (Bliss) of that literal "tower of Babel," the NBC telephone switchboard. An attractive young lady of some twenty-odd years (see illustration), Mildred was commissioned during one of her days off to take her eight-year-old niece over to John Powers' Agency with a view to finding the little lady work as a child model.

They had quite a wait—sitting in Mr. Powers' outer office—but finally they were admitted to the inner sanctum. Mr. Powers almost completely ignored the eight-year-old girl, but started his usual routine questions of Miss O'Neill.

"But, I'm not looking for modeling work," she explained. "I'm here to try to get my young friend something to do."

Mr. Powers couldn't believe it, and ventured the opinion that Mildred had better have some professional pictures made, intimating he'd be plenty interested in the results.

You've probably guessed the answer. The pictures proved that she should never hide her loveliness behind a switchboard. John Powers had given her a listing with his agency, and her first professional appearance will be after July 31 when she will have ended her duties for NBC to accept her first assignment modeling for the Black Box Studios. But we're willing to bet that the first time the camera shutter clicks on her lovely features, it will take a lot of will power to keep her from saying "This is the National Broadcasting Company."

* * *

The other interesting person is Rowe Langston, twenty-three years old, a native of St. Louis, Missouri and at present a receptionist in the Office Section on the fifth floor.

With ten dollars in his pocket, Rowe took himself off on a no-expense vacation. By means of his thumb pointed toward the South, he enjoyed a hitch-hiker's tour

**PLAUDITS FOR NBC
ECLIPSE BROADCAST**

We can think of no more adequate commentary on the part NBC played in the recent National Geographic—U. S. Navy Eclipse Expedition to the South Seas than the following letter addressed to A. A. (Abe) Schechter, NBC Director of News and Special Events by Thomas W. McKann, assistant secretary of the National Geographic Society in Washington, D. C.

"Dear Mr. Schechter:

"When I see you I am going to tell you how much we appreciated the opportunity of working with you on the eclipse broadcasts and how good we think they were under your direction, but as I don't expect to get up to New York for several weeks or more, I am not going to wait until then to tell you that we think N.B.C. did a swell job and that the National Geographic Society has fullest appreciation for the assistance and cooperation rendered efficiently and effectively in this series of broadcasts. It added a great deal of color to the eclipse which otherwise might have been a little drab, as scientific expeditions are sometimes inclined to be.

"To me, the high-light of the whole thing was George Hicks's description of the actual eclipse on the afternoon of June 8th. He did a magnificent job and one which was fully appreciated by the listening audience. Then, too, his handling of the other programs in this series was superb and he deserves a lot of credit, but we must not forget the unsung heroes, those radio engineers, Brown and Adams, who did not appear in the front so very often but whose work was all important.

"Personal regards and all good wishes.

"Sincerely yours,
(Signed) THOMAS W. MCKANN."

of the region between New York and Richmond. Overnight stops and meals, carefully planned in advance, were enjoyed with friends and relatives along the way.

He timed his trip so that he arrived back in New York one week later with five dollars still left and joined up with friends who were motoring to Cape Cod and through New England.

Mr. Langston figures he has traveled 25,000 miles in the last twelve months at approximately .003 cents per mile, and the Richmond *Times Dispatch* said, "Smartly dressed in gabardine—Mr. Langston's type of 'sponging' is a classier brand."

—WALTER MOORE.

LET'S GET ACQUAINTED

WE want you to meet a good friend of ours, Dominick Caracciolo. Isn't his name familiar? Well then, take a look at his picture. Oh! We thought you would recognize him. He is one of NBC's oldest employees. He celebrates his tenth NBC anniversary next October 6th. Through the years he has gone about his work quietly and efficiently. Whenever you encounter him, he greets you with a gruff, hearty "Good morning" or "Good afternoon," as the case may be.

Dominick is one of the porters who keep the Radio City studios in order. He began as one ten years ago and, in his own words, he "has been one all the way through." While his job may not seem very important when one thinks of the tycoons whose biographies we are accustomed to read in columns like this, he has always performed it to the best of his ability, given it all that he had to give. That is why we feel that he deserves recognition at long last.

Dominick came to America from Reggio Calabria in Italy as a youth of nine. He attended public schools to learn English. A few years later he became the bread winner in his family and had to leave school. In his early 'teens he set out to win his way in the world.

He held a variety of jobs as the years passed. He had one job for almost thirty years with a beer bottling concern. Dominick was a foreman in charge of fifty men. He lost his job when the company closed its doors with the advent of Prohibition.

Then he went into the building line and soon again was a foreman. Years later, one day in the fall of 1927 he came to NBC.

He has seen NBC grow from a small network to the vast and established organization that it is today. Many people have passed through our doors in his time. Some entered as unknowns and went out famous. Young men that he knew as "Jimmy" or "Shrimp" today are executives of this great company of ours. Others have drifted into many channels. It is difficult to keep track of them. Dominick remarked wistfully—it was a few days short of pay day—"I wish I had a dollar for everyone who has come and gone."

Dominick has found many valuables while making his rounds. Many an absent-minded artist has showered profuse thanks upon him for the return of something they thought they had lost forever. He is a firm believer in the old maxim, "Honesty is the best policy." Once this paid him divi-



DOMINICK CARACCIOLO
"Honesty is the best policy"

dends. Dominick found a twenty dollar gold piece. He promptly turned it into the Lost and Found Department. Weeks passed. Finally after three months, no one having claimed it, the gold piece was returned to him.

Tragedy has darkened his life these last few years. Life hasn't been as bright since his wife and two daughters passed away, all within a short time of each other. One who is not on intimate terms with him would never know of the grief that has troubled him, for with his characteristic outlook he has put his sorrow in the background and stoutly carried on.

Of his remaining children he can justly be proud. One son is prominent in the Democratic party in Queens. Another is in the grocery business. A third, the baby of the family, is an honor student in high school. His daughter helps keep house for him.

NBC LIBRARY HONORED

NBC's New York General Library was included in the list of libraries recommended by *The Library Journal* for inspection during the National Convention of the American Library Association held at the Waldorf-Astoria from June 21 to 26.

Librarian Frances Sprague reports that a large number of visiting librarians from different parts of the country have come to inspect our radio library, considered the only one of its kind in this country.

OFF BALANCE

by Frank W. Nesbitt

But there is nothing off balance about this. During a recent television demonstration for the press, our NBC photographers took shots of the event at 4:15 o'clock. Fifty-one minutes later, at 5:06, eighty-five prints, complete with captions, were rushed to the pressmen for use in their papers and syndicates. And for news of television progress and a sample of one of the photos see page one.

Soon there may be a new trio lulling the radio waves. Pat O'Connor, Roderick Mitchell, and Dick Barron, all of Guest Relations, are the boys. They are due for an important audition.

We admit that this is pretty hard to take, but really it's true. It concerns one of the fellows in the Mail Room. A few rainy nites ago he was to attend a rather swank dinner party on Long Island. With the thought of preserving his sartorial elegance, he wore a raincoat. Entering the house, he removed it, and all his poise too—he had forgotten to change from his uniform to his street clothes.

Guides taking the early morning studio tours are arousing their parties on the ninth floor by pointing out Ford Bond's mail outside his office.

Speaking of the tours, a guest on one of them, after being shown the dirt removed from an air-dust filter, said, "This isn't air-conditioning; it's real estate."

For what's what on Broadway and the legitimate stage, you might question Page Murdock T. Pemberton. He's the nephew of producer Brock Pemberton. And his father is Murdock Pemberton, the writer.

Pretty Yvette Bedard of the Sales Department is going to Bermuda for a "rest." A contradiction in terms, but a swell thought.

Would the announcer who can say successfully "toy boat" ten times in rapid succession please communicate with this column. We would like to shake his hand.

The new small RCA set in the tube exhibit is one of the swankiest little sets we have ever seen. Go up and take a look.

NBC PITTSBURGH

—by Kay Barr—

Here are some of the answers we got from the members of KDKA to our query on vacation plans. "When, where, how are you going and what do you expect to do when you get there?"

Bill Jackson, head of local sales, "The whole Jackson family sails for Geneva on the Lake July 18, to play golf, swim, fish, dance, play golf, read, rest, play golf, ride, play golf and play golf."

Ed Schaugency, announcer and main spring of the *Musical Clock*, goes to Muskegon, Michigan, July 19, to "Sleep 'til noon every day. Then sleep, swim, sleep, eat, sleep and fish."

Edith Hingley, switchboard operator, is making elaborate plans to go nowhere with nobody and do nothing, starting August 2.

Program Manager John Gihon and Dorothy are going to take their son to Des Moines, Iowa, so his great-grandparents may see him. Then a week's cruise around Lake Michigan on the private sailing yacht of a friend.

A. LeRoy Hasenbalg, national sales head, wishes he knew when he was going to take his vacation. He adds: "It may be I should say, 'and how.'" But it's a Great Lakes cruise, private yacht, start and finish in Chicago.

Announcer "Sunbeam" Billy Hinds would like to go,

"Out on an Indian Reservation

Far away from a radio station," but instead he plans a busman's holiday, visiting friends in Radio City, a hurried jaunt down to Avalon by the Sea and a general round of "loafing, swimming, fishing and stuff."

Lynn Morrow, head of Sales Promotion, will take his vacation on the installment plan because he is tied up four days a week with interview broadcasts. So it will take him ten weeks to get two weeks off. His family will be at Geneva and he will spend the week-ends with them, Thursday evening to Monday each trip.

Jimmy and Ann McConnell, of Artists' Service, say dates are hard to book in the summer and they can't take a vacation because it would not be fair to their acts. But if they could take a vacation it would be with fishing, swimming and rowing as the objectives, perhaps at Tidioute, Pennsylvania.

Adelaide Lasner, assistant production manager, is dreaming of Banff and Lake Louise. But only dreaming, because she is on the artist payroll. Which means vacations are on one's own pocketbook instead

of on the house. So Adelaide will probably spend her summer "on the Isle of Transcription, where platters are filled with grooves, not sea-food."

Marcella Campbell, Continuity, says "It's all over . . . but not forgotten." "It" was a honeymoon with the beautiful vistas and gorgeous green mountains of a motor trip down through Maryland and Virginia to the Endless Caverns, the Shenandoah Valley, and Washington. . . . "Much nicer than the ordinary vacation."

And Bob Saudek, head of Continuity, will "pull on a pair of dungarees and an old white hat and take the first train for New England where the salt-sea is waiting to toss us around in a little cat-boat. This is our regular formula for my two-weeks-with-pay. Warwick Neck, Martha's Vineyard and Nantucket. One dollar goes to who can convince me that this isn't the best way to be lazy."

Your correspondent also yearns to go down to the sea—the Caribbean Sea, to be specific. So it will probably be a cargo vessel to the Honduras for a load of bananas. There's many a slip, so an October motor trip may be substituted for the coastwise cruise.

Jack Hollister, sports commentator, declares, "I am going to the Texas Exposition in Dallas, where I worked last year, and lie like hell to the boys about what a big job I have now."

Eleanor Ondek, John Gihon's assistant, used half of her vacation on a honeymoon last February. The remaining week will be spent in their cottage back in the hills near Ligonier.

General Manager H. A. Woodman's vacation plans are still indefinite but his native New England has a powerful appeal.

G. Dare Fleck, assistant program manager, "Ain't goin' nowhere, don't know how I'm goin' or what I'm goin' to do when I get there."

And Dale McFeatters, the Press news reeler, plans to spend two weeks in July on an ore boat on the Great Lakes, sketching and reading "Gone With the Wind."

✓ ✓ ✓

Janet Ross of *Style and Shopping* has just returned from her vacation where she visited her father, mother and brother.

✓ ✓ ✓

Relda Garrett, secretary to Mr. Woodman, has just returned from a combination vacation and honeymoon.

EXCHANGE CORNER

This classified ad section is available, free of charge, to all NBC employes. Rules: forty-five word limit; not more than one ad to each employe every other issue; no regular business or professional services may be advertised. Address ads to NBC TRANSMITTER, Room 284, RCA Building, New York.

All items must be in writing; give name and address.

WESTWARD TO OHIO—Will accommodate up to three people in return for reasonable fee in late model car. Leaving around July 4. Going by way of Harrisburg, and Pittsburgh. Charles Hawel, Ext. 402, Mail Room.

FOR RENT—Giving up apartment at 24 E. 61st St., N. Y. C., Oct. 1st, but will relinquish before that date to anybody interested. Large living room with fireplace, bedroom, porch, kitchenette with Electrolux. Quiet house. Enid Beaupre, Room 416, Ext. 860.

RADIO COURSE—New York University offers a six-week radio workshop course beginning July 6. The study will cover continuity writing, plays, program planning, acting, and the preparation of musical broadcasts. The tuition is \$50.00.

SAN FRANCISCO—Modern artists' cottage with separate quarters for two people. Furnished or unfurnished. Fireplace. Shower. Nice kitchen. Large garden and parking space. Apply at 953 Union St., San Francisco or phone Evergreen 0784, or write to the NBC Transmitter.

RCA-NBC Exhibit For 1939 World's Fair

(Continued from Page 1)

the National Broadcasting Company for extensive field tests and to study the art of programming. As I talk to you now, the television camera is pointed at us and our voices and likenesses are being sent to you through our television transmitter W2XBS located on the Empire State Tower, in New York City. From that point, it goes through the air and is received on television sets installed in our offices in the RCA Building, and is received with a clarity comparable to home movies in the homes of RCA and NBC engineers and executives within a radius of fifty miles. To this extent, seeing through the air is now an accomplished fact.

"All that we have done and are doing today is on an experimental basis, in which we are carefully progressing day by day towards the goal of a public service of television broadcasting. Much remains to be done before television becomes available to the general public, but we firmly believe that some day this will be accomplished and our faith in the future is being expressed in this ceremony today."

WINNERS IN JULY PHOTO CONTEST

Below, "Silhouette in the High Sierras" was taken by Marcelle Mitchell of Central Division Sales. It wins tickets for two to Chicago's RKO Palace Theatre.



"OSCAR"
Left, Charles E. McCurdy of the N. Y. Statistical Department submits a humorous study which is tops this month. The prize: a pair of tickets to the Radio City Music Hall.



RULES FOR PHOTO CONTEST

1. Prints must be no smaller than 2½" x 4" (the larger the better). Negatives cannot be accepted.

2. Captions are desirable.

3. Name, stations and department must appear on the back of photograph.

Pictures will be judged on composition and subject matter. Judges are Ray Lee Jackson and William Haussler. Decisions are final. All entries will be returned but the NBC Transmitter will not be responsible for those which are lost.

Entries for August contest must be in by July 17.



HONORABLE MENTION: N. Y. Engineer Ed Kampf's fetching "Seaside Portrait" of his wife, Idella Grindlay (Production Division), taken during their vacation in Florida.



Above, "Morning Trek" taken from the window of the NBC Statistical Department in Radio City by Roy V. Berthold. It ranked high in the opinion of the judges and was awarded Honorable Mention.

NBC TRANSMITTER

VOL. 3

JUNE, 1937

NO. 6

Guide Garroway Wins Golf Tournament



Guide David Garroway hitting a three iron shot to the tenth green during the NBC Athletic Association Golf Tournament on June 9.

PERSONNEL SHIFTED IN ARTISTS SERVICE

George Engles, vice president and managing director of Artists Service, recently announced several personnel changes in his department in New York.

John Potter, former agency contact man, is now assistant to Fred Niblo who joined NBC last month to take charge of television and motion picture transactions in Artists Service.

J. Ernest Cutting has been made talent scout and contact-man for NBC owned and operated stations.

Chester Stratton will act as Mr. Cutting's assistant and also take charge of sustaining bookings.

Jack Von Tilzer and Robert Smith, jointly, will handle auditions.

S. L. Ross, contact for NBC stations in the East, was transferred to the advertising agency division.

Tim Sullivan resigned as theatre contact-man on May 15.

✓ ✓ ✓

Send in your vacation pictures to the NBC TRANSMITTER'S PHOTO CONTEST and win a pair of tickets to your local theatre.

Bright and early on the morning of Wednesday, June 9th, the Rockland Country Club at Sparkhill, N. Y., saw the advance guard of the NBC golfers descend upon it, and for several hours they continued to descend upon it, until fifty-seven members of the NBC Athletic Association and their guests were busy removing neatly cut divots from the soft verdant fairways, not to mention the not so soft rough and sand traps.

First to appear on the scene was that perennial runner of golf tournaments, A. Frank Jones of Artists Service, 'under whose direction the tournament flowed smoothly all day long with never a hitch or halt, so common in most tournaments. Mr. Jones, who has seen the Rockland Country Club grow from a farm into one of the country's finest courses, and who has had a 72 over this course, a figure not even approached in the tournament, did not play himself, but devoted all his energies to the successful management of the event.

Just as the sun was setting, the last of the gang came struggling down the eighteenth hole and the compilation of the scores was undertaken, with the following results. The Championship Handicap was won by David Garroway, Jr., of Guest Relations, whose 82-12-70 was equalled by Announcer Frank Cody and Frank Chizzini of Electrical Transcription. Garroway won the draw with Frank Cody winning second prize. The low gross for 36 holes went to Walter Tepper of Accounting with 159. The Guest Handicap was awarded to Herbert Rice with 83-14-69. There was a Consolation Handicap flight for those who cared to play only 18 holes and the winner in this division was Lloyd Egner, Manager of Electrical Transcription, with 93-21-72. The Booby Prize went (among cries of "Again?") to Larry Fitzgerald of Artists Service whose score of 137 was "tops" for the day.

During the banquet which lasted well into the night, the presentation of prizes took place amidst much cheering and good-natured kidding.

Short Putts:

Vice President John Royal and Bill Hillpot (Artists Service) finished with their shoes in their hands, and Mr. Royal was reputedly two blisters up on Hillpot.

(Continued on Page 10)

NORMANDIE TO BE FLOATING RADIO STATION

E. R. Cullen, assistant operating engineer, sailed on the French liner Normandie on June 2 to make a survey of the ship's radio problems and to instruct the ship's operators in the technique of broadcasting. He will conduct several test broadcasts from the high seas.

Mr. Cullen is undertaking the survey at the request of French Line officials, who wish to make their giant liner available for broadcasts over American networks by traveling radio artists. While aboard the ship he will inspect the Normandie's present equipment and determine which of the public rooms is best suited as a studio. He will also teach the marine operators how to handle microphones and associated sound equipment. In Europe he will present his recommendations on changes and additions to the equipment to officials of the Compagnie Generale Transatlantique. He will return aboard the same ship from Havre June 23 to continue his survey on the westward passage, arriving in New York June 28.

SPECIAL BULLETIN

As we go to press A. Frank Jones, chairman of the golf committee, requests us to announce that he made a mistake in the compilation of scores at the golf tournament. The winner of the Championship Handicap should have been Dwight G. Wallace, manager of Personnel, whose score was 99-30-69. This will not affect those who have won prizes in this division; however, Mr. Wallace will be the recipient of a special award.



Glenn W. Payne, Treasurer's Dept., and George Engles, vice-president and director of Artists' Service, are snapped by Photographer Bill Haussler as they compare scores at the golf tournament.

WHO'S WHO IN THE NBC NETWORKS

Introducing — LESLIE W. JOY

When WEAF had a staff of thirty-five and was pioneering in the early days of radio, John Holman, now manager of WBZ, was program manager of the station and looking for likely prospects in a little known business that seemed to have possibilities. A few years earlier Leslie Joy had made his radio debut on WJZ and been heard from time to time on WEAF as a concert singer. Also he was looking for a job a little more stable than was then afforded such talent. One day back in 1925 Mr. Holman popped the question to Mr. Joy who thought well enough of the idea to join the staff as announcer. Mr. Joy has been with WEAF ever since growing up in the interim with the vast NBC organization.

Today he is station manager of KYW Philadelphia having assumed his new duties last September when NBC took over the management of the station.

Leslie Wells Joy was born in Tacoma, Washington in 1894, the son of a pioneer family that trekked to Washington Territory back in the early eighties. When he was quite young the family returned to the East and the boy received his early education at Peekskill Military Academy. Then followed four years at the Wharton School of the University of Pennsylvania, class of '16. While at the University Mr. Joy majored in advertising, was elected a member of the Mask and Wig Dramatic Society and was leader of the Glee Club. Following his graduation he began a post graduate course at Penn but gave it up at the call of war. He joined the army as balloon observer for the heavy artillery and was stationed first at Omaha and later at Arcadia, California.

The war over he turned his attention to concert work and in 1923 made his first



LESLIE W. JOY
Station Manager of KYW Philadelphia

radio appearance on WJZ. Singing opposite his program over the competitive WEAF that night was John McCormack. The new radio star freely admitted that listener reaction to his first broadcast was small on the following morning.

After signing up with WEAF and after a year of announcing, Mr. Joy was transferred first to the program department then to the executive department and special assignments. As an announcer he was in charge of the Goldy and Dusty shows among others and he announced the famous Lindbergh flight to Paris.

Although he had spent his college days in Philadelphia, when Mr. Joy left the city he had pictured his return only in terms of reunion. It was like a home-coming therefore when in the Spring of 1935 he returned to Philadelphia to maintain the NBC tradition as representative at KYW.

In the meantime in 1930 he had married Anne Lutz, of Princeton, and is now the father of a boy, Leslie Wells Jr., five years old.

10,665 TOUR NBC STUDIOS IN THREE DAYS

With thousands of visitors in New York for the Decoration Day week-end, there was a marked increase in the number of guests visiting the studios as compared with the total during the same three-day period for previous years. The increase, according to the Guest Relations Division, is in line with this year's twenty per cent monthly uptrend apparent since the first of January.

This year the long week-end attracted

10,665 tourists as compared with 8,990 a year ago, or an increase of over eighteen and a half per cent. The entire staff of guides was kept working at top-speed from 9:00 A.M. to 11:00 P.M. during the period. Officials of Guest Relations reported that operations moved smoothly and that no mishaps occurred.

Guest Relations also reported that the total number of guests visiting the studios during the first five-month period of 1937 is approximately 65,000 over the total for the same period of 1936. Last year the increase over the year before was 4,938.

I SAW THE QUINTUPLETS

By Frances Sprague,
N. Y. General Library

How the Editor of the NBC TRANSMITTER learned that I had just visited "Quintland," as the home of the Dionne quintuplets is called in Ontario, is a mystery to me. He seemed determined that I relay the story on to you and if you are to any degree as interested in reading it as he was in having me write this account, it's all right with me.

My sister who lives in Detroit invited me to meet her at Niagara Falls and spend the Memorial Day weekend driving to Callander. This town, near the birthplace of the "quints" is beautifully located on Lake Nipissing. Doctor Dafoe's home is also located here. The whole town has changed greatly by its sudden rise to fame. People from all over the earth go there for a glimpse of "the world's most famous children."

The Dionne home and the Dafoe Hospital in which the little girls live, are located about two and a half miles outside of Callander. The quintuplets can be seen without charge twice a day, at 9:30 A.M. and at 2:30 P.M., weather permitting.

We got an early start and were there at about eight-thirty. Smiling traffic officers helped us park our car and then, as we had about an hour, we decided to look around a bit. The hospital and the staff's home are attractive log and frame buildings. The hospital grounds are inclosed by a high wire fence watched over by polite but determined guards.

Across the road is the Dionne home, a small house with all doors closed and curtains tightly drawn. I understand this is always the case, now that there are so many spectators around. Next to the home is a large building containing souvenirs, photographs, etc. It is run by Olivia Dionne, the "quints'" father. Nearby another large concession is run by the two women who assisted at the birth of the quintuplets.

Our first view of the "quints" was at nine o'clock when they came running out of their home and down into their play yard. Their playground is a large portion of the lawn which is entirely surrounded by a narrow, covered corridor. Spectators are taken into this corridor to view the children through windows constructed of glass and screen in such a way that visitors may view Annette, Yvonne, Cecile, Marie and Emile without being seen by them. Thus they play unconcernedly, completely oblivious to the hundreds of spectators passing by. The visitors have to

(Continued on Page 11)

NBC SAN FRANCISCO

by Louise Landis

All NBC babies are objects of great interest but when Arthur Schwarzman, staff pianist, burst into the Press Department the other day with a big box of cigars in one arm and a big box of candy in the other, there were cheers. . . . Little Sandra Schwarzman, seven pounds and one ounce, had just arrived, and she and her mother, Barbara Merkley Schwarzman, who plays the harp in NBC orchestras were doing well.

Not so Arthur. Some fiend in the Program Department had dared him to smoke one of the cigars. It was his first, and a lifetime of Russian cigarettes had not sufficiently paved the way for it . . . all that day Arthur, definitely, was NOT doing well.

Lots of NBC feet were among the 110,000 that crossed San Francisco's Golden Gate Bridge the day of its opening. Librarian Russell McNeil who lives in Marin County, across the Gate, actually walked to work, and other Marin-ites have been following his example.

Vice President Don E. Gilman doesn't let the grass grow under his feet these days . . . here's a typical week out of his calendar . . . Monday, San Francisco; Tuesday, Portland; Wednesday, Seattle; Thursday, Wenatchee, Washington, to address the Washington Federation of Women's Clubs; Friday, Hollywood, to confer with President Lenox R. Lohr on possible sites for the new Hollywood studios.

Speaking of Hollywood, Hal Bock, press representative there, and his charming blonde bride Sybil spent a few days of their vacation in San Francisco inspecting Hal's old stamping ground. . . . Sybil, who looks like Sonja Henie, only cuter, left a trail of Bock-pals who are now firm Sybil-fans behind her when she and Harold sailed away on a United Air-Liner. "There go my last two Bocks!" mourned one of the gang which gathered to watch their departure.

Knitting seems a gentle art by comparison with radio but some of our San Francisco girls turn it into a whirlwind occupation. Blanche Davies, secretary to Lew Frost, for instance, already has completed her second suit and Kitty Morgan, Program Traffic, is on her third one.

Janet Baird of the *Woman's Magazine of the Air* designs hers instead of knitting them. She is waiting anxiously for the

dressmaker to finish the most recent one she designed—a pale yellow evening gown with an Empire touch—low shoulders and a corselet of yellow satin.

Good wishes are fluttering like wings around Adele Hoover, formerly of the Sales Promotion Department but now a free-lance advertising expert. Adele resigned in order to devote herself to this project, and all her NBC friends are pulling for her. Edwarda Gilmore, formerly of the Typing Department, takes her place as secretary to urbane Dave McKay. (How'ya, Dave?)

Twinkle-eyed Helen O'Neill, she of the silken voice, who spends her days listening to folks who want to go on the air—"because radio is such a fascinating profession!"—is going to shake off the 'air aspirants for two weeks starting June 18. She'll spend her holiday in Hollywood "resting," says Helen.

If you see a picture of Producer Ward Byron in a plug-hat, resting comfortably on a brake-beam, don't believe a line of it. It's just a photographer's idea of how radio editors would like to see the producer of *Bug House Rhythm* ride to New York on his vacation. He and Jack Meakin, baton-eer on the program, took to the air June 4, arriving there in time to air the following week's *Bug House Rhythm* from Radio City. Just a couple of postmen at heart!

Pat Kelly, former member of the Production Department, is in England. Imagine a chap with a smile like Pat's and a name like Kelly working for the BBC!

Larry Allen, manager of Artists' Service limped around the office for a week with a bandaged foot refusing to make any comment beyond "Ten percent of the wages of sin!" then finally broke down and admitted he stepped on a nail while nefariously visiting a neighboring house in process of construction, looking for just one little two-by-four he needed for some repair work at home.

You can't beat that chap Allen, though. . . . Trying to sell a scenario for Sam Dickson, staff writer, he was informed the story was excellent but the fact that a narrow gauge railroad was required in the story might prove an obstacle. Bandaged foot and all, Larry climbed into his car and found a real narrow-gauge, all by himself, near Santa Maria.

SEVEN WEDDINGS IN NBC NEW YORK

"Here They Are" —

Miss Jeanne Bradley of the Personnel Office surprised her colleagues on Monday, May 24, when she came to work with a wedding ring.

The wedding, a small and informal affair, attended by close friends and relatives of the bride and groom, took place at the Little Church Around the Corner in New York City on Saturday afternoon, May 22.

The groom was Allan Cassidy of Philadelphia. Miss Ellen Stock of the Personnel Division was maid of honor. The only other NBCite who got wind of the affair before it happened and was able to attend was Miss Helen J. Moore, also of Personnel.

The wedding was followed by a reception and dinner at Gene's Restaurant in Greenwich Village.

The newlyweds are making their residence in Flushing, Long Island. They are postponing their honeymoon trip until August when they both go on vacation.



The newlyweds, Mr. and Mrs. Allan Cassidy, with the maid of honor, Miss Ellen Stock (Personnel), left, are photographed as they leave the Little Church Around The Corner.

John Baxter, assistant sales promotion manager of Artists' Service, was married to Miss Patrice McCormick of the J. Walter Thompson agency at St. John's Cathedral in Brooklyn on June 5.

James L. Stirton, Artists' Service, was one of the ushers. Many other NBCites also were present at the wedding which was followed by a gay reception.

Mr. and Mrs. Baxter went to Virginia Beach on their honeymoon and are planning to return this week. They will live in Tarrytown, N. Y.

George Sax of Artists' Service was married to Miss Eleanor Chascione of Astoria, Long Island, on June 13. The wedding, attended by many NBCites, took place in the Mt. Carmel Church, Astoria. Frank Murtha, Artists' Service, was best man.

A reception at Kneer's Hofbrau, also in
(Continued on Page 4)

WTAM CLEVELAND

by Bob Dailey

Opening of the Great Lakes Exposition at Cleveland had station executives, production men, announcers and engineers busy for several days feeding programs locally and to the NBC networks. John B. Kennedy came from New York to describe Billy Rose's Aquacade.

The reception room and corridors of WTAM took on new color this month with the hanging of another art exhibition. The current display of thirty-six paintings is by Frank N. Wilcox, well-known landscape painter.

Program Director Hal Metzger first attracted attention of art admirers to WTAM's studios several years ago when as press relations director he obtained the first exhibition. This month his latest display brought hundreds of visitors and many newspaper and magazine critics.

Two new faces joined the WTAM family this month, one an announcer—the other an engineer, Robert Swan, who for the past year has collaborated with Waldo Pooler in writing the NBC-Red Network program of *Northern Lights* and been heard in WTAM dramatic productions, became an NBC announcer. He replaced Bromley House who resigned to become master of ceremonies at the Showboat at the Great Lakes Expo.

Horace Clark, former RCA engineer in Cleveland, joined the engineering staff. Henry Gowing also returned to the engineering staff, after a year's absence.

WTAM Vox Pop—Lila Burkhardt taking a leave of absence from her duties in music rights division because of ill health.



Hoot Gibson and Announcer Tom Manning with Gibson's horse in WTAM's studios during a recent broadcast in Cleveland.



Hal Metzger, program director of WTAM, attracts the press and public to the NBC studios in Cleveland with art exhibits.

Jane Weaver, home economics expert, off for a vacation cruise to the West Indies with her husband . . . Vernon H. Pribble, WTAM manager, getting a present of half a hundred large pineapples after Tom Manning had conducted a network program from Cleveland's fruit auction.

A handsome horse, carrying a showy rodeo saddle, was led into an elevator, up six floors, and into WTAM's studios to become the first equine animal to enter the station.

Hoot Gibson, well-known movie and cowboy actor, was appearing at a circus near Cleveland. Arrangements for the unusual broadcast were made between the circus management and Hal Metzger, station program director. Gibson and his horse renewed their friendship with Tom Manning during the show.

Engineers at WTAM's transmitter in Brecksville have their troubles. Art Butler and Hugh Walker found a grey squirrel's nest with six young ones in the woods nearby. The mother had been killed by a dog, so the two engineers took upon themselves the parental burdens.

Feeding time finds Butler with boiled milk and an eye-dropper and Walker with several peanuts. The squirrels have thrived on the diet and are getting too big for the cage.

The problem now is

WEDDINGS IN NEW YORK

(Continued from Page 3)

Astoria, followed the wedding.

Mr. and Mrs. Sax are going to Maine on their honeymoon trip in July.

Robert Van Fleet, who joined the air-conditioning plant crew as an electrician last May 1, was married in Newark, N. J., on May 29.

Before coming to Radio City Mr. Van Fleet worked on the construction of the new 640-foot transmitting tower for WJZ at Bound Brook, N. J.

Miss Lillian Mone of PBX was married to Daniel Di Bianco at the Lady of Refuge Church in New York City on June 6. Miss Mone received a lovely table lamp as a wedding present from NBC's telephone girls.

The Di Bianco's went to Bermuda on their honeymoon.

At an informal wedding at NBCites' favorite church for nuptials, the Little Church Around the Corner in New York City, Miss Eloise Dawson, radio actress, and F. Gerard Wolke, Assistant Manager of Guest Relations, were married on May 28.

Best man was Thomas Tart, supervisor of the Mail-Messenger Section, and the maid of honor was Miss Jessie Hyatt, former NBC nurse.

The wedding was the culmination of a romance which started two years ago when the bride, then an NBC hostess, met the groom, a supervisor of the page force.

As we go to press Walter B. Davison, in charge of promotion for Guest Relations, is having a bit of trouble getting a marriage license in New York City to be married in Auburn, New York. If Mr. Davison succeeds in getting the necessary permit, the wedding, a small intimate affair attended by relatives of the bride and groom, will take place on June 16.

The bride-to-be is Miss Marion Elizabeth Dietz. The wedding ceremony will be performed by the groom's uncle, Rev. Walter Davison, a professor at Auburn College.

After a honeymoon trip to Cape Cod and Canada, the Davison's will return to their new home at Riverside Gardens, Red Bank, New Jersey.

—how to introduce the little animals to their natural elements in the woods. They are too dependent on the cage, the eye-dropper, and peanuts.



NBC BOSTON AND SPRINGFIELD
by Edward B. Hall

What with all this practicing up vacationing over Memorial Day week-end, we became a little curious about where some of the NBC people might be going for their vacations. We started out a little badly—the first six didn't know *where* they were going, and three out of the six didn't know when or where. Otto Brandt (Station Relations) said he didn't *care* when or where he went, but he knew one thing he was going *somewhere* that would give him a complete change. Doris Williams (Sales) has decided to take a cruise to Vera Cruz (that'd make a good title for a song, "On a Little Summer Cruise to Vera Cruz") and thence by train to Mexico City. Bill Robotham (Mail Messenger) will join the increasing number of NBC artists and employes at Westport, Connecticut. That's where Bill lives—and we know it is a swell place to "unlax." Cecile Cummings (Press) already has left with her folks for a six-week trip to Europe. And speaking of Europe, Norman Morrell (Program), Charlie Phelps (Sales) and Harry Kopf (Chicago Sales) will also sail in that direction for their vacations. Virginia Latimer (Special Events) will take a Caribbean sojourn, but June Hynd (Program) can't make up her mind between Virginia Beach and Bermuda. Steve Varley (Supply) will head for New Hampshire, while Ruth Crawford (Audience Mail) will go him one better by stopping in Maine—then going on to the Gaspe country. Wes Conant (Sound Effects) will bask on the seashore of Long Island Sound at Milford, Connecticut. Announcers Dan Russell and Gene Hamilton are traveling together, as they did last year. What with Dan's ability to speak fluent Spanish, and Gene's pugilistic ability, they made out so well in Cuba last year that it was decided to try it again. This summer they are going to Mexico by boat. Well, so much for what a few NBCites have planned.

* * *

Ken R. Dyke, Eastern Sales Manager, is mentioned in Dale Carnegie's "How to Win Friends and Influence People" as a successful writer of letters that get results. . . . Sound Effects Department is now getting together a collection of objects that will televise truthfully. . . . Shouldn't they call them "Sight Effects?" . . . The only complaint NBC guestourists have is "Oo, my poor feet." . . . Thelam Ingle (Audience Mail) had a listener from Bombay, India, drop in to make her acquaint-

WBZ and WBZA have been lately honored with an official visit by Alfred M. Morton, manager of Operated Stations.

/ / /

John A. Holman, general manager of WBZ and WBZA, will attend the annual NAB Convention in Chicago this month. Should this important function fail to accomplish anything more, it will at least afford Mr. Holman a temporary respite from the conflict of his enthusiasms for golf and gardening. The tantalizing choice confronts him every evening at this season of the year. The links, he acknowledges, often win the toss.

/ / /

Program Manager John F. McNamara will tour Europe this summer, sailing from Boston on the *Transylvania*, June 19. After visiting Dublin (the ancestral home of the McNamaras) he will proceed to London, Paris, Edinburgh, and Glasgow, returning August 1.

/ / /

Within a three-day period last month three members of the WBZ staff took vows of matrimony. Miss Alfreda E. Carlson, former secretary to Office Manager Charles S. (Cy) Young, became the bride of Norman E. Whittaker (Sales) only three days before Frank R. Bowes, popular new recruit to the sales force, married Dorothy Healy in New York.

/ / /

Miss Carlson's resignation from the staff, following her marriage to "Whit," elevates Miss Ruth D. Higgins to the secretarial position in Mr. Young's office.

/ / /

The entire NBC-Boston staff recently participated in an auction sale of properties acquired by the Promotion Department. With W. Gordon Swan (Traffic) presiding as auctioneer, bidding was spirited—in fact, at times hilarious. Proceeds of the sale were quickly earmarked for the Company by Bob Halloran (Accounting).

/ / /

Apropos planned economy, Harry D.

ance recently because her name appeared at the bottom of each letter he received in answer to inquiries about NBC's short wave programs. . . . Theodore Steinway gave a very interesting talk at the last meeting of the NBC Stamp Club. . . . Boy! I wish we had air-conditioned business suits for these warm days.

—WALTER MOORE.

Goodwin, Promotion and News, has executed a commercial *coup* unprecedented in the annals of horse-trading. A chauffeur's cap was needed by his department for an advertising photograph. The alert Goodwin spotted one in a nearby clothing-dealer's window, purchased the chapeau for seventy-five cents—and a couple of hours later resold it to a rival dealer for \$1.25.

/ / /

The title of this item is: "Coles to Newcastle; or, This Ensuing Confusion." Fred Cole, the latest addition to the WBZ fold, is not Fred Cole of Promotion. He's Fred Cole the new announcer (ex-KHJ, Los Angeles). Hereafter all letters and phone calls for the Fred Coles will be referred to a clairvoyant to determine the intended recipient.

/ / /

Arthur S. Feldman (Special Events), continues to distinguish himself in his new assignment as originator of topical, newsworthy—sometimes farcical—programs. His latest fantasy brought to the studios a partially domesticated duck, the mascot of an M.I.T. fraternity. "Gozzie's" air debut here was in fine keeping with WBZ tradition and adds still another species to the studio roster, which began with the late King Leo, movie lion.

/ / /

Announcer Charles A. Nobles is this season's commentator on the Blue Network broadcasts of Boston Pop Concerts. . . . Wes Morgan, intellectual ex-page boy, has been transferred to Traffic to register good deeds in Gordon Swan's program bible. . . . The vacation parade has begun. Page Boy Ken Strong leading off with a two weeks' sojourn at Oxford, N. H. . . . Mrs. Grace D. Edmonds (Hostess) will be missed for six weeks while she enjoys a motor tour of the West and South. . . . After telling about a four and one-half pound brook trout he landed last week-end at Rangeley Lakes, Jameson S. (Jay) Slocum (Sales) effectively spiked the skeptics by producing an authentic snapshot of self and fish. . . . Gordon V. (Babe) Norris (Sales), undisputed WBZ golf champion, neatly appraises his own game as "pediculous, but consistent, with occasional lapses into the mid-seventies."

—

Watch the next issue of the NBC-TRANSMITTER for the winners of the July Photo Contest.

/ / /

The NBC TRANSMITTER wants your vacation pictures with complete captions. Theatre tickets for the winners of the Photo Contest.

NAMES IN THE NEWS

NEW YORK

Newcomers:

Norman Cloutier, former musical director of WTIC, Red Network outlet in Hartford, Connecticut, has joined the Music Division as a conductor. He was with WTIC seven years and was best known for his *Merry Madcaps* program. Mr. Cloutier is also known to his public through his Brunswick recordings.

Having three children, he picked radio-people's favorite suburban district, Jackson Heights, "where there's lots of grass for the children to play on".

Clarence G. Alexander comes from Pittsburgh where he was with the Commonwealth Real Estate Co., to become assistant manager of the Building Maintenance Division.

Harry Hiller, former sound engineer for several New York theatres, has joined our staff of studio engineers. Although he has spent the last few years working in the Radio City Music Hall, the Center Theater, the Capitol, Roxy and other Metropolitan theaters, he is a veteran radio engineer.

Back in 1921 Mr. Hiller was one of the original staff of three of station WJZ which was then owned by the Westinghouse Company and located in Newark,

N. J. The other two on the staff were George Bliziotis, another engineer, and Thomas H. Cowan, announcer. Mr. Cowan is now chief announcer of WNYC and, according to latest reports, Mr. Bliziotis is back in his mother-country—Greece.

"In those days," said Mr. Hiller reminiscently, "Milton J. Cross was a popular one hundred and sixty-five-pound tenor."

In 1923 when WJZ was moved to Forty-second Street in New York City, C. W. Horn, now NBC research and development engineer, commissioned him to install WBZ's transmitter in Springfield, Mass. Completing his job in Springfield, Mr. Hiller returned to New York to become acting engineer in charge of WNYC where he remained for three and a half years.

From WNYC he went to the Roxy Theater and, subsequently, to other New York motion picture houses which were then in great need of sound engineers to install and operate the new talking machines.

Ashton Dunn, formerly with R. H. Macy and Company for six years, has joined our Personnel Division.

Mr. Dunn is a native New Yorker. He is married and has a year-old son. He was graduated from Princeton University in 1930 and attended Trinity Hall of Cambridge University, England, for a year.

J. A. Miller, former chief radio man in the U. S. Navy, has joined the engineering staff at WEA, Bellmore, Long Island.

E. J. Costello came from Rockefeller Center Inc., to become a maintenance engineer on June 9.

The following have joined the Central Stenographic Section:

Miss Helen Devlin, formerly with the National Organization Masters and Pilots of America and a graduate of the College of Mount St. Vincent, is replacing Miss Martha Carlson, of social-security-card-number-26,000,000 fame, who is now in the Station Relations Department.

Miss Dorothy Lewis from Bayonne, New Jersey, where she was with the Board of Education for three years is attending Columbia University in the evenings.

Resignations:

Alexander Petry resigned from the Music Division on June 1 to sail for Puerto Rico where he will work on a plantation as an assistant to the manager. It was with not a little regret that Mr. Petry left us, since he had been with the Company almost eight years. Many of his NBC friends went to bid him *bon voyage* when he sailed on June 12.

William M. Paisley, well known NBC songwriter, has been assigned to take over Mr. Petry's former duties.

Harold Levey, who resigned from the staff of musical conductors last month, is in Hollywood under contract to a movie company.

Miss Margaret Harcher resigned from the Research and Development Division on May 15 to be a June bride.

Miss Marie Joslin of Central Stenographic replaces Miss Harcher.

Miss Geraldine Bone who resigned on May 28 from the Legal Department was given a farewell dinner party on May 27 by the girls of the Department. The reception for Robert P. Myer's former secretary was held at the Maison de Winter in Radio City.

"Gerry", as she was called by her close friends, had been with NBC four years when she resigned. In private life she is the wife of Dr. Harvey Zorbaugh, New York University professor and World's Fair Committee man.

John F. Sheldon, Personnel Office, resigned on May 28 to accept a position with an insurance company in Boston.

Miss Muriel Parker resigned from the General Service Department on June 4 to pursue her study of tap and ballet dancing. She joined the Company two years ago and is well known to many NBCites for several humorous poems she has written for the NBC Transmitter.



Photo by McCurdy, Statistical

An unidentified gentleman helping an unidentified lady onto her mount during an unascertained meeting of the NBC Athletic Association's riding group at an undisclosed location.

Sick List:

O. B. Hanson, chief engineer, is recuperating from an appendix operation in Norwalk Hospital.

Coming and Going:

Dr. Walter Damrosch, accompanied by Mrs. Damrosch, sailed for a month's vacation in Europe aboard the S.S. Rex on May 29. On June 25 NBC's Music Counsel will attend the International Music Educators Conference in Paris. The Damrosch's are planning to return on the Normandie from Havre July 7.

Wilbur C. Resides, Engineering, has returned after undergoing an appendicitis operation.

Miss Joyce Harris, Assistant Personnel Manager in New York, is back from a brief vacation in Bermuda.

C. H. Thurman, Manager of Guest Relations, returned last week from his summer home in Sawyer, Michigan. He was accompanied by Mrs. Thurman on his vacation.

Miss Marie F. Dolan, Research and Development, recently went on a cruise to Nassau and Havana.

Arthur J. Daley, production man, sailed for a two weeks' vacation in Bermuda on June 4.

Andrew S. Love, continuity editor in San Francisco, returned to that city last week after spending a fortnight in New York, studying our Continuity Acceptance and Literary Rights (Script Division) set-up in Radio City.

When approached for comment Mr. Love said it was his first visit to New York and that he was duly impressed with everything in Radio City. "They thought of everything here," he said, "except a word to describe it."

A. W. Kaney, Editor of Continuity Acceptance of the Central Division came to New York on June 3 to confer with Miss Janet MacRorie, head of the Continuity Acceptance in New York.

Promotions:

Walter Hawes, former Service Maintenance Supervisor, has been appointed to supervise the Central Supply-Receiving Section, replacing Charles R. Kuster who resigned on May 21. Mr. Hawes has been with the company five years.

Gilbert Ralston was promoted on May 26 from the Guest Relations Division to Electrical Transcription Service where his new duties will include the writing of con-

tinuity. Mr. Ralston joined the Company as a page two months ago and became a guide shortly before his transfer to Electrical Transcription Service.

He has had several years' experience in the theatre as an actor, director, producer and writer. His last theatrical appearance was in the New York and road productions of "Lady Precious Stream". Last summer he had his own small stock company in Maine—so small that he had to be producer, director and scenic designer.

Two summers ago he acted as production manager of the Barter Theatre in Abington, Va., which is managed by Robert Porterfield, well known radio and stage actor.

Mr. Ralston, who is a Californian, also has had some movie experience, having faced the Klieg lights while he was serving his apprenticeship in the theatre out West:

DeWitt C. Shultis and Milton W. Kitchen were promoted to newly created supervisory positions in the Engineering Department on June 1. Mr. Shultis was made Maintenance Relief Supervisor while Mr. Kitchen was appointed Studio Relief Supervisor.

Stork News:

Dorian St. George, former NBC guide and now an announcer at WLVA, Lynchburg, Virginia, writes that he is now the proud father of an eight pound baby boy. His close friends will remember that "Saint" met his wife on one of his NBC Studio Tours.

Lee B. Wailes, assistant to A. H. Morton, manager of the Operated Stations Department, became the father of a seven pound twelve ounce baby boy, Stephen

Lee Wailes, on May 28 at 12:07 P.M.

Transfers:

Miss Elizabeth Morris, formerly of Central Files, replaced Miss Alice Brown, resigned, in the Legal Department on May 24.

Miss Morris came to NBC from Youngstown, Ohio, four months ago. She was educated at the Finch School in New York and the Sorbonne in Paris. She is an ardent golfer and hopes the Athletic Association forms a golf association for women.

Miscellaneous:

Walter G. Preston, Jr., head of General Service, was away from his office doing jury duty in New York City courts from May 12 to 28.

Ben Grauer, captain, announcer Lyle Van, bandleader Carl Hoff and singer Phil Duey represented NBC in the second annual radio golf tournament at the Riverdale Country Club, Riverdale, N. J., on May 21.

This year CBS again won the tournament with a score of 589. The WMCA team was second with 602. The other teams were WOR and WHN.

Dr. Franklin Dunham was honored with a Litt. D. conferred by St. Bonaventure College on June 8. He received the honorary degree for his distinguished service to educational and religious radio programs as NBC's Educational Director and for his work in literature which was his second major when he was an undergraduate at Columbia University. For his first major, which was music, he received the degree of Doctor of Music from the New York College of Music in 1935.



Breaking ground for the new KYW building to be erected at 1619 Walnut St., Philadelphia. Left to Right—William Wark, head of Wark Construction Company; E. H. Gager, KYW plant manager for Westinghouse; Leslie Joy, KYW station manager; Walter N. Gay, representing Hymann & Bros., realtors, and George W. Pepper Jr., architect.



L. L. Dunnington, Traveling Photographer

1. Hi diddle diddle
This looks like Pribble
Believe it or not—
He's just learning to scribble.
(Vernon H. Pribble is the one standing
and the other is his sister.)



2. Rub-a-dub-dubbry
Who lies in the shrubbery?
The butcher? The baker?
No — John Almonte.



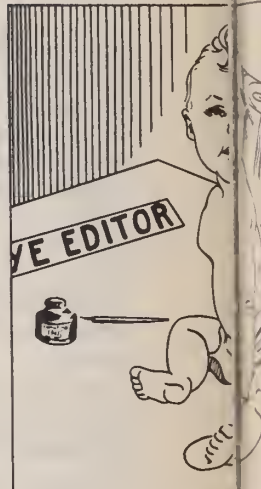
3. Now Donald E.
Here, seems to me,
Must have his mind
On NBC — .



4. Nelson had a little lamb
He also had a cat
He says he ate the little lamb
But tell me—where's the cat?

NOT to be
NBC Athleti
social affairs
NBC TRANS
children's pa
and invited
ables, some
tured here.

(Turn to
names and
these lovely



10. Cock-a-doodle-
You're now a
But when the
You'll soon be



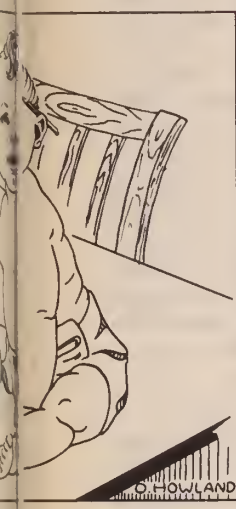
5. Harry, Harry —
Would to the
He stuffed his
Ice cream, now

Captions by Mura
Service D

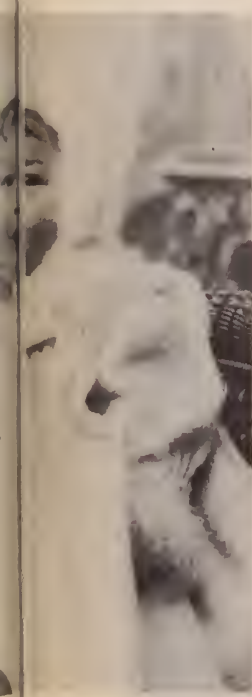


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go
on strawberry
uldn't you know!

Parker, General
rtment.



6. Bean porridge hot
Bean porridge cold
This is Kolin Hager
Six months old.



8. One, two, button your shoe
What makes Georgie look so blue
Just when he would like to play
They dressed him up for party day.

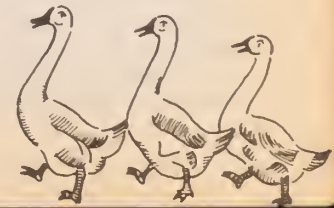


7. Sing a song of six pence
A stomach full of rye*
Bill was here and Bill was there
And Bill was very high.

*Cereal.



9. John A. Holman, John-a-dandy,
Loves plum cake and sugar candy
He bought some at a grocer's shop,
And out he came, hop, hop, hop!



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GOLF TOURNAMENT

(Continued from Page 1)

The President of the NBC Athletic Association, George McElrath, has improved his game tremendously lately, got down to 112 this time. He was hot with his putter but had a bit of trouble with the brassie, to say nothing of the garage that he attacked en route the eighteen holes.

Bill Frederick of Traffic hit a 350-yard drive on the ninth hole, to his surprise. The ball went straight toward the hole for 180 yards, hit a tree and came straight back 170 yards, the ball, having traveled 350 yards, was then 10 yards directly in front of the tee.

Graham McNamee clipped four strokes from his NBC record with a 96, and seemed to be having a pretty good time doing it, too.

Professional Alex Morrison, author of the well known book, "A New Way to Better Golf," played as one of the fifteen guests, as did professional Neil Frey.

Dwight G. Wallace, Manager of Personnel, played his 36 holes, played nine more and was still rarin' to go. What a man!

After two regulation rounds, a mighty driving contest took place on the first tee between George Engles and Charley Wall, to the considerable delight of assembled spectators.

Jack Hammann of Sales in Philadelphia was seen firing golf balls at the automobiles in the parking lot in the course of his second eighteen, but it is believed that no lasting harm ensued.

NBC HOLLYWOOD

by Noel Corbett

Here's where we scoop that gatherer of odd facts, Robert Ripley, and announce that our small staff of sixty-five people in the Hollywood Studios travels over 1200 miles each working day of the year to and from their respective home sweet homes.

Dema Harshbarger, head of Artists' Service, covers over seventy miles coming and going to her La Habra Heights residence. Virgil Reimer, soundman, reels off sixty miles of cop-dodging every day to round-trip from his Alhambra hideaway. Joe Thompson, producer, brags of covering twenty-five miles to his Manhattan Beach house in thirty minutes flat, sometimes making the trip twice a day.

Out of North Hollywood each morning a couple of engineers, Murdo MacKenzie and Frank Figgins race one another fifteen miles through the fast-moving Cahuenga Pass. Marvin Young, Program, crosses 320 inter-sections each day, and sometimes imagines he has had to stop at more than half of them.

Of course there are always a lot of softies like Russell Hudson, his boss, Walter Baker, and Syd Dixon's secretary, Elaine Forbes, who have to live within "walking distance," which cuts down our mileage and almost ruins an otherwise perfect story.

Hal Bock, Hollywood Press rep, and his pretty wife, Sybil, took a flying trip to San Francisco, but had to be back here before the Golden Gate Bridge was opened. Lloyd Yoder, Western Division Press head man, arranged for a pass so the two could ride

across the huge span. They caught a blow-out as they drove up to the well-guarded entrance.

Hal and Sybil are now making plans for a trip to San Francisco so they can drive across the new Golden Gate Bridge.

Painters arrived early one morning to dandy up Studio C. Came afternoon and heatwaves. The air-conditioner was switched on. Paint odors were whisked through hidden flumes to other parts of the building. In one studio a comedian was rehearsing his stuff. Producers, technicians and artists listening to him were suddenly conscious of a ghastly, unknown odor. They became very unkind in their remarks toward the comedian's material.

Walter Baker, who holds down so many jobs that it would be unfair to discriminate titles, was on the spot to remedy the situation quickly. Walter now has a staunch friend for life.

Ted Sherdeman, producer, did not leave Hollywood during his vacation. However, he claims he really went places catching up in his writing.

Cecil Underwood, who produces the Fibber McGee and Molly show, batted for Sherdeman. This month marks Cecil's thirteenth year in radio.

Marvin Young, program manager, is installing a badminton court with night lights on his chicken ranch. Marvin figures to come out ahead on shuttlecocks, as he

(Continued on Page 11)



Hollywood soundmen showing off their new streamlined RCA turntable to songstress Trudy Wood of Fred Astaire's Packard program. They are Harold Dieker, Virgil Reimer and Ed Ludes, chief sound technician.

NBC HOLLYWOOD

(Continued from Page 10)

can use cast-off chicken feathers. But he doesn't know just how his barnyard pets will react to the night lights.

Nero will live again. In the person of Tracy Moore, fifty percent of our Sales Department, the ancient fiddling Roman will wake up and live during a Los Angeles Ad Club meeting for new members on June 22nd. Tracy wrote the skit himself, which he says is definitely not for an ether airing. Hope the new members won't be too shocked.

QUICK PICKS . . . Tab this one for the next time your RCA set acts up: Because Virginia Elliott told Bob Brooke he had a swell Southern California tan, which he has, the young engineer fixed her radio so well it can now even bring in such local stations as. . . Taking a tip from Jack and Mary, and Gracie and George, the Jack Votions have adopted a little one. . . Mr. Gilman's secretary in this corner of the Western Division, Nadine Amos, one morning made a quick decision and was that night watching fireworks burst over the new Golden Gate Bridge. . . Joe Alvin has been letting the cat out every night. But now the cat's out of the bag—there is a Mrs. Alvin, and Joe has been too busy knocking together those swell publicity yarns to let us know. . . We won't miss Fred Astaire, because our own John Swallow can rattle off a neat tap. On his desk he keeps a couple of adjustable steel toe-tappers which he'll slip on any time to prove he knows all the routines. . . His secretary, Ruth Schooler, scraping paint nowadays, but when this is read she'll be rounding Catalina in her boy friend's yacht. . . "I Wish I Was in Peoria" is the ditty Ken Carpenter is humming around the studios. Reason, his wife and son are vacationing there. . . Present statistics show five hats in the announcers' headquarters: They belong to Buddy Twiss, Ken Carpenter, Joe Parker, Joy Storm, and recent addition, Ben Gage, who used to sing with Anson Weeks. . . Sid Goodwin taking a two-dayer to S. F. for a very good reason, to get his wife. . . Frances Scully helps Walter Winchell when he's getting his Sunday broadcast together, and because she does, the famous newscaster gave her a picture autographed "To My Girl Sunday."

I SAW THE QUINTUPLETS

(Continued from Page 2)

move through quite rapidly but may return to the end of the line and come through as many times as they can during the half hour. As we were near the front,

S-T-A-T-I-C

by Alan Kent

Vacation time has come to the NBC. Employees will now spend the noon hours acquiring sunburn instead of heartburn.

We find hustle and bustle on every side. The hustle, of course, is on the distaff side.

The folks who like Dude Ranches will board trains headed due West. They will return with callouses due South.

A vacation is really a simple thing. Or is it the people who take it?

As an organization NBC always has stood on its own feet. When dancing on vacation employes will do well to uphold tradition.

We suppose that a few people will spend their two weeks in a trailer. You know—one of those "in-a-door" beds on wheels.

There's only one thing that we can say for a trailer. Nobody can steal your milk off the back porch.

The waiters on vacation boats have ideals. They believe in the dictum, "They also serve who only stand and wait."

There has been some wonderment as to what happened to the old summer hotel. The telephone company bought the rooms and made phone booths out of them.

They should have bought the social director also. A social director (if you've been spared) is one of those ebullient parties with all the sparkle of a glass of warm gin with a hair in it—and with about the same effect.

We thought these up at Hurley's the other day, in between chimes: As monotonous as the drug store menu. As friendly as a song plucker. As self-conscious as a strip teaser.

we were able to go through three times.

The children were giving rides to each other in wagons and then, prompted by a curiosity of what the world beyond is like, perhaps, they dragged saw horses to a fence and then tried to climb over. They were even more charming than their pictures and movies indicate.

A few nights before I had heard Dr. Dafoe and his world-famous charges broadcast over NBC. This made seeing them all the more interesting.

FETED ON EIGHTH ANNIVERSARY WITH NBC

On May 20 the members of the New York Personnel Office gave George Nelson a surprise party on the occasion of his eighth anniversary with NBC. While he was away from his office attending a conference feigned by Personnel Manager Dwight Wallace his fellow workers filled his desk with presents and a large cake with eight candles.



GEO. M. NELSON

It has been eight years since this southern gentleman resigned from social service work to join NBC. But it wasn't without a great deal of thought and uncertainty that Mr. Nelson left his social service job to become NBC's supervisor of the Mail-Messenger Section. When NBC offered him the job he spent nights considering it. Finally he went to an astrologist who told him (much to his surprise and for ten dollars) that he was considering a change. She urged him to make the change; in fact, she said it was "imperative" that he make the change. That cinched the deal. The next day found Mr. Nelson at NBC. Today he is glad he made that momentous change and he is grateful to that astrologist for her sound advice.

After seven years in the Mail Room Mr. Nelson was appointed to his present position as interviewer of male applicants in the Personnel Office.

Mr. Nelson spends much of his leisure time on his many hobbies. His dearest hobby is collecting autographs. It all started many years ago when he was ill in bed with pneumonia and with time on his hands. A kind lady (not an astrologist) suggested that he collect autographs by mail to pass the time away. His first acquisition, Anna Held's signature, started him off on a collection which now includes the prized autographs of the ex-Kaiser of Germany and Queen Marie of Rumania.

Mr. Nelson also collects stamps, coins, books and walking sticks. Speaking of walking sticks, he inherited his Virginia ancestors' custom of carrying canes but he gave it up when the depression came because beggars would follow him for hocks when they noticed his walking stick which they mistook as a sign of prosperity.

The theatre is another of Mr. Nelson's interests. Some years ago he wrote several plays which have been produced on the road, Broadway, and in London.

NBC CHICAGO

by Bob McCoy

NBC Chicago loses a page and Cleveland's WHK gains an announcer. Answering an early morning hurry call for an announcer's audition, Bill Leyden, page, went through the difficult tests, came out not a little dazed, happy and completely victorious, as far as the Chicago end of the audition was concerned.

To Cleveland that night for the final audition at WHK's studios the following day went the exuberant Leyden, then back to Chicago to hop into his uniform for his final week on the page staff.

Well congratulated and with a flock of good wishes, Leyden returned to WHK on May 28, to become a member of that station's announcing staff.

New writer in the Press Department is Phil Fortman, a graduate of Ohio State University. Mr. Fortman was with International News Service before coming to NBC.

Taking time-off during her vacation, Helene Heinz, secretary to the night manager, was married to Eugene Ellery, Jr. Mr. and Mrs. Ellery went on a honeymoon trip to California.

To the other side of the country went General Office's Fern Buerger on her honeymoon. Fern was married May 22 to Russell Grote. Mr. and Mrs. Grote went to Smoky Mountains, Va.

Seen and Heard . . . "Bucky" Harris and A. D. Scott doing a buck and wing while waiting for an elevator. Used to have an act together in vaudeville—now production directors. Salesman Merritt Schoen-

feld practicing a new juggling gadget—doing pretty well too . . . Esther Ludwig of Continuity watching her facial expressions in a mirror before going to her singing lesson. . . . Dorothy Masters of Press thrilled over her coming European trip . . . plans to leave the latter part of June. Production Men Jack Mathae and Bob Wamboldt back from vacations, nicely browned and healthy looking. Mathae was in the hills of Virginia; Wamboldt bicycled around Bermuda. . . . More vacation talk, in fact that is about all we hear. . . . Ed Cerny of Music Library and Harry Bubeck, Jr., of Production, get a dreamy look in their eyes when you mention their coming drive to California. . . . Marcelle Mitchell of Sales, another California fan. . . . Marge Niess of Audience Mail a leisurely jaunt to Cape Cod. . . . Marion Cooper from Central Stenographic humming and whistling and singing selections from "Lohengrin" . . . she is to be married in August. Bill Barth, Production, back from some deep-sea fishing in Florida waters. . . . Lincoln Douglas looking baffled and trying to figure out just how he happened to get a "scrub brush" haircut. . . . Two new pages, Bob McGinniss and John Lagen, awaiting their brass buttons; meanwhile talking "this radio world" over in the checkroom, preliminary training ground. . . . Gertrude Herbes, newcomer to Central Stenographic, saying that she intends someday to swim the Hellespont. Don't know just how the Hellespont got in her—but there you are—the young lady would like to swim it.

The EXCHANGE CORNER gets results. Try it. See page 14.

Have you got your NBC ATHLETIC ASSOCIATION card?

Don Gilman To Have Office in Hollywood

The rise of Hollywood as a source of national network programs and NBC's contemplated building project there have made it necessary that Don E. Gilman, Vice-President of the Western Division, be located at the film capital, it was announced in New York by President Lohr on May 24.

"This does not mean that Mr. Gilman will abandon his San Francisco offices," stated Mr. Lohr. "The National Broadcasting Company has no intention of curtailing its San Francisco activities, and Mr. Gilman will continue to spend a consider-

able portion of his time in that city. San Francisco is one of the four cities in the United States in which the National Broadcasting Company operates two broadcasting stations, and the major part of our sales and accounting activities for West Coast operation is centered there."

"The great increase in radio program production in Hollywood, however, has made it advisable that Mr. Gilman establish his residence there. This will enable him to devote a greater amount of personal attention to the millions of listeners NBC now serves from Hollywood, and to our plans for providing the finest broadcasting facilities to keep pace with the program production in that city."

NBC WASHINGTON

by Marian P. Gale

We don't like to deliberately take the wind out of KYW's sails BUT, in the May issue of the NBC Transmitter Scribe J. A. Aull of Philadelphia asks for it. KYW he says, "aired the first UP news flash of the Lakehurst disaster at 7:42 EDST." We praised in the last issue our Bob Cottingham of the Washington News Department for getting the UP Hindenburg bulletin on WMAL at 6:33 EST, about eight minutes after the disaster occurred. We repeat our statement, however, for KYW's attention, and in like manner challenge anyone in the family to beat the 6:33 record.

The annual golf tournament between local NBC and CBS was held Monday, May 24th. Although CBS brought four extra men with them they still couldn't win. Bill Coyle did his part to help the home team,—it's reported he sunk three fifteen foot putts and two approach shots, finishing up with a very low score—a lot lower than the rest, anyway.

Speaking of golf, that reminds us—Keith Williams, field engineer, who at present is on vacation, was golfing at a local club the other day when he spotted the NBC equipment being set up for a broadcast. Like the proverbial postman on vacation he was back on the job for the afternoon.

The auditing department won't have to work overtime any more since pretty Helen Stretmater has been added to its staff. . . . Helen says she will be commuting to work from Annapolis during June week at the Naval Academy. . . . Midshipmen will learn to like running in competition with the boys from St. Johns College that week.

Mary Mason, WRC Home Forum conductor, will be feted when she attends the Strawberry Festival at Wallace, N. C., from the 7th to the 12th of June.

Here and there we also learn that quiet John Hurley, WMAL announcer, is cramming for a law examination in between standbys. . . . Frances Childs has recovered from that streptococcus infection. . . . Bud Barry has been thinking about playing in summer stock, but not seriously. . . . James Edmund Sweet, formerly with the *Washington Daily News*, joins the Sales Department this month.

Both the staff of WRC and WMAL wish to extend their sympathy to Elsie Ramby for the recent death in her family.

NBC DENVER

—by Charles Anderson—

Coincidence: When the United Airlines inaugurated their Mainliner service through Denver, Derby Sproul, continuity editor, took his four-year-old son, Pete, for a spin over the town. Imagine his surprise to discover the pilot was Frank Yeager, who had given Derby his first airplane ride over the same city when he was thirteen years old. The only difference was that Derby's first ride was in a two-seater Oriole and Pete's was in the most modern of sky-lounges.



This column wants to thank Bob Brown for his helpful cooperation in the broadcast from Chicago of the arrival of the Mainliner from Denver on its record-breaking flight. If plans had worked out "we" would have been there in time for a full half-hour show, but alas, the champagne for christening the plane must have been late in arriving. The departure from Denver was delayed a half-hour and left us only ten minutes when "we" did arrive in the Windy City. ("We"—Derby Sproul and your correspondent.) If you can imagine "we" being in the NBC



The latest in musical directors' stands. On the left Dramatic Director Roscoe Stockton, and Musical Program Editor Carl Wieninger, both of KOA, Denver, inspecting their latest invention to keep programs on time. Besides the clock it has STOP and GO signals and other gadgets.

Chicago studios Sunday morning at ten and back working at the Denver studios at seven that evening you have a rough idea of how fast this world travels nowadays.



Vacation time shows Roy Carrier, transmitter engineer and president of ATE, in Oceanside, California, enjoying the sunlight. Roy Fell, transmitter engineer, is in Kansas visiting his relatives. Joe Gillespie,

announcer, is due back from his trip to New York. Your correspondent plans a round-trip to the East to include Chicago, New York and Washington, D. C. Billy Stulla, announcer, will spend his vacation in the Rocky Mountains of good old Colorado. Tom Wilson, page, will do a little fishing during his holiday period. He'll need the rest after the excitement of graduating from University of Denver, where he specialized in Chemistry.



Visitors to KOA include Oliver Morton and G. B. McDermott from the Chicago office looking over our Rocky Mountains. They will have a look-see at KOA's talent while here.



Two picnics in a row have everyone healthy and covered with sunburn. Roscoe Stockton invited the staff to his Eldorado Springs cabin for the week-end. May 15th. After everyone had a chance to catch his breath Derby Sproul had them all up to his Indian Hills home for a spread, the following week-end.



This picture was taken at a luncheon at the Denver Club given by the staff of KOA in honor of A. H. Morton, Manager of the Operated Stations Department, during his western trek last month.

Seated, L. to R.—Wm. Stulla and Joe Gillespie, announcers, C. A. Peregrine, engineer, J. R. McPherson, salesman, A. W. Crapsey, sales manager, A. E. Nelson, station manager, A. H. Morton, Don Gilman, vice-president in charge of NBC Western Division, Wm. Gregory, L. B. Long, announcer, T. E. Stepp, mail clerk, Roy Carrier and Walter Morrissey, engineers.

Standing, L. to R.—Derby Sproul, script writer, Gene Lindberg, radio editor of *Denver Post*, A. J. Slusser, engineer, Chas. Anderson, announcer, Dale Newbold, auditor, Roscoe Stockton, production manager, C. C. Moore, program manager, and Dean Lewis, RCA-Victor representative in Denver.

STAMP CLUB NOTES

The NBC Stamp Club (New York) held its regular meeting on Monday, May 24, in Room 618. Following a buffet supper a short business meeting was held to discuss plans for a forthcoming series of broadcasts of interest to stamp collectors.

Mr. Theodore Steinway was guest speaker for the evening, and gave a talk on the Mayfair Find. The Mayfair Find details are so interesting that we are passing them on, briefly, to TRANSMITTER readers.

Back around 1841 the son of a Duke (in London) having plenty of time on his hands and plenty of money in the bank, whiled away a few weeks writing letters to the postmasters of all the English colonies. In his letters he asked for whatever postage stamps were available, and enclosed a five pound note to cover the cost—this being the small paper money in circulation in England at the time.

In those days mail and travel to foreign countries was only by means of sailing ships and slow freighters and the next Spring found our young hero off to college before he could receive replies to his letters. He asked his mother, however, to be on the watch for packages for him, and not to bother to open them but just put them away in his room and he'd take care of them on his return. Before he had finished school, though, the Crimean War broke out. He enlisted, went immediately to the front, and was killed in action.

In the meantime, bundle after bundle was arriving at his home, and his mother, believing he would return, put them all away as he had asked. On learning of his death she straightened up his room, packed all the bundles away in a trunk in the garret—and forgot them.

In 1922 a great-great-grandniece of the young man found the old trunk among some things that were left to her in an estate. She opened it and wasn't particularly impressed with what she found. She called in a friend, who was something of a stamp dealer. He took one look and promptly fainted. That trunk contained sheet after sheet of first or early issues of stamps from almost all of the English colonies. One exception was a colony in Germany, where the postmaster, not understanding what a young man could possibly want with so many stamps, took the trouble to send only one stamp each of those available and a draft for the balance of the five pounds.

The "find" was auctioned by a leading stamp firm in London, and a friend of Mr. Steinway's paid \$14,000 for just one sheet from the colony in Australia. The whole

New Members of N. Y. Guest Relations

Recent replacements in the Guest Relations' uniformed staff are:

George W. Humphrey, a former usher at Radio City Music Hall, who lives in Brooklyn but whose real home is in Akron, Ohio. He has traveled extensively throughout the world. He wants to earn enough money to go to medical school.

Victor Alfsen, formerly in the sports section of Lord and Taylor as a ski expert, was born in this country but he lived most of the time in Norway where he learned to ski like an expert. He said he used to skate on the same lake with Sonja Henie when she was just a little schoolgirl. Victor, whose parents are now living in Norway, says that he missed the snow this past winter here. He was able to get out and ski only two week-ends for lack of snow. In Norway he used to ski to school.

He was educated at Park College, Missouri.

Philip Houghton comes to us from Antioch College to replace Robert Hartman who went back to college to continue his studies. Under the special arrangement between Antioch College and NBC Houghton will work here until August when he goes back to his studies and Hartman will return to serve his second term at NBC. Thus for a year these two Antioch men will combine study with work in the field they are interested.

Peter Ratyca, a New Yorker and graduate of Commerce High School, wants to be an air conditioning engineer. When and if he can, he will go to an Engineering School while working at NBC.

Daniel P. Connor, formerly of Syracuse, New York, comes to NBC via the National City Bank of New York. He attended Cornell University.

Palmer Wentworth comes to Radio City from Philadelphia and the University of Pennsylvania (Class of '36), where he specialized in journalism. He wants to become a script writer. His last job as a private tutor took him on a cruise to South America on the *Aquitania*.

Franklin M. Evans comes to Radio City with a long record as an orchestra leader. First, he worked his way through high

school and two years at the University of Virginia with his own orchestra. Then he took his orchestra on a trip around the world with a long stopover at a Havana night club. Lately he and his boys were heard over WNEW for several weeks. Over the same station Evans also was featured as a vocalist on a sustaining program. He also has had some experience in vaudeville with Gus Edwards.

While in New York he studied dramatics at the Feagin School in between shows. At the present he is attending New York University in the evenings. Now that he is with NBC Franklin Evans wants to become an announcer. N. Frederick Weihe is fresh from college. He was graduated from Drew University, New Jersey, with the class of '37. His home is in Grand Rapids, Michigan.

EXCHANGE CORNER

This classified ad section is available, free of charge, to all NBC employes. Rules: forty-five word limit; not more than one ad to each employe every other issue; no regular business or professional services may be advertised. Address ads to NBC TRANSMITTER, Room 284, RCA Building, New York.

All items must be in writing; give name and address.

LOST—A Chi Psi fraternity pin at the NBC Athletic Association Dance in New York on May 7th. My name, chapter and the year '32 are engraved on the back. Bob Owen, Engineering, KOA, Denver, Colorado.

RIDE TO ASHEVILLE, N. C.—Will take up to three people in five-passenger car in exchange for part of traveling expenses. Going by way of Washington, D. C., and Richmond, Va. Starting on or after June 27. Herb Gross, Ext. 220, Room 284, N. Y.

FREE PASSES—Good for a day's visit at the well-equipped YMCA at 5 West 63rd Street, N. Y. C., are available to NBC employes. Apply to the N. Y. Personnel Office, Room 308.

SELL OR BUY—Riding boots and equipment. Call or write the NBC TRANSMITTER, Ext. 220.

"DREAM ACRE"—For sale or rent; furnished or unfurnished. 17 miles from the George Washington Bridge—three miles from the Rockland Country Club. Delightful view of the Hudson, gorgeous shade and fruit trees. Little white cottage, five rooms and bath, pipeless furnace, electricity and city water—two car garage. Ext. 231.

SUBLET—41 West 54th St., N. Y. C. June 1 to October 1, one room apartment, kitchenette and bath. Completely furnished. Telephone and radio. Quiet, cool, cross ventilation, east and west exposures. Call Mary Coyne, Ext. 561.

W G Y S C H E N E C T A D Y

— by O. H. Junggren —

TWO PICKED FROM ANNOUNCING SCHOOL

George Hayes and Arthur Gabarini were graduated from Dan Russell's announcing class to the staff of announcers in Radio City on June 1.

George Hayes, formerly of the night program manager's office, came to NBC as a page about two years ago. He is a graduate of Manhattan College where he had a baseball scholarship.

Arthur Gabarini has been with the Company for one year working on the page staff. Before coming to NBC, Mr. Gabarini worked as an announcer on stations WVFW in Brooklyn and WAAT in Jersey City. He was graduated from New York University in 1932.

A new class under Dan Russell's direction has been started with four new students who were chosen from a group of eleven pages and guides who were auditioned on May 23. Those selected were Joseph Novenson, David M. Adams, David Garroway, Jr., and John O'Reilly.

The NBC school for announcers was started two years ago to train young men in the Company who want to become radio announcers. Since then several "graduates" of the school have been made announcers in various NBC stations. Other announcers in New York who were trained by Dan Russell are David Roberts, Leon Leak and Jack McCarthy.

WGY extends its heartiest good wishes to Radcliffe Hall, one of its announcers and production men, and Gertrude C. Peeples, Chairman of the Artists' Auditions Committee of the Buffalo Broadcasting Company. They were married Saturday, May 29, in the Little Church Around the Corner, New York City. It's another radio romance, inasmuch as Mr. Hall met Miss Peeples when he presented himself before her for an audition in Buffalo. Later, they worked together in producing the Victor Amateur Hour for Buffalo radio listeners.



The old timers at WGY were surprised last week to see the much changed although smiling countenance of Clyde Kittell, one of our alumni. Under the guiding wing of Johnny Finke, musical director, Clyde was introduced to the boys who now put the mikes through their paces, as he did when he gave forth on the commercials in dear old Studio B.



Reports from the Glenridge Sanitarium indicate that Bob Rissling, announcer extraordinaire, is coming along nicely in his recuperation from a serious illness. We hope it won't be long (and the impatient advertisers express the same wish) before Bob will be back with us.



The "hardy" souls at WGY who thought they were in good physical shape are just beginning to get their knotted muscles in working order once again, several days after their annual outing.

Thursday, May 27, was the red-letter day for WGY, as the whole force of announcers, officials, control men, transmitter crew and artists joined in for an excellent day of fun at Tom Luther's White Sulphur Springs Hotel at Saratoga Lake, N. Y. John Howe, salesman de luxe, did a fine job of managing the affair.

One of the high spots of the day was the annual soft ball game between the technicians and the programmers. Manager Kolin Hager pitched the programmers to an 11 to 1 win over the technicians. The losing pitcher in this fray was Al Knapp. The second game was between the artists and the technicians, and again the control men lost, 20 to 10. Jim Healey, WGY's "sports authority," refused to run, for

some reason or other, with men on second and first, and allowed the artists to make a triple play. Anyway, there were lots of sore muscles.

Caroline Osan, secretary to Mr. Hager, won the darts contest, and Marjorie McMullen, of Leighton and Nelson Agency, won the ping-pong fray, with Mrs. John Howe.

Dinner, served by Luther's able staff, appeased the hearty appetites worked up in the blistering sun in the afternoon. Gordie Randall's orchestra played for dancing after the meal.

Boyd Bullock, assistant manager of the publicity department of the General Electric Company, presented a plaque on behalf of the company to WGY's transmitter crew for their enviable record during 1936. Ralph Sayre, representing the boys at South Schenectady, received the award. It was inscribed as follows: "Merit Award, WGY, 1936, presented by the General Electric Company to the NBC operated station maintaining the most nearly perfect record for the year 1936."

During the dinner short speeches were made by George McElrath, operating engineer of NBC, Kolin Hager, Boyd Bullock and others.



WGY receives the General Electric merit award for excellent transmitter service in 1936. Ralph Sayre, representing the station's transmitter engineers, receives the plaque from Boyd Bullock, left, assistant manager of the publicity department of G. E. Looking on, from L. to R.—W. J. Purcell, station engineer, George McElrath, NBC operating engineer, and Kolin Hager, manager of WGY.

KNOW YOUR COMPANY

NO. 7 — TRAFFIC DEPARTMENT (PART 2)

This is the seventh of a series of articles which we hope will give you a better understanding of the many NBC units.

The May issue of the NBC Transmitter carried an article about the Traffic Department, describing its organization and explaining its functions. In this article we shall try to show how the Traffic Department puts the programs on the air.

A typical *Magic Key of RCA* program, that of May 16, 1937, can be used as a good example. This particular job was conceived by the Program Department to commemorate Lindbergh's epic flight to Paris in 1927. It in-

involved two-way conversations between the stage of the Chicago Opera House and old friends of Lindbergh at various other points. Lindbergh's successor on the old Chicago-St. Louis mail route was to be interviewed while flying in a plane over Chicago by John B. Kennedy from the Chicago Opera house; the mechanic who tuned up his plane for the epic hop was to talk from Roosevelt Field, Long Island; and one of the first three persons who greeted him when he landed on the other side of the Atlantic was to be interviewed from the spot where the *Spirit of St. Louis* rolled to a stop in Le Bourget, Paris.

Such an elaborate program first called for a meeting of engineers, announcers, and officials of the Traffic Department and Special Events Division to discuss the preliminary details and to determine the general feasibility of the program from all angles. The cost of the hook-up, availability of land lines and short-wave channels, and probable short-wave quality for that date were the particular problems of Steere Mathew of the Traffic Department. Mr. Mathew drew up a report which predicted favorable short-wave conditions for the broadcast and quoted a cost for the



"IN RADIO IT'S RCA ALL THE WAY"

The *Magic Key of RCA* program in the largest broadcasting studio in the world, 8H, in Radio City. In the foreground are the guest artists, Guy Lombardo and his Royal Canadians. In the background to the left is the NBC Symphony Orchestra conducted by Frank Black. To the right is part of the large audience, numbering over a thousand.

facilities which was within the expense budget, and the program was booked.

Upon receipt of the actual order for the program, it was the job of Roy Holmes of Traffic to order the necessary transmission facilities. The land lines consisted of two circuits between the NBC master control rooms in New York and Chicago, broadcast telephone circuits between NBC, New York, and Roosevelt Field, Long Island, and a two-way short-wave radio channel between New York and Le Bourget, Paris. All switches were on an instantaneous basis, and provisions were made to permit the mixing of the entire program either at New York or Chicago.

Mr. Holmes also furnished the engineers of NBC, the A. T. & T. and RCAC with the proper cues and timing for the different switches in the program.

All the facilities were made ready for the broadcast an hour before the program went on the air in order to allow for a dress rehearsal immediately preceding the show. Although everything went well during the dress rehearsal, including satisfactory tests with the flying plane, it was not so with the actual broadcast. When the cue to switch to the airplane was given—

"Are you ready to come in, Sloniger?" — there was no answer. After another unsuccessful try to contact the flyers, those down below realized that something had gone wrong with the transmitter in the plane. New York Traffic men were all attention, ready for any change that might have been needed in the set-up, but fortunately the gap was filled in with an "ad-lib" by John B. Kennedy in Chicago.

Tense men throughout the network sighed with relief when the "ad-lib" ended and the other remote points were successfully brought in according to schedule.

Thus NBC brought another *Magic Key of*

RCA program packed with entertainment and thrills to its vasy army of listeners on Sunday afternoons.

BABY PICTURES

1. Vernon H. Pribble—Manager of WTAM Cleveland.
2. Juan de J. Almonte—N. Y. Evening Manager.
3. Don E. Gilman—Vice Pres., in charge of Western Division.
4. A. E. Nelson—Manager of KOA Denver.
5. Harry A. Woodman—Manager of KDKA Pittsburgh.
6. Kolin Hager—Manager of WGY Schenectady.
7. William S. Rainey—Manager of N. Y. Production Division.
8. George Engles—Vice Pres., Director of Artists Service.
9. John A. Holman—Manager of WBZ and WBZA.

NBC TRANSMITTER

VOL. 3

JULY 15, 1937

NO. 8

DR. ANGELL NAMED NBC EDUCATIONAL COUNSELOR

Dr. James Rowland Angell, who retired as president of Yale University last month after holding that office sixteen years, accepted the post of educational counselor of the National Broadcasting Company on June 27.

"I am accepting the invitation with the greatest enthusiasm," Dr. Angell said in an announcement to the press, "and in the hope that the opportunity given me will allow me to render a real public service. The educational possibilities of radio are but just beginning to be fully appreciated and I trust that I can make some small contribution to increasing its significance for young and old alike."

Lenox R. Lohr, president of NBC, made this statement:

"Acceptance by Dr. James Rowland Angell, retiring president of Yale University, of a post with the National Broadcasting Company naturally is gratifying to all of us. It is a happy culmination of efforts on our part of more than a year to extend our broadcasting activities along educational lines in order to provide the NBC audience with the best cultural programs.

"Our organization is greatly honored by the privilege of having associated with it in a full-time capacity a man of Dr. Angell's distinguished attainments and notable intellectual station. In joining us, he is only changing his base of educational endeavor from New Haven to New York, from a university to the air. He will have a free hand to devise and suggest methods by which we may more effectively serve radio's listening millions."

Dr. Angell, who was born in Burlington, Vermont on May 8, 1869 is a descendant of great American educators. His father was the late Dr. James B. Angell, president of the University of Michigan, and his maternal grandfather was President Caswell of Brown University.

Dr. Angell received the degrees of A.B. and M.A. from the University of Michigan in 1890 and 1891, respectively. From the University of Michigan he went to Harvard for a year; thence

(Continued on page 11)



DR. and MRS. JAMES ROWLAND ANGELL
From New Haven to Radio City

Ten Southern Stations Added To Blue Network

"This is a Blue Network presentation of the National Broadcasting Company." This familiar phrase will now reach, through the facilities of ten new stations in the South, additional millions of listeners in that part of the country.

The addition of these ten stations to the NBC networks was announced by President Lohr June 30. The new stations will become part of the Blue Network on August 1. Previously most southern cities had only one NBC station but now they will have two, enabling them to listen to both the Red and Blue Network programs.

Since January 1, 1937, counting the new southern affiliates, NBC has acquired thirty new stations available to the Blue Network. This, in addition to the seventy-seven stations which previously constituted the Blue Network, now brings the grand total up to one hundred and thirty-six in both networks.

These one hundred and thirty-six stations are NBC's response to the demands of the public and business for a complete coverage of the United States.

A brief description of the new stations and the territories each serves follows:

WAGA, at Atlanta, is owned by the Liberty Broadcasting Company, an affiliate of the *Atlanta Journal*. The station operates full time on a regional channel frequency of 1450 kilocycles with a day-time power of 1,000 watts and a night-time power of 500 watts. Atlanta, the leading market of the South, ranks twenty-fourth in the national market rating. An important rail-

(Continued on Page 8)

NBC ACTIVITIES AT THE BOY SCOUT JAMBOREE



Guide Frank Nesbitt (left) and Engineer Walter Godwin in the arena at the Boy Scout Jamboree in Washington, D. C. Nesbitt *ad libbed* for twenty-seven minutes during this experimental tour of Jamboree City.

by Frank W. Nesbitt

Special to the NBC Transmitter

Washington, July 2.—The News and Special Events Division certainly has reason to be proud of its handling of the Boy Scout Jamboree. Don Goddard of NBC New York is in charge of the field operations, and with the assistance of the Washington staff, he has kept things on the move at the National Broadcasting Company headquarters at Tent City.

Here, on the Avenue of Flags the NBC forty-foot tent studio stands out as one of the most interesting attractions of the meeting. The latest in field equipment, including seven-and-a-half-meter pack transmitters, and microphones, is on exhibition. The sides of the tent are lined with pictures of NBC artists and the New York studios, as well as scenes from the Radio City NBC Studio Tour. So far more than a thousand people a day have visited this unique field studio.

To date we have been on the air at least twice a day with regular programs, many of which have gone from coast to coast. John B. Kennedy, Lowell Thomas, and Lanny Ross are all expected to participate in these gala goings on. This evening we did a broadcast which included the

(Continued on page 9)

WHO'S WHO IN THE NBC NETWORKS

Introducing — KOLIN HAGER

How should a boy, ambitious to become the manager of a radio station, proceed?

There are probably all sorts of routes which lead to the same objective, but in the case of Kolin Hager, manager of WGY, Schenectady, born before radio broadcasting blossomed into the field of big business, the training was varied and might just as easily have led him into a career on the stage or in opera, or to the post of president of a college.

Kolin Hager as a youngster had three consuming passions, a love of baseball and sports in general, a delight in public speaking, whether as a debater or orator, and a fondness for music.

In grade school he began to win prizes for declamation. At the same time he was a member of the boy choir of All Saints Cathedral in Albany and at eleven became soloist for a four-year period. This early training in music influenced him to continue with his studies, and when he early developed into more than an average baritone, Kolin Hager set his course for the concert and operatic stage. In the meantime, however, he entered and worked his way through the New York State College for Teachers, was graduated and later obtained a job as teacher for English, Dramatics and Music. While in high school and college he played the lead in many dramatic performances current in Albany and vicinity, including *The Servant in the House*, Galsworthy's *The Silver Box*, and *Hamlet*. He also played minor parts in Bert Lytell's Albany Stock Company for a summer season.

Then one day an opportunity was offered the young teacher, then assistant professor of English at State Teachers' College, Albany, to join the sales promotion staff of the General Electric Company. That was in the days before electric refrigerators, radio receivers, and other modern electrical devices which have since found acceptance in the home. Kolin Hager's job was to write and deliver "pep" talks to dealers and distributors. He traveled over the country from coast to coast, visiting practically every state in the Union, "pepping" salesmen far and wide with the energy and will to sell GE appliances. This was a part of the famous GE merchandising conference in 1921-22, which created a new type of promotion in that field of work.

It was at this stage, 1922, to get down to the actual year, that Martin P. Rice, manager of the publicity department of the General Electric Company, was look-



KOLIN HAGER
Manager of WGY Schenectady

ing around for someone with the training to handle a radio station. No one knew exactly what was required of a radio station manager, except that he must know something about the entertainment field, be able to entertain in his own right, and have the type of personality in his voice that would make people want to listen to him and his station. And there was Kolin Hager already cut to measure for the job.

WGY's rating as one of the outstanding radio stations on the air today is confirmation of Mr. Rice's judgment and Mr. Hager's ability. It was soon discovered that Mr. Hager had the restless disposition which demands change and improvement, and resents inertia. Within a week after WGY went on the air, the station was reaching out for programs from other points of origin than the studio and in the first year WGY was importing programs from New York, Washington, Boston and Philadelphia.

With the exception of two years, Kolin Hager has been with WGY continuously since the inaugural program of the station February 20, 1922. He has grown with radio broadcasting and has played an important part in the development of the new art. Furthermore, he has developed into a capable business executive which isn't bad, when you consider that he once aspired to a career on the stage or in opera.

By the way, there is a Mrs. Hager, and two Hager children—twin girls, Koline and Norine—and both youngsters have inherited their daddy's love of music.

Winners of the August Photo Contest will be announced in the next issue of the NBC TRANSMITTER.

NEWCOMERS TO N. Y. PAGE AND GUIDE STAFFS

Several new men, most of whom are recent graduates of school and college, have joined the uniformed staff of the Guest Relations Division in New York. Their names follow.

Daniel H. Wells comes to Radio City for his first steady job. He comes from Hartford, Connecticut and Hamilton College. Last March he sang in the bass section of the Hamilton College Choir during an appearance on the Rudy Vallee program. Mr. Wells has made one other radio appearance—years ago as a member of the Loomis School Glee Club he sang over WTIC in Hartford.

In college he was active in sports, having played varsity football, basketball and track. He was a member of the Chi Psi fraternity.

Jere Baxter 3rd comes from Yale with a B. S., and his home town, Washington, D. C. This is also his first job. He has traveled a great deal, having been to Europe, South America, Panama, and Hawaii where he lived for some time.

Albert Roraback, twenty-two years old, is also from Yale, class of '37. His home is in Brooklyn. He isn't quite sure what branch of radio he likes; at present, he thinks he might like the advertising angle.

Mark Saxton was graduated from Eli's favorite enemy, Harvard, last year. He comes to NBC with two summers' experience in the newspaper business, specifically one summer with the *New York Herald-Tribune* and another with *News-Week* magazine. He is interested in writing, especially script-writing.

Frederick Judd Van Wagner, from Madison, New Jersey and Peddie School, is here for his first job. Thinks radio is exciting business.

F. Colburn Pinkham, Jr., of Forest Hills, New York and formerly with the J. C. Penney and Bristol-Meyers' companies, went to Princeton University for two years before tackling the business world. He wants to be an announcer.

Robert Evans Dennison is another Princeton man (class of '37) on the page staff. He was quite active in extra-curricular activities at college—manager of the Princeton Tigers, a dance band which made two trips to Europe and four to South America. He was also a member of the Princeton Triangle Club, famous for its yearly musical comedy productions.

12,135 persons took the Radio City NBC Studio Tour during the three-day Independence Day holiday this year as compared with the 8,603 tourists who were conducted through the studios during the same period last year.

WGY SCHENECTADY

by O. H. Junggren



"CRUG'S FOLLY"

The accompanying picture proves to all and sundry that B. W. Cruger, WGY maintenance supervisor, is pretty clever with his hands. Inasmuch as a small picture cannot begin to show all the detail involved in the construction of this locomotive, let it be said that it is an exact replica, perfect in every outer detail. "Crug" says it represents three months' work. He reports he fashioned the complete "Double O" gauge locomotive with the exception of the wheels and couplers, from brass tubing and plate in his own workshop. The wheels and couplers were purchased. The locomotive is operated by an electric motor. By the way, Crug has been elected secretary-treasurer of the Electric City Model Railroad Club. (Photo by Horton Moster, control room.)

Al Taylor seems to be very happy of late. Reason? His son, Winslow, has just returned from the hospital, after an attack of scarlet fever. Taylor Junior is all set now to continue where he left off rooting for Lefty Gomez of the Yanks.

John Howe, of the Sales Department, is telling all his co-workers about the big bass he's going to catch when he hits the vacation trail. John will spend his two weeks at Eagle Lake, near Ticonderoga, N. Y.

Alex MacDonald, the man who sends out those pretty little gadgets telling what a good thing WGY is, reports that his wedding trip to the coast of Maine last year made such a lasting impression that he will return there this year for vacation.

Veteran Fisherman Coggeshall, program manager, is out full blast with his fishing tackle in search of the elusive bass. He and Salesman Howe can tell some terrific fish stories, with the season only a couple of weeks old. What's it going to be like when the season is over?

"Chet" Rudowski, Auditing, the Beau Brummell of WGY, is contemplating a very "excloosive" vacation at Lake Placid, N. Y., this month.

NBC CHICAGO

by William E. Lawrence

New Faces in NBC Chicago:

The following have joined NBC's Central Division during the past month:

Lyle Barnhart in Production, Laura Linroth in Central Stenographic, George Heinemann, page, Leonard Anderson, assistant office manager, and Eugene Sullivan, messenger in the Mail Room.

Newcomers in the Engineering Department are:

Thomas Gootee, Andrew Schomaker, Hugh White, Aryl Aldred, Homer Courchene, Arthur Hockin and Laurence Dutton.

Durward Kirby, new announcer, formerly with WLW, Cincinnati, measures six feet, six inches in silk socks. This, according to an official source, breaks the old record in the Announcers' Room by two inches. Try again, Bill Craig.

Whitney J. Clement has been appointed Local Sales Manager, replacing M. B. Wolens who goes to WCFL as sales manager of that station.

News Flashes:

Last issue's Chicago correspondent for the NBC Transmitter, Bill Senn of Mail and Messenger, streaked out the door the other day with a packed valise in one hand and a leave of absence in the other, bound we understand, for a camp in the North Woods.

Harry Bubeck, Sound Effects, and Ed

Cerny, Music Library, have returned from their vacations looking like California Chamber of Commerce men, each with a terrific Hollywood tan.

Production Director M. P. Wamboldt and party are safe and sound on dry land after a twenty-five-hour battle with the elements in a recent storm.

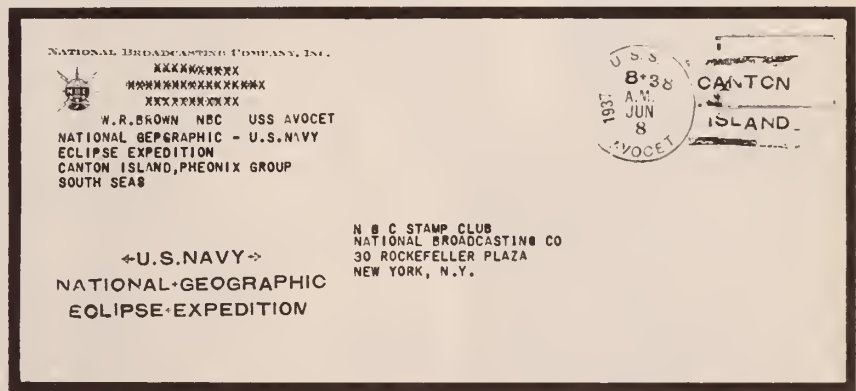
Laura Satterwhite of Production has resigned to devote all her time to household duties. In private life she helps Announcer Les Griffith ring the chimes. Dorothy Horton, formerly of Audience Mail, will keep the daily program schedules straight in Laura's stead.

Page William Weaver, who carried off honors in the last home talent production from Chicago and sings occasionally on the *Club Matinee* program, received his first fan letter the other day.

Head Traffic Man, Ed Stockmar, refused to be a June groom so he made his little speech July 3 and is now honeymooning in the Catskills.

Virginia Thompson of the Statistical Department was married June 26.

When Violet Colliander of Central Stenographic returns from her vacation in Guatemala, she will take up new work as secretary to C. W. Wester in Network Sales replacing Dorothy Soiberg.



The NBC Stamp Club has received a rare addition to its collection in the form of a letter from W. R. Brown, engineer for NBC, who accompanied Announcer George Hicks to Canton Island for the eclipse.

The cover (pictured above) has unusual historic, as well as philatelic interest in that it was cancelled aboard the *U. S. S. Avocet* at Canton Island at 8:38 a.m., June 8, 1937, at exact day and moment of totality of the eclipse.

It is planned to mount and add this new gift to the NBC Stamp Club exhibition, which now may be viewed on the mezzanine floor of the NBC studios in Radio City.

NAMES IN THE NEWS

NEW YORK

Marriages:

Miss Rita Doyle, secretary to B. T. Rumble in Statistical, was married to Joseph D. O'Brien of Brooklyn at the St. Anne Church in New York City on July 10th.

The wedding, followed by a reception in the Casino-in-the-Air at the Hotel Montclair, was attended by many NBC friends of the bride. The newlyweds fled from the reception under a noisy barrage of rice. No one—not even the NBC Transmitter—was able to find out where they went on their honeymoon.

Miss Frances Kelly of the Promotion Division was married to Edward Joseph Sheridan at the Church of the Holy Child Jesus, Richmond Hill, Long Island, on the morning of July 5th.

The guests, including many NBCites, stayed for the high mass which followed the nuptials. Following the ceremony, breakfast was served at the Homestead Hotel in Kew Gardens and a reception for all the guests was held in a Richmond Hill country club.

The newlyweds, who are expected back from their honeymoon on July 19, plan to make their residence in Forest Hills, New York.



Courtesy of Long Island Daily Press

The newlyweds, Mr. and Mrs. Edward Joseph Sheridan, are photographed as they leave the Church of the Holy Child of Jesus, Richmond Hill, Long Island. The bride is the former Miss Frances Kelly of the N. Y. Promotion Division. (See Marriages.)

Stork News:

Mike Kopp, carpenter, is now a family man. His first offspring—a girl—was born in the morning of July 2 while he was in another hospital getting a divorce from his tonsils. Reports are that father and child are doing very well.

Resignations:

M. Blake Johnson, guide, who came to NBC after his graduation from Dartmouth College last February, resigned to accept a one-year scholarship at Oxford University, England.

Transfers:

E. Loudon Haaker, guide, was transferred to the News and Special Events Division on July 1.

Mr. Haaker came to NBC as a page in 1933. In 1935 he left the Company to work as a radio salesman, script-writer and copywriter for an advertising agency in New Hampshire and Vermont. A year later found him back in Radio City, reclaiming his NBC guide's uniform.

Miss Florence Marin of Stenographic has been transferred to the Sales Department to replace Mrs. Margaret Reynolds as secretary to F. M. Thrower, Jr. Mrs. Reynolds resigned on June 22 to go on a European tour with her husband. Miss Marin joined NBC last April.

Miss Jeanne Harrison, formerly in Stenographic, is now in the Sales Traffic Division. Miss Harrison worked on the NBC program, *America's Town Meeting of the Air* before coming to NBC last October.

Miss Dorothy Allred, who came from Wichita, Kansas, last October to join our Central Stenographic Section, has been transferred to the Building Maintenance Section to replace Miss Muriel Parker who resigned last month.

Miss Allred had faced a microphone before coming to NBC. As a member of the Mary Mount College (Kansas) group of dramatics and music she took part in programs heard over Station KFBI in Kansas. She also attended Sacred Heart College and St. Mary's of Leavenworth in Kansas, at which places she was an instructor in music and dramatics besides being a student.

Palmer Wentworth has been transferred from the uniformed staff to the Telegraph Office to replace William R. Glenn, Jr., resigned. Mr. Wentworth, who is a graduate of the University of Pennsylvania, joined NBC last month.

Newcomers:

Albert N. Williams, formerly with the Newell, Emmett Agency in New York City, joined the Production Division last June 15th. Mr. Williams comes to NBC with several years' experience as a script-writer, producer and director in radio, movies and on the stage.

Before coming to New York, Production Man Williams spent much time writing and producing stage shows for small theatres in several New England cities. He also did a bit of work as a free-lance movie producer.

Mr. Williams is a family man. He became the father of a baby boy, the first offspring in the family, on Thursday morning, July 1st.

Bill Belts, former newspaperman, is a new member of the night staff of typists in Stenographic. He has done promotion and secretarial work for various newspapers including the *Washington Daily News*, *Columbus Citizen* (Ohio), the *New Yorker* magazine and some Hearst newspapers. Not long ago he ventured as publisher and editor of *The Mountaineer*, a weekly in Waynesville, North Carolina, but unfortunately his happy career as a publisher was ended abruptly by a bank crash in that state.

"It was a mess," sighed Mr. Belts, shaking his head.

Recent additions to the Central Stenographic Section are as follows:

Miss Nancy Barnes, formerly of Berst Forster Dixfield Co., in New York. When she's not working she's studying voice and piano. Once she faced the microphone at
(Continued on next page)

her home town's station, WFAS, as a member of the White Plains Gilbert and Sullivan Group.

Miss Dorothy Wallace comes to us with some experience as a reporter and co-editor of newspapers in her hometown, Leonia, New Jersey. She attended Beaver College in Pennsylvania.

Miss Wallace's great grandparents were in the theatre—great grandfather was Merry Harley, well known scenic artist, and great grandmother was an English Shakespearian actress—which, she says, is perhaps the reason she often gets a feeling she ought to be in the show business.

Miss Claire Maxwell of Jersey City was a catering secretary for a hotel in that city before coming to NBC. When asked if she had ever faced a microphone she nodded in the affirmative.

"Yes," replied Miss Maxwell, "our high school debating team debated once through a microphone."

"What station?"

"Oh, it wasn't on the air," she answered. "It was just a public address system."

Miss Adrienne Wormser is a New Yorker educated at the Woman's College of the University of North Carolina. Nothing very exciting has ever happened to her, she stated, except for the time she was returning home from Europe on the *S. S. Olympic* when she (the ship) rammed into the Nantucket Lightship. Newspaper readers will remember that that nautical accident happened in the spring of 1934.

Miscellaneous:

Miss Rita Doyle of Statistical was the guest of honor at a luncheon given by several NBCettes at the Promenade Cafe in the sunken garden of Rockefeller Center on June 30th.

Those who attended the luncheon given to Miss Doyle on the occasion of her then forthcoming marriage (see Marriages) were: the Misses Antoinette Force, Virginia Beers, Agnes Mommertz, Helen Wildermuth, Miriam Hoffmeir, Mae Katz, and Jean Niblette, all of Statistical; Maralena Tromly (Purchasing), Katherine Hoffmeir (Sales), Marion Ayer (Treasurer's), Frances Sprague (General Library), Margaret Leonard (Stenographic) and Jean Treacy (Artists Service).

Charles Anderson, deep voiced announcer of KOA Denver and correspondent of the NBC Transmitter in that city, visited us in Radio City late last month during his transcontinental holiday junket.

Mikeman Anderson motored east via Chicago, Detroit and Canada. From New York he went to Washington, D. C.; thence back to Denver. He was accompanied by his mother and younger brother. While in Radio City they went on a busman's holiday: they took the NBC Studio Tour and saw a couple of broadcasts in Studio 8 H.

Charles A. Wall, assistant to the treasurer, who is a captain of the 16th Infantry, has been appointed assistant to the chief of staff for plans and training for the First Division of the proposed First Army Command Post exercises at Camp Devens next fall.

Don Gardiner, ex-NBC guide and now chief announcer of station WAIR, Winston-Salem, N. C., dropped in the other day to say "hello." He reports that he and Roger Von Roth, also erstwhile NBC guide and member of Dan Russell's announcing class, are doing quite well at their new jobs. Mikeman Von Roth, he stated, is working Postmaster Farley's boys in that city overtime with his heavy intake of fan mail.

Don also reported that our circulation manager, Herb Gross, dropped into WAIR to see his former colleagues while circulating through the South during his fortnight of respite from Radio City.

Norman Morrell, assistant commercial program manager, Charles Phelps of the N. Y. Sales Department, and Harry Kopf of Chicago Sales are sailing for Europe aboard the *Europa*, midnight July 24th.

Traveling together on their vacation these three NBC gentlemen have quite an extensive itinerary before them—London, Paris, Brussels, Antwerp, Hamburg, Berlin, Copenhagen, Rotterdam, Amsterdam and various other points.

Carl Cannon and Frank Nesbitt of the guide staff and steady contributors to the NBC Transmitter rushed to NBC Washington on June 30 in answer to a call for personnel, expert in the handling of large crowds, to assist in the NBC broadcasts of the Boy Scout Jamboree. Guides Cannon and Nesbitt returned to Radio City last week loaded with anecdotes of their stay at the capital.

Dr. John K. Curtis, attending physician for the First Aid Room, flew to his home state, California, July 1, for a month's vacation. He was accompanied by his wife.

Dr. D. B. Fishwick will act as NBC's attending physician during Dr. Curtis's absence.

A. L. Ashby, vice president and general counsel of NBC, accompanied by his wife and two children, sailed for a two months' stay in Europe aboard the *S. S. Hansa* on July 7. Mr. Ashby will make a study of foreign copyright on the continent while his family will visit relatives in England.

Send your vacation pictures with complete captions to the Photo Contest. Theatre tickets for winning pictures.



Miss Rita Doyle (center facing camera) of the New York Statistical Department was the guest of honor at this luncheon given by several NBCettes at the Promenade Cafe in Rockefeller Center on June 30th. For further details see first item under "Miscellaneous."

INDEPENDENCE DAY was celebrated by scores of NBC men and women and their families as guests of Lenox R. Lohr, president of NBC, at his home in Tarrytown, New York. Major Lohr threw open his spacious home and grounds July 5 to members of the New York staff and provided games and amusement for everyone—croquet, bowling, billiards, boating, motion pictures, dancing and, of course, a dazzling display of fireworks. Photographs on these pages are by Sydney Desfor, NBC photographer.



Pictured above are Robert F. Schuetz, audio facilities engineer, Mrs. Schuetz and their son, Robert F., Jr., as they arrived at the NBC fireworks party given by Mr. and Mrs. Lenox R. Lohr.



The spring-fed fountain at the NBC fireworks party.



Left. Here are some of the merrymakers in front of the house as they waited for darkness and the fireworks which were set off from the opposite side of the small lake in the background.



Above. Miss Joyce Harris (assistant personnel manager) and William F. Neubeck (Manager of Building Maintenance) are photographed indoors as they seem to be cooking up something funny for the party.



This is the same picture of the skyrockets and flares set off by H. Thurman, Bill Neubeck and other NBC staff members.



lake on the grounds of President Lohr's home "Hawthorne" before dark.



The fireworks were preceded by picnics on the spacious grounds of President Lohr's house. Standing in the foreground, left to right: Sam Monroe (Sound Effects), Richard Lewis, general manager of KTAR, Phoenix, Arizona, Bruce Robertson and Martin Codel of *Broadcasting* magazine. Standing in the background: Harry Hartwick of N. W. Ayer and Son, Inc., and Mrs. Hartwick (Miss Maryann Henderson of the President's Office). The picnic-basket raiders to the right are, Pages Murdock Pemberton and Stoddard Dentz, Bill Neubeck (Building Maintenance), Tom Berry (Office Section receptionist) and Miss Martha McGrew of the President's Office.

Below. They had a swell time these NBCites who danced with all the others in President Lohr's house after the fireworks display.



lake pictured at top, illuminated by all sorts of fancy fireworks which were set off with glee by Major Lohr, Charles Robertson and Sam Monroe. In the foreground are some of the guests and their families who shared the fun with Major Lohr's family.



Below. A glass-bottomed boat on the "lake" in front of President Lohr's house was the scene of much fun for the youngsters—and some grown-ups too. Pictured are Billie Reilly (page), self-appointed skipper, Major Lohr's daughter, Patricia, and General Manager Dwight G. Wallace's children, Louise and Bruce and Guest Relations Manager C. H. Thurman's nephew, Billie Champine.

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Ten Southern Stations

(Continued from page 1)

road center, the city is the capital of Georgia and the financial and manufacturing center of the Southeast.

WGCN, at Birmingham, is operated by the *Birmingham News* and *Age-Herald*. Located in one of the richest mineral regions of the country, Birmingham is the largest city in Alabama. Its population totals 259,678. The station operates full time on a frequency of 1310 kilocycles with a day-time power of 250 watts and a night-time power of 100 watts.

WNBR, at Memphis, broadcasts full time on a regional channel frequency of 1430 kilocycles with a day-time power of 1,000 watts and a night-time power of 500 watts. Memphis, with a population of 253,143, is the largest city in Tennessee and, also, is one of the nation's greatest inland ports. The cotton market there, the largest in the world, handles more than one million bales a year.

WROL, at Knoxville, is owned by the Stuart Broadcasting Corporation. It operates full time on a frequency of 1310 kilocycles with a day-time power of 250 watts and night-time power of 100 watts. The city of Knoxville, with a population of 105,802 and a trading zone population of 434,234, is one of the top-ranking markets of Tennessee.

WJBO, the only radio station in Baton

Rouge, is owned by the Baton Rouge Broadcasting Company, Inc. It operates on a frequency of 1120 kilocycles with a power of 500 watts. The owner of the station also is president of the *State Times and Advocate*, the only newspaper in the city. Baton Rouge is the capital of Louisiana and has a population of 30,729. The University of Louisiana, with an enrollment of several thousand students, is located there. The city also is an important distributing and shipping point.

WDSU, at New Orleans, is owned by WDSU, Inc. It operates full time on a regional channel frequency of 1250 kilocycles with a power of 1,000 watts. New Orleans, the largest city in Louisiana, is the sixteenth largest city in the United States. It has a city population of 458,762 and trading zone population of 850,000. The city is the greatest distributing point in the South.

KFDM, at Beaumont, is owned by the Sabine Broadcasting Co. Inc., and operates full time on a regional channel frequency of 560 kilocycles and a day-time power of 1,000 watts and a night-time power of 500 watts. Located in the center of the largest oil and refining industry in the world, Beaumont has a population of

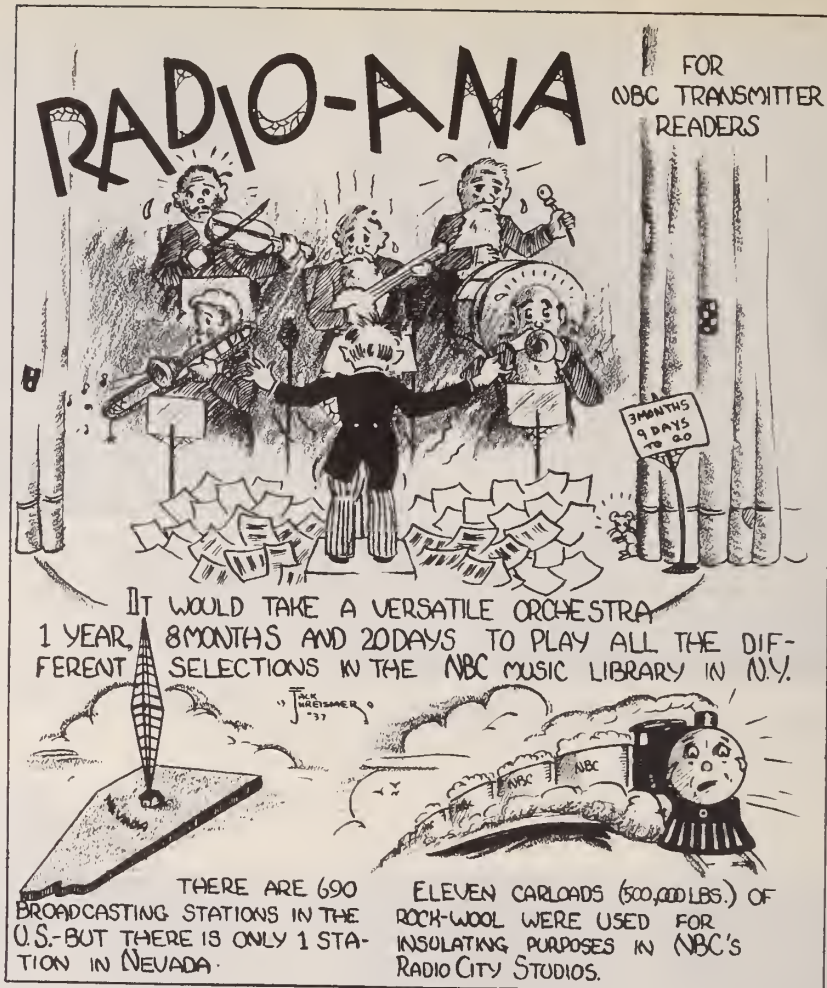
58,000. Twenty miles to the Southeast is Port Arthur with a population of 50,902.

KXYZ, at Houston, is owned by the Harris County Broadcast Company. It operates full time on a regional channel frequency of 1440 kilocycles with a power of 1,000 watts. Houston, whose market rating is second in Texas and thirtieth in the United States, has a city population of 292,352 and a trading zone population of 746,827.

KRIS, at Corpus Christi, a city of 50,125 in population, is owned by the Gulf Coast Broadcasting Company. It operates full time on a regional channel frequency of 1330 kilocycles with a power of 500 watts.

KRGV, with studios and transmitter located at Weslaco, serves the great Lower Rio Grande Valley. Owned by KRGV Incorporated, the station operates full time on a regional channel frequency of 1260 kilocycles with a power of 1,000 watts. Its territory embraces four rich and fertile counties, Willacy, Hidalgo, Cameron, and Starr, in the Rio Grande Valley.

Winners of the August Photo Contest will be announced in the next issue of the NBC TRANSMITTER.



OFF BALANCE

by Murdock T. Pemberton

Roving Reporter Walter Moore was put securely in his place the other day by a young visitor whom he was accompanying to the Mezzanine for a studio tour. When they arrived at the fourth-floor elevators the six-year-old asked what was in all the glass cases in the corridor. Walter, with his usual *savoir faire*, and with a voice of authority, told him that the guide would explain them in the course of the tour.

"So you don't know, eh!" snapped the little fellow.

✓ ✓ ✓

Captains Courageous: Vacation to end all vacations (we hope not) is that of John Bachem and John A. Green of Sales. On July 15 they expect to sail on the latter's boat to Gloucester, Mass.

✓ ✓ ✓

Those of us who attended President Lohr's party and firework display on July fifth wish to thank him heartily through this column. The "good time had by all" was the result of a feeling of complete informality. Comedy was provided by those who set off fireworks from a boat and never seemed to get away fast enough. After the display which was climaxed by a "Niagara Falls" there was dancing in the music room with Bill Meeder at the console. We also wish to thank Mr. Thurman, Mr. Wallace, Pete Bonardi, Stoddard Dentz, Pete Ratyca, Bill Neubeck and Stuart McQuade, who contributed largely to the success of the party.

✓ ✓ ✓

The rumor that Dr. Walter Damrosch is returning from Europe on the same boat with the Radio City Rockettes is not a rumor—it's a fact. We thought you'd like to know.

✓ ✓ ✓

Joseph (Scotty) Bolton, in charge of inventory in the Service Department goes one better than his famous countryman, Harry Lauder, who recently went on a cruise around the world with the dimes he had saved as a comedian. "Scotty," who has often used his brogue on NBC programs, is sailing on July 30 for his "mither countree" for a month's vacation with all the nickels he has saved during his four years with NBC.

A secret source has confided to this column that out of deference to the traveling Scotchman the NBC Irish porters in Radio City will go to the pier to see him off—dressed in kilts!

NBC SAN FRANCISCO

By Louise Landis

There must be something in the air in the Audience Mail Department that inclines to romance . . . two big diamond rings bloomed there on the fourth fingers of two of its prettiest girls, within twenty-four hours.

One day last week Ruth Vetter stole blushing to her desk and held up her left hand as announcement that she and William Young of the Telephone Company will say "I do" soon . . . and the very next day Lillian Hillberg arrived with her sparkler, and news that she and Edwin Carlson will be filing intention to wed within a few months.

✓ ✓ ✓

Andrew C. Love (Andy to his colleagues in San Francisco who bade him a fond farewell and gave him a new briefcase when he left for Hollywood to become head of the new Continuity Acceptance Department there) caused some quick shifts in personnel that reminded us of Pussy-Wants-A-Corner.

Byron Mills has succeeded to the post vacated by Andy, and Dorothy (Peter) Brown, formerly secretary to Production Manager Frank Cope has moved into the Continuity Acceptance Department. Lois Lavers, formerly secretary to William Andrews, supervisor of announcers, replaces Dorothy as Cope's secretary and Grace Davis moves from the Program Department to the announcers' quarters.

✓ ✓ ✓

Big Bill Andrews mourned, as his former secretary departed for her new desk, for all femininity was deserting him at once. His wife, pretty Helen Musselman (Ann Waite of *One Man's Family*) left for a week's vacation in Hollywood, and the maid resigned the same day!

✓ ✓ ✓

Little ribboned cards fluttering through the NBC mail, have brought word that Mr. and Mrs. Grover Rothenberg are proud parents . . . Mrs. Rothenberg was

Frances Effinger, lovely, dark-eyed hostess, before her marriage last summer. She and her husband and little Frances Claggett Rothenberg, the new arrival, are living in San Mateo, suburb on the San Francisco peninsula.

✓ ✓ ✓

And speaking of babies—all in one day recently came tiny Carolyn Wilmshurst, Diana McNeill, Sandra Schwarzman and John William Harrison Dixon, to call on NBC. Carolyn's mother is the former Mary Ohman of the Traffic Department, who now lives in Santa Rosa. Carolyn's father, Harold Wilmshurst, is a brother of Radio City Engineer Ernest Wilmshurst.

✓ ✓ ✓

Diana McNeil's pretty mother, Fern, was a member of the Sales Department until a year or two ago, and her father, Russell McNeil, is music librarian. Sandra is the month-old daughter of Barbara Merkley, NBC harpist, and Arthur Schwarzman, NBC pianist.

As for John William Harrison Dixon he's the latest "grasshopper" as his daddy calls him in the household of Sydney Dixon, NBC sales representative in Hollywood, and this was his first visit to San Francisco. Just two months old he's hardly big enough to carry his resounding cognomen as yet. The "Harrison" section of it is for Harry Anderson, Sales Manager of the Western Division.

✓ ✓ ✓

The NBC Press Department has an additional member in the person of Lee Strahorn, formerly associated with Lord and Thomas, and member of the *California's Hour* staff when that agency handled it.

✓ ✓ ✓

Attention NBCites in San Francisco. Send your prize photographs and vacation pictures to the Photo Contest of the NBC Transmitter and win two tickets to the Warfield Theatre.

NBC Activities At The Boy Scout Jamboree

(Continued from page-1)

music of a band, a bugle and drum corps, two quartets, and the interviewing of some of the scouts by Announcer Frank Cody.

One of the highlights of our operations at the Boy Scout Jamboree has been the use of a seven-and-a-half-meter pack transmitter with which roving announcers have wandered around the parade grounds

and through the tents which house the 25,000 scouts from all parts of the world. These field broadcasts have provided much fun for the scouts who were interviewed and most of whom had never faced a microphone before. Many of the fellows who used the NBC microphone were from foreign nations, including Mexico, Lithuania, Poland, France and England.

In all of our operations we have been greatly aided by the characteristic helpfulness of the Boy Scouts and their masters.

WTAM CLEVELAND

by Bob Dailey

The clash of dueling swords, cries of "touche" and the quick, short breaths of athletes were part of the sounds broadcast by WTAM in an unusual program recently.

Three fencing matches, with some of the leading amateur fencers of the world competing, were broadcast and described during a thirty-minute program. Hal Metzger, program director, brought Olympic and national champions to the studio from the Great Lakes Exposition for the broadcast. WTAM engineers rigged up special microphone arrangements to catch all sounds connected with the matches.

Shorts: Bob Arthur announcing fourteen network shows a week from Great Lakes Expo.

George Caskey, brother of WTAM's engineer Harry Caskey, taking job as engineer at WSPD, Toledo NBC-Blue station.

Badminton craze reaching WTAM musicians, including Maestro Stubby Gordon, who has erected a court in his backyard.

WTAM continues its popular canine shows for children this summer. Two parks, in the eastern and western sections of Cleveland, have been selected as scenes for the dog shows.

Boys and girls from eight to sixteen years old are invited to enter their pets in the contests, which are jointly sponsored by the Animal Protective League and the station's weekly program, *Uncle Henry's Dog Club*. Manager Vernon H. Pribble and Program Director Hal Metzger started the shows last year.

WTAM Personalities: Musician Ben Silverberg serenading Program Secretary Edith Wheeler in the music library with a violin solo of *Dark Eyes* . . . Walter Logan commuting sixty miles each way from his summer home at Sandusky, Ohio, where the popular maestro has written many of his musical numbers . . . Chet Zohn figuring up more practical jokes . . . Rachel Cope, young protege of Hal Metzger, singing with Emerson Gill as Carol Dean.

Vernon H. Pribble and Tom Manning picking rainy days to play golf so the courses won't be crowded.

Salesman Russell Carter painting frontispiece for new song to be published called *My Expo Rose* and written by Clevelander Dudley Blossom.

Engineer Jesse Francis using name of Rex King to double in brass and m.c., early morning hill-billy program.



Fourth of July weekend, having a cordial invitation to spend the holiday with friends in Baltimore, we seized the opportunity to trek on into Washington to look in on the Jamboree and the NBC Washington studios.

First wiping our fourteen-mile hiking brogues on NBC's doormat, we stalked into the old offices to find Mrs. Hazel Smith in the throes of packing to move to the new studios and trying to wind up her week-end activities at the same time. Catherine O'Neill was helping her, but as work kept piling up, it looked as if they would spend most of their holiday in the office.

Miss Jeanne Butler assisted us in making a couple of phone calls, and afterwards we chatted a bit with Bill Coyle. So, on to the Lotus Club for dinner, where we found Engineer John Hogan and Announcer Hugh McIlrivy, the latter a former guide in the New York Studios.

Deciding to put the Jamboree visit off until the next day, our caravan once more roared into Washington and this time came to rest at the NBC tent on the Avenue of Flags. Here among some 25,000 Boy Scouts we found Tom Riley and Don Goddard from New York busily working on bulletins and proposed broadcasts. The NBC tent was crowded with visitors, and Guides Carl Cannon and Frank Nesbitt were hard pressed explaining the whys and wherefores of broadcasting. They estimated more than 1500 persons a day visited the tent. "Trading" was very brisk throughout the camp, and the scouts offered an array of articles from all parts of the world in "trade" for parts of the NBC equipment. Frank Nesbitt had approximately eighteen offers a day for his NBC armband, and the scouts would have quickly dismantled, piece by piece, the NBC Mobile Unit, if they had been given the chance.

Members of the Washington technical staff seen at the tent included Walter Godwin, Keith Williams, John Hogan, Bill McGonegal and Dan Hunter, and these fellows were augmented by Frank Cody, Ed Wilbur and Andy Thompson from New York.

Carleton Smith, NBC's presidential announcer, dropped by to watch the Sunday afternoon pickup of the *RCA Magic Key* program. Off on an errand to the studios with Tom Riley we ran right smack into Bud Barry; Bill Verner, a newcomer to

KYW PHILADELPHIA

by J. A. Aull

After a week's absence to attend the NBC Convention, Leslie Joy, station manager of KYW, has returned to his desk. He will just about have time to clear it of pressing matters before setting out on his summer vacation early next month in Maine.

Clarice Mayer, KYW's Woman Reporter, has announced her intention to marry Dr. Joseph L. Garfield, Philadelphia Dentist, at the Hotel Majestic in Philadelphia on August 1. In celebration of the occasion a surprise shower was held for her on Monday, June 28, at the Arcadia International Restaurant. Among those present were Jane King, Mrs. James P. Begley, Rosalind Stuart, Edith Roday, Paula Markmann and a number of other KYW artists.

Three radio engineers have been added to the Westinghouse staff at KYW in the past few days. They are James V. Thunnell, Leslie E. Schumann and W. Sheridan Gilbert. The first two will be stationed at the studios while Gilbert will be a transmitter operator at Whitemarsh.

Thunnell was formerly with WOWO-WGL at Fort Wayne, Ind., where he helped to install new studio equipment. He is married and lives in Upper Darby. Schumann, a graduate of RCA Institute and for two years employed by RCA as transmitter testman, was formerly with WHAT in Philadelphia. Gilbert came to KYW from WIBG. He is a graduate of the Philadelphia College of Pharmacy and Science where he acquired a B.S. degree.

Don McClean, formerly with WVED Waterbury, Vt., has been added to the announcing staff at KYW. McClean will be stationed in Atlantic City during the summer to handle the broadcasts from the Million Dollar Pier.

NBC; Fred Shawn, assistant station manager; and had the pleasure of saying hello to our old friend and a former New York News Division assistant, Bob Cottingham.

Listening to the *Magic Key* we liked best the little chap from the Middle West who claimed the prize for the most unpopular boy at the Jamboree because he was "the guy who wakes up the bugler."

Finally on our way home we drove past the new Washington NBC studios but didn't go in. That'll have to wait until another time, but meanwhile we're looking to Marian Gale to give us the dope on them, and the anecdotes and sidelights of moving.

—Walter Moore.

NBC HOLLYWOOD

by Noel Corbett

EXCHANGE CORNER

Hollywood hot spells have sent Bob Brooke sky high.

The young engineer makes regular flights with an Army crew in a new Lockheed stratosphere plane. "It's the only way to cool off," enthusiastically claims Bob. "You leave the Burbank Airport when it's a hundred, and in less than an hour you're floating around the sub-strata in below zero weather."

Nice cool hobby these days, we'd say.

Seems like Cecil Underwood, producer of the *Fibber McGee and Molly* show cleaned up a lot of family business on his way east.

Leaving sunny California on July 5, he planned to Spokane, Washington, where he was met by his wife. The two motored to Fan Lake for a visit with their two sons. They then hurried to Couer d'Alene, Idaho, to see their daughter. Back to Spokane later for dinner with Cecil's mother, and next, forty miles up country to be complimented upon his Chicago assignment by his in-laws.

Two hundred miles later, watching the dawn of July 7 from Pullman 6B bound for Chicago, Underwood was wondering if he had missed a cousin or two along the line.

Elaine Forbes is one girl who got too enthusiastic about her vacation. A couple of months back, Syd Dixon's vivacious secretary purchased a watermelon-green bathing suit with red and black markings which she planned to give a lot of use this summer.

Last weekend, with the thermometer rising, she decided to cool off at one of the nearby beaches. However, two months have made a difference in Elaine. She has gained over ten pounds and the pretty swimming suit no longer fits.

Vacationists in our midst are Lloyd Yoder and his attractive wife, Betty. Yoder, a former all-American player from Carnegie Tech, as Division Press Manager, has been packing the ball for NBC since the days when broadcasting was very young.

Script Arbitrator Andy Love a few days ago journeyed down from San Francisco.



Behind the scenes with NBC's series of "Streamlined Shakespeare" are the Shakespearian authorities, John Swallow, manager of the NBC Studios in Hollywood, and Marvin Young, production manager, who produce the NBC Shakespearian series. Right, actor John Barrymore.

And, Love is here to stay, to be Hollywood's Continuity Editor.

Miss Honor Holden, secretary to Dema Harshbarger in Artists Service, went to Chicago on her vacation, and came back Mrs. William G. Traynor.

She was married on June 16 in the Episcopal Church of the Redeemer in Chicago. Mr. Traynor, who is in business in the windy city, plans a permanent Hollywood residence soon.

QUICK PICKS . . . Warm evenings find Jack Wormser, Sound Effects, and Russell Hudson of the office staff, off to the ocean beaches loaded down with wienies for a moonlight swim and picnic . . . Announcer Ken Carpenter, a tennis fan, and Myron Dutton, producer, who is a badminton shark, at loggerheads as to which is the better exercise . . . It would be golf, if Sid Goodwin, producer, had anything to say about it all. Sid is known in polite golfing circles as a three-handicap man. He recently shot seven birdies in an eighteen hole game to finish four under par. Oh yes, Sid is eager to cross clubs with Guide David Garroway, recent champion handicap winner of the Radio City Tournament . . . With everybody excited about the Louis-Braddock rumpus, Jane Fleming, Music Library, the least interested, copped the office pool. Jane, about to embark on a trip to the Sierras, wasn't put out . . . Frances Scully on her vacation, motored to Del Mar for the July 3 opening of Bing Crosby's track . . . took her Dad and Mom along for good luck. Now it develops that Frank Figgins, as a Colorado Museum paleontologist, led a scientific ex-

This classified ad section is available, free of charge, to all NBC employes. Rules: forty-five word limit; not more than one ad to each employe every other issue; no regular business or professional services may be advertised. Address ads to NBC Transmitter, Room 284, RCA Building, New York.

All items must be in writing; give name and address.

FOR RENT—One room apartment—completely furnished, grand piano, large radio, gas and electric free, within three blocks of Radio City. Rent very reasonable. Call Frank Murtha, Room 505, Ext. 834, N. Y.

SAN FRANCISCO—Modern artist's cottage with separate quarters for two people. Furnished or unfurnished. Fireplace, shower, nice kitchen. Large garden and parking space. Apply at 953 Union St., San Francisco, or phone Evergreen 0784, or write to the NBC TRANSMITTER.

FOR RENT—Giving up apartment at 24 E. 61st St., N. Y. C., Oct. 1st, but will relinquish before that date to anybody interested. Large living room with fireplace, bedroom, porch, kitchenette with Electrolux. Quiet house. Enid Beaupre, Room 416, Ext. 860.

BARGAIN—for boat owners. Set of signal code flags (size approximately 18" x 20") in very good condition, complete with canvas bag container. Evelyn Sniffin, Publicity Dept., Rm. 404, Ext. 236, N. Y.

Dr. Angell Named NBC Educational Counselor

(Continued from Page 1)

to various European universities for further study.

France and Italy have decorated Dr. Angell with the honorary titles of an Officer of the National Order of the Legion of Honor and Grand Officer of the Order of the Crown of Italy.

Dr. Angell is expected to assume his NBC post next September.

pedition into New Mexico ten years ago. He was rewarded with the discovery of a spearpoint in a fossilized bison which established the known existence of man on this continent over 16,000 years ago. Interesting as the work was, Frank decided that radio was more profitable. He still has a collection of spearpoints and bison bones to show his friends, however. . . . Ray Ferguson has stopped wearing those dark glasses now that the trailer broadcasts are over and daily trips to the movie lots are a thing of the past.

KNOW YOUR COMPANY

No. 8 — MUSIC LIBRARY



THOMAS H. BELVISO

This is the eighth of a series of articles which we hope will give you a better understanding of the many NBC units.

Two years ago a call from a city hospital was piped into the Music Library of the National Broadcasting Company in New York.

"Do you have all the words to the song beginning 'My name is Yon Yonson, I come from Wisconsin.'" was the urgent request. "It's an emergency."

Music Library personnel, hardened to bizarre requests, looked at each other in disbelief. "Repeat that please?" they asked. With unmistakable emphasis the request was repeated.

It developed that a patient, in need of an immediate operation, refused to be cut until he had all the words to *Yon Yonson*. After a long search, the piece was found, the words relayed and the patient sufficiently satisfied to let the operation go on.

Thomas H. Belviso, manager of the Music Division, of which the Music Library is a section, attests to the genuineness of the above anecdote.

All sorts of odd requests are received in the library. It is not at all strange for persons to call up, hum tunes over the telephone and ask that the songs be identified and the music librarians seldom fail to get the titles. More common are calls for the dates and origin of popular songs. Arguments as to when a certain tune came out, what show it was in, are often settled by calling up the NBC Music Library.

The files of the library go as far back as music and music publishing itself. Library men never know when a call will come in for some of the very oldest music they have. Once a request came in for *Gloria in Excelsis Deo*, the hymn that the angels sang at the birth of Christ. The order was filled.

Three hundred thousand titles of musical compositions comprise the library. This does not include the different arrangements nor the number of copies of each title, which in some cases may add up to as many instruments as there are in a band. The compositions run the musical gamut, from Wagner, Beethoven and Brahms to Berlin, Kern and

Billy Hill. Operas, symphonies, marches, hymns, litanies, ragtime, hill-billy, jazz and swing are all represented. Almost every piece is classified and cross-indexed.

The library itself is the most active, working music library in the world. Built with an eye to speed and convenience, a piece can be located in a very short time. Research and reference are secondary to the more practical purpose of supplying the studios with whatever music they need or want.

Years ago the library simply supplied music to the studios. Rather than shop for music for every individual program as it came up, it was decided to buy and keep adding to it all the music that was most used in broadcasting and put it in a room near the studios. This was done and, in the course of time, the room came to be known as the Music Library.

As the library grew, it began to be used for reference; as a clearing house for all kinds of musical information. Hence, the calls mentioned at the beginning of this piece.

"These calls, however, represent only the small, incidental services of the library," stated William R. Marshall, head of the Music Library. "Our main purpose is to supply all the musical needs of most of the sustaining and some of the commercial programs at NBC.

"We help select music for many special occasions besides putting in form for broadcast the music used on NBC-built shows. NBC artists come in and are aided in making selections to sing or play on their programs."

The library is subject to calls at all times. So long as one studio is operating, a man is kept in the library. At times, as

during the recent British coronation broadcasts, it is open day and night. This is necessary because last-minute program changes may necessitate music different from what had been first planned. Sometimes they have only second to dig out a piece and rush it to a studio.

In locating a piece of music, library men first consult files and indexes arranged by the Music Library's maintenance staff, headed by Wallace Magill. This section is an important part of the Music Library—the axis around which all its activities revolve. Here are catalogued, cross-indexed and filed all the pieces so that a number is readily available. Without this maintenance section, the library itself would be a jumble, a hodge-podge of musical pieces without beginning or end, in which no particular piece could be found without a week's rummaging. Not only does it keep in order all the pieces on hand, but also is responsible for getting and cataloguing new music as it comes off the press—a large and complicated task.

The NBC Music Library has been in existence for over ten years; as long as NBC itself. It is the result of combining the small working libraries of WJZ and WEAJ in 1926, plus the small and large private libraries—including the New York Symphony Library, formerly owned by Dr. Walter Damrosch—that have been bought from time to time.

Growth and expansion of the library was not planned or charted; it just grew, naturally and spontaneously. Each addition was made as the result of a legitimate need.

Assisting Mr. Magill in Maintenance are Marion Murray and Edith Walmsley. Mr. Marshall is assisted by Richard Birtwhistle, Theodore Gray, Frank Heffer, Martin Hoade, Lee Jones, Howard Keressy, Randolph Ketcham, Leonard MacSwayne, Jaye Marney, Michael O'Donnell, George Parsons and Harry Wightman.

William Paisley, of the music staff, does all the purchasing for the NBC Music Library in New York.



WALLACE MAGILL



Madge Marley, the *Carolina Songbird*, is shown consulting William R. Marshall, head of the NBC Music Library, about music for her program. Martin Hoade of the library's staff of fourteen is to the right.

IN MEMORIAM



GUGLIELMO MARCONI
The Father of Radio

THE WORLD MOURNS THE PASSING OF MARCONI

Radio, Italy and the rest of the world lost a great man and a guiding genius of the modern world of science when Guglielmo Marconi, sixty-three, died of a heart attack in Rome on July 20th.

Death came while the inventor was working in his home on experiments in the field of microwaves that he hoped would make his previous inventions and developments insignificant by comparison.

When the man who successfully sent the first message by wireless across the Atlantic in 1901 died, news of his unexpected passing was flashed throughout the world by the magic medium of his own creation. Leaders of the radio world, in America, in Canada and Europe, voiced their respects to his memory in an international memorial broadcast over both networks of the National Broadcasting

(Continued on page 7)

THE genius of Marconi was a gift not to the people of one nation but of all nations. His scientific achievements—like the radio waves themselves—transcended international boundaries. They benefit all men everywhere, regardless of the man-made barriers of language, creed and politics.

“It was my great privilege to have known Guglielmo Marconi for more than thirty years, ever since I was a boy. He was always a source of inspiration to me; always a kind teacher and a loyal, helpful friend. It is impossible to put into words my deep sense of personal loss. I can only express my gratitude that my life should have been enriched by this friendship.

“His visits to the United States have given Americans an opportunity to know of him not only as a great scientist, but also as a man of rugged character and extraordinary personal charm. America joins the world in the deep sense of loss which his death brings.

“The whole world today mourns the passing of this illustrious world figure, Guglielmo Marconi. We can only bow our heads and say:

*“Life’s race well run,
Life’s work well done,
Life’s victory won.
Now cometh rest.”*

—David Sarnoff, *President of RCA.*

IN every gathering he stood out as a distinguished gentleman, whose intellectual force and personal charm would have commanded universal respect regardless of his scientific achievements. In his death the world has lost more than merely one of the greatest inventors and industrial scientists of all time. Marconi the man was fully as great as Marconi the inventor. He had rare qualities of simplicity, direct thinking, frankness and sympathetic friendliness. His work and his life will always furnish one of the brightest pages in the history of mankind.”

—Gen. James G. Harbord,
Chairman of the Board of RCA.

* * *

THIRTY-SEVEN years ago when wireless telegraphy was regarded as a dreamer’s fancy, Marconi demonstrated the practicability of joining continent to continent by radio’s invisible link. Now the entire world is immeasurably richer for the culture, enlightenment and entertainment that broadcasting carries to homes everywhere. On the high seas radio guards the passage of ships. In the air radio guides the flight of airplanes. For these things civilization owes a debt to Guglielmo Marconi which must place his name high among history’s roster of those who have served mankind.”

—Lenox R. Lohr, *President of NBC*

NEW MODERN STUDIOS OPENED IN WASHINGTON

The new NBC studios of WRC and WMAL in Washington, D. C., were formally opened during a full hour program Thursday, July 22, over the combined Red and Blue networks. Officials of the Federal Government and the National Broadcasting Company participated in the inaugural ceremony.

Among those heard were Postmaster General James A. Farley, Senator Burton K. Wheeler of Montana, Melvin C. Hazen, Commissioner of the District of Columbia; Eugene O. Sykes, a member of the Federal Communications Commission, and Lenox R. Lohr, president of NBC. Music was provided by the United States Marine Band in Washington and an NBC

orchestra in New York under the direction of Dr. Frank Black.

The new headquarters of NBC is housed in the entire top floor of the new Trans-Lux Building. It has 20,000 square feet of floor space and it embraces the latest developments in engineering and studio construction.

There are seven studios. The largest one is forty by thirty-two feet, two stories high, and has an observation booth for the studio audience. There are two smaller studios, fourteen by twenty-seven feet, two small speaker studios, and two studios for the reproduction of electrical transcriptions.

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ADVERTISING MAN JOINS PROGRAM DEPARTMENT



DOUGLAS W. MESERVEY

John F. Royal, vice president in charge of programs, before sailing for Europe on July 14, announced the appointment of Douglas W. Meservey, former advertising man, to an executive post in the Program Department.

Mr. Meservey resigned as advertising manager of the Du Pont Cellophane Company, Inc., in New York, to assume his new position in Vice President Royal's department on July 15.

Mr. Meservey, a native of Nebraska, was reared and educated in California where he was graduated from Leland Stanford University in 1926. He spent one year at Stanford Law School and another at Harvard Law School. While at these universities he also acted as sports correspondent for the Associated Press and International News Service.

His yen for writing led him to Europe where he soon discovered that a young scribe's life is not very lucrative so he joined Erwin Wasey and Cie., in Paris. It seems that he was cut out for the advertising field: one year out of college, he became an account executive of that firm, representing American products in France, Switzerland and Belgium.

In the latter part of 1929 he returned to the States to become associated with McCann-Erickson, Inc., before joining Du Pont Cellophane Company, Inc., in 1930.

As chairman of the entertainment committee of the Association of National Advertisers he and Ken R. Dyke, manager of Eastern Division Sales, conceived and organized the year-old but now already notorious Ad-Ribbers Club of the A.N.A. Mr. Meservey produced and assisted in the direction of the first Ad-Ribbers' dinner and show at White Sulphur Springs in October, 1936.

Mr. Meservey has also had stage experience in producing shows for the Sands Point Bath Club, Long Island.

Mr. Meservey is a bachelor, and claims golf, squash, and the theatre as hobbies.

NBC HOLLYWOOD

by Noel Corbett

Along the banks of the lazy, curving Russian River, 'neath the shade of giant Redwoods, a group of Hollywood NBCites joined other Bohemian Club members for their annual vacation powwow at the Bohemian Grove, during the last week of July.

Don E. Gilman, vice-president in charge of the Western Division, Sydney Dixon, assistant sales manager, and Walter Bunker, producer, joined by Harrison Holliday and Earle C. Anthony of KFI-KECA, made the trip to the famed recreation spot for a few days of pleasant entertainment and cool idleness, while fellow-workers back home in Hollywood were wondering if the air-conditioner hadn't stopped working.

Bohemian Grove has a roster of professional and businessmen who yearly gather for a program of festivities in keeping with the Club's name. The beautiful grounds are situated just north of San Francisco and are a few scant miles from famed Russian River resorts, where, on summer nights, thousands of carefree vacationists are ruled by the kings of swing and notes from sizzling clarinets chase one another through the clear crisp air.

However, the Grove, situated in a beauty spot by itself, might easily be in another world. Its exclusive members derive their amusement from a schedule which features musical and cultural events. Their *Scattered Leaves Program* and *Creation of Care*, along with the annual Grove play, which this year was *Lifkronan*, and written especially for the occasion, give the encampment a Hiltonian touch, which is accentuated by the dancing white reflections from gas lamps that are in evidence every evening. The modern approach in automobiles is banned, as are movie cameras, and radios.

So, if any of the vacationing radio clan heard Burns & Allen or *One Man's Family*, they did so with a pair of earphones and a smuggled crystal set, or else jittneyed down to where their cars were kept to listen in.

During the Hollywood Leading-Man-versus-Comedians-Baseball Game, Buddy Twiss turned the mike over to Benny Rubin for a few minutes while he made for another mike in Governor Merriam's box. The Russian Flyers were there as guests and Buddy was to introduce them to the audiences.

The visitors from Moscow, who were trying their best to make sense out of the

great American horsehide pastime, which was further complicated by the antics of the Ritz Brothers, Vince Barnett, and NBC's Olsen and Johnson, and Lum and Abner, were surrounded by a mob of autograph hunters and gapers in general. So the best Buddy could do was to get back to the original mike and give a description of the Russian air visitors.

↑ ↑ ↑

Donald De Wolf, spent so much time, a few months back, working on the NBC trailer for pickups from the movie lots, that he finally fell.

When vacation time came for the engineer in charge, he, his wife and three daughters motored to the High Sierras with their very own portable parlor-bedroom-sink hooked onto the back of their car. It will give them every modern convenience such as are found in a Beverly-Wilshire suite . . . they hope.

↑ ↑ ↑

QUICK PICKS . . . Jack Votion, Artists' Service, has built a hothouse on his ranch. He's starting a flock of orchids and gardenias for future corsages when he and Mrs. Votion visit the Cocomanut Grove. . . . Helen Aldrich, Sales, spent her vacation portraying Mrs. Dixon in *Confetti Trail*, at the Hollywood Little Theatre. . . . Karyl Pearson, Traffic, kept his eyes open 36 hours waiting for the Russian aviators. . . . Charley Smith, Artists' Service, let George Engles, director of A. S., interest him in golf on his recent trip to New York. Now he's at Lakeside playing with Jimmie Fidler and John Swallow, studio manager, every chance he gets. . . . Virgil Reimer was a guest on "Buck" Jones' yacht when the 112-ft. boat landed on a sand dune. The party had to listen to the hoots and jibes of passing yachters for five hours until the tide came in. . . . Honor Holden's kitchen is decorated in red and white, so when Kay Fehlan, Engineering secretary, Nadine Amos, Mr. Gilman's secretary, and others gave the bride a shower, they brought her red and white gifts such as kitchen aprons, rolling pins, mixing bowls and nutmeg graters. . . . Ken Carpenter is making a series of shorts as narrator of *Unusual Occupations* for release through Paramount. . . . Andy Love, who recently set up here as Continuity Editor, has real estate dealers from Glendale to Westwood Village on the trail of a house to fit his needs. . . . Sydney Dixon, Sales, has a hide on which are many famous autographs. But it's a Deer hide, not his own.

NBC PITTSBURGH

— by Kay Barr —

Four artists frequently heard on sustaining programs over KDKA have become regular employes of the station. However, they will continue with their airings as part of their new duties.

Artists transferred to the regular station staff from the "artist" classification are Aneurin Bodycombe, Adelaide Lasner, Sammy Fuller and George Heid. Bodycombe, as musical director of the station, will have charge of all matters connected with musical programs, such as supervision of the music library, the engagement and scheduling of singers for the musical programs, and auditions for singers. "Red" has

many achievements to his credit, the most recent being the national distinction won by his KDKA Choralists, a group of sixteen mixed voices, at the Kiwanis International Convention in Indianapolis.

Miss Lasner assumes the title of transcription librarian. She is attached to the Production Department and coaches, directs and takes part in many of the dramatic productions of the station. She also announces the *KDKA Home Forum* and other programs. Fuller is best known for his *KDKA Kiddies' Klub* and *Starlets* programs, in addition to his own personal presentations of songs and patter, working single at the piano. Sammy Fuller also does his trick as a member of the KDKA announcing staff. His duties will not change in the new set-up.

George Heid has been assigned to the



Four established radio personalities who have been graduated from "artists" to full-fledged members of the KDKA staff. From left to right, Announcer Sammy Fuller, Aneurin Bodycombe, musical director; George Heid, production man who sings on various programs and em cee's the *Smiles Revue* Thursday evenings; and Adelaide Lasner, transcription librarian, who handles and takes parts in many dramatic programs for the Production Department.

production staff under Charles Urquhart, and will continue with his present programs and announcing duties. Heid has had long and varied experience in theatrical and radio fields, and his rich baritone voice will be heard more often on KDKA and the network.

Sara Boyd, who recently joined KDKA, became engaged last month.

Sara had to work overtime a few evenings ago on some reports and her boyfriend, James King, came to the station to take her home.

Before leaving the Grant Building, they went to the deck of the skyscraper for a breath of breeze, if any, hundreds of feet above the street. And when they came down, Sara had a very beautiful new ring on the significant third finger.

ments since 1925 was again in charge. He reports that sixty members of the RCA family participated in the tournament and that about a hundred were present at the dinner during which the presentation of prizes was made by John B. Kennedy.

E. C. Anderson of the License Division of RCA won the prize for the low gross with a score of 79.

In the handicap class W. R. Eberle, assistant treasurer of RCA, won the low net with 123—63—60. Runner-up for low net was J. M. Smith, RCA vice-president, 83—20—63.

OFF BALANCE

by Frank W. Nesbitt

Listening to a tour up in air conditioning, we noticed one of the guests was particularly impressed and obviously awed by the intricacies of the system. Just as the party was leaving his expression of wonderment gave way to the light of an idea as he asked if RCA stood for "re-conditioned air."

O. B. Hanson, chief of the engineering staff, left July 16 for a three-week vacation. He will pass it aboard his new thirty-foot cruiser *Phantom*. That's not bad. Our boat is forty-two feet, but it, too, is a phantom.

The NBC plant here in New York is really pretty remarkable. Just about everything works by pressing a button or pulling a switch. So automatic is it that even the guides are *Thurmanstatically* controlled . . . catch?

Next to 9C observation there is a small room. On the door the number 958. Nothing else. Throughout the day a radio plays softly, continually, bringing in queer, "un-firmiliar" programs. Occasionally the door will open and a figure dart out—into a waiting elevator. Could it be Arch Oboler's office? Or the resting place of pencil stubs? We wish the *Know Your Company* department would do something about it.

As the Radio Corporation of America improves the equipment for radio transmission and reception, disturbances are disappearing from our loudspeakers. So too from the pages of the TRANSMITTER STATIC has disappeared. We certainly hope that Alan Kent's swell column will be back soon among these pages. That's the kind of interference we like.

Recently, at a party, one of the members of the family of NBC was completely floored by a flood of questions pertinent to broadcasting. He did much more squirming than explaining. We don't want to be impudent, but to save him any further embarrassment we suggest that he drop in to Guest Relations and get a complimentary pass for the NBC Studio Tour—a ticket for an hour of sugar-coated instructions in the fundamentals of broadcasting.

*Come and take a studio tour,
All our guides are sweet and pure;
They will show you behind the scenes
And give you knowledge by the reams.*

Mark Woods Wins Prize In RCA Tournament

A large number of NBC executives played in the RCA Invitation Golf Tournament for executives of RCA subsidiaries at the Wykagyl Country Club, New Rochelle, N. Y., on Tuesday, July 13. NBC Treasurer Mark Woods won an electric clock for shooting the largest number of par holes—nine—in the special events class.

A. Frank Jones of Artists' Service who has managed RCA and NBC golf tourna-

NAMES IN THE NEWS

NEW YORK

Promotions:

Miss Mary Harrell who came to the Central Stenographic Section from San Francisco last April has been named secretary to Maurice M. Boyd, manager of the Local Sales Division.

Mrs. Josephine Walker who came from the Engineering Department of KYW, NBC-Red Network outlet in Philadelphia, on June 15, to join the Central Stenographic Section, has been named secretary to I. E. Showerman, assistant manager of the Eastern Sales Division.

Previous to her affiliation with Station KYW Mrs. Walker was secretary to Keith McLeod, formerly with NBC in New York and now production manager of WFIL, NBC-Blue Network station in Philadelphia. She also has spent over two years with Leopold Stokowski as his secretary.

Engagements:

Miss Helen Goldschmid's engagement to Arthur Gould was announced at an informal party at the home of her parents, Mr. and Mrs. John J. Goldschmid, at Long Beach, Long Island, July 4.

Miss Goldschmid is in our Program Department and her fiance is with the Pennsylvania Railroad Company. The date of the wedding has not yet been announced.

Marriages:

Miss Margaret O'Connor, secretary to Vice-President John F. Royal, and William McCaffrey, formerly with our Artists' Service and now a partner in the firm of Hesse and McCaffrey, artists' representatives, were married at City Hall in New York City, July 16.

A small and intimate luncheon at Moneta's Restaurant, attended only by close friends including several members of NBC, followed the wedding.

Mr. and Mrs. McCaffrey are honeymooning at Lake Tahoe, California, and are expected back in New York about August 15.

John Wagner, formerly of the New York Division and now of San Francisco Cost Accounting, came East during his

vacation to be married in Englewood, N. J., July 17.

Mr. Wagner began with NBC in the New York Mimeographing Division two and a half years ago. A short time later he was promoted to D. B. Van Houten's office in Service. From there he went up to Cost Accounting; then he was sent to San Francisco to inaugurate the Cost Accounting system there.

Stork News:

Miss Emma Weisbecker (Mrs. George Kuhn) who resigned from the Program Department last March became the mother of a girl, July 12, 1937.

Alfred J. Wies, field engineer, became the father of a girl on July 7.

That makes two for Mr. Wies. The first one was a girl.

Edward Nolen was recently a happy cigar-giver-outer in the Engineering Department. It was a boy.

Obituaries:

Tim Gallivan of the Guest Relations studio operations staff died in Bellevue Hospital at 6:30 P.M., July 18.

A number of NBCites attended the funeral services at the Holy Name Roman Catholic Church.

Transfers:

Miss Claire Maxwell was transferred from Stenographic to the Guest Relations Division, July 15, to replace Miss Janet

Patton, resigned, as secretary to Walter B. Davison who is in charge of tour promotion.

Miss Lisa Lundin, formerly in the office of Walter G. Preston, Jr., manager of General Service, has taken the place in the Personnel Office vacated by Miss Jane Miles who resigned. Miss Miles who was secretary of the Athletic Association came to NBC a year ago. Miss Lundin came to Radio City from her home in Iowa in May.

Resignations:

Herbert Gross of the studio operations staff and circulation manager of the NBC TRANSMITTER resigns to accept a position as secretary-treasurer of a textile firm in New York. His excellent batting will be missed on our baseball team.

Herb Gross came to NBC as a page over two years ago; later, he became a guide in which capacity he distinguished himself with his ability to speak German fluently. Herb says the most exciting German tour he ever took was the time he conducted the officers of the ill-fated Hindenburg through our studios, a year before it crashed. On another occasion, at the end of the tour, the mayor of Duisburg, Germany, invited Herb to drop in and see him if he ever came to Duisburg. A few weeks later, during his vacation, he did go to Germany and surprised the mayor by dropping in. Herb says the mayor remembered him and was pleased to see him—he was royally entertained for two days.

(Continued on next page)



NBC Photo by Sydney Desfor

Close friends, including several NBCites, drink a toast to the newlyweds, Mr. and Mrs. William McCaffrey, at the luncheon, following their marriage Friday noon, July 16. The bride, shown in the center with the groom, was the former Miss Margaret O'Connor of Vice President Royal's office. (See Marriages.)

John Flynn, messenger in the Mail Room since last October, resigned July 15, to accept a position with Blackett-Sample, Hummert, Inc., advertising agency.

Jack Morrison who joined the Mail Room staff in March has resigned from NBC to return to his former job of selling automobiles in Jackson Heights.

Newcomers:

A new member of the page staff is Gerald Vernon, graduate of Colgate University, class of '37. He majored in psychology, likes people and for that reason, among others, likes his work here.

He was born in Korca in 1914 where his father did mining engineering work. For nine years young Vernon traveled all over the world with his parents. As a child he spoke Korean, French and Spanish fluently. "I can hardly speak any of them now," he added, ruefully.

Nathan R. Lipscomb, who says he is "a good Democrat from Greensboro, North Carolina," comes to NBC to replace Julius H. Halas, resigned, as secretary to N. Ray Kelly, head of Sound Effects.

Mr. Liscomb who has had a year's experience as secretary to an executive in the Vick Chemical Company in Greensboro is a graduate of the University of North Carolina, class of '37, and a member of Sigma Chi.

Austin M. Macdowell has joined Guest Relations as quartermaster. He comes to NBC from a jeweler's firm in New York where he worked as a watchman for over ten years. Mr. Macdowell who lives in Brooklyn with his wife is an ex-Navy man, having entered the service when he got out of high school in 1905.

C. Parker Ruff, formerly with Sperry Gyroscope Co., in Brooklyn, has joined the Statistical Department as a draftsman, replacing John Kunick, resigned. Mr. Ruff is a graduate of the University of California. At one time he was sports writer for his home town paper, *Evansville Journal* (Indiana). He still writes occasionally for fiction magazines.

The following are new faces in the Central Stenographic Section.

Miss Lucille Lizotte, formerly secretary to the vice-president of Pinaud Incorporated, New York, is from White Plains, N. Y. She thinks radio is "fascinating."

Miss Lucille Anderson who was born in New York comes to Radio City from Chi-

(Continued on Page 11)

KOA DENVER

by Charles Anderson

Vacation Shots:

Billy Stulla, announcer, sends word from Buffalo Creek, Colorado, that he has managed to snag his trousers several times, but as yet no fishes have allowed the snagging to concern them.

Joe Gillespie and your correspondent are still telling the home-folk about their grand trip East. Joe took some nice pictures and will send them in soon for the vacation-shot contest.

Studio Engineer Billy Williams has just returned from a trip to Grand Lake where he practised his golf and tennis game to be ready for all comers.

Glenn Glasscock goes next week from the studio engineering staff to go as far away from the heat as possible. Possibly Pikes Peak. That should be cool enough.

F. A. Nelson, transmitter engineer, is back from a trip to Yellowstone Park, and a visit to his mountain cabin at Deckers on the South Platte.

Harold Austin, transmitter engineer, braved the heat from a trip to Chicago on his vacation.

"Perry" Peregrine, control supervisor, enjoyed the altitude at Woods Lake in the Holy Cross National Forest region, 9,300 feet high. It WAS cool enough.

Russ Thompson, transmitter engineer, is seeing Colorado first.

Helen Loucks, Traffic, spent her vacation time driving around town in her new car. She claims she knows how to drive it now.

Ellsworth Stepp, plans to forget the Audience Mail Department and search the streams of Colorado for a string of flashing trout.

Thelma Erickson, Sales office stenographer, left for Kansas City to visit relatives.

Ed Sproul, page, is heading for the sunny shores of California on his coming vacation.

Woo-woo, I'm an Indian. Lucille Beiddeck, stenographer, donned war paint and head-dress to take part in the Elk's pageant held here during their convention. During the progress of the show a whole tribe of real Indians sat down in front of her waiting for their cue to go on. Every once in a while one of the Indians would turn around to look at Lucy. Finally he turned around, extended his hand and asked her what tribe she belonged to. Well, the red paint saved the day; it concealed her blush. However, she doesn't like to talk about it.

Bob Harris is the newest member of our announcing staff. He comes from Colorado Springs, Colorado. He's a member of the Phi Delta Theta Fraternity at Colorado College. Gained his first announcing experience at KVOR in Colorado Springs.

The golfers are in full swing. Harry Long, Sales, took the writer for a trimming last week and this week. However, Derby Sproul, Stan Neal, Verne Andrews, and Carl Schuknecht expect to give him a run for his money. If everything goes well we'll have a little tournament right here among our own staff. Billy Williams is in good form to help the engineering staff, and Billy Stulla should be able to mow 'em down for the announcers.

Mr. and Mrs. A. E. Nelson spent a recent week-end in Estes Park at the Stanley Hotel, famed for the cool breezes that air-condition our Colorado Rockies.

KOA staff members qualify for membership in the Audubon Society. Derby Sproul has been conducting a class in nature study for several days now. Across the street a feathered romance has been transpiring between two members of the species columba, commonly known as pigeons. Several times during the day they can be seen billing and cooing and then the male member of the family flies away to gather material for the nest which for a time was built in the awning above Sproul's window. But they have moved two awnings up the street and Derby fears they were tempted by some scheming landlord with offers of hot and cold running water. In order to get them back Sproul is going to offer free telephone and radio service and the first and last months' rent free. As yet no reply has been received from the pigeons.

Clarence Moore, program director, refuses to be "dog bait" for anybody's dog. Recently a neighbor's dog nipped him. The aggressive canine's mistress couldn't believe her Fido capable of such a dastardly deed. She called Mrs. Moore and suggested she be called the next time Clarence left the house. Then she would let her dog out. If he bit Clarence again she would take the matter in hand and cure him of such habits (the dog, not Clarence). Fortunately the dog bit someone else first, putting an end to the test.

NBC TRANSMITTER

Published for and by the employes
of the National Broadcasting Company
from coast to coast.

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LETTERS TO THE EDITOR

Dear Editor:

On these frequent rainy and hot lunch hours, when you have the inclination to go somewhere and flop—to let the rest of the world go by—what do you do (or what can you do)?

This question has not only been raised many times but has been the subject of animated discussion among NBC employes. The consensus of opinion is that we should have a lounge, game or what-have-you-room, perhaps sponsored by the NBC Athletic Association.

Investigation reveals that companies comparable to NBC have such facilities for the use of their personnel, which is certainly proof in itself of the fact that the desire for relaxation is not necessarily prompted by instinctive laziness. On the other hand, such a recreation room would tend to promote harmony among us "fellow workers" and engender a more cooperative spirit in our universal aim—selling NBC.

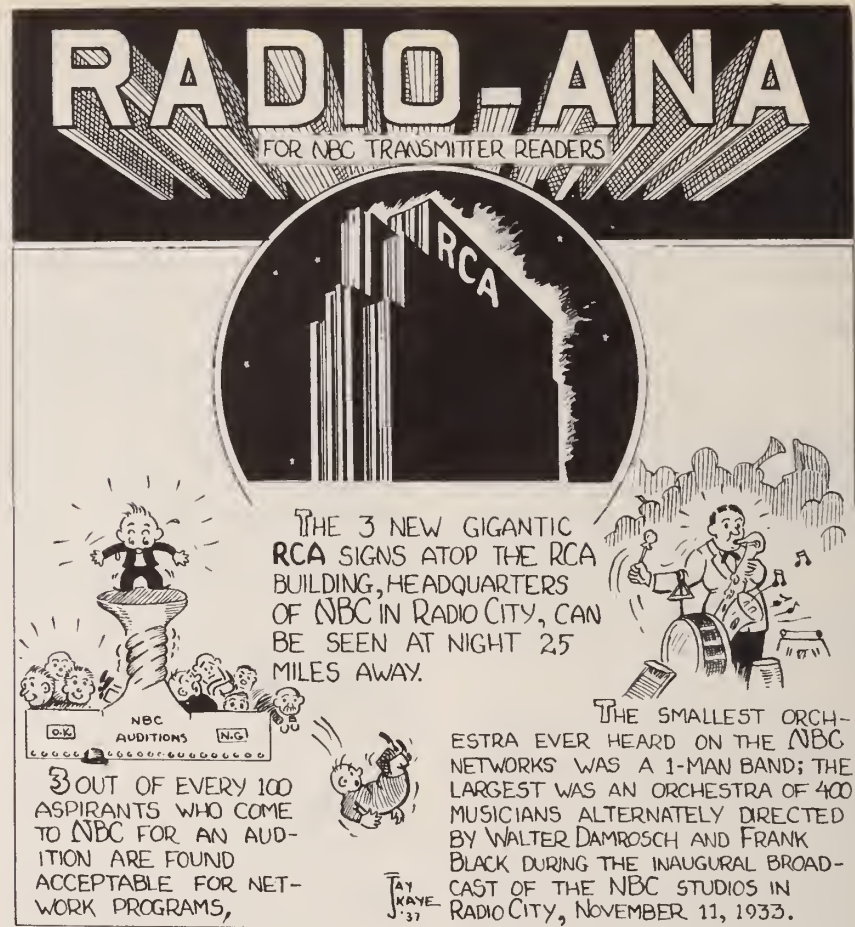
"Let's Get Acquainted."

Ed.—Paging Mr. McElrath, president of the NBC Athletic Association!

/ / /

May we use the medium of your column to express our appreciation of the courtesy shown by A. T. Williams, of Engineering, to the guides. Mr. Williams has, on several occasions, added to the enjoyment of the tour by explaining to us in otherwise empty studios the various microphone setups and the operation of the sliding panels.

—The Guides in Radio City.



NINE NEW ENGINEERS ADDED TO N. Y. STAFF

Several new men have been added to the Engineering Department in New York during the last month. Their names follow:

Roland W. Jordan, in the Maintenance Division comes from KOA, NBC station in Denver. He has also worked for the Western Electric Company.

Though just starting at NBC, Melvin A. Lewis, field engineer, is no stranger to two of our engineers. Before coming to Rockefeller Center, Mr. Lewis had contacted two NBC engineers through his private short-wave transmitter. Upon arrival here Mr. Lewis immediately renewed his short-wave acquaintances with Engineers Dan Whittemore and Ed Wilbur, who are also short-wave enthusiasts.

Before coming to NBC Mr. Lewis had been employed by the Western Electric Company, De Forest Radio and Station WAAT in New Jersey.

Ten years ago, John E. Holmes was an RCA messenger when RCA was located at 66 Broad Street, New York, N. Y. Today Mr. Holmes returns to the RCA family circle as an engineer in NBC's Reference Recording Room.

The intervening years have been spent at school and work. He spent two years at Rutgers University and the other years working for the Emar Instrument Corporation and E. V. Brinckerhoff and Company, both of New York City, and Rangertone, Inc., of Newark, N. J. Mr. Holmes also has worked at the RCA short-wave station located at Somerville, N. J.

W. E. Mullaney comes from station WINS with seven years' experience as a field engineer. He is a graduate of the RCA Institute.

William A. Irvin, while new to NBC, is not new to WEAF. Eleven years ago he was associated with that station when it was owned and operated by the American Telephone and Telegraph Company before NBC was organized in 1926.

Mr. Irvin who was formerly with the Commercial Radio Sound Corporation is in the Maintenance Division.

The following will be studio engineers: Robert Bigwood, who comes to us from Station WCAX, Burlington, Vermont where he was chief operator; Donald Abbott, from Station WEAN, Providence, Rhode Island; Henry Geist, formerly with KYW and WCAU, Philadelphia; Harold Luedeke, who lives in Flushing, Long Island, formerly worked with the New York City Department of Health.



TENTH ANNIVERSARY CHIMES

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



VINCENT J. GILCHER

Vincent J. Gilcher, manager of Technical Services in the Engineering Department in New York, marks his tenth year with NBC this month.

This young man, who is a native of Jersey City, New Jersey, has made one of those proverbial meteoric rises in radio broadcasting. He became interested in radio as a hobby while still in high school. Following his graduation from the Dickinson High School in Jersey City he attended various technical schools including the RCA Institute where he studied radio engineering and the International Correspondence Schools for electrical engineering.

After working for the Thermodyne Radio Corporation and the Priess Radio Corporation for several years, he joined NBC in 1927 as a maintenance engineer. Subsequently he became assistant plant engineer and then plant engineer.

When NBC installed new equipment and studios in Chicago in 1929, Mr. Gilcher was placed in charge of the engineering design and the insulation of the studios at NBC's Central Division plant.

Engineer Gilcher still lives in his native state, New Jersey: he has a home in Bogota where he lives with his wife and three-year-old daughter, Peggy Ann. There he has lots of room for his two hobbies—raising bull-dogs and cactus plants, samples of which he often brings to Radio City to decorate his blue-print-cluttered office.

John M. Flynn, assistant station engineer at the WEAF transmitter in Bellmore, Long Island, completes his decade with NBC this month.

He was born in Long Island City and was graduated from Bryant High School in New York City. In 1915 he was appointed a special student at the School of Engineering of the U. S. Naval Academy at Newport, R. I. Two years later he re-



JOHN M. FLYNN

ceived his Ensign's commission and was sent to France for duty. In 1921 he resigned with the rank of Lieutenant.

After leaving the Navy he joined RCA as transmitter engineer at Tuckerton, New Jersey, where he spent five years nursing Alexanderson alternators and tube transmitters. In 1927 he joined NBC and worked at the five-kilowatt transmitter, WEAF, on West Street. He was soon transferred to the station's new fifty-kilowatt transmitter at Bellmore.

In those days the operation of a transmitting station was difficult and interruptions were many. Chief Engineer O. B. Hanson, who was a frequent visitor at Bellmore used to greet his engineers with, "Give us this day our daily breaks." But today there are no more breaks, states Engineer Flynn.

Mr. Flynn is married and has two sons, thirteen and fourteen. His hobby is fishing, and now and then he turns in a good game of golf.

During his ten years with NBC Mr. Flynn has completed numerous courses in radio engineering and operation at Pratt Institute and Columbia University.

Of his department John M. Flynn says: "As rapid as has been the growth of radio broadcasting it is my belief that the development of transmitters in the past ten years depicts the rapid change more than in any other branch of our company."

Ten years ago a scrawny young man of seventeen left his home in Fitchburg, Massachusetts, where he was just graduated from high school, and went to New York City in search of a job. It did not take him long to find one. The then newly organized National Broadcasting Company at 195 Broadway had a vacancy for a messenger boy and Andrew J. Waddell got the job.

A few weeks with NBC, and he decided to carve a career for himself in the new industry so he studied radio engineering at the RCA Institute in the day time. He also took up advertising at New York University.



ANDREW J. WADDELL

NBC TEAM BEATS RKO

After many false starts, the NBC baseball team finally broke its jinx by topping its arch rivals, RKO, which ranks second in the league, by a score of 4 to 3 in a game at the Catholic Protectory, July 17.

All was comparatively quiet on the baseball front until the sixth inning. With three men on bases Von Frank (Guest Relations) hit a single which brought in two NBC runs, making the score 2-0. Later George Flood (G. R.) hit a terrific triple of over 300 feet to add two runs to NBC's score.

Von Frank, who was on the mound, limited RKO to six hits.

As usual Dwight G. Wallace, personnel manager, was in the bleachers rooting for the NBC team. With him were his daughter and young son, who helped Pete Bonardi (G. R.) peg the long ones in from the right field.

The Passing of Marconi

(Continued from page 1)

Company. The NBC stations, along with hundreds of stations throughout the world, were silenced for a minute in honor of the great "father of radio" at 1 P.M., EDST, July 21st.

Surviving are Senator Marconi's widow and a young daughter; and three other children by his first wife. His only son, Giulio, twenty-six, who has been with NBC since April (NBC Transmitter, May, 1937) sailed for Italy upon receipt of the news of his father's death. Young Marconi is expected to return to New York after settling his father's estate to continue his radio apprenticeship with RCA and NBC.

In those days, said Mr. Waddell, who is now in the Maintenance Division of the Engineering Department in New York the Mail Division shared a small room with the Audience Mail Section, then headed by Adelaide Piana who is still in charge, and the Traffic Department which was managed by Harry A. Woodman, now general manager of KDKA, NBC-operated station in Pittsburgh, Pennsylvania.

There were four other men in the mail room besides Andy Waddell; two of them are still with NBC, Thomas J. Dolan and Joseph S. Sauer, both of the New York Traffic Department.

Mr. Waddell became a page and guide when NBC moved from its downtown offices to 711 Fifth Avenue, New York. After completing his studies with the RCA Institute he became an apprentice in the Engineering Department.

Andy Waddell got married two years ago. He and his wife live in Yonkers.

TELEVISION ABROAD

by William S. Rainey



WILLIAM S. RAINEY

William S. Rainey, Manager of the Production Division in New York, who recently returned from a European tour to view the progress being made in television programming abroad

wrote this brief summary of his observations for the readers of the NBC Transmitter.

Of the three countries visited, England, Holland and France, we found the former to be most actively engaged in the broadcasting of television programs. The BBC's television studios and transmitter are located in Alexandra Palace, situated on Muswell Hill in North London. This three-hundred-foot hill is one of the highest in London.

Regular program service is maintained daily, except Sunday, from three to four in the afternoons and nine to ten in the evenings. The evening program is a repetition of the afternoon program. A typical broadcast consists of a variety act or two, followed by a short newsreel and then an ambitious dramatic presentation lasting about three quarters of an hour. This presentation may use forty or fifty actors in the cast and ten to twelve different settings.

Several presentations witnessed proved to be entertaining. Of unusual interest was the televised broadcast of the Wimbledon Tennis matches. The pictures had good definition and the play could be easily followed. From an engineering standpoint, the feat was particularly interesting because the transmission was relayed from Wimbledon to Alexandra Palace, a distance of about nine miles by short wave instead of by coaxial cable. Three mobile trucks were used—one to transmit the signal, one as a power plant and the third to regulate the control.

At the present time probably two thousand receivers have been sold in London. Some of these are in department stores and other spots where the general public may view the regular programs. Sets sell for as low as fifty-five guineas—approximately \$285.00.

The British public apparently are rapidly becoming television fans, and will become even more enthusiastic if the price of receivers is reduced and programs improve.

In Holland, television is still in the

WGY SCHENECTADY

by O. H. Junggren

"What-a-Man" Hasche, auditor, is a man of several trades. It seems that not so long ago WGY's blond cashier got a hurried call at 5:30 p.m., from New York to get out some "figgers" for Local Sales. Well sir, what do you think? He goes home, grabs a bite, plays a softball game (wins) blows his oompah tuba up to a hundred at a band rehearsal, comes down and gets the digits out on time—that same night! All without the aid of "Chet" Rudowski, who's at Lake Placid on vacation. "What a Man!"

✓ ✓ ✓

Kolin Hager returned Monday, July 19, from a four-day session at G. E.'s Camp Engineering at Association Island, Henderson Harbor, N. Y. Manager Hager served on the entertainment committee. He says the cool breezes almost made him wish he could stay for a while longer.

✓ ✓ ✓

Bill Purcell, chief engineer, certainly picked himself a swell time to take a breather. The first four days of his vacation were as hot as we ever want to have it. Bill whiled the time away dropping the plug for the fish at Lake Champlain.

✓ ✓ ✓

A. O. Coggshall, program manager, pulls out one of these days for the Maine coast and other points east. He's running around with boards and gadgets trying to get the engineers to figure out how he can get fifteen suitcases in a baggage compartment in his new car which is meant for five pieces.

laboratory, but is nevertheless well advanced. Particularly interesting are the unique studio lighting facilities developed, holding great promise for one of the most difficult of television problems. Apparently there are no immediate plans to market receivers in Holland—the Dutch preparing to wait until some practical means are devised to finance an adequate program service.

Television in France is in a transition period. The equipment is being changed over from the mechanical scanning system to the cathode ray tube system, now being used in America and England. A new television transmitter in the Eiffel Tower is being completed and in a few months some interesting developments should be forthcoming from Paris.

The engineers have given us a workable system. The next problem is to decide what will make the most interesting programs and how are they to be paid for.

RADIO FELLOWSHIP

AWARDED TO N.Y.U. MAN



H. M. PARTRIDGE

The third university fellowship of 1937 for advanced study in radio broadcasting with the National Broadcasting Company has been awarded by the Rockefeller General Education Board to H. M. Partridge, program director of the New York University Radio Committee. The appointment is for three months, ending October 1st.

Mr. Partridge, thirty-four, of Hillsdale, N. J., is a Bachelor of Science graduate and Master of Arts post-graduate of the University of New Hampshire. In 1928 he received his Ph.D., degree from the N.Y.U. Graduate School. Since then he has been lecturer on analytical chemistry at N.Y.U., and as program director of the Radio Committee has directed ten different series, including one hundred and fifty programs, over local stations. He will study under Dr. Franklin Dunham, NBC Educational Director.

Royal to Europe to Extend Exchange Policy

John F. Royal, vice, president in charge of programs, sailed on the *Normandie* July 14 for a tour of Europe during which he will visit England, France, Germany, Holland, Switzerland, Italy and the Scandinavian countries.

While abroad, Mr. Royal will make a detailed survey of international broadcasting conditions and will renew the very close associations which the National Broadcasting Company maintains with leading European radio organizations such as the British Broadcasting Corporation and the Reichs Rundfunk Gesellschaft.

One of the purposes of Mr. Royal's trip is to complete arrangements for an extension of NBC's policy of exchanging with foreign broadcasting organizations not only programs but personnel.

The already extensive exchange of programs with England, France, Germany and other countries will be augmented. In addition, steps will be taken to assign representatives of NBC as guest personnel with foreign broadcasting organizations in exchange for guest announcers from such nations as England, Sweden and Italy, already serving with NBC in this country.

NBC SAN FRANCISCO

By Louise Landis

Van Fleming, producer, has returned from a ten weeks' trip abroad during which he saw the new King and Queen of England, the Paris Exposition, and television as it is being developed by European broadcasters.

Mr. and Mrs. Fleming sailed on the freighter *Moldanger* in May and idled in leisurely fashion through the Panama Canal, returning on the same vessel. In Paris they visited the Exposition and found it intensely interesting despite the fact that it is not yet completed. They reached London in time for the official celebration of King George's birthday and witnessed the inspiring Trooping of the Colors ceremony. At the British Broadcasting Corporation they saw the newest developments in television—"I still think the American results, even in their present stage, are more desirable," Van says. He advocates a freighter trip as a perfect vacation for a tired radio producer—no social life aboard; nothing to do but rest.

Single unpleasant feature of the trip—a Paris burglar stole Mrs. Fleming's sable scarf, and the Surete, despite its traditional prowess, hasn't located it.

San Francisco has a feminine producer *pro tem*.

She is Anita Bolton, pretty assistant to Jennings Pierce, in charge of agricultural broadcasts. While Pierce is vacationing in the high Sierras Anita is carrying on for him, producing the western *Farm and Home Hour* daily.

New Washington Studios

(Continued from page 1)

The construction of these studios is similar to that of the Radio City studios. Extreme care has been taken in sound-proofing them. Modern developments have given the announcer a streamlined control box built on the order of a speaker's rostrum. A loud speaker and a clock of the latest design also are housed in the new announcer's panel.

Ventilation and air conditioning are provided by two giant plants located on the roof of the building. The whole system works by thermostatic control.

All the engineering and technical developments in the new studios were worked out under the personal supervision of O. B. Hanson, chief engineer, who supervised the NBC constructions in Hollywood and Radio City. His representatives in the work have been Thomas H. Phelan and J. Gordon Strang.

JULY VACATIONERS: Lillian Runyan, bride of Charles Runyan, staff organist, who is in the Northwest on a belated honeymoon tour of Crater Lake, Mount Hood and other spots in which Runyan has found inspiration for a series of musical sketches. . . . June Shaw, in charge of program schedules in the Press Department, who is at Pinecrest in the Bret Harte country. . . . Sophie Dunich, Press typist, who also picked a mountain site for her holiday. . . . Wallace Ruggles, sound-man, and Warren Andresen, studio engineer, who spent part of their vacations together, in Hollywood, shooting miles of color film. . . . Nell Cleary, of the Continuity Acceptance Department, also Hollywood-bound for a fortnight. . . . Norma DeValle of the Mimeograph Department, who is dividing her holiday into a series of trips. . . .

Announcer Archie Presby, who burlesques a staid concert commentator on *Bughouse Rhythm* weekly, has to be serious part of the time for the next month, as he is m. c.ing *Crosscuts from the Log o' the Day* during Laurance Cross's vacation. . . .

Press Manager Lloyd E. Yoder performed his annual feat of ridin' herd on a bus-full of radio editors and radio artists who were guests of honor at the Salinas Rodeo July 16 . . . he has been General Chairman of Radio Day ever

since the Rodeo Committee instituted one, several years ago . . . day before the event Mr. Yoder acquired a beautiful new De Soto in an elusive shade which bears the wealthy-sounding title of "Sable." . . .

Two new faces in the Typing Division presided by peppy Jo Elletson: Lois Reedy and Betty Milligan.

Regretful goodbyes will be said July 31 to Ward Byron (S. Ward Byron on his checks) who produces *Bughouse Rhythm* as well as a good deal of studio humor that audiences never hear. . . . The farewells will be regretful because Ward will be missed, but congratulations will be in order, too, because rumors are that the job that lured him away from NBC for the first time in twelve years is one of those big opportunities that don't come too often . . . it is with the Music Corporation of America, in Hollywood, which Ward joins as studio consultant in a new unit being organized there.

Ward is a real NBC veteran, as he joined the WEA staff in 1925, and except for a brief spell when he handled the Wheatena program, *Billy Bachelor*, has been affiliated with NBC ever since its formation. Lots of good wishes will go with Ward when he leaves, even if your correspondent does mutter a doggone-it or two on-account of now she never will get that beat on the big Ward Byron romance story!

Bessie Atkinson of telephone switchboard and never-failing wit, never forgets a friend. . . . Learning that the *San Francisco Examiner*, whose switchboard she left to join NBC, needed another player on its soft-ball team Bessie joined-up and may be seen tossing hard ones with a soft ball almost any Friday . . . we'll have a picture of her in her snazzy new uniform for the next issue.

Speaking of pictures, the TRANSMITTER started something when it ran that double-truck array of execs as they used to be . . . the *San Francisco News* promotion manager saw a copy of our magazine, chuckled over the baby pictures and ordered a similar series of San Francisco business men to start right away. . . . V. P. Don E. Gilman, whom he visited with a plea to use the photo he had seen in the TRANSMITTER, hasn't said yes, yet, but may let him use it.

NBC BOSTON AND SPRINGFIELD

by Edward B. Hall

John A. Holman, general manager of WBZ & WBZA, has been named on a committee of distinguished Bay State executives who will endeavor to stimulate the absorption of the unemployed by private industry. His appointment gives NBC a leading role in radio's contribution to the enterprise organized by James Roosevelt, the President's son and secretary.

John F. McNamara, WBZ's vacationing program manager, writes from Dublin that his European jaunt is proving immensely enjoyable. Taking a busman's holiday in Dublin, he visited the principal broadcasting station, where he was hospitably entertained by Dr. Kiernan, the director.

Others on vacation from WBZ are Cleon B. White, manager of Artists Service, at his summer home in Bridgewater, N. H. . . . Norman E. Whittaker (Sales), sojourning with his recent bride, the former Alfreda Carlson (ex-WBZ staff) at Centre Harbor, N. H. . . . Harry D. Goodwin (Promotion and News), recumbent on the Marshfield dunes. . . . Announcer Arch MacDonald, at his home in Warwick, R. I. . . . Jameson S. Slocum (Sales), getting acquainted with his latest accession, a farm in Holderness, N. H. . . . Miss Evelyn Billet (Sales), somewhere on Cape Cod. . . . Mrs. Grace Edmonds (Hostess) still unreported on her motor tour of the West and South. Several staff members have gallantly come forward with offers to conduct a searching party.

While on the subject of vacations, Arthur (Special Events) Feldman has been assigned to make a survey of Newport in preparation for broadcasts of the America's Cup yacht races. He will later assist NBC announcers at the finish line.

Wandering recently through Radio City, Doris Tirrell, WBZ organist and former accompanist of Gospel-Singer Edward MacHugh, encountered her old friend and fellow musician, Alden Edkins. Mr. Edkins, a WBZ alumnus, graciously escorted Miss Tirrell on a grand tour of the studios.

Announcer Charles A. Nobles is boning up on his football in anticipation of forthcoming auditions for a series of local college broadcasts. With characteristic reticence Charlie has refused to confirm

persistent rumors that he was All-American waterboy at Cornell in 1928.

Under the direction of Plant Manager Dwight A. Myer and Chief Supervisor Robert G. Duffield, the task of re-wiring and modernizing the WBZ Control Room progresses apace. John O. Felmly of Westinghouse has been drafted from Pittsburgh to assist the local staff.

Keyes Perrin, new WBZ announcer, comes to radio from the stage. Prodigy of a veteran theatrical family, Keyes made his Broadway debut at the age of eleven. During his early 'teens he starred as a juvenile with such headliners as Robert Warwick and Frank McHugh. Now only twenty-one (and recently married), he has already had two years experience in radio at Albany, Providence and Springfield. A capable all-round announcer, Keyes excels on news.

Prentice (Pete) Greene of the WBZ *Little Show* band becomes the first Boston NBCite to boast possession of a privately owned airplane. His new cabin monoplane finally arrived at the airport, after Pete had spent anxious days scanning the horizon. Maestro Rakov gloomily predicts Pete's arrival for rehearsal one of these days via the studio skylight.

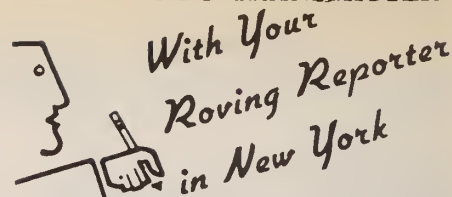
Another staff member who has been gaining altitude at this particular airport is newcomer Frank R. Bowes (Sales), whose enviable record during the past six months calls for honorable mention.

Robert E. (Bob) White, Program Director of WBZA, has discontinued his weekly drama classes to develop talent for the WBZA Players until September. The popular Friday-night series has attracted hundreds of aspirants from the Connecticut Valley area.

"Life is earnest" . . . at WBZ. Authority for this somewhat revolutionary statement originates from one of the hotel elevator boys, overheard instructing his vacation substitute: "It's a cinch to spot them radio people on the fifth floor—they're all so studious-lookin'."

Every member of NBC is a reporter of his news-magazine, the NBC TRANSMITTER. Send your prize photographs to the Photo Contest before August 17.

NBC TRANSMITTER



What with vacations falling so thick and fast—here's for letting you all in on what a few more of the New York folks are doing . . . George McElrath took his family car AND the family for a little 4400-mile jaunt to the Black Hills around Rapid City, South Dakota . . . Contrary to previous reports that they had already hauled anchor, Jack M. Greene and John Bachem still have to point the nose of Greene's 35-foot, auxiliary sloop, *Constance* Mainwards . . . Leonard Braddock, back from a week's motor trip through New England and Canada said "Little Ol' New York isn't such a bad place after all" . . . Mark Woods spent most of his vacation at Lake Hopatcong in New Jersey . . . Grace Ballou didn't take her vacation, but she did return, recently, as good as new—but minus her appendix . . . Jack Anderson took himself to Cape Cod . . . Gordon Mills, the Mrs. and the baby to Rochester, New Hampshire . . . Isabella Hurst, motoring through Canada . . . Frank Breslin to his cabin up near South Kingston, New York . . . Helen Winter up to the top of one of the Poconos . . . Vance Babb to Bigwin Island, Ontario . . . Nancy Baird to Guatemala . . . Helen Guy off to Point Pleasant, New Jersey with her husband . . . and Cecile Cummings, back from Yurrop, said she liked the Montparnasse section of Paris the best. . . .

This is one of those "might-have-happened-to-you" affairs. Frank Lepore, former editor of THE TRANSMITTER, and a pal, riding in the pal's car one night. A misjudged turn, causing rear wheel of said car to go over the curb. A big cop, seeing all, knowing all, blowing one big whistle. He approaches car, gun drawn. No explanations accepted. Frank ordered to the back seat, cop sits in front. Keeps gun drawn. A quick drive to police station. Car registration missing from car. Driver's license in another suit. Pal held at station until Frank returns from search for missing license. Frank finds no-one at home. Forced to climb through fire-escape window. Gets license and back to station. Elapsed time, three and a half hours. Explanations. Profuse apologies by police. Reason—car, exact style and color, manned by two men dressed exactly like Frank and pal stolen an hour earlier. Cop just on his toes hoping to "get his man." Moral ALWAYS GO STRAIGHT—DONT' TURN CORNERS.

—WALTER MOORE.

NAMES IN THE NEWS

(Continued from Page 5)

cago where she worked for Swift and Company.

Mrs. Beatrice Hurlbut comes from El Paso, Texas, where she was secretary to State Senator H. L. Winfield. This is her first trip to New York and she thinks Radio City is "overwhelming."

At one time Mrs. Hurlbut was a public stenographer in the Hotel Paso del Norte in El Paso and in that capacity she met many celebrities and great men. She remembers taking dictation from Admiral Richard Byrd, Herbert Hoover, Webb Miller, Courtney Riley Cooper and Al Jennings. She says ex-President Hoover was very pleasant but not as exciting as Al Jennings, one-time bank robber who was pardoned from his prison term by President McKinley and who later ran for governor of Oklahoma but lost by seven votes.

Mrs. Hurlbut also has had some experience as a radio actress over station KTSM, El Paso. Once she played the part of a woman who was captured and scalped by Indians.

Miss Josephine Anthony of the New York Public Library is pinch-hitting in the General Library for Miss Mildred Joy who is vacationing in Europe.

Miscellaneous:

Mrs. Claudine Macdonald, writer, producer and announcer of programs for women, who has a penchant for unusual vacations, left July 20th for what is generally conceded as the most original and coolest vacation among NBCites this summer. Equipped with two sets of clothing—one for summer and the other for winter wear—she deserted New York's sizzling sidewalks for the wilds of the Arctic region in the northwestern corner of Canada.

Mrs. Macdonald went by train to Edmonton, Alberta, and from there, weather permitting, she was to go by plane and freighters on the Mackenzie River to Labine Point on Great Bear Lake. There she will be the guest of the only white woman—the wife of the superintendent of the Eldorado Mines (radium)—in that region.

Mrs. Macdonald, the third known woman to penetrate that cold region, plans to visit Eskimo villages and hunt caribou during her stay there.

Win two tickets to your local theatre—send your vacation pictures with identifying captions to the NBC TRANSMITTER's Photo Contest.

NBC CHICAGO

by William E. Lawrence

The entire NBC Chicago staff is deeply concerned over the condition of Alex Robb, assistant manager of Artists' Service.

Alex has been in the Passavant Hospital since July 2, the night of a serious railway accident in which he suffered dangerous internal injuries. He was journeying home from the studios preparing to leave on his vacation. His brother-in-law, who was riding with him on the train when the mishap occurred, provided an ironic but tragic twist to the incident when he dropped dead at his desk a few days after being released from the hospital after a week's observation. Because of the close, personal relationship between the two, Alex's improvement was retarded for a few days, when he was told of this. At press time, however, he has been discharged from the hospital and is definitely on the mend.

Some of the more prankish members of the Chicago staff are receiving considerable amusement these days by suddenly asking Ruth O'Connor of Continuity to "strike a pose." Those who do not know of Ruth's enrollment in a prominent modeling school begin to wonder when Ruth is seen in the corridors with hands gracefully outstretched in various nymph-like poses.

A messenger stopped at the reception desk on the nineteenth floor the other morning, and left a package to be delivered to one Fort Dearborn. After a diligent search among the list of employes it was finally decided by Page Charles Whipple that Announcer Fort Pearson was meant. Just another instance of the efficiency of the Page Staff. (Adv.)

J. Ernest Cutting of Artists' Service has returned to his office, in Radio City, after spending several days looking over the summer playhouses in Cape Cod for radio talent.

Miss Jeanne Bradley, Personnel, and her husband, Allan Cassidy, were the happy victims of a surprise party given in their honor on the occasion of their recent marriage (NBC TRANSMITTER, June, 1937) by George M. Nelson of the Personnel Office at his apartment on Fifty-Fifth Street, New York, July 10.

The buffet supper which Mr. and Mrs.

Regarding the replacement of Al Barker in Continuity your correspondent was informed that the avalanche of mail he received in connection with his *Don Winslow of the United States Navy* script completely covered his desk and rapidly began filling the entire Continuity Department. His co-workers could not, obviously, put up with this condition and so set forth to remove the letters. When the office was completely cleared it was found that script-man Barker had been inadvertently removed also, necessitating his replacement. William C. Hodapp, who is doing the shoe filling, is a native of Kentucky and has done free-lance radio writing, play writing, and for three years taught dramatics at the University of Indiana. Among these accomplishments he also possesses the distinction of coming from Kentucky and *not* being a Colonel, although there is much talk of mint juleps and Kentucky Derbies.

Page John Lagen has already had a one-half-hour dramatic script produced on a local station with several more on the fire.

Frank E. Golder, former studio engineer, has been transferred to the Night Traffic Department as supervisor, replacing John O'Neill, who is resigning because of ill health.

Golder, before joining NBC, was chief engineer of the Affiliated Broadcasting Company, regional network organized in Chicago last year by Samuel Insull.

Rumor has it that Sound Effects man Mike Eisenminger will soon hear the wedding bells tinkling in his ear.

Cassidy expected to be a small dinner party was well attended by a number of NBCites including the entire staff of the Personnel Office.

Mr. Nelson's party, later in the evening, developed into a progressive affair which was continued at Assistant Personnel Manager Joyce Harris's flat, in the same building.

When they went home the newly-weds were laden with wedding gifts from their NBC friends.

Henry T. Hede of Purchasing has returned from his vacation at Niagara Falls and Mackinac Island, Michigan. Mrs. Hede accompanied Mr. Hede on what he called their second honeymoon.

WINNERS IN AUGUST PHOTO CONTEST



FIRST PRIZE goes to this picture of the back of the statue of Atlas in front of the International Building in Rockefeller Center. The spires in the background are of St. Patrick's Cathedral. Roy V. Berthold of the N. Y. Statistical Department will receive the prize—two tickets to any theatre in New York City.

"METROPOLITAN INTERLUDE" was submitted by Charles E. McCurdy of the Statistical Department in New York. The judges awarded the second prize, two tickets to the Radio City Music Hall, to this interesting study of New York life.



"STRIKE" receives Honorable Mention. This unusual picture was taken by Engineer Howard E. Wheeler of WGY Schenectady. He didn't say who got the strike.



"SHORE LINE," taken in Puerto Rico during his recent vacation, was submitted by O. H. Junggren of the Press Department in WGY Schenectady. It takes the third prize this month—a pass for two to

RULES FOR PHOTO CONTEST

1. Prints must be no smaller than 2½" x 4" (the larger the better). Negatives cannot be accepted.
2. Captions are desirable.
3. Name, stations and department must appear on the back of photograph.

Pictures will be judged on composition and subject matter. Judges are Ray Lee Jackson and William Haussler. Decisions are final. All entries will be returned but the NBC TRANSMITTER will not be responsible for those which are lost.

Entries for September contest must be in by August 17.

NBC TRANSMITTER

VOL. 5

AUGUST 16, 1937

NO. 10

NAMED SALES MANAGER OF KYW PHILADELPHIA



JOHN S. K. HAMMANN

Leslie W. Joy, station manager of KYW, NBC station in Philadelphia, announced the appointment of John S. K. Hammann, former national sales representative for NBC in Philadelphia, as sales manager of KYW effective August 2.

Mr. Hammann has been with NBC since 1933 when he joined the Eastern Sales Division in New York where he remained until September 1936. From Radio City he went to Philadelphia to become the Company's sales representative for the South. Previous to NBC he spent ten years as sales representative for various publishing firms in New York; he was with the *Scientific American*, *Better Homes and Gardens*, and *Popular Science Monthly* magazines.

Jack Hammann is a native of New Jersey where he attended the Plainfield High School. The salesman in him manifested itself in his early teens when he started selling the *Saturday Evening Post* to the housewives in his neighborhood. Later, while still in school, he worked as a clerk at neighborhood stores on Saturday evenings.

When he went to New York City he entered Columbia University where he studied advertising and business administration in the evenings for three years while working in the publishing business.

During the War Mr. Hammann went overseas with the 105th Field Artillery of the 27th Division.

In 1924 he married Miss Janette King, daughter of the late Professor King of Wabash College, Crawfordsville, Indiana; and is now the father of two youngsters, Bob, ten, and Barbara, four.

European Announcer Joins NBC As Guest

Lisa Sergio, whose English and French radio programs over 2RO, short-wave station in Rome of the Italian Broadcasting Company, have won for her an outstanding position in international broadcasting, recently arrived in her mother's native land, America, to make a study of American radio and to act as guest announcer of the National Broadcasting Company.

Miss Sergio's association with NBC constitutes another step in NBC's policy of exchange of personnel with the broadcasting organizations of foreign countries. In furtherance of this policy, designed to strengthen friendly relations in international broadcasting, there have already been exchanges between NBC and England, Sweden and Italy.



LISA SERGIO
The Voice of 2RO

Miss Sergio, well-known in Europe as "The Voice of 2RO," has since July, 1933, been in charge of the English and French news and special events broadcasts of EIAR, the Italian Broadcasting Company. In this capacity, she developed a service of Italian news broadcasts, organized educational programs and created the *American Hour* which is broadcast daily from Rome to North America.

Miss Sergio has severed her connection with EIAR in order to spend some time in the homeland of her mother who, before her marriage to Signor Sergio, was Margaret FitzGerald of Baltimore. While in New York, she will be with her aunt, Miss Alice FitzGerald, who was chief of the American Red Cross Nursing Service in France during the World War.

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ATHLETIC ASSOCIATION ELECTS NEW SECRETARY

At its last monthly meeting, held in the Client's Room in Radio City on August 2, the members of the NBC Athletic Association who were present, unanimously elected Grace Johnsen of the General Service Department secretary of the Association, succeeding Jane Miles who resigned from the Company last month.

Following the election of Miss Johnsen several chairmen of different sports made reports on the plans for or progress being made by the tennis, baseball, and pistol and rifle shooting groups.

Tennis Team

Engineer Jarrett L. Hathaway, chairman of tennis activities, reported that, although little progress had been made in organizing on a big scale all the NBC tennis enthusiasts because of the difficulty in getting reasonable rates for the use of tennis courts in Manhattan, a small group of excellent NBC tennis players has been organized to represent NBC in tournaments with other companies.

After a heated debate brought about by members of the A. A. who insisted that tennis appropriations be used in securing tennis courts for the use of all the A. A. members before giving financial support to the few comprising the NBC team, Mr. Hathaway secured a majority vote granting the NBC tennis team appropriations to defray expenses incurred in its participation in the Entertainment League this season.

To satisfy the faction which clamored for cheap facilities for any member who wished to play tennis, it was decided that

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GRACE JOHNSEN
Secretary of NBC Athletic Association

WHO'S WHO IN THE NBC NETWORKS

Introducing—**JOHN A. HOLMAN**

The career of John A. Holman admirably illustrates one of Ralph Waldo Emerson's favorite maxims: that success is to be achieved only through pursuance of one's proper calling. For the present general manager of the NBC Managed and Operated Stations WBZ and WBZA in Boston and Springfield, Massachusetts, began his rapid ascent to the top only after three fruitless attempts at barking up the wrong tree.

Filial duty rather than faulty judgment may be held responsible for the young Chicagoan's initial mistakes in choosing a vocation. For the senior Holman, determined that one of his three sons should become an accomplished musician, elected John to immortalize the family name. No sooner had he completed his formal education in Chicago schools than a violin was thrust into his unwilling hands. Then began four interminable years of intensive tutelage under a Polish virtuoso with long hair, an artistic temperament and boundless enthusiasm for cognac and counterpoint.

Aesthetically, the experiment was a fiasco. As Mr. Holman puts it, "The anatomical origin of violin music was never so apparent. My best efforts only made the tortured catgut shriek!"

The senior Holman, in part relenting, compromised on a vocal career for his son. This second venture proceeded with somewhat happier prospects of success. Young Holman exhibited reasonable promise—had even given a recital or two at Hull House—when a throat ailment forced him to abandon singing. And that effectively put the quietus on the artistic aspirations of Holmans, *pere et fils*.

Rejected by Army

The young man's next move was a far cry from wooing the Muse. Perhaps that's why he chose it. At any rate, he studied for four years at a military academy in Washington, seeking a commission in the United States Marine Corps. But after passing all other requirements, he was denied a lieutenantcy because of defective eyesight.

That is, he was denied a peace-time lieutenantcy. They told him they would be glad to accept him in the event of war . . . a fine distinction, puzzling to the layman.

Returning to the Middle West a mere civilian, Mr. Holman applied for a position as subscription salesman with the Michigan Telephone Company. The job lacked glamour and gold braid perhaps, but it was actually the beginning of a



JOHN A. HOLMAN
General Manager of WBZ & WBZA

career for young Holman. That was in 1915.

Subscription Salesman Holman took an energetic interest in his new work, diligently studied the technical aspects and engineering problems of telephone communication. His employers, not failing to perceive his ambition and recognize his ability, promptly appointed him commissioner of Gratiot County. Only a few months later he worked himself up to the position of company manager at Lansing.

When the War came Mr. Holman immediately tried to enlist in the Marine Corps—no doubt bent on hounding officialdom for that long-promised lieutenantcy. But the War Department had other plans for him. They preferred to utilize his engineering experience in the Signal Corps. Hence, by arrangement between the Chief Signal Officer and the Michigan Telephone Company, he was assigned to manage installation of telephone systems at army training camps. By the conclusion of the War he had become the telephone plant engineer on the staff of the Chief Signal Officer of the Army at Washington, D. C. He now holds the rating of Captain in the U. S. Signal Corps Reserve.

Tries Radio

His first professional brush with radio occurred in 1922 when as Ohio representative of the American Telephone and Telegraph Company he participated in a successful legal battle against certain manufacturers who had usurped company patents.

In 1924, A. T. & T., having resolved to explore the yet unpredictable possibilities of radio, Mr. Holman was appointed manager of broadcasting and assigned to direct the company's newly-built experimental station, WEAF, New York.

It was an era of feverish development in the still embryonic industry. Almost every day produced new problems, new discoveries, with attendant changes in policy and procedure. The life of a station manager at the time was at once romantic and precarious. Yet if occasional mistakes were made, steady progress was achieved, and John Holman as manager of WEAF played a vital role in the development of radio broadcasting as we know it today. One of the historic landmarks of his administration was the establishment of the first network, connecting WEAF and Colonel Edward H. R. Greene's WMAF at South Dartmouth, Massachusetts.

But all was not serene at WEAF as the exigencies of broadcasting came to conflict more and more with ultraconservative A. T. & T. policies. Mr. Holman realized that to build and hold his audience it was essential to compete with rival stations in the presentation of spectacular public events. Broadcast descriptions of prize fights, automobile races and baseball games—though vital to the survival of WEAF—did not set well with the Telephone Company's sense of official propriety.

Gives Up Radio

Actually, both sides were right. Soon the Telephone Company realized that it was working at cross purposes with itself in attempting to maintain conservative policies and at the same time fulfill the requirements of radio broadcasting. Mr. Holman himself, one of the first to recognize this fact, reluctantly recommended that A. T. & T. abandon WEAF. This was done in 1926.

For six years thereafter Mr. Holman held various posts with the Telephone Company, ultimately achieving the highly responsible position of district manager for the New York Telephone Company. Nevertheless, he could not escape a growing conviction that he had made an unfortunate choice in relinquishing the fertile field of radio.

In 1933 an opportunity to return to broadcasting presented itself. George McClelland, Mr. Holman's former assistant at WEAF and subsequently a vice president of the National Broadcasting Company, invited Mr. Holman to join him as partner in the formation of a national network to compete with NBC and CBS. He accepted.

The bold venture collapsed in April of 1933 when certain financial sponsors failed to fulfill their agreements. Mr. Hol-

(Continued on Next Page)

SARNOFF SAILS TO SEE TOSCANINI

David Sarnoff, president of RCA and chairman of the board of NBC, sailed August 5 for Salzburg, where he will confer with Arturo Toscanini, the celebrated conductor, on the series of concerts the Maestro will present under auspices of NBC in the Fall. He will be joined in Salzburg by members of his family who preceded him to Europe.

Later Mr. Sarnoff will travel in several European countries, studying developments in television.

European Announcer Joins NBC As Guest

(Continued from Page 1)

Though born and educated in Florence, Miss Sergio has since her early teens been closely associated with things American. At seventeen, she was editor of the *Italian Mail*, of Florence, the only English newspaper in Italy. Then, for several years, she worked with American archeologists on research at Minturno and elsewhere in Italy.

When her unusually fluent command of English came to the attention of officials of EIAR, she was invited to broadcast in English. Within a short time she was in complete charge of news broadcasts, personally taking care of all English and French programs and directing programs in German, Spanish, Portuguese, Arabic, Czech, Rumanian, Bulgarian, Greek, Japanese, Chinese, Croatian and Hindustani.

John A. Holman

(Continued from Page 2)

man, now definitely committed to broadcasting, was appointed one month later to his present position as general manager of the Blue Network outlets in Boston and Springfield.

Joins NBC

During the past three years Mr. Holman has effected a judicious reorganization of the New England stations, bringing big gains in audience, coverage and prestige. Among the many stimulating policy reforms instituted by him may be mentioned the development of strong local programs, emphasis on news and special events—and a wholesome antipathy to broadcasting “talks” by the near-great.

Mr. Holman's interests are varied and wide in scope. He is a member of the Program Council of the Boston Rotary Club, the Publicity Committee of the Community Federation of Boston, and the Scituate Country Club. He is also director of the Advertising Club of Boston and vice president of the Scituate Drama Club.

WTAM CLEVELAND

—by Bob Dailey—

Eddie Leonard, head of WTAM'S engineering staff, stepped behind a microphone recently, for the third time in his long radio service, as the central figure in an incident dramatized as a tribute to Marconi.

It was on the *Northern Lights* program broadcast by WTAM to the NBC-Red Network each Thursday night that Mr. Leonard appeared. Waldo Pooler, producer of the broadcast, dramatized an incident that took place when Mr. Leonard was working as a radio construction engineer aboard the ship *Opelika* tied up in South Shields, England.

He heard Madame Melba singing from a station in Chelmsford, England, 240 miles away, to set the record in 1920 for long distance reception of a regularly scheduled program.

The *Northern Lights* program, dedicated to listeners in the Far North, saluted the memory of Inventor Marconi in giving radio to men and women isolated in the woods of Canada and Alaska.

Sports recreation at WTAM has taken a new form. Women employes are utilizing their lunch hours to play deck tennis on the roof of the building which houses WTAM. The daily pastime, inaugurated by Program Secretary Edith Wheeler, Manager's Secretary Mildred Funnell, Singer Marian Nadea and Broadcaster Jane Weaver, brings many spectators to the windows of surrounding buildings. Incidentally, the girls even dress the part

when playing—they wear shorts. (See cut.)

Several dealers in trotting horses have been around to see Tom Manning. Rumors are prevalent that Tom wants to own his own horse since driving some of the Grand Circuit competitors in his recent network special events broadcast.

Considerable interest in construction work at the site of WTAM'S proposed new quarters in the Guarantee Title and Trust Co., was shown last week.

In tearing out bank fixtures from the building, which is to be known as the National Broadcasting Company structure, workmen carted away two bank vault doors weighing thirty tons. The foundation of the building and the sidewalk were torn out to move the gigantic doors. The moving brought about a broadcast and newspaper pictures of the doors being loaded onto trucks.

WTAM Personalities — May Draxell back from a vacation of movie-going and shopping. . . . Violinist Ben Silverberg writing a new tango entitled *The Call to Love*. . . . Pressman Bob Dailey weds Virginia Jackman in Toledo. . . . Salesman Harold Gallagher suffering the only injury during Tom Manning's baseball party for 125 youngsters. He got a cut knee from stumbling over a guard rail in a local eating spot.



NBCettes play deck tennis during their leisure hours on the roof of the WTAM studios. They are, in the usual order, Edith Wheeler, Mildred Funnell, Jane Weaver and Marian Nadea. In the background, to the left, is a Goodyear blimp.

NAMES IN THE NEWS

NEW YORK

Promotions:

Edward R. Nathan, formerly of the office staff in the Building Maintenance Division is now an apprentice electrician. Mr. Nathan joined NBC as a page in 1929 when the Company's headquarters were at 711 Fifth Avenue, New York. During the intervening years he has held several clerical positions in various divisions, and studied at the RCA Institute.

Frank Mocariski, former page, mail room messenger and night watchman, is taking Mr. Nathan's desk in Building Maintenance.

Edward A. Blainey who was transferred from the Guest Relations staff to the Sound Effects Division in February to become an apprentice sound effects technician became a full-fledged sound man on August 2.

F. Tilden Brown who joined the Company as a page three years ago and subsequently became a guide and a member of the set-up staff has been moved up from Guest Relations to Sound Effects to fill the vacancy caused by Mr. Blainey's promotion.

Engagements:

Miss Alice Berube of Audience Mail recently became engaged to William Liebhaber whom she has known since childhood. The wedding date has not yet been decided.

Marriages:

Reinald Werrenrath, Jr., of the Guest Relations staff was married to Miss Elizabeth Imbrie at Newburgh, New York, July 31st.

The bride's father, the Rev. Dr. Charles K. Imbrie performed the ceremony. The bridegroom's father, Reinald Werrenrath, well known baritone, sang *O Perfect Love*. Following a honeymoon in the Adirondack Mountains, the couple will live in Forest Hills, Long Island.

Stork News:

H. Weston Conant, sound effects technician, became the father of a baby boy, his first, on July 29th.

Adam J. Yung, Jr., wore an excited but happy smile when he came to work in Statistical on the morning of August 4th. The reason: Mrs. Yung had presented him with their first child, an eight-pound-three-ounces baby boy at 1 A.M., that same day.

Transfers:

William Betts, who came to NBC last month with several years of experience in the publishing business, has been transferred from the Stenographic Section to the office of Walter E. Koons, music editor.

Miss Lucille Lizotte who came to NBC as a stenographer last month has been assigned to the office of D. B. Van Houten in General Service, to replace Miss Lisa Lundin who was transferred to the Personnel Office.

Hugh McIlrevey, formerly with the NBC staff of announcers in Washington, D. C., has been transferred to Radio City where he started with the Company as a guide over three years ago. After "graduating" from the guide staff in New York, Hugh distinguished himself as an all-around announcer during his two years with the NBC studios in Philadelphia and Washington.

Newcomers:

Ralph Nordberg, former sales manager of WJJD, Chicago, who became sales manager of WGY, Schenectady, December 1936, came to Radio City August 2 to join the Local Sales Division of the Eastern Sales Department.

Mrs. Winifred Kirby is acting as relief nurse in the First Aid Room while NBC nurses are vacationing. At present she is relieving Miss Eve Boudreau who is spending her vacation visiting her family in Massachusetts. When Miss Boudreau returns Head Nurse Mabel Phelps will leave to go on a motor trip to her home in Toronto, Canada.

Several replacements have been made in the Central Stenographic Section since the last issue of the NBC TRANSMITTER. They are as follows:

Miss Bernadette Bautz, of Englewood, New Jersey, a recent graduate of the Catherine Gibbs Secretarial School in New York, is here for her first job as a stenographer. She is a distant relation by marriage of Al Smith whom she thinks is a "swell guy."

Miss Mary Crosby, a New Yorker who thinks NBC is "impressive" comes to Radio City with some experience in the publishing business.

Miss Ruth Bliss comes from the banking business. She is a New Yorker, educated in Chicago where she lived for many years. She attended the University of Illinois for a year.

Miss Clara Malia, a young lady from Nashville, Tennessee, who still has a definite southern accent although she has been living here in New York during the past five years, comes to NBC with many years of experience as a stenographer in the publishing business. Her hobby is singing but as yet no talent seeker has proffered her a contract. We can't vouch for her singing but we wager her chances are above average in a screen test. Give a look, Mr. Goldwyn!

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NBC Photo by Sydney Desfor

Mrs. Enid Beaupre, in the center wearing a printed dress, is pictured cutting the birthday cake presented to her by her co-workers in the New York Promotion Division on July 15. It was a double anniversary party for Mrs. Beaupre was also celebrating her eighth year with NBC.

*With Your
Roving Reporter
in New York*

Well, your Roving Reporter isn't in New York—he's in Boston. And in view of the fact that he has just spent four days lying on the sands at a Connecticut seashore, it is kinda warm.

Being up in this neck of the woods, however, he couldn't resist the opportunity of running into the NBC Boston office to say "hello." Bernie Johnson (the little gal who collects match covers) acted as a one-woman reception committee; and in quick order we were introduced to Wesley Morgan, Keyes Perrin (the latter a newcomer to Boston), Jameson S. Slocum, Robert Halloran, Ruth Moran, Evelyn Billett, Katharine Leatherbee (Secretary to George Harder) and last, but by no means least, Ed Hall (Boston's TRANSMITTER correspondent).

Stamp Club members in New York will be interested to know that Messrs. Halloran and Slocum are both ardent philatelists—so here's your change to strike up some new "trading" acquaintances.

With George Harder we took a look-see at the studios, met Bob Duffield and Jack Wright, who were entertaining Engineer B. F. Fredendall from the New York office, and finally dropped back to meet Mr. John A. Holman, general manager of WBZ and WBZA.

Here, during a period of reminiscing, Mr. Harder told us of the now famous day, April 28, 1932, when Leo, the late and well-known MGM lion, made a personal appearance at WBZ.

It seems that Leo took exception to having no more of an audience for a radio

G-r-r . . . THIS IS LEO SPEAKING



Leo, the late MGM lion, just after he had sailed through the air 'with the greatest of ease' during an airing at NBC's studios in Boston. (See Roving Reporter.)

broadcast than his trainer and a control room engineer, so just before his radio appearance he leaped some twenty feet through the air and sailed on thru a control room window (see cut). Despite the fact that the double thick glass was $\frac{3}{8}$ " thick, Leo landed unceremoniously in the lap of the engineer — leaving long scratches on the panel housing the volume control indicator. These souvenirs are still there.

The engineer promptly deserted his post leaving the door open, so Leo took himself off on an unguided tour of the studios. In the corridor he cornered a young lady named Alice Wilkins, who having a bit of the stuff in her veins which

goes to make up famous folks like Frank Buck, Sir Hubert Wilkins, etc., grabbed Leo by the mane and yelled "Get outa here!"

But Leo wasn't getting. He chased George Harder down an observation studio — George insists he aged twenty years during those brief twenty seconds — and so out into a corridor.

Leo was finally cornered; shamefacedly he crept back into his cage. NBCites went to work to clear up the battlefield, and the story has now become one of the legends of Boston, along with Bunker Hill, Boston Common and the Boston Tea Party.

—WALTER MOORE.

SIX LANGUAGES NOW HEARD OVER W3XAL

A new short-wave service in six languages to Europe, South and Central America and other parts of the world over the National Broadcasting Company's short-wave station, W3XAL at Bound Brook, N. J., was inaugurated on July 26.

The new service marks continuation of NBC's policy of providing the greatest possible service in the field of international short-wave broadcasting. NBC's two new directional beam antennae were put into regular operation on July 26 for the first time. The antennae, one for Europe and one for Latin America, have been in use on an experimental basis since early this year. Reports from many countries, especially in South America, indi-

cate a great improvement in reception of W3XAL's signal.

The new short-wave schedule, which will be on the air from 9:00 a.m. to 1:00 a.m., EDST, daily, will carry the pick of NBC sustaining programs from both the Red and Blue Networks. Hitherto, the company's international short-wave service has consisted chiefly of programs from the Blue Network and specially arranged programs for Latin America broadcast by W3XAL over a non-directional beam. Extension of short-wave service to other countries has been under way for several months, following visits by John F. Royal, vice president in charge of programs, to Europe and South America.

Details of the new schedule have been worked out by Charles Carvajal, production director of W3XAL, under the super-

vision of Phillips Carlin, sustaining program manager. In addition to the network broadcasts, programs of particular interest to individual countries will be put on the air from time to time and the specially arranged programs for Latin America will be continued.

Announcements in English, French, German, and Italian will be made on all programs broadcast to Europe, and in English, Spanish and Portuguese on programs broadcast to South and Central America. Speakers of French, German and Italian have been added to the announcer's staff, which already had Spanish and Portuguese-speaking members.

The European announcements will be made by Ernst Kotz, a recent addition to the staff, and Miss Lisa Sergio, well known European woman announcer.

NBC HOLLYWOOD

by Noel Corbett

Tailor's Delight

An eastern visitor had an idea for a story on warm-weather clothes as worn by the better dressed Hollywood businessman. So we gave him a peek into the different offices.

As he arrived at 9 a.m., we started with the manager's office. Genial John Swallow was outfitted for the day in a dark green gabardine sport jacket, slate gray trousers and white shoes with black crepe soles.

Our next look-see was into Producer Joe Thompson's office, where we found the collector of swing records, who spare-times producing transcontinentals, perspiring over a typewriter in white flannels with brown pin stripe, and a crew-neck sweater, of black, white, red and some other color.

As we strolled into the main lobby, we saw two gentlemen conversing beneath a modernistic arch. They were outfitted in flannel and Palm Beach suits; both in ivory tone.

"Are those fellows movie actors?" our friend inquired.

"No," we replied. "That is Hal Bock, our press representative, showing Percy Winner of the New York Press Department, our NBC set-up out here."

As we rounded through the halls, and more into the Hollywood atmosphere, we glanced in Marvin Young's office. We hadn't expected to see the Production Manager, as it was his day off, but there he was. In brown slacks and open polo shirt, also brown, he was fumbling for a cigarette in the pocket of his white linen coat which was flung over the back of his chair. Sitting beside him, in white slacks, two-tone black and white shoes, blue raw silk polo shirt and blue and white tie, was Sid Goodwin. They needed the cool attire, as both were laboring over a script.

In the Continuity Department was Andy Love, late of San Francisco, who still has a lot of conservative clothes. And outside of a new straw skimmer, with colored band, the office was very sombre indeed.

As we strolled across the yard, we were greeted by Charlie Smith in a tailor-made blue and white striped searsucker job. The cloth he had picked up in New Orleans. He and the other gentleman from Artists Service, Jack Votion, were climbing into the latter's new maroon Packard. Jack was sporting a brown, pin-striped suit.

Our visiting friend pointed to two handsome young gentlemen strolling



JOHN W. SWALLOW, Manager of the NBC Studios in Hollywood, snapped by a candid camera in his office in the Film City.

within the shadow of our Artists Service-Press-Sound Effects-Typing building.

"Who are those two?"

They were Ed Ludes, in yellow bush jacket with polo shirt of lighter shade and white linen slacks, and his first assistant, Virgil Reimer, in a dark green corduroy polo shirt, brown-red slacks, offset with light blue sneakers he recently acquired for week-end yachting trips.

"Those two," we replied. "Why, they're our soundmen."

Secretarial Changes

When a program goes off the air, we have so many in radio, we quickly forget it. We have a lot of employes too, but when one as nice as Jean Darrell leaves the organization, her friends don't easily forget her.

Jean, who has been with NBC for nigh onto five years, is moving to one of the agencies. She will be succeeded in the Program Department by Jane Fleming, who used to be in Music Rights. That puts Joan Chapman in Music Rights with Myrna Bay. Helen Wendt is now Production Manager Young's secretary, and Marg Wright, who is brand new to NBC, but not to radio, will be Andy Love's secretary in Continuity. Miss Wright used to be at KHJ as a singer with a trio.

Excuse It Please!

Producer Myron Dutton cued Soundman Hal Dieker for an off-stage pistol shot during a recent rehearsal. Dieker opened that big Studio B exit, poked the pistol out into the hall, fired a blank, and inadvertently frightened four musicians out of their wits. The musicians, obeying the no-smoking-in-the-studios regulation, were smoking in the hallway, their backs turned to the studio door whence the shot came.

When the smoke (from the gun-shot) settled, Soundman Dieker had much apol-

ogizing and explaining to do to prove that no gag was intended.

Grunion

Two pages, Russ Hudson and Bob Edwards, and two soundmen, Jack Wormser and Hal Dieker, decided to celebrate the latter's birthday at the beach, hunting grunion. Those are the little fishes that pick the dark of night to waddle up onto the sands where they lay their eggs. They then catch the next wave back, if there is a wave, and if nobody's there to bag them. The grunion weren't running that night, so the boys did the next best thing—went swimming.

Quick Pix

Myrl Alderman, THE staff musician, played *Dream in My Heart* six times on a fifteen-minute program a couple of weeks back—but it was really an audition conducted by the lyric-writer of the number, Joe Thompson. Song pluggers, all right. . . . Sid Goodwin, producer, went to Ensenada for a week and brought back naught but the flu. . . . Bob Lamb, Maintenance, is going down there on his vacation also, but let's hope he brings back something more interesting. Perhaps one of those big hats that look like a cross between the roof of a silo and a beach umbrella. . . . Which reminds us that Ray Ferguson packs one of those collapsible parachutes around in the back of his car to keep away the sunburn. . . . From KVOR, Colorado Springs, came Floyd A. Caton to land in our Sound Effects Division, and up the racket-making group to five. . . . Marv Young, Production, spending his vacation at home figuring out a way to make his hens lay more eggs. . . . Nell Cleary, S. F. Continuity, down for a week to see how her old boss, Andy Love, likes this here village. . . . Mae Regan, Artists Service, has been invited to tea on March 20th, next. The place is a friend's villa on the Riviera. . . . Claude Ferrel is very proud of a five-leg table he constructed for Fred Dick's Typing Department. It will be required to hold six active typewriters, hence the extra leg. . . . Visiting radio man is Birt Fisher, manager of KOMO-KJR, Seattle. He and Buddy Twiss chinned over the days when Buddy raced a one-dog sled team to victory. . . . Elaine Forbes and Helen Aldrich, Sales secretaries, dining Santa Barbara friends in the Brown Derby. . . .

✓ ✓ ✓

Win two tickets to your local theatre—send your prize photographs to the NBC TRANSMITTER'S PHOTO CONTEST.

SPORTS

TENNIS

The NBC tennis team played its first match against the Du-Art team on the Queens Community Tennis Courts at Elmhurst, Long Island, August 3. With no previous practice together and without the support of its two stars, Paul Rittenhouse and Joe Merkle, both of Guest Relations, the NBC team, headed by Jarrett L. Hathaway of Engineering and composed of Bud Faillace and Ed Kahn of Guest Relations, Serge A. de Somov and George M. Nixon of Engineering, made a clean sweep of all its games.

In the singles Faillace, NBC, defeated Lefertz, Du-Art, 8-6, 6-4. Hathaway, NBC, overcame Lee, Du-Art, 2-6, 6-4, 6-4. Kahn, NBC, beat Riebstein, Du-Art, 6-2, 6-4. De Somov, NBC, defeated Ranft, Du-Art, 6-3, 6-1, and Nixon, NBC, won from Rathner, Du-Art, 6-2, 6-1.

In the doubles the NBCites continued their landslide with Kahn and de Somov defeating Riebstein and Ranft, 6-2, 6-2. Faillace and Nixon completed the rout, winning from Lefertz and Rathner, 6-2, 6-2.

The team expects stiffer opposition in its next match when it meets the RCA Radiotron Team which is an undefeated member of the West Hudson Industrial Athletic Association League, said Chairman Hathaway. The game is scheduled for August 16 at 5:45 p.m., to be played in Elmhurst, L. I.

BASEBALL

The NBC baseball team lost its last two ball games, the first, a bitterly fought ten inning game, to the Skouras Company by a score of 7-8. Columbia Pictures took the second, 5-0.

Prior to this the team had a winning streak of three games which had made them eligible for the playoffs for first place in the league. The two defeats that followed dropped them to third place. At present they are leading the Motion Picture League in batting averages.

NBC's next and last league game of the season will be with the Apeda Studio team. Manager Jack Wahlstrom of Guest Relations is confident his team will come out on top.

In the first half of the league season the team won two games and lost four. Lack of proper practice facilities was largely responsible for the poor showing. As the season progressed and more games

Athletic Association
Elects New Secretary

(Continued from page 1)

the Association would try further, and if necessary give partial financial support, to secure special rates for tennis courts within the city. It was also suggested by the not-too-expert tennis players that an inter-company tournament be launched to promote interest in the sport among the novices.

Shooting and Baseball

Gordon H. Mills (Local Sales) gave a complete and very promising report on the possibilities of making rifle and pistol shooting a sport available, at a very reasonable rate, to all—both men and women—who are interested in it. He stated that he had already made tentative negotiations with a rifle range within easy access of Radio City to reserve the range for one designated evening a week for the exclusive use of NBCites.

John Wahlstrom, manager of the baseball team, reported that the team is making a better showing in the second half than it did in the first half of the Motion Picture League. In the second half, to date, the NBC team has won two games and lost three. Manager Wahlstrom jocularly pointed out that NBC created a great deal of good-will with its opponents in the league by losing five games and winning only one during the first half.

Proposed Holiday

Charles H. Thurman of the Membership Committee told the assembly that the number of paid-up memberships in the Association has jumped up to three hundred.

The meeting ended with a discussion regarding the possibility of securing a whole day off for all NBC members in order to have an NBC Athletic Association field day at some country club where there would be facilities for various sports including tennis, golf and swimming.

were played, the team became stronger and more efficient on the field.

The remainder of the season will be devoted to outside competition. Numerous challenges have been received by the team which they were unable to accept earlier in the year because of league games. One of the first post-season games will be with the Lord and Thomas team.

Have you an idea for the pages of the NBC TRANSMITTER? Write it down and send it to the editor.

OFF BALANCE

by Frank W. Nesbitt

With one Leak going out over our wires, it was a bit of a surprise to find out that we recently had another. This one was different, though, in that it was not very pleasant. One of our water pipes overflowed into a wire duct and short-circuited the phones in Press. The damage was quickly rectified by an army of plumbers and electricians.

And this time it is Barbara Buck who makes the news for Sales. Mildly famous for being the only woman receptionist in NBC, she is causing weeping among many of our males by announcing her intention to take the final vows with one "Vance." The gentleman remains much a mystery, perhaps for protection.

Stories keep appearing in the press about the efficiency of our pages, and here is one more example of it. Recently Edward Tomlinson was to do a broadcast on South America. He had gotten out of a sick bed to do the program only to find that our pleasant manufactured weather was a bit too chilly for him. He wanted a sweater. Five minutes after he had expressed the need to a page, the extra woolen garment was being pulled over his head. What a chance for a commercial—"Sister's Susies Swank Shrinkless Syrian Sweaters Save Show." Some stuff!

For anyone who has a short-wave radio, we would suggest tuning in on W3XAL. Recently it has become a full time station operating on a regular schedule, and serving Europe and South America sixteen hours a day. The pick of Red and Blue sustaining shows are carried by it, along with special broadcasts for particular areas. That makes three program logs to fight with now. A few more and we'll have to get our recruits from lumber camps.

The month of July saw more than 70,000 people take the NBC Studio Tour . . . up twenty per cent for the same period last year. And how about you? Have you taken it yet? It gives you such a sweeping scope of broadcasting operations that it might very easily help you in your daily work.

*If you work for NBC,
There's no doubt that you should be
Versed in elemental theory*

*From microphone to speaker,
So come and take a studio tour,
(A G. R.* pass won't make you poor)
And there you'll get to the very coour*

Of microphone to speaker.

* Guest Relations pass, issued complementarily to NBC employes, in Room 254, NBC New York.



Among those heard during the inaugural ceremonies of the opening of the new NBC Studios in Washington, D.C.: L. to R.—Frank M. Russell, Vice President of NBC Washington Division; Senator Arthur R. Capper of Kansas; Lenox R. Lohr, President of NBC.



KENNETH H. BERKELEY, General Manager, in his office.



Studio D. This is one of the two living-room type of speaker's studios in NBC's new headquarters in the Trans-Lux Building, Washington, D.C.

NBC W

PICTURES OF THE NEW NBC STU
WRC AND WMAL IN



The spacious foyer of the new headquarters of WRC and WMAL in Washington, D. C. Two NBC page boys, William S. Ewing, left, and Lionel M. Farr, stand ready to take visitors on a tour of the studios while Miss Rose Ewell, hostess, answers telephone requests for information.



The home of NBC and RCA in Washington, D.C., is the new Trans-Lux Building at 1200 Pennsylvania Avenue.



Manager of WRC-WMAL, pictured in office.

ALBERT E. JOHNSON, Chief Engineer of WRC-WMAL.



Washington

STUDIOS AND OFFICES OF THE NATION'S CAPITAL.

The Master Control Room. From the studio control room the programs are transmitted to the master control desk, known among engineers as the MCD. This is the heart of the entire broadcasting plant, and the engineer in charge controls both Station WRC and WMAL from this board.



Station located in the two upper floors of the Trans-Lux Building at Fourteenth Street and York Avenue.

From the roof of the NBC Studios in the Trans-Lux Building these lovely girls from the Fanchon Marco Unit released 1,000 balloons bearing lucky numbers exchangeable for prizes given by NBC as part of the opening ceremonies of the new headquarters of WRC-WMAL. Announcer Gordon Hittenmark is the jovial interviewer.



NBC TRANSMITTER

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of the National Broadcasting Company
from coast to coast.

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NAMES IN THE NEWS

(Continued from Page 4)

Miscellaneous:

Arthur Gabarini, deep-voiced announcer, recently graduated from the page staff, has passed a voice test to make movie trailers and preview announcements for National Screen, Inc.

Vice President Frank E. Mason, who is vacationing in Europe with Mrs. Mason, is expected back in New York on August 20th.

Lewis Lane of the Music Research Section and Miss Dorothy Bayer gave a piano recital at the house of Mr. Lane's former music teacher, Edwin Hughes, Wednesday evening, July 28.

Mr. Lane, who played during the entire first half of the concert, included some of his own compositions in his program. He played his *Fragments*, Opus 6 and several parts of his *Green Mountain Sketches*, Opus 5.

Antioch College sends us another page, Charles Linn, who replaces Phillip Houghton returning to Antioch to resume his studies. Linn will be here for ten weeks when he will be replaced by Houghton. For further details on the special arrangement between NBC and Antioch see the July first issue of the TRANSMITTER.

RADIO-ANA

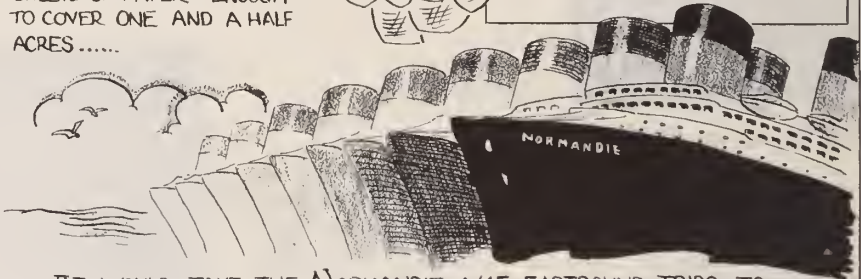
FOR
NBC TRANSMITTER
READERS



ON JULY 15 THE NBC
DUPLICATING ROOM IN RADIO
CITY MIMEOGRAPHED 108,625
SHEETS OF PAPER— ENOUGH
TO COVER ONE AND A HALF
ACRES



RECENTLY NBC LISTENERS
HEARD A "GLASS ORCHESTRA"
FROM JENA, GERMANY. THE
INSTRUMENTS, PLAYED BY WORK-
ERS OF THE SCHOTT GLASSWORKS,
WERE MADE OF GLASS!



IT WOULD TAKE THE NORMANDIE 1,615 EASTBOUND TRIPS TO
TRANSPORT FROM N.Y. TO FRANCE ALL THE PEOPLE (3 MILLION) WHO
HAVE COME TO NBC'S RADIO CITY STUDIOS TO WITNESS
BROADCASTS, SINCE NOVEMBER 11, 1935.....

FAY
MAYE
37

LISTENER REACTIONS

by Ruth Crawford

Correspondent, New York Audience Mail Division.

THIS and THAT from the mail of a hot summer's day:

"A friend of mine has sent me a phonograph which I enjoy very much. But there is one thing I can't figure out. Why does it always play the same thing over and over? Perhaps the thing is broke. If so maybe you could help me fix it. I'm getting sick of hearing Stars and Stripes Forever all the time."

"From an economic viewpoint which do you think the most practical—to become an undertaker or to attend the New England Conservatory of Music and study harmony and composition and instrumentation? I don't mean the cost of each respective training or the time required to obtain it, but rather in which field will I be most apt to make a decent living."

"I recently read about cows that are taught to yodel. This I think would meet with as much pleasure to thousands of listeners if you could put it on the air as were the singing rats."

"To settle an argument—please tell me whether Milton Cross has ever announced a football game!"

"What state is Radio City in? Please broadcast it."

"I have listened to many of your programs and like them very much, especially 'Husbands and Wives,' although I am only 16 I hear their problems and I know I never will get married."

NBC CHICAGO

by William E. Lawrence

William C. Hodapp, recent addition to the Continuity Department, although only twenty-five years old (and single) has already taught dramatics and screen writing at the University of Indiana, directed the Old Fort Players, civic dramatic group at Fort Wayne, Indiana, and besides voluminous radio writings has two plays now in production, *Heloise and Abelard*, which will take the boards in Pasadena, California, in the Fall and *Off the Deep End*, to be done by the University of Indiana players.

E. W. Young, Salesman in Transcription Service, recently turned down an opportunity to become an "angel" to possible future radio stars. The Mail and Messenger staff's locker room is located across the courtway from his office. The boys often spend their rest period there singing. They appear to believe in quantity rather than quality and the result is not always pleasant to Mr. Young's sensitive ears.

The other day a client, visiting in his office, heard one of the boys singing. He became interested in the voice floating across the courtyard and asked if he might go to the studio and meet the singer. Mr. Young had to admit that the "studio" was not a very glamorous one and that while the singing was not of the highest type it was not without merit.

Later he called the locker room and in a jocular vein requested that the singing be confined to studios. The boys countered with the suggestion that he audition some of them and that he might possibly rise to fame and fortune as the discoverer of another Caruso. Mr. Young declined. However, the singing goes on—albeit somewhat toned down, a la crooner's style.

New Faces:

Joseph W. Conn, Jr., studio field engineer, filling vacancy caused by transfer of Frank Golder to Program-Traffic.

Henry J. Guill, TWX operator in Communications, will replace William E. Phillips, who resigned.

Hubert F. Abfalter is a new member of the field group of engineers.

Marj Stockdale, secretary to Production Manager C. L. Menser, has resigned to become Mrs. Heidler. Rubye Downs, now secretary to Salesman Schoenfeld,

will replace Miss Stockdale. Miss Downs, by the way, was one of the winners in the NBC tenth anniversary slogan contest.

Announcer Lynn Brandt and WLS Announcer Ed Paul when playing tennis make their stakes high or not at all. They were playing for Grant Park for a time, until Paul finally annexed that. Then they put up the Stevens Hotel, and Lynn has that to his credit. They fought to a draw the other day, though, when WLS and NBC were the stakes.

Correction: In the NBC TRANSMITTER of July 15 we announced that Whitney J. Clement had been appointed Local Sales Manager which has been brought to our attention as being incorrect. Whitney Clement became a member, not manager, of the Local Sales Division. W. W. Smith continues as manager of Local Sales.

SCHECHTER SCOOPS RECORD RUN OF NORMANDIE

David Sarnoff, President of RCA and chairman of the board of NBC, A. A. Schechter, director of the News and Special Events Division of NBC, and Howard Clancy were aboard the Normandie on its record-breaking trip of 3 days, 23 hours and 2 minutes on its trip from New York, eastward, August eighth.

In keeping with NBC's policy of broadcasting events at the time of their occurrence, Mr. Schechter immediately arranged a special broadcast from the boat itself, during which Mr. Clancy interviewed the captain.

This special events program came over the air Sunday afternoon Aug. 8 at seven o'clock.

Winners of the September Photo Contest will be announced in the next issue of the NBC TRANSMITTER.

Every member of NBC is a reporter of his newsmagazine the NBC TRANSMITTER.

On the shelf

The books listed below are recommended as pertinent literature on radio and allied subjects. They will be found in the NBC General Library, New York.

PRODUCTION AND ANNOUNCING HANDBOOK by Bob Cunningham. 1937. The author through his experience with the Central States Broadcasting System has compiled this handbook for announcers and producers. There are chapters on rehearsals, schedules, copy, studios, commercial continuity, microphone technique, etc.

DO'S AND DON'T'S OF RADIO WRITING by Ralph Rogers. 1937. After ten years of experience in broadcasting, the author has compiled this very interesting and useful handbook of instructions on what to do and not to do when writing, building, selling and broadcasting a radio program. Mr. Rogers is director of the radio courses at Boston University, also President of Associated Radio Writers, Inc.

TELEVISION CYCLOPAEDIA by A. T. Witts. Chapman & Hall. 1937. This is another addition to the already extensive literature on television written by the English. This book, in the form of an encyclopedia, defines terms used in the new medium. It is illustrated with diagrams.

HANDBOOK OF BROADCASTING by Waldo Abbot. McGraw-Hill. 1937. Although "designed as a guide for teachers and students of broadcasting," this should be of value to newcomers in NBC in giving them a well-rounded idea of radio broadcasting. Writing, speaking, commercial continuity, electrical, radio education and radio as a vocation are discussed in different chapters. The author is well known for his work as director of Broadcasting Service at the University of Michigan.

RADIO INSPIRES NBC BLUE NETWORK GOWN



THE BLUE NETWORK GOWN
Worn by Margret Brill, brilliant, young and beautiful harpist, heard regularly on the Blue Network.

Fashion for the first time has taken inspiration from radio with the creation of an NBC Blue Network Gown, an original Fall evening style designed in tribute to the Blue Network of the National Broadcasting Company.

Shown for the first time in the South, when ten stations in that section celebrated their affiliation with NBC, the dress is a new and brilliant National Blue cotton net, cross-barred in gold. The style is an exclusive version of the "corselet" bodice with a voluminous skirt that measures twenty-five yards around the hem.

On its first showing under the sponsorship of the radio stations of the South, the gown was extremely successful, being the subject of several beauty and essay contests. It was featured in store windows and starred at society balls. The national display of the dress will also be under the individual sponsorship of the stations of the Blue Network.

The presentation of the gown, in conjunction with several beauty and letter-writing contests which offer many prizes, including many Blue Network gowns with complete accessories and a trip to Radio City, is being sponsored in various southern cities by the following new NBC Blue Network stations:

WROL, Knoxville; WDSU, New Orleans; KRGV, Weslaco, Texas; KFDM, Beaumont, Texas; WSGN, Birmingham; KXYZ, Houston; WMPS (formerly WNBR), Memphis; WJBO, Baton Rouge; KRIS, Corpus Christi; and WAGA, Atlanta.



Miss Lisa Sergio, NBC guest announcer from Rome, Italy (see page 1) accepted the NBC TRANSMITTER's invitation to be a guest columnist in this issue and wrote these, her impressions of NBC and Radio City, for the readers of the TRANSMITTER.

It is common knowledge that a certain quality of international comradeship exists among sailors and seamen of all countries, which is not usually found in other walks of life. Personally, I believe this applies also to people whose walk of life is "on the air." Even as radio establishes connections between the most distant points of the globe so does it create a bond between all persons who, in one way or another, are engaged in radio activities. I don't know what else could account for the warm and congenial welcome that I, an utter stranger, received from everybody I have met in NBC.

It was a practical demonstration of this spirit of cooperation when NBC set up two difficult and important memorial broadcasts on the day of Guglielmo Marconi's death, within the shortest possible notice. That I, NBC's guest announcer since three days before, should have been offered the privilege of appearing on one of those programs, was something which moved me deeply, and which I shall not forget.

A man from the Old World invented wireless which made broadcasting possible, but the New World certainly has out-done Europe in developing the practical aspects of that invention. As I walk for miles down NBC corridors, travel up and down elevators, meet new members of the staff, and am offered opportunities for seeing everything from the inside, I feel I have dropped into a world of unrealities. I do not believe there is any radio program one could suggest that NBC would feel technically unprepared to put on the air right away, and I am delighted to be here to see how it is done!

I feel entitled to say, however, that Italian radio ranks high in Europe. For instance, the idea of broadcasting in foreign languages originated with EIAR (Italian Broadcasting Company) and is now being taken up successfully in other countries, although none as yet can boast of putting news on the air in fourteen different languages, including Hindustani, Chinese, Bulgarian and Swedish as we do in Rome! These programs are broadcast mostly by

EXCHANGE CORNER

This classified ad section is available, free of charge, to all NBC employes. Rules: forty-five word limit; not more than one ad to each employe every other issue; no regular business or professional services may be advertised. Address ads to NBC Transmitter, Room 284, RCA Building, New York.

All items must be in writing; give name and address.

WANTED—Maple bedroom suite: full-size bed, dresser, chest of drawers and night table. Also broadloom rug, about 9'x12'. Must be inexpensive. Apply to the NBC TRANSMITTER, Room 284, Ext. 220.

FOR RENT — One-room apartment — completely furnished, grand piano, large radio, gas and electric free, within three blocks of Radio City. Rent very reasonable. Call Frank Murtha, Room 505, Ext. 834, N. Y.

CAMERA BARGAIN—2¼ x 3¼ Ihagee "Venus" camera. Triplex anastigmat F 4.5 lens. Compur shutter, speeds 1 second to 1/250 second. Also yellow filter. Complete \$20. R. V. Berthold, Room 311, N. Y.

BANJO FOR SALE—Super Paramount Ensemble King; Wm. L. Savage manufacture. Cost \$200; will sell reasonably. Apply to the NBC TRANSMITTER, Room 284, Ext. 220.

BARGAIN—for boat owners. Set of signal code flags (size approximately 18" x 20") in very good condition, complete with canvas bag container. Evelyn Sniffin, Publicity Dept., Rm. 404, Ext. 236, N. Y.

short-wave, since this is the best possible means of overcoming such hindrances to good reception as the Alpine mountain ranges, or the English Channel. Most European radio sets of some standing are equipped for short-wave and fans all over Europe like to say they can tune in to America and other distant places although few of them really do, I am afraid.

Now that I am here, I realize that what we do listen to is not always America's best, this being due partly to the six-hour difference in our clocks and partly to the fact that few of the best NBC and other American programs have a short-wave hook-up.

Europeans have very little idea of the high quality of American radio programs and of the tremendous amount of commercial interests entailed. Nor do we have a notion of punctuality as compared to NBC. NBC programs are always "on the nose." Have I not learned American radio talk quickly from my hosts in the RCA Building? But I have also learned from them that the courtesy and kindness for which Americans are universally known is borne out to the extreme by my radio comrades of the National Broadcasting Company.

—LISA SERGIO.

My Hobby Is — RAILROADING

—by Bill Paisley—

This is the first of a series of articles on interesting hobbies of NBC members. William M. Paisley of the New York Music Division and composer of many songs is the author of this story.



Lover of steam locomotives, Songwriter Bill Paisley of the New York Music Division, shown against a background in which he glloats.

A steam locomotive with no safety valve would explode. An office worker with no workable hobby might conceivably blow up — tempera-

mentally if not physically. My hobby, and that of a friend, Bill Steen, is railroading as it is operated by steam; and we are not alone in our devotion to the lonesome rails. Hundreds of men and boys, and even some girls, avail themselves monthly of special trips that are offered by the railroads to those who are interested in trains as a hobby. Trainloads of fans are pulled over hundreds of miles of track to visit a round house, a shop, or a railroad yard, and are returned, full of exposed film and happy memories, to the point of departure. A recent trip to the plant of the American Locomotive Works in Schenectady drew thirty-five hundred railroad enthusiasts.

Bill Steen and I, keen in our worship of the mighty racers of the rails, recently sought and obtained permission to ride in the cab on the regularly-scheduled runs of Jersey Central trains 3301 and 3308 to Bay Head Junction and return. Our reason for asking for this run that started at 3:30 a.m., was the fact that the fireman was George Wohnus, a pleasant fellow whom we had met on one of our pilgrimages to our favorite sanctuary of steam, the Jersey Central Terminal in Jersey City.

We went across the Hudson River on the three o'clock ferry which slithered across the satiny blackness between the ghost-like forms of lighters, car-floats, and tugs that spoke in hushed tones as became the lateness of the hour.

The road foreman of engines, who was sent along with us by the railroad, allowed only one of us at a time to ride in the cab with him and Engineer Dumke and Fireman Wohnus so my friend and I had to take turns.

On the return trip, while it was my turn

to ride up in front, we pulled a commuter's train that picked up passengers at the shore points and then sped like the wind from Red Bank to Jersey City. I leaned far out from the firemen's window, my eyes protected by close-fitting goggles, to watch the driving rod as the engineer pulled the throttle back and the big Pacific-type monster began to puff. Each thrust of the driving rod propelled us more than seven yards. Each revolution of the huge driving wheels was accompanied by a quartet of explosive spurts of steam and sweet-smelling coal-smoke from the squat stack. Puffs and black spurts came faster and faster; faster and faster went the driving rod until it became a blur of motion; and the exhaust from the stack lost itself in a steady rhythmic roar, punctuated by ear-splitting blasts from the whistle, warning automobiles at the crossings. My hat blew off and whipped back onto the right of way. Cinders peppered my sparsely covered pate. But why worry about such trivia as hats when I could see that long stretch of double track rushing up to me at seventy miles an hour! A curve loomed ahead. I confess to a slight chill as we hit it full speed; and never was I more conscious of an abiding hope that the elevated outer rail would hold fast!

Mile after mile was clipped off. Finally, however, the intermittent hissings from the air-brake lever, the pungent odor of hot brakes, and the slowing down of the rushing train brought us into that maze of tracks that spelled journey's end.

Get acquainted with your fellow NBCites—
join the NBC Athletic Association.

"ESTA ES ESTACION WHAQ, SAN JUAN"

Like the legendary postman on vacation, the writer, in San Juan, Porto Rico, recently found it hard to resist visiting a local broadcasting station. Handicapped by a sadly limited acquaintance with Spanish (*buenas noches, adios muchachos* and the like) he finally persuaded a cab driver to drive him to the Edificio Telegrafico, which is the center of San Juan's telephone, telegraph and radio activities. On the sixth floor of the building was station WHAQ.

It was amazing to see the feverish activity that went on in such a small space. Two studios (each the size of our own 8E or 8F), one control booth and a transmitter on the roof constitute the station's broadcasting facilities. Yet programs are ground out fifteen hours a day, every day of the week. And what heat there was in those cramped quarters! The local program director, an American, hastened to explain that their very excellent air-conditioning plant was temporarily out of order.

Through a speaker in the studio an announcer could be heard, in his high-pitched babble of Spanish, excitedly describing a horse race at a nearby track. My friend, the cab-driver, who had bet on the race, was feverishly puffing on one of those native, black tobacco *cigarettos* and when the announcer mentioned the winning *caballo* there ensued such a jumble of assorted plain and fancy Castilian expletives that I was sure I'd have to walk back to the boat.

The program director described a typical broadcasting day: half an hour of Spanish music, some American music, news and more American music. Apparently they enjoy swing as much as Americans fancy the rhumba. Then there are the races, more news and native and American music to fill out the day.

It was surprising to learn that about two-thirds of all the programs are sponsored. Many of the largest American drug and automobile manufacturers find Porto Rico a rich market for their products.

Radios, like automobile horns, are treated like toys on the island. When the writer later took a stroll through some of San Juan's narrow streets, three sounds contributed to the general din: the parrot-like Spanish chatter, the powerful automobile horns, and the radios. . . . Ah, yes, the radios. Porto Ricans must be hard of hearing, for the radio in each house can be heard a block away and there are about forty or fifty in each block.

—MURRAY HARRIS.

KDKA PITTSBURGH

by Kay Barr

KDKA Studio Tour:

KDKA is rapidly becoming one of the most popular show places in Pittsburgh. Much of this "vogue" is due to the recent addition of a page and a guide to the staff of the "Pioneer Broadcasting Station." Since he started working June 19, Roy Baldwin has escorted a daily average of 211 people through the NBC studios in the Grant Building. To date the visitors have represented thirty-seven states of the Union, as well as Scotland, England, Ireland, France, India, Germany, Hungary and South Africa.

Most of the guests are housewives who have heard KDKA broadcasts and are curious to see how they are created. Roy finds that the two most interesting phases of his tours are the sound effects demonstrations and the printer machines with a description of how news is received and handled. A frequent question on the KDKA Studio Tour is, "Where does a voice travel from the time it leaves the microphone until we hear it at home?" And Roy traces the program's journey from the studio to the Saxonburg transmitter, thirty-five miles away; thence through the air to the listener's home and receiving set. Visitors also ask about the various personalities identified with KDKA programs and many request autographs when any of these "personalities" are in the studios.

Ordinarily the visitors begin arriving at the studios about 11 a.m., and they continue until late in the evening. Right now Roy is planning a special party of one hundred and fifty for the afternoon of Sunday, August 15. These will be members of the Radio Servicemen's Association and their wives. The party will go on to Saxonburg after visiting the studios.

Personalities:

Clyde Reed, studio engineer, who handles, among other programs, the technical end of dozens of broadcasts presented over KDKA by Lois Miller, organist and vocalist, was told as he started for Atlantic City on his vacation that Lois Miller was broadcasting from the Steel Pier in the "Nation's Playground."

"Good," said Clyde. "Maybe I'll get to see a radio program."

Busman's holiday!

✓ ✓ ✓

Announcer Bill Beal was escorting an attractive young lady on a personal tour of the station.



The KDKA page staff has just blossomed forth in new uniforms, the first for any Pittsburgh radio station. Pictured above is Page Freddie Saviers, left, delivering mail to Guide Roy Baldwin. Their new uniforms are patterned after those of the New York Page and Guide staffs. When not receiving fan mail, Roy is kept busy showing the KDKA studios to a weekly average of 1,200 people.

When they got to the Press Department he presented the writer to his guest. She hurdled the conventional acknowledgment and asked:

"Can you iron out some of my relatives for me?" Which didn't seem to make sense until she explained, "It says 'Press Relations' there on your door."

New Program Idea:

If there's anything new in the way of entertainment, radio will find it. And KDKA will soon present a new musical combination on its *Home Forum* program.

Piano and organ have been used most effectively many times. Two piano teams are heard frequently. But for this program Musical Director Aneurin Bodycombe is preparing special arrangements for organ and two pianos. Bernie Armstrong will be at the organ and Bodycombe and Russ Merritt will play the pianos.

Another "first" for the Pioneer broadcasting station, so far as we know.

Rain or Shine?

Each Tuesday there is a guessing contest around KDKA, trying to figure out whether the fickle weather will interfere with the Pops Concert and broadcast scheduled for Victor Saudek's Little Symphony Orchestra from the band shell in

EINSTEIN VISITS RADIO CITY STUDIOS



Albert Einstein, the famous physicist, paid a surprise visit to NBC's Radio City Studios on the afternoon of August 6th.

Guide Maxwell Russell was assigned to escort the Professor and his party through the studios. Joseph D'Agostino, of the New York Engineering Division, W. G. Martin and Paul Rittenhouse of Guest Relations, accompanied him.

This is Guide Russell's account of the tour.

"Einstein arrived with a party of four friends and I was fortunate enough to be assigned to the tour.

"The thing that impressed me most was Einstein's simplicity. He wore a white linen suit, no socks, tennis slippers, carried books, and smoked his famous black pipe.

"Pleasant, polite, affable, he insisted on an English speaking guide, and listened carefully, eagerly to everything said. He expressed wonder and astonishment during Mr. D'Agostino's explanation of the Master Control Room and even childish delight at the demonstration of galloping horses in Sound Effects.

"They say the greater a man is, the simpler and kindlier he is. Albert Einstein is a very great man. I shall never forget the experience."

Schenley Park. If it rains, the free-open-air program is cancelled and a half-hour standby is presented from the KDKA studios.

So each Tuesday the decision is made at 5:45 p.m. But John Gihon, program manager, says there's no need to wait that long. He has a pet corn that always begins to warn him rain is coming at least six hours before the actual precipitation starts. The trouble is that no one else has any confidence in Mr. Gihon's corn as a weather prophet. However, he doesn't intend to visit a chiropodist until after the Saudek series is over. He says they need his corn so he's willing to suffer. Hero!

KNOW YOUR COMPANY

No. 9—FIELD DIVISION, ENGINEERING DEPT.

This is the ninth of a series of articles which we hope will give you a better understanding of the many NBC units.

A phone suddenly tinkles in the bedroom of a small neat house in the suburbs of New York City. It is an hour when all decent citizens are abed and only the milkman is about. Outside a steady rain has been falling for hours. A wind of near gale proportions blows through moaning trees. The phone rings again. In the darkness a man sits up in bed, reaches out to the small table beside it and snaps on a lamp. Eyes blinking in the sudden light, he fumbles with the telephone and lifts the receiver.

"Hello," he says sleepily.

"Hello, Al?" comes a quick voice at the other end of the line. Instantly sleep leaves the man. An inner excitement floods through him. He is now wide awake, alert. His scalp tingles.

"Al speaking," he replies.

"This is Jake . . . Listen . . . Come to the studios as quickly as you can . . . You're going with the Mobile Unit to Johnstown . . . Been raining there for a week . . . River's rising . . . NBC is going to cover it . . . Hurry up . . ."

The man begins to dress hurriedly. He doesn't stop to lace his shoes. He hastily stuffs his unbuttoned shirt into his trousers. His wife awakens. Now he is strug-

gling into his raincoat. "Going to Johnstown. Flood there. See you in a couple of days." A hasty kiss. The bedroom door slams. He dashes into the garage. The doors bang open. His wife hears the car starting, its engine races and then it splashes down the drive. Silence descends again upon the little house. Outside the rain is still falling. One of the garage doors creaks as it sways in the wind. Three minutes ago the 'phone rang.

The man is an NBC field engineer. He is one of a staff of sixteen in the Field Division of the Engineering Department, headed by Max Jacobson, who work quietly and efficiently "behind the scenes" to put on programs originating outside of NBC studios. Much of their work consists of routine pick-ups from hotel ballrooms, sporting arenas, night clubs and so on. But often they are called on short notice to go out "into the field" so that NBC listeners may hear special events of national importance. Such assignments may include presidential inaugurations, stratosphere flights, floods, catastrophes like the Hindenburg disaster. On these occasions they work along with NBC Special Events men.

As we write this, interest is at white heat over the America's Cup races. It appears that the Ranger is going to retain the historic trophy for America. By the time you read this the races will be over and public interest in them will be waning.

You and I sitting at home, comfortably ensconced near our receiving sets, listened to thrilling eye-witness accounts of each race by NBC announcers and commentators. So competent are they and so smoothly are the programs run that we are inclined to take them for granted. But have you ever given thought to the men who make them possible? So self-effacing are these field engineers that we are seldom aware of them, yet we would instantly miss the programs they make possible were they to discontinue their work.

The America's Cup race broadcasts is a typical example of



NBC Photo by Haussler

The Master Control Point at Brenton Point, focal point of NBC operations at the 1937 America's Cup Races. L. to R.—Engineers Alfred E. Jackson and Harold T. Ashworth, Field Supervisor Max Jacobson, Jack Hartley of Special Events, and Arthur S. Feldman, WBZ announcer.

their work. Working with Abe Schechter and his Special Events crew, Max Jacobson and his engineers established a main control point at Brenton Point, near Newport, to act as a base for their operations. Through a specially designed switchboard arranged by the engineers, Jack Hartley of Special Events was able to give directions on a special short-wave channel to Bill Stern flying over the races in a giant TWA airliner, George Hicks and Kenneth Davison describing the progress of the Ranger and Endeavor II from the bridge of the Coast Guard Cutter Sebago, and Dan Russell (when he wasn't under the spell of mal de mer) aboard the Coast Guard Patrol Boat 172. They in turn were able to talk to him.

These two-way short-wave conversations went out on the NBC cue channels, separate from those used for the regular broadcasting. The signals were so strong that delighted short-wave enthusiasts at Newport were able to listen in on these "backstage" conversations while the program itself was being heard over the standard network stations.

The Master Control Point was connected by direct wire to the Master Control Room in Radio City. One of the sleek, streamlined mobile units, a compact broadcasting station on wheels, was brought into action to serve as a contact

(Continued on Page 16)



NBC Photo by Haussler

The men behind the scenes at a "nemo" broadcast. Seated from left to right, Field Engineers Carey P. Sweeney, Andrew R. Thompson, Courtney Snell and J. Alfred Wies "cover" Army maneuvers at Governor's Island, New York, in a typical field assignment.

FIELD DIVISION

(Continued from Page 15)

between Brenton Point and the roving field units. The unit can transmit and receive programs by short-wave.

From there NBC announcers and commentators went out with crews of field engineers in Coast Guard cutters and airplanes to cover each race. Their descriptions were short-waved to the Mobile Unit, strengthened, passed through the main control point over wire to Radio City. There the Master Control Desk routed the programs over special wire to NBC stations from coast to coast. All this happened before you could say "NBC!"

The portable equipment designed by NBC development engineers for use in the field commands high respect in the radio engineering world. The streamlined mobile units, the "Top Hat" and "Beer Mug" transmitters are daily used to bring unusual and, at one time, inaccessible programs to the radio audience. With this equipment NBC has penetrated the stratosphere, descended into the murky depths of the sea in a submarine, described the maiden voyages of the Normandie and Queen Mary as they sped across the Atlantic—a listing of the places the field crew have covered would put Richard Halliburton to shame!

In November of 1935 NBC-designed short-wave equipment soared into the stratosphere aboard the Explorer II to an altitude of 13.7 miles, the highest yet achieved by man! During the flight the pilots of the balloon participated in a three-way conversation with William Burke Miller, night program manager, who was flying over the Pacific aboard the China Clipper and a newspaper reporter



Kurt Sell, representative of the German broadcasting company, NBC Field Engineer A. R. Thompson and Announcer Dan Russell heralding the landing of the *Hindenburg* on her maiden voyage to America.

WGY SCHENECTADY



Breaking ground for the new building for WGY Schenectady. Staff members of WGY look on as Kolin Hager, station manager (left) and Chester Lang (right), manager of the G. E. publicity department, break ground for the new NBC studios in Schenectady. In the center, wearing a white suit, is E. E. Talmadge, head of the General Electric Realty Corp.

Ground has been broken for WGY's new building . . . at last. The whole staff, janitors and ushers and all, took a few minutes off several days ago to watch Kolin Hager and Chester Lang, manager of the publicity department of the Gen-

eral Electric Company, turn the first shovelsful of earth. It was a gala occasion, with just about as many people clicking cameras as there were in the picture.

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The studio building is to be erected by the A. L. Hartridge Co., Inc., New York, builders of the General Electric Company Building on Lexington Avenue, New York. Ultra-modern in design, the building will incorporate the latest in technical developments. The structure will sit on a triangular plot formed by Rice Road and Washington Avenue, only a few feet from the International General Electric Company Building which now houses WGY. The new NBC studios will be air conditioned, as will the offices, and will include an auditorium studio, two stories high, which long has been a great need of WGY.

It is hoped that the building will be ready for occupancy about Christmas time.

WGY has a new control man. Paul Adanti, whose home town is Auburn, N. Y., comes to us from WSYR, Syracuse, where he was employed for one and a half years. Previously, Paul was handling gains for WMBO, Auburn. He's a graduate of Union College, Schenectady, Class of 1934. After college he taught school in Auburn for a short time before getting the radio bug. His amateur radio station W8AFC, so he says, focused his attention away from teaching and into radio for a career.

—O. J. JUNGREN.

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—O. J. JUNGREN.

NBC TRANSMITTER

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NBC CRACKSMEN HOLD RIFLE AND PISTOL MEETS

With the NBC Athletic Association branching out into still another activity, two Rifle and Pistol Shoots have been held at the Manhattan School of Firearms at 24 Murray Street. The first was held August tenth, the second, August seven-teenth, both having been arranged by Gordon H. Mills of the Sales Department.

The first meet was more or less of an introductory nature, only eleven attending, four of whom were women. Six alleys were used, with targets twenty-five yards away and while the men seemed to display superior accuracy, the ladies held their own.

The second meet, held a week later, found the attendance increased to seven-teen, also found the women improved a good deal. In fact, one of them, Miss Marion Ayer, Treasurer's, won the prize for the greatest improvement over her score of the previous week.

The participants in this second meet were divided into two teams, the Red and the Blue. Donald W. Clark, Engineering, was chosen as captain of the Red team; Roland Jordan, captain of the Blue. It was decided also to have one secretary-treasurer for both teams and Miss Miriam Hoffmeir, Program, was chosen for that office.

Shooting was done at 50 feet using 22 calibre ammunition in 38 calibre frame revolvers.

The Blues, led by Captain Jordan, were high scorers for the meet, defeating the Reds by 4.3 points.

Final Score: Blue: 78.4; Red: 74.1.

Instruction in shooting will be given at each meet. Mr. Mills, himself a crack shot, plans to save the targets for comparison from week to week so that progress can be recorded.

The following is the lineup for both teams:

RED TEAM:

Donald H. Castle—Engineering, Captain
Clarkson U. Bundick—Engineering
Robert F. Schuetz—Engineering
Henry M. Gabrielson—Engineering
George O. Milne—Engineering
Edward R. Cullen—Engineering
Walter B. Davison—Guest Relations
Agnew T. Horine—Sound Effects

NBC Employees View Demonstrations in Television

In the afternoon of August 24th NBC held a series of television demonstrations for NBC staff members in Radio City who missed the original demonstration scheduled for employees of the Company a few months back.

The demonstrations given in the NBC Board Room in the RCA Building were attended by employes from various departments. The "show" included a recent news reel, a film of animated cartoons and an educational film feature on sailing which included diagrams, the clarity of which as seen on the television screen, the Kinescope, astounded the spectators. Alois Havrilla acted as commentator.

Three Pass Auditions For Announcers' Class

Pat Kelly, supervisor of announcers in Radio City, announced the names of three members of the Guest Relations uniformed staff who passed a recent audition conducted to choose qualified applicants to the NBC training school for announcers on August 26.

The three men who were chosen from a group of ten who took the audition were Jerre Baxter, Daniel Munster and Frederick Johnstone all of whom have been with the Company less than six months. These men will be trained under the supervision of Dan Russell who has been conducting the announcing class for over two years. Other members of the class who have been taking the training course several weeks are David Garroway, Jack O'Reilly and David Adams, all members of the uniformed staff.

BLUE TEAM:

Roland Jordan—Engineering, Captain
Gordon H. Mills—Sales
W. G. Martin—Guest Relations
Miriam Hoffmeir—Program Analysis
Marion Ayer—Treasurer's
Elmer F. Mead—Engineering
Willard Butler—Sales Traffic
George McElrath—Engineering
Charles Thurman—Guest Relations

TWO STATIONS ADDED TO NBC NETWORKS

Station KMED, Medford, Oregon, becomes an NBC outlet available to both the Pacific Coast Blue and Pacific Coast Red Networks on September 15 and Station WBRC will replace WAPI, which operates part-time, as the Red Network's outlet in Birmingham, Alabama.

The addition of WBRC, which is owned by the Birmingham Broadcasting Corporation, will provide radio listeners in the Birmingham area with a choice of two full-time services over separate NBC Red Network and NBC Blue Network stations. WSGN which joined the NBC networks on August 1 will be the Birmingham outlet of the Blue Network.

WBRC operates on a regional frequency of 930 kilocycles, with a day power of 5,000 watts and a night power of 1,000 watts.

The addition of KMED, the only station in the region of Medford, Oregon, brings the total number of NBC stations to 137. It has a regional channel frequency of 1410 kilocycles and a power of 250 watts. The station is owned by Mrs. Blanche Virgin, the first and now one of the few women owners and operators of commercial broadcasting stations in the United States. Lee Bishop is the manager.

KMED serves one of the richest territories in the Northwest. Medford, where the studios are located, lies in the heart of the Rogue River valley, which is noted for its fine fruit orchards and lumbering and mining industries. The town has a population of 11,007, and Jackson County, in which it is the principal trading point, contains 32,918 persons. The valley itself, which is adequately served by KMED, has a population of more than 110,000.

The nearest national network stations to Medford are at Portland, Oregon, 200 miles to the north, and at San Francisco, 300 miles to the south, thus giving KMED exclusive coverage in its territory.

KMED was established, as a hobby, with a power of fifty watts in an old flour mill at Talent, near Medford, in 1922, by the present owner's husband, the late W. J. Virgin. In 1925 the station was moved to Medford. After his death in 1927, the residents of Medford prevailed upon Mrs. Virgin to continue the station's operation. A year later, KMED was placed on a full-time schedule and since then its popularity has steadily increased.

NAMES IN THE NEWS

NEW YORK

Newcomers:

Before working in Audience Mail, Miss Charlotte Holden was a high school teacher and ERA Social Service worker.

Miss Hazel Wissemann, new stenographer, is a product of the Katharine Gibbs School and was formerly secretary to the vice-president of Metal Products Exhibits in the International Building, Rockefeller Center.

Miss Marcella Garvin, new typist, was formerly with the Prudential Life Insurance Company. Besides her work, she is interested in music.

Miss Doris Gaskill, typist, got her A.B. at Wilson College in Pennsylvania. She has been in New York only six weeks and this is her first steady job.

Though this is her first stenographic job at NBC, Miss Lucille Russell is no stranger to WJZ. As a member of the Elizabeth Rodman Voorhee's Chapel Choir of the New Jersey College for Women, she sang Christmas carols over the Blue Network. She was formerly secretary to one of the partners of the firm of F. W. Lafrentz and Company.

Before coming to NBC as porter, William J. Broderick worked as employment interviewer in the Jersey State Employment Service.

Nicholas Schroeter, new watchman, at one time worked as a chauffeur with the United Baking Company in Schenectady.

Among the four newcomers to the Page staff is Harry Berlin of Port-au-Prince, Haiti. He was born in Wilmington, Delaware, but at the age of nine his family moved to the West Indies Islands where his father is treasurer of a sugar company. He attended Peddie Institute in New Jersey where he became interested in the school paper, attaining the position of feature editor in his final year. This fall he intends to enter Amherst. Harry is not a complete stranger at NBC, for he knows several of the men on the page staff and therefore is looking forward to his work with pleasure.

Paul Harold Owen, new page, is a Far Westerner, having lived in Los Angeles all his life. A month ago he completed a picture with Warner Brothers. He was in Fred Waring's chorus in a new movie called *Varsity Show*, not yet released. He then married Miss Phyla Wood, well-known west coast singer, the day before coming east to study singing under Frank LaForge. Paul has sung in and directed his own version of a Gilbert and Sullivan play besides conducting a group of singers. Although music is his chief interest, he also is interested in flying. At one time he was the youngest licensed glider pilot in America. Later he created some sort of record by soloing in a plane after forty minutes of instruction. He attended Pomona College for two years.

Thomas R. Eldrige is another new page. He comes to us from Elizabeth, N. J. He attended Princeton for a year but left in order to study music at the Institute of Musical Art here in New York. He likes to sing and wants eventually to become an arranger.

William H. Coles, formerly of Bridgeport, Connecticut, now living at Westfield, N. J., is the latest addition to the Mail Room. Bill attended Westfield High and the Los Angeles Technical Institute where he studied radio and electricity. He plans to continue his studies in the RCA Institute.

The Mail Room also has a Harvard man in the person of Noel Leslie Jordan, class of '37. While at school he spent his summer vacations in Europe, motoring through France, England, Germany, Italy, Spain, Holland, Belgium and Austria. Expenses weren't very heavy as he had many friends "over there" who helped tide him over some of the bleak spots. At Harvard he was on the *Advocate*, literary magazine, and hopes he will be able to use his writing ability at NBC.

Hugh Beach, another new Mail Room employe, is a graduate of Colby University, class of '36, where he played three years of varsity football. For a while he taught French at Northwood Private School of Lake Placid, but being more interested in music than teaching, he decided to try NBC. He hopes to work into our Music Division.

Miss Marion Wall comes to our PBX Section with ten years of experience as a telephone operator. She says NBC is the most interesting place she has worked in so far.

Engagements:

Helen A. Fencil, of Stenography, became engaged on her birthday, August 1st, to George R. Schleier of the New York Fire Department.

Priscilla Yasunas, stenographer, became engaged to Richard D. Sheahan of the U. S. Engineers doing flood control at Binghamton, N. Y.

Stork News:

Ed Curtin, day editor in Press, is a proud parent these days, having become the father of a seven-and-three-quarter-pound boy. Thomas Paul is the boy's name and Tommy and his mother are reported doing right well.

It is now John Romaine, Sr., of the Music Department. A short while ago he became the father of an eight-pound baby boy, John Jr.

Miscellaneous:

Al Walker, Guest Relations, tops off his vacation by riding in the steeplechase event at the Fort Porter Track, just outside of Toronto, Canada. This is his first steeplechase run and he is looking forward to it eagerly. "I hope I don't pull a Prince-of-Wales," was Al's only observation.

Before the run he visits his brother and sister in Buffalo. He will fly back to New York.

William Haussler and Burke Crotty of Press are in Hollywood taking pictures of NBC radio stars. They will be gone about a month and in that time will take over one thousand pictures which will be sent to New York for publicity purposes.

Pat Cahill, studio set-up man, is back with us after a seven months' siege of illness. Welcome back, Pat.

Fred Young, of the Music Division, won six prizes at the Gladiola Flower held recently on the eleventh floor of the RCA Building. However, Mr. Young didn't do as well this year as in previous years. In 1935 and 1936 he won the Silver Medal, signifying first prize in the amateur group.

"I'd have done better this year if it hadn't been for a bad storm the night before the show," Mr. Young stated.

He raises the flowers at his home in Preakness, New Jersey. Six years ago he started with a small garden as a hobby; today he has over six thousand bulbs to look after. Evenings and spare time over week-ends are spent in taking care of his prize-winners.

WGY SCHENECTADY

by W. T. Meenam

WGY claims the title of putter-onner of the "most difficult broadcast."

In short, here's what took place when G.E. and WGY got together to broadcast ceremonies commemorating the first recorded ascent of Mt. Marcy, New York State's highest peak.

Five hundred pounds of equipment had to be gotten to the top of the lofty mountain. It included a 350-pound gasoline-driven engine, transmitter, mikes and other paraphernalia. The seven and one-half miles of narrow trail was anything but inviting for E. S. Darlington, Al Knapp, C. D. Wagoner and others who made the trip.

Despite help from C.C.C. boys, the logging sled used to haul the equipment over the rocks broke down. The gadgets were strapped on the horses' backs, with men carrying the lighter pieces, and the climb continued. At 11 a.m., three hours before broadcast time, the party hadn't arrived at the top, and no tests had been made with Lake Placid Village. They hadn't arrived, because they were still trying to push, haul and shove that engine up a nearly-perpendicular cliff, half-way up the trail.

A mere one and one-half hours before broadcast time, the transmitter and engine arrived. At 12:00 p.m. the signal was reported O.K. by Lake Placid, and the broadcast went on as scheduled. By the way, the guys that made the trip report

the descent was just about as bad.

WGY artists discovered a new face through the control room windows August first. It belongs to Paul Adanti, a native of Auburn, New York, who abandoned a career as high school instructor in modern languages, mathematics, and sciences for radio engineering.

Adanti comes to WGY via WMBO, Auburn, and WSYR, Syracuse. At these stations he has served as chief engineer, studio engineer, in charge of production and sound effects and announcer.

This young man of Italian ancestry was graduated from Union College, Schenectady, in 1934, after majoring in modern languages, history and psychology. For relaxation and income he tooted the clarinet and the saxophone in orchestras whenever an engagement appeared. He applied himself pretty seriously to languages and today he speaks and reads French, Spanish, German, and Italian.

For two years he was engaged as instructor at Auburn High School and in addition taught English at night school and English, drawing, mathematics and English history at Vocational School. One day he applied for an audition as announcer at station WMBO in Auburn. He passed his announcer test—but was made chief engineer of the station. By the way, he has been interested in radio as an amateur "ham" operator for several years.

NAVY OFFICER COMMENDS NBC ECLIPSE WORKERS

Lenox R. Lohr, president of NBC, received the following letter from Captain J. F. Hellweg, U. S. N., commending the work of Announcer George Hicks and Engineers Walter R. Brown and M. S. Adams during the recent Eclipse Expedition to the South Seas:

Navy Department
U. S. Naval Observatory
Washington, D. C.

My dear Mr. Lohr:

Now that the National Geographic—U. S. Navy Eclipse Expedition is a matter of history and we have all returned to our regular duties, I find on my list of things to be done a notation to write to you.

It is indeed a pleasure to be able to write about such a pleasant subject—the performance of your three representatives, Mr. Hicks, the announcer, Mr. Brown, the engineer from New York, and Mr. Adams, the engineer from your San Francisco branch.

* * *

In my position as supervisor of preparations, I kept in close touch with not only the work of all hands but the manner in which the work was being performed.

We are accustomed in the Navy to have things done promptly and efficiently. Sometimes, of course, individuals are more efficient and more prompt than others, but in my entire naval career of over forty years I have never seen two men work so conscientiously and labor so hard as did Mr. Brown and Mr. Adams.

Many times they worked late in the night, when it was necessary for Mr. Stewart, the photographer of the National Geographic Society, to drive our little rented car down to Pearl Harbor at midnight to pick up Brown and Adams and bring them back to Honolulu. I have seen the pair of them come into the bungalow so dead tired that they just threw themselves on their beds.


In the morning we all had to kick out early as we had a fifteen-mile run from the bungalow to Pearl Harbor, and we had to be there before eight o'clock. So you see that if they did not reach the bungalow until two or two-thirty and had to get out shortly after six, they had very little time for rest.

I do not believe anybody realizes what a tremendous job Brown and Adams had to complete in those two weeks. Frankly, I did not expect them to finish it and my admiration for their conscientious stick-itiveness cannot be exaggerated.

You are indeed fortunate in having two
(Continued on Page 6)



Apparently dissatisfied with the work that lusty steamshovel is doing in excavating for WGY's new building, William T. Meenam, Press Relations, and Willard J. Purcell, engineer, took shovels in hand and helped out a bit. A wide-awake cameraman caught them tucking in shovelfuls of dirt into corners of the shovel. Things are coming right along, incidentally, with the new building. Of course, the noise outside the present studios hasn't reached the rat-a-tat riveting stage yet, but the chug-chug sound of the shovels continues.



TENTH ANNIVERSARY CHIMES

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

DON E. GILMAN



DON E. GILMAN

Don E. Gilman was a successful newspaper and advertising man when he resigned from the fourth estate in 1927 to enter radio as manager of the Western Division of NBC. Two years later he was appointed vice-president in charge of the West-

tern Division and has held that job ever since.

Born in Indianapolis, the son of a newspaper man, he was printing his own paper by hand while he was still in high school. At twenty-three he was superintendent of plant on the *Indianapolis Sentinel*. Then he went west to become superintendent of a group of newspapers. When not working he studied electrical engineering and business administration.

From publishing he turned to advertising in which he became nationally known as president of the Pacific Advertising Clubs Association and vice-president of the Associated Advertising Clubs of the World.

In 1930 Vice-President Gilman was honored by leading newspapers and universities by naming him to the 1930 Roll of Honor as one of the twelve "greatest Californians." Today, he is president of the San Francisco Commercial Club, a director of the San Francisco Musical Association, and vice-president of the Young Men's Christian Association.

Albeit, Mr. Gilman finds time for his many hobbies—reading books on biography, history, economics and sociology; playing the piano, and golf.

EDNA C. OPPER

Ten years ago when the WJZ studios were in the Aeolian Building on Forty-second Street in New York City, a very young lady who had just been graduated from the Packard Business School joined the National Broadcasting Company as secretary to Keith McLeod, musical director of the newly formed broadcasting organization. Today, after having learned much about the industry by working in

various departments she is in the President's office as a secretary.

Her name is Edna C. Opper. She was born, reared and schooled in Brooklyn, where she has always lived until she was married about two years ago and moved to Jackson Heights, Long Island, where she now enjoys the independent delight of keeping her own house.

Back in 1927 when Miss Opper, a young lady who had had a bit of experience in various staid business firms, joined NBC she was a bit startled and amused at the way they did things in the Aeolian Building. The office in which she worked was equipped with a microphone and a crudely-built control booth so that the room could be used as a studio after office hours. During office hours it was not unusual to have her boss, Keith McLeod, and three other members of a quartet break forth into a song and rehearse for hours in the office while Miss Opper tried her best to do her secretarial work. When she entered her office in the mornings she often had to dodge bass drums and music stands, and clear her desk of trombones and violins that were used on programs the night before.

Shortly after the confusion in the Aeolian Building, NBC moved into its new and spacious quarters at 711 Fifth Avenue, where the WJZ and WEA studios and personnel were merged. After the reorganization, Miss Opper found herself working for Leslie W. Joy, then supervisor of announcers and now general manager of KYW in Philadelphia. Later she was made secretary to Program Manager John W. Elwood who subsequently became an NBC vice-president.

It wasn't many years before the NBC-ites who predicted that the company would never fill its new building at 711 Fifth Avenue, found themselves, in search of more space for expansions and improvements, moving to the RCA Building in Radio City. To Miss Opper the move meant from the Program to the Sales Department where she became secretary to Edgar Kobak, NBC vice-president, who

now holds an executive position with the Lord and Thomas agency in New York.

When Lenox R. Lohr came to New York from Chicago in 1936 to become president of the National Broadcasting Company, Edna C. Opper, with her wealth of knowledge gathered during her many years with NBC, became an asset in the President's office.

HUGH R. McGEACHIE

Hugh R. McGeachie, accounting supervisor in New York, was born in Patterson, New Jersey, where he attended public schools until he entered the Pace Institute in New York to study accountancy.

His first job was with a coal company in Patterson. Seeking broader fields he went to New York City in 1927 and got a job in the Accounting Department of the National Broadcasting Company at 195 Broadway. But he kept his residence in Patterson where he still lives.

Mr. McGeachie's first job in the Accounting Department, which was then composed of eleven people compared to its personnel today of over forty, was in the Dispersement Section, in charge of expense distributions and the payment of supplier's bills. In those days most of the work was done by hand, states Mr. McGeachie, but today modern office machinery has relieved the personnel of a great deal of mental and manual labor.

The Accounting Department is not without its share of radio's attendant excitement. In 1928 when radio was first used for political presidential campaigns Mr. McGeachie had quite a time drawing up new types of contracts and bills for time on the air used by political parties during the campaign.

Mr. McGeachie, or "Mac," as he is known to his close associates is still at large—that is, he is unmarried. As Vice-President of the New Jersey Christian Endeavor Union, a religious organization closely allied with Protestant churches, much of his spare time is spent in promoting youth activities in his home state. He even writes regularly about his religious activities for Patterson newspapers.



EDNA C. OPPER



H. R. McGEACHIE

HENRY M. GABRIELSON



H. M. GABRIELSON

Henry M. Gabrielson, electrical engineer, grew up with radio via the "Ham" route (Ham meaning amateur radio experience). His experience as a radio operator on various coast-wise ships gave him the professional background to supplement his amateur work. All this took place in the good old days when the old Morse Code was in use and ships had only two call letters instead of the three and four they have today.

During the war he served as Chief Radio Man, P.A., (Permanent Appointment) in the U. S. Navy for twenty-nine months; is proud of his twenty years service as Radioman with the New York Naval Militia.

Finally, in September, 1927, Mr. Gabrielson joined NBC as a construction man. In that capacity he helped install some of the equipment used in the old 711 Fifth Avenue NBC Studios. He also worked on the NBC television studio in the Empire State Building.

When NBC moved into its present location, Mr. Gabrielson supervised the wiring and installation of Radio City equipment racks, the Control Room racks and Master Control Desk. He has just returned from Washington, D. C., where he and Construction Man Elmer Mead acted as supervisors in the building of NBC's new studios in the Trans Lux Theatre building.

Engineer Gabrielson is married and has three sons, aged five, twelve and fifteen. His home is in Amityville, Long Island.

GUSTAVE A. BOSLER

Gustave A. Bosler, maintenance engineer, literally grew up with NBC and RCA, having been associated with the Marconi Wireless Telegraph Company in 1911, the company which later grew into the present Radio Corporation of America. Before working for the Marconi Company, he was associated with the Independent Wireless Telegraph Company of New York City.

Besides growing up with NBC and RCA, Mr. Bosler grew up with some of

those who later became leading figures in both organizations. At the time that Mr. Bosler was a struggling machinist, Mr. O. B. Hanson, now chief of the Engineering Department of NBC, was a young engineer, already beginning to make a name for himself.



GUSTAVE A. BOSLER

Mr. Bosler takes care of some of the building and manufacturing work for NBC. He and the men under him convert into wood and steel the plans and graphs other engineers have plotted out with paper and ink. Among interesting projects carried out by these men was the building of the NBC stratosphere transmitter used by Captains Stevens and Anderson in their 1935 flight. Also, filling a rush order, they built the large parabola-reflector microphone used at the National Democratic Convention of 1932, held in Chicago.

Mr. Bosler likes his work at NBC; has always found a "fine spirit of cooperation" existing in whatever department with which his work has brought him into contact.

JO ELLETSON

In September, 1927, Jo Elletson joined the NBC staff in San Francisco as a typist. Today, she heads the Typing Department, and is affectionately known as "Jo" to everybody in the organization.

But well as they know Jo, through her efficient handling of the mass of material which pours through typewriters and duplicating machines daily, many of her colleagues aren't really acquainted with this blonde, sprite-like girl at all.

For instance who would ever suspect from Jo's calm, business-like exterior that she has a strange hobby—she can't see a new musical instrument without wanting to learn to play it? That she has taught herself to play virtually every kind of instrument used by NBC orchestra-men, and that although she can't read music she could turn to it for a livelihood any time she wanted? It's true, although you have a hard time making Jo admit it. Before she



JO ELLETSON

joined the NBC staff she was a pianist at the Hotel Bellevue, where she played for dinner dances, and before that she played piano and other instruments at Yosemite Park's Camp Curry during the summer.

Jo was born in Vallejo, California, but grew up in San Francisco. She worked for the telephone company until her unusual musical ability was discovered by a Camp Curry manager frantically seeking someone to replace a missing pianist. Following her summer job as pianist she returned to San Francisco to play at the Hotel Bellevue.

For several years she was so busy filling engagements to play for dances and parties that she might never have returned to the business world if she hadn't discovered her health was failing . . . now she still plays, in her spare time, for her friends, and has discovered she gets more fun out of music that way . . . still trying out new instruments, but concentrates mostly on the piano, ukelele and accordion . . . and she really isn't Jo Elletson any more but Mrs. Jerry Beghetti, wife of a handsome trouble-shooter for an automobile firm.

JOSEPH A. KENT

Joseph A. Kent celebrated his tenth anniversary with NBC struggling through and helping to arrange NBC's income tax returns, a part of his job in the Accounting Department.

"Some people think they have a time with their income tax," states Mr. Kent, who has been preparing the Company's income tax returns during the past four years, "but they haven't seen anything till they've tried to wrestle with a big company's income tax."

Mr. Kent is a native New Yorker and is probably one of the few NBCites to claim such a distinction. He attended public schools and Newtown High School on Long Island. In school "figgers" were his strong point and his first job of importance was in the accounting department of the Waldorf-Astoria Hotel. He was there for fifteen years before he joined NBC.

He followed NBC from its old quarters at 195 Broadway, New York City, to 711 Fifth Avenue, whence the Company moved to its present headquarters in Radio City on November 11, 1933.

Mr. Kent today lives on Long Island with his wife and two children, Jean, fourteen, and William, ten.



JOSEPH A. KENT

NBC TRANSMITTER

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of the National Broadcasting Company
from coast to coast.

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Navy Officer Commends NBC Eclipse Workers

(Continued from Page 3)

men in technical positions who have the will to win and who will work like dogs when there is nobody to watch whether they are working or not. I would trust either of them in any position in the world after having lived with them on such intimate terms during those days in Honolulu.

* * *

I did not meet Mr. Hicks until his arrival at Honolulu on the fourth of May. He had all the engaging qualifications to ideally fit him for his billet. There were factors affecting his work on Canton Island which required just what he has and what lots of other people have not.

In closing this personal letter to you I wish to congratulate your organization in having such fine young men as Brown, Adams and Hicks.

Very sincerely yours,

J. F. HELLWEG

Captain U.S.N. (Ret.)

Attention New York employes!
The Athletic Association urges you to sign and return the questionnaires you received in regard to the proposed all-day outing for NBCites on September 16.

On the shelf

The books listed below are recommended as pertinent literature on radio and allied subjects. They will be found in the NBC General Library, New York.

RADIO STARS OF TODAY; or Behind the Scenes in Broadcasting. By Robert Eichberg. With forewords by Lenox R. Lohr and William S. Paley. L. C. Page & Co., 1937. More than fifty radio artists are included in this well illustrated book. The chapter *Behind the Scenes* shows by word and picture the uses of apparatus and studios in broadcasting a program. There are other chapters on radio and aviation, radio at sea, amateur operators, and brief accounts of several large broadcasting stations.

MICROPHONE MEMOIRS of the Horse and Buggy Days of Radio. By Credo F. Harris. Bobbs-Merrill Co., 1937. A most highly entertaining book on the early days of radio. Mr. Harris gives us in his experiences at WHAS—"all the wild and woolly things that happened in a pioneer station during the first two years of radio, all the comedies, ironies and strange little tragedies . . ." Credo Harris is manager of WHAS, which, as many remember, took such a prominent part in flood relief work this year.

WRITING FOR THE B. B. C. By Max Kester and Edwin Collier. Pitman, 1937. Musical comedies, lyrics, sketches, gags, jokes, dialogue are some of the things touched upon in this book of hints for writing for the British Broadcasting Corp.

LISTENER REACTIONS

by Ruth Crawford

Correspondent, New York Audience Mail Division.

This is the "open season" for "dumbbell" and "nut" letters:

"The voice you hear belongs to me. Please reply at your earliest convenience."

✓ ✓ ✓

"Stage directions for a religious drama—Hang wall maps all opposite and uniform 180 degrees by 45 uniform. Write for more inquiries or arrange for me over your Radio Station."

✓ ✓ ✓

"Can a person with false teeth broadcast?"

✓ ✓ ✓

"Could you tell me some one I could write to for information as to taming a singing mouse so I could get it to sing when I want it to. I do not know what to expect from a singing mouse so don't know if this one is any good or not. It is just a common little house mouse."

✓ ✓ ✓

"Will you please send me the names of the crew on the U.S.S. Pennsylvania."

✓ ✓ ✓

"I like the nice voice of Milton Cross. It is very soothing. Can you tell me how much it would cost to hire him by the hour to read stories in the magazines to my mother who cannot see very good?"

✓ ✓ ✓

"Is there anything I can do to earn a home? I am willing to go in a barrel over Niagara Falls—anything to fix up a shack we own in the Ozarks."

NBC TENNIS TEAM BEATS RCA RADIOTRONS

In its second regular match of the year, NBC's racketeers demolished the RCA Radiotrons, winning seven of the nine matches played at the Community Tennis Courts at Elmhurst, New York. The two losses were through default on the part of NBC doubles teams, one caused by Joe Merkle's hand injury, the other by darkness.

His hand injury also caused Merkle, NBC's number one man, to lose the first set of his match, 6-8. However, the next two were annexed to the tune of 6-0, 6-2 to give him the match over F. Michel, starting NBC's clean sweep of the singles. Paul Rittenhouse (Guest Relations) routed L. Waller, 6-0, 6-1. J. L. Hathaway, (Engineering) defeated J. S. Donal, Jr., 6-2, 6-3. Bud Faillace (Guest Relations) won from R. Truell, 6-0, 6-3, with Ed Kahn (Guest Relations) keeping the singles record clean by taking over A. Rose 6-4, 6-2.

In the doubles Hathaway and Rittenhouse had an easy time defeating L. Waller and Dr. Power—score 6-1, 6-1. Two doubles teams, Faillace-Merkle and Smith-Swanecamp defaulted after playing one set each while our fourth doubles combination, Nixon-Wailes, took over A. Meuselbach and L. L. Libby 6-0, 6-3. Final score: NBC—7
RCA—2

Nothing definite is scheduled for the tennis team in the future. However, negotiations are going on for a match between NBC and RCA-Manufacturing of Camden. Should this materialize, NBC will have stiff competition, as RCA-Camden is reported to have several ranking New Jersey State players on its team.

NBC HOLIDAY PROPOSED

The NBC Athletic Association is planning an all-day outing for NBCites on September 16 pending their reaction to the proposal. To date plans for the NBC holiday include sports for everyone—swimming, boating, tennis, badminton, bowling, soft ball—and dancing in the evening.

The cost for each person who goes on the "mystery trip", the destination of which will be disclosed only to those who are going when they arrive at the point of departure, will be \$2.50 for members of the A. A., and \$3.50 for non-members and guests. This fee will include transportation facilities, lunch and dinner.

Send your prize photographs to the Photo Contest. Read the rules on page 12.

KDKA PITTSBURGH

by Kay Barr



Here is Roy Baldwin, KDKA's lone guide giving the Radio Servicemen's Association the lowdown on studio sound effects.

Radio Men Visit KDKA:

Despite the fact that Pittsburgh is neither a summer resort nor a rendezvous for tourists, KDKA studios are attracting more and more visitors each week since Roy Baldwin was added to the staff to provide guide service.

Members of the Radio Servicemen's Association, their wives and friends, a head count better than 150, swarmed on the Pioneer Station Sunday afternoon, August 15. But Guide Roy got wind of their coming and was all set for them. He had mimeograph sheets all ready for distribution. These divided the party into five groups according to the alphabetical index of their last names and in this way had units he could escort with the least confusion.

Each trip was definitely scheduled by the clock. Waiting groups spent the time visiting the lookout deck on the roof of the Grant Building. When the tours were over, the party reassembled for special instructions. Ten minutes later they adjourned to their personal cars and lined up behind a motorcycle escort for the 28-mile drive to the KDKA transmitter at Saxonburg for further inspection of facilities.

Roy did a great job of organizing this party and everything moved with clock-like precision. Consequently a lot of interesting observations and experiences were crowded into one afternoon and such "a pleasant time was had by all," that the flock passed a vote of thanks to their youthful major-domo, who told them to "Step right this way," and made them like it.

What A Girl!

Janet Ross, director of the *Style and Shopping*, daily programs on KDKA, proved her endurance and versatility during the middle weeks of August.

They added an orchestra and soloist to her regular programs which made her mistress of ceremonies ex-officio. Lynn Morrow was on his vacation so Janet took his place in handling the sidewalk interview broadcasts two days each week. Evelyn Gardiner was in California on her vacation and Janet had to present Evelyn's daily *KDKA Home Forum* programs.

Besides all of which, she entertained her parents who were in Pittsburgh from their Florida home for a visit.

Orchids for NBCettes:

And speaking of Evelyn Gardiner, she received a nice citation in the annual report of the Home-Welfare Department of the Congress of Clubs of Western Pennsylvania. Their visit to KDKA was rated as the highlight of the past year and the report concluded, "If you want a nice time, plan to go to see Evelyn Gardiner at KDKA."

The radio committee of the Congress also passed out the posies by mentioning the excellent cooperation they had received from "everyone from the office boy to the manager." Special reference was made to Adelaide Lasner of the KDKA Production Division who had been "very gracious" in announcing and helping in the presentation of the regular Congress programs.

NBC Goes on Vacation



Miss Margaret Germano of the Auditing Department is shown "yachting" during her vacation at Lake Maranacook, Maine.



This is Joseph (Scotty) Bolton of the Service Dept., aboard the ship that took him home to Scotland for a short vacation made possible by the hundreds of nickels he saved during his four years with NBC.



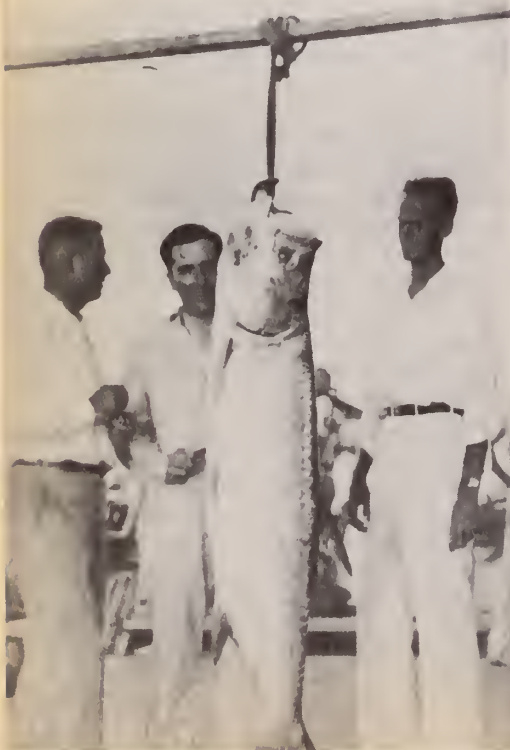
Miss Helen Sheriden of the N. Y. Purchasing Department photographed at Inverurie, Bermuda, where she went on her vacation.



George McElrath, operating engineer and president of the NBC Athletic Association, was presented with this ten-gallon hat by the Blackhills Roundup Committee on July 4.



Mrs. Claudine Macdonald of the Women's Activities Division of the Program Department is shown dining with Lord Tweedsmuir, Governor General of Canada, in the cook house of the Eldorado Mine, Great Bear Lake, Northwest Territories where Mrs. Macdonald spent her vacation.



Left: This is one fish story you can't pooh-pooh. The 112-pound tarpon was caught by Jesse S. Butcher, center, of Station Relations, in the Gulf of Mexico, off the coast of Corpus Christi, Texas. Looking on with admiration are George Morrison, left, program director of NBC Station KRIS in Corpus Christi, and Cliff Tatom, general manager of KRIS.



Below: Military tactics were not the only tactics practiced at National Guard Camp this summer. Here are three NBCites performing a flank movement on a patch of blue-berries when time out was called on a field problem at Pine Camp. They are Ary R. Moll and Charles Jones of Guest Relations and Dick de Raimes of Script Division.

NBC HOLLYWOOD

by Noel Corbett

With almost a hundred people milling around the microphones during the *Magic Key of RCA* broadcast from Hollywood, Hal Bock needed a candid cameraman who was mike conscious. He wanted no slip-ups as the layout was already sold to *Radio Guide*. The job was done by Page Gilman of *One Man's Family*, who knows his microphones, having been around them for ten years.

✓ ✓ ✓

Ruth Schooler, Manager's Secretary, is a pretty tired girl these days.

She has been showing the sights of Hollywood to her out-of-town sister, Frances. All the broadcasts were included. Ruth says that little sister all but swooned when she saw Tony Martin in person, and when she spotted Nelson Eddy, she did.

✓ ✓ ✓

Let it never be said that NBC Publicity Man Joe Alvin is lacking in ideas and ability.

Alvin has been known to take an obscure Shakespearean actor, dress him up in red pants, glorify his ability on a single sheet of paper, and a day later receive transcontinental requests for pictures.

But that's beside the point. It was seven a.m. In one hour Alvin was to meet Irene Rich and get a picture of the NBC star as she arrived in Hollywood.

But not an ordinary picture. Being Friday the 13th, there should be a black cat around somewhere. For 24 hours Alvin had been looking for one. In fact, he also had NBCites scouring Hollywood alleys and back fences—to no avail.

Did Alvin admit defeat? No. That afternoon news sections carried a picture of Irene Rich beside a streamlined train, and in her arms, a beautiful jet-black Persian cat.

Where Alvin got the cat is his secret. However, now His Persian Highness resides in a Hollywood mansion, surrounded by things dear to a cat's heart such as canary birds and fish ponds. Alvin saw to that.

✓ ✓ ✓

Looks like Marvin Young just won't ever become a general.

A captain in the Infantry Reserve, the production manager was ordered to active duty at San Luis Obispo last summer. New programs kept him at his desk. This year, with even more new programs, he was detained again.

So now he figures he'll need a war in order to catch up.

✓ ✓ ✓

Now it develops that our Frank Figgins, in addition to being an Engineer and Paleontologist, used to be a cow-puncher.

It all came out when another engineer, Murdo MacKenzie, invited Frank to go horse-back riding on the Big Tujung Ranch. He refused on the grounds that it would remind him too much of his hard-riding days back in Colorado.

Come to think of it, Frank has got kind of a cowboy stride at that.

✓ ✓ ✓

Other NBCites who spend their days off galloping up and down the So. Cal. foothills are Joe Parker and Ben Gage, announcers, and Frank Pittman, our gate-man.

✓ ✓ ✓

If Buddy Twiss, who handles the special events out here needs an assistant, Elma Cronin should get the job. Elma discovered a talking catfish which she thinks would be a natural for a special broadcast.

Buddy says he will give his okeh if Elma guarantees the catfish will follow the script and not ad-lib.

✓ ✓ ✓

QUICK PIX . . . Studio Manager John Swallow and Mrs. Swallow vacationing aboard Baron Long's yacht, *Norab*. Sailed to Santa Barbara to attend the yearly Fiesta there. . . Helen Wendt, Program, ran out of numbers counting stars at her first preview the other night. . . *Varsity Show* at Warner's First National. . . Ralph Amato, Maintenance, vacationing in Lucerne Valley at father-in-law's ranch. Fremont Trail runs through middle of property, but swimming and jack-rabbit hunting are more interesting to Ralph than things historic. . . Elaine Forbes, Syd Dixon's secretary, saves pictures of Charlie McCarthy which she clips from newspapers and pastes in a big scrapbook.

Other Sales Department activities—Tracy Moore vacationing at Ocean Park (Washington) at his home, "Moore Manners." . . An early morning visitor in our midst recently was Ken Carney, S. F. Program Manager. . . Honor Holden Traynor, Artists' Service, held a housewarming in her new Wilshire District home, Aug. 22. NBCettes brought gifts of canned goods. . . Before Birt Fisher, manager of KOMO, left Hollywood, he and Mrs. Fisher invited Nadine Amos, Mr. Gilman's secretary, to spend her vacation with

NBC CHICAGO

by William E. Lawrence

Page Jack Simpson, after sending a recording of his voice to WJDX, NBC affiliate in Jackson, Mississippi, was hired as an announcer and production man.

Announcer Charles Lyon is back in the fold hobbling about, nursing his ankle, which was injured while he was playing tennis with co-mikeman Lynn Brandt, who rushed him to the hospital. From there, after treatment, he sped to the studios just in time for his *Kaltenmayer's Kindergarten* broadcast, which he did from a wheel chair and crutches.

✓ ✓ ✓

New Faces: Marvin H. Eichorst has been promoted to control relief supervisor. Robert R. Jensen, new studio-field engineer was formerly control engineer at KFAB-KFOR in Lincoln, Nebraska, and KLZ in Denver, Colorado. His hobby is amateur photography, and he has done many fine jobs with both still and movie cameras. Jules W. Hack, former bank clerk, is a new page replacing Jack Simpson. Marge Stockdale, who is retiring as Mrs. Heidler, is being replaced by Ruby Downs of Sales, whose place is being taken by Carolyn Turner from Central Stenographic. Eunice Anderson was hired as a new stenographer.

✓ ✓ ✓

Minor T. Wilson, new studio engineer, includes among his eleven years of radio work, time as chief engineer at XEAW in Reynosa, Mexico, and studio and transmitter man at KPRC in Houston, Texas. F. C. Shidel, another new studio engineer comes from WLB in Minneapolis, which is owned and operated by the University of Minnesota. Gertrude Schmidt is now a regular member of Dorothy Frundt's corps of beauties in Central Stenographic. Incidentally, the girls in this department could easily vie with the famed Radio City Music Hall Rockettes when it comes to beauty and precision.

✓ ✓ ✓

A. M. Elrod of Mail and Messenger, who won the NBC Chicago golf tournament, drove five consecutive balls into a water hole the other afternoon. Does that qualify?

them at Totem Nest, their Seattle home. . . Alice Brady appeared for a guest spot the other Sunday in a wheel chair. Our gallant page, Russ Hudson, carried her to the second floor studios. At the sound of the chimes, Russ was upstairs to carry the movie star back down. Of course we have an elevator, but that's only for such things as bull fiddles.

A Visit To Station WEAF On Long Island

by Robert R. Covell

Music Research Division, New York

How many times, when you're listening to your own radio at home, have you heard the familiar words, "WEAF, New York" and never given a thought to what happens to those sounds from the time they leave the announcer's lips in some one of our New York studios to the time they reach you through your loudspeaker? Perhaps the words were so familiar they went in one ear and out the other, without your realizing that as far as their transmission to your radio is concerned, those words really came to you from North Bellmore, Long Island, where the WEAF transmitter is located.

A few Sundays ago a friend of mine and I had an opportunity to visit North Bellmore. There, after spotting the pair of tall steel towers some distance away, we finally found the narrow road leading to the white one-story building from which, as we approached, the sounds of one of the Sunday afternoon programs came to our ears.

I had expected to find a building of rough construction, serving no other than its main purpose of housing the electrical apparatus. Instead we saw a completely furnished interior, home-like and attractive in its modern decorations, one to which some architect had obviously devoted considerable thought.

The engineer on duty welcomed us and we were soon involved in a long conversation about the technical side of putting the programs on the air. He dispelled the false notion that the changes in the length of the antenna resulting from variations in the outdoor temperature have to be compensated by tuning it every morning

to the transmitter. He demonstrated how a transmitting tube gives ample warning before it burns out, one of the things I had always wondered about.

As we drove in we noticed a pretty fountain playing outside the building, and I had supposed this was the water used to cool the big tubes you have all seen in one of the exhibit rooms on the ninth floor of the studios in Radio City. This proved to be false, however, for we were told that the pool into which the water flows collects so many frogs, twigs, and bugs of all sorts, that it would keep clogging the circulatory system. Instead, this water, cooled in the air, is used to cool the distilled water, which circulates in the tubes.

The two big towers, our host explained, are placed on a line running due north and south, with the counter-poise buried in the ground directly below. WEAF, we learned, runs on a twenty-four hour day, regardless of the number of hours it's on the air. Every night after the power is shut off another engineer checks the entire transmitter, replacing any tubes or other parts that have burned out during the day and making any other necessary adjustments.

At this point we discovered we had stayed twice as long as we had planned, and still had to take pictures. In spite of the fact that when we went to drive off we found a brand new tire flat, I recommend to each and every member of NBC who ever happens to be in the vicinity of North Bellmore to drop in and learn as much as I did during the brief hour passed there so quickly.

KYW PHILADELPHIA

by J. A. Aull

We were sorry to lose Peggy McHale, Sales Manager Jack Hammann's secretary, who decided she wanted to return to her home in New York and is now pinch-hitting in the Central Stenographic Section until she gets back to her old love, Sales. Marie Dixon, secretary to our former sales manager, has taken over Miss McHale's duties.

✓ ✓ ✓

We are all very excited to note the rapid rise of our new building, which incidentally can be seen from our present quarters; we want to report that the six stories of steel work was completed on August ninth, right on schedule.

✓ ✓ ✓

Announcer Alan Kennedy became the proud father of a little girl on August second and could scarcely keep himself under control until he was off duty to make the dash to New York, where his wife and new daughter are doing very nicely.

✓ ✓ ✓

Bob Thatcher of the New York Engineering Department has settled in Philadelphia for some months to supervise the construction of the new KYW studios and has made many friends in his short stay.

✓ ✓ ✓

Manager Leslie Joy returned from a vacation in Maine on August ninth, and Westinghouse Plant Manager Ernest Gager came back the same day from a fishing trip off the coast of Florida. J. F. M. Proul, our auditor and office manager, who pinch-hitted for Mr. Joy, is leaving on August fourteenth for a motor trip through New England and Canada.

✓ ✓ ✓

We also have a new addition in the Sales Department in the person of Anna Anderson who will act as secretary to our salesmen. Previous to her employment by KYW she worked for Curtis Publishing Company for seven years.

✓ ✓ ✓

Leslie Schumann and Walton Wilson are two new studio control men and William J. Flett and W. S. Gilbert are newcomers to the transmitter's engineering staff.

✓ ✓ ✓

George Jaspert, Sales, was rushed to a hospital on August 4 for an appendectomy. He is doing very well and is expected back in his office during the first week in September.



The home-like structure that houses the transmitting equipment of Station WEAF in Bellmore, Long Island. The picture was taken by Robert Covell of the N. Y. Music Research Division during a recent visit to the station.

NBC SAN FRANCISCO

by Louise Landis

Double Play:

That post-vacation look, so prevalent around here, was strangely lacking from the happy countenance of John Wagner of the Accounting Department as he breezed in after his two weeks' holiday. . . . In fact, John looked and acted so gay that suspicions of colleagues were aroused. Finally he 'fessed up.

He hadn't been away on just an ordinary vacation, but a honeymoon. On July seventeenth he and the former Miss Jean McCracken of West Englewood, New Jersey, were married in the First Presbyterian Church in that city, and so congratulations instead of commiserations, were in order, and he got them from all sides.

✓ ✓ ✓

Yoder's Junket:

Other NBC vacationers who traveled across the continent include Lloyd E. Yoder, manager of the Western Press Division, who spent his vacation in Salem, Ohio, with his mother, and George Fuerst of the Traffic Department, who visited Radio City, the new studios in Washington, and sundry other places including Phoenix, Arizona.

✓ ✓ ✓

Coming UP, Singapore!

The NBC Artists' Service covers the world! One of the most unique requests so far received by Larry Allen, San Francisco manager, came the other day from the Tanglin Club, in Singapore. It seems that the club has an orchestra but no director so would the Artists' Service kindly send them an orchestra leader who could also play the piano? Artists' Service not only could but did, and Walter Sheets, young San Francisco pianist, will soon be on his way to Singapore.

✓ ✓ ✓

Sun-tanned Moustache

Members of the San Francisco staff are asking themselves just what the strange influence is that Hollywood seems to exert on NBCites. . . . Wally Ruggles, sound man, returned from the cinema city with a hair-line moustache which, although Wally's eyebrows and hair are opal-black, is a very ruddy red.



ANITA BOLTON

Meet Anita Bolton, Assistant Director of Agriculture in NBC's Western Division, who pinch-hit for Jennings Pierce when Director Pierce was on vacation. You'd never think it, but Anita knows all about legumes, weather reports, cotton prices and other items which the *Western Farm and Home Hour* brings to listeners. She's the daughter of a physician; grew up in California's mining country, where she used to ride on night calls with her father and often had to hold a candle to supply light for an emergency operation.

— — —

Wally makes no excuse for growing the moustache, but offers the sheepish suggestion that its unusual color must be the result of all the sun baths he took on Southern California beaches.

✓ ✓ ✓

Vacations:

Jennings Pierce, Director of Agriculture for NBC's Western Division, has returned from a vacation in the Feather River country with a long-time lease on some property there where they will erect a cabin in time for next summer's vacation.

✓ ✓ ✓

Dorothy Dumerais, secretary in the *Woman's Magazine of the Air* offices, is off on one of those vacations you dream about . . . she and a group of friends are on their way to Grand Teton, then to Yellowstone Park and from there to Glacier Park. On the way back to San Francisco they will drive down the Redwood High-

way, stopping at Klamath for some fishing.

✓ ✓ ✓

Other NBC vacationers: Jane Burns, chief hostess, who plans to spend most of hers settling in the new studio she has rented for the large group of singing pupils who keep her busy in her free time; Larry Allen, Artists' Service Manager, who goes to Corvallis, Oregon, his home town, to fish five streams in the vicinity; Jerry McGee, producer, who is spending his in Colorado; Ruth Miller, hostess, who spent hers catching up with all the dance and dinner dates she has to forego during the working months; and Program Manager Ken Carney, who flitted as far as Hollywood for a bus-man's holiday.

✓ ✓ ✓

Transferred to Hollywood are L. D. Cully, studio engineer and S. C. Hobart, control room supervisor, both of whom will officiate as supervisors in the Engineering Department there, according to Western Division Engineer, A. H. Saxton.

P. A. Sugg, formerly studio engineer, takes Steve Hobart's place here, and T. B. Palmer becomes relief supervisor.

New faces in the plant include three new studio engineers: J. E. Burrell, formerly with a radio equipment installing company; H. N. Jacobs, University of California graduate, and F. L. Fullaway, former Navy man.

Added to the KGO transmitter staff are R. T. Parks, former radio operator with the Pan American Airways, and M. D. Case, formerly of the RCA Communications station at Bolinas. To the KPO transmitter staff: R. B. Barnes, formerly of Mackay Radio, and M. S. Brewer, formerly of Globe Wireless.

✓ ✓ ✓

Astronomer:

Whenever John Ribbe, who produces the *Standard Symphony Hour* and other musical programs arrives at the office looking sleepy, you can be sure it was a clear, moonlit night that did it. . . . Ribbe is an astronomy enthusiast and authority, and he spends all clear nights gazing at stars and the moon through a telescope whose ten-inch lens he made with his own hands, polishing it for months with jewelers' rouge before it was ready to be used.

WINNERS IN SEPTEMBER PHOTO CONTEST



"DYREHAVEN"

While at Klampenborg, Denmark, Clay Morgan, Director of Promotion, made this beautiful study of its Dyrehaven or Deer Park. He was awarded the first prize—two tickets to the newly opened musical spectacle, VIRGINIA, at the Center Theatre in Radio City.

Honorable mention: "EXCURSION STEAMER" submitted by Barbara Buck, New York Sales Department.



RULES FOR PHOTO CONTEST

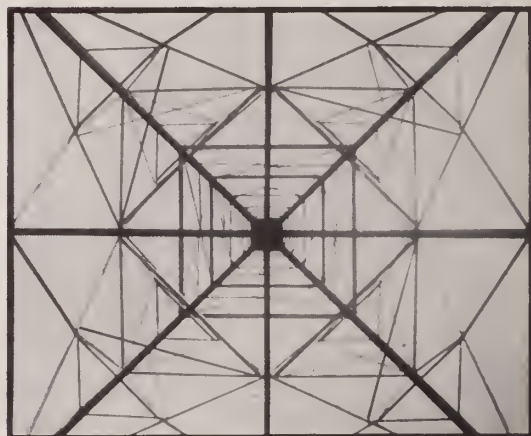
1. Prints must be no smaller than 2½" x 4" (the larger the better). Negatives cannot be accepted.
2. Captions are desirable.
3. Name, stations and department must appear on the back of photograph.

Pictures will be judged on composition and subject matter. Judges are NBC Photographers Ray Lee Jackson and William Haussler. Decisions are final. All entries will be returned but the NBC TRANSMITTER will not be responsible for those which are lost.

Entries for October contest must be in by September 17.

"WEAF, NEW YORK"

Second Prize goes to this picture of one of the transmitting towers of the Red Network's key station in Bellmore, Long Island. Robert R. Covell of the New York Music Research Division who took this picture from the bottom of the tower receives two tickets to the Radio City Music Hall for his entry.



Special Mention was made by the judges of Warren Gerz's (N. Y. Press) photograph taken in Vermont during his vacation. They particularly appreciated the clear detail of the grassy bank in the foreground and the cloud pattern reflected in the water.

ALMONTE MADE AN ASSISTANT TO LOHR



JUAN DE J. ALMONTE
Ten Years With NBC

Juan de Jara Almonte, former evening general manager, was appointed an assistant to President Lenox R. Lohr on September 1, to represent NBC at such events and functions as may be directed by the president. Famed as NBC's host and ambassador of good will, Mr. Almonte also will handle arrangements for the reception of distinguished guests.

The office of evening general manager vacated by the appointment of Mr. Almonte to the president's office has been abolished.

When Mr. Almonte joined NBC ten years ago he brought with him an international background and broad experience as a journalist and advertising man. He was born in Paris and educated in England where his father was a Spanish diplomat stationed in London.

During a visit to America a newspaperman friend of his persuaded him to stay in New York to work for the old *Daily News*. Dressed in a frock coat and top hat young Mr. Almonte went to the offices of the *Daily News* to meet the city editor. Following the hubbub among the office personnel caused by his entry and the interview with the city editor, he was offered a job as ship news reporter at fifteen dollars a week. He took it and, following the advice of his new boss, he replaced his formal morning outfit with an ordinary American business suit before reporting for work the following day.

After two years as a ship news reporter, during which he made the acquaintance of many celebrities who are now his close friends, he turned columnist for the *Globe*

(Continued on Page 11)

Appointed Manager Of NBC San Francisco

NBC, San Francisco, has a new manager in the person of an old friend. He is Lloyd E. Yoder, manager for almost ten years of the Western Press Division, whose promotion to the post of manager of the San Francisco offices, with jurisdiction over KPO and KGO, was announced August 31 by Vice President Don E. Gilman.

The new KPO-KGO head, in point of service, is one of the oldest NBC executives in the West . . . and one of the youngest in years. He started his radio career as an NBC announcer in 1927, then became press representative, and shortly after that manager of the Press Division.

Well-known throughout the West for his connections with football as a Pacific Coast Conference official, as well as for his work with NBC, Mr. Yoder was born in Salem, Ohio, and is a graduate of the Carnegie Institute of Technology. He also attended San Francisco Law School.

In 1926, Mr. Yoder was captain of the Carnegie Tech football team, and was named on Rockne, Warner, Jones and other All-America teams. He came to San Francisco to play in the Shrine East-West game, and after his graduation returned to join the National Broadcasting Company.

Mr. Yoder is president of the Intercollegiate Alumni Association of San Francisco. He is a member of the Sigma Delta Kappa (legal) and of the Sigma Alpha Epsilon (social) fraternity, and of the Olympic, Commonwealth, Press and Army and Navy Clubs. He is an officer in the United States Naval Reserve and a former director of the Junior Chamber of Commerce.



LLOYD E. YODER
Manager of KPO-KGO San Francisco

A. E. NELSON APPOINTED MANAGER OF KDKA



A. E. NELSON
From KOA to KDKA

A. E. Nelson, manager of Station KOA in Denver, was appointed to succeed Harry A. Woodman as general manager of KDKA, Pittsburgh, effective September 1.

Mr. Nelson's appointment to the managership of the Pioneer Broadcasting Station climaxes a brilliant record of three years during which he raised the prestige and popularity of KOA, making it one of the most important and well-equipped stations on the NBC networks.

KDKA's new general manager became associated with the National Broadcasting Company in 1934 after WIBO, which he managed and directed for four years, was closed by the Federal Communications Commission on the grounds that it was in an over-quota state.

Mr. Nelson's business career started a year after he graduated from high school in his native Chicago. He started in an insurance company where he worked for a year and then organized his own company which represented several insurance companies in Chicago. Later he helped to organize the Nelson Brothers Automobile Finance Company which in 1925 developed into the Nelson Brothers Bond and Mortgage Company.

In 1929 he resigned as president and manager of the Nelson Brothers Bond and Mortgage Company to become general manager of Station WIBO which was owned by his company.

(Turn to page 8 for new alignment of KOA executives.)

NAMES IN THE NEWS

NEW YORK

Newcomers:

Charles H. Pease comes from NBC Chicago to join the New York staff of studio engineers. He was a member of the engineering staff of Station WMAQ when that station was purchased from the *Chicago Daily News* by the National Broadcasting Company in 1932.

Mr. Pease started his career in broadcasting in 1921. At one time he wrote a technical radio column for the *Chicago Daily News*. One of his newspaper colleagues, William S. Hedges, ex-NBC executive and now manager of WLW, Cincinnati, also wrote a radio column (non-technical) for the same paper during that period. Another prominent radio person who also wrote for the *Daily News* in those days is Clem McCarthy.

Recent replacements in the Central Stenographic Section are as follows:

Miss Eleanor Cunningham, formerly with the National Association for Travelers Aid, is a graduate of the New Jersey College for Women.

Miss Ruth Gould, a graduate of Barnard College, class of '37, is here for her first job. In college she majored in English Literature and is interested in advertising and copywriting. Her hobby is

music and she's had some experience on the radio as accompanist for a friend who sings occasionally over Station WFAS in White Plains.

Mrs. Natalie B. Baker of Passaic, New Jersey, a graduate of Radcliffe College, '32, worked as a secretary for the HOLC in New York City before coming to Radio City. In college she majored in Fine Arts and some of her paintings have been exhibited in the Harvard Fogg Museum. She is married to a member of the H. M. Kiesewetter Advertising Agency, and they live in New York.

Duane Stewart, a new member of the page staff, comes to NBC from Carleton College in Northfield, Minnesota. As a member of the Northfield College Orchestra he and other members of the orchestra visited several European countries by playing on ships plying the Atlantic. He is interested in announcing and would like to get into an NBC orchestra.

Herluf Provensen, formerly of the NBC Washington studios, has joined the announcing staff in New York, filling the place vacated by the resignation of Frank Cody who quits NBC to go into his father's furniture business in Milwaukee. Announcer Provensen is a brother of Martin Provensen, ex-NBC mikeman.

Richard Roe comes to our page staff from Greenwich, Connecticut, and Peddie School. His name, he says, has caused him much embarrassment when cashing

checks because Richard Roe is commonly used as a fictitious name for a party to a legal action. However, now he hopes that his NBC employe's card will facilitate check-cashing in the future.

Hy Duckworth came all the way from Salt Lake City to get a job on NBC's page force. He's an engineer with some experience in Utah's copper mines and he hopes to work into our Engineering Department.

William Eddy, formerly with the Farnsworth Television Company in Philadelphia has joined the Engineering Department as a television engineer. He joined the Navy after graduating from the Naval Academy in 1926 and retired in 1934 with the rank of lieutenant, senior grade.

Fred M. Weade who has spent many years in the engine rooms of steamships has joined the Engineering Department as an engineer's helper in the air-conditioning plant.

Transfers:

Miss Marjorie Worth, formerly of Sustaining Traffic is now secretary to George O. Milne, Eastern Division Engineer. She replaces Miss Jeanette Holzer who resigned September 1 to take the veil at a convent of the Sisters of Charity.

The position vacated by Miss Worth in Sustaining Traffic will be filled by Miss Winifred Meehan of Stenographic. Miss Meehan joined NBC last October.

Miss Bernadette Bautz, a graduate of the Catherine Gibbs Secretarial School, who joined the Stenographic Section in July is now in the Station Relations Department.

Miss Elizabeth Scott of Station Relations has been appointed to replace Miss Beatrice Ackling as secretary to Keith Kiggins in the same department. Miss Ackling is resigning from the Company, effective September 15.

Miss Catherine Merrill goes with her boss, Juan de J. Almonte, to their new office up on the sixth floor.

Miss Lucile Russell who was mentioned as a newcomer to the Stenographic Section in the last issue of the NBC TRANSMITTER is now in the International Division of the Program Dept.

(Continued on Next Page)



NBC Photo by Sydney Desfor

Lewis H. Titterton, head of the N. Y. Script Division, was given a farewell party by members of his staff in the Rainbow Room before he sailed on the *Normandie* on September 1 to spend his vacation in his mother country, England, whence he has been absent for eleven years. Mr. Titterton is shown in the center, seated, smoking a pipe, and holding up one of the many bon-voyage presents he received from members of his division.

Resignations:

Miss Marion Turrentine, Accounting, resigned September 8 to go to California where she expects to make her home. Miss Turrentine who had been with the Company six years requested that her regards be conveyed through these columns to all her friends in NBC whom she wasn't able to see before her sudden departure.

Don Lowe, announcer, resigned from the Company September 1. However, he will continue his work as a freelance announcer on commercial programs.

Robert R. Egan, Sales, resigned from the Company on September 7 to join the sales department of the magazine, *This Week*. Mr. Egan who was a newspaperman before coming to NBC had been with the Company one year and a half.

Palmer Wentworth, messenger in the Telegraph Room who joined the Company as a page in May, is resigning effective September 15 to go to California where he will work for a hotel in Palm Springs.

Walter Duncan, Sales, is resigning September 15 to accept a position as sales manager of Station WNEW New York.

John Bell, a supervisor in Guest Relations, resigns effective September 15 to accept an executive position with a furniture company in Dunkirk, N. Y. Mr. Bell came to NBC as a page in February 1936 and subsequently became a guide, set-up man and assistant supervisor before he was made a supervisor a year after he joined the Company.

Marriages:

E. A. Hungerford of the Television Division was married to Miss Helen Savery of Hoosick, N. Y., on September 4. The wedding took place in All Saints Church in Hoosick and was followed by a reception at the home of the bride's parents.

The newlyweds went to the Adirondacks for their honeymoon.

Sheldon B. Hickox, Jr. of Station Relations kept it a secret for many days but the TRANSMITTER finally found out that on July 31 he promised to "love, honor and obey" Miss Evelyn Speidell of Mt. Vernon, N. Y. The wedding took place in Mr. Hickox's home town, Groveland, Massachusetts. It was a small, informal affair attended only by close relatives of the bride and bridegroom.

Mr. and Mrs. Hickox are now residing at Forest Hills, Long Island.

Miss Antoinette Force of the Statistical Department became Mrs. Alfred F. Tull, Jr., on Saturday, September 4. The marriage, performed by the bride's uncle, Rev. F. G. Urbano, took place in St. John's Church, Far Rockaway, Long Island.

The newlyweds are going on a honeymoon trip during their vacation periods the latter part of this month. They are making their residence in East Orange, N. J.

Joseph Spagnola, Duplicating Room, was married to Miss Angela Bellino at St. Agnes Church in Brooklyn, September 11. Mr. and Mrs. Spagnola are honeymooning in Bermuda.

Stork News:

Crawford D. Paton, Statistical, became the father of a seven-and-a-half pound baby boy on August 21.

Miscellaneous:

Howard Claney, announcer, returned from a month's vacation in Europe aboard the Aquitania on August 31.

John F. Royal, vice president in charge of programs, returned from Europe on September 2.

Roy C. Witmer, vice president in charge of sales, returned from his vacation September 8.

Judge and Mrs. A. L. Ashby and their son, John, and daughter, Marjory, have just returned from an extended trip abroad. Judge Ashby who is vice president and general counsel of NBC visited England, France, Italy, Germany, Belgium, Holland, Austria and Hungary in behalf of the Company and made studies of the broadcasting systems of those countries. He also was in conference in Switzerland with officials of the International Broadcasting Union and with numerous foreign copyright societies controlling the performing rights here of musical compositions written abroad.

Siegmund Strauss, prominent radio inventor from Austria, was a recent visitor to the Radio City studios. Representing the Company, Engineer Joseph D'Agostino with the assistance of German-speaking Guide Ray Feuerstein took Dr. Strauss on a tour of our headquarters.

Daniel Munster, page, who is a lieutenant in the 258th Field Artillery was personally commended by Col. Hanford for getting twelve out of thirteen hits with a 75 mm. gun during target practice at Pine Camp in Great Bend, N. Y., where Lt. Munster vacationed with his company.

Dr. James R. Angell, retired president of Yale University, who accepted the post of NBC educational counselor last June assumed his duties with the Company September 7. Dr. Angell's office is on the sixth floor of the RCA Building.



This is the reception that Miss Antoinette Force (seated at the desk) of the N. Y. Statistical Department received when she returned to her desk after the Labor Day weekend with a new platinum ring and a new name—Mrs. Alfred F. Tull, Jr.

NBC Photo by Sydney Desfor

NBC HOLLYWOOD

by Noel Corbett

8,296 VISIT NBC STUDIOS IN ONE DAY

College education proved itself 100%, when, on September 1st, the page boy system, as worked in Radio City, was put into effect in the Hollywood Studios, and every lad chosen was a college graduate.

The increasingly busy switchboard now claims the full time of former receptionists.

The newcomers' schools are about as well scattered around the country as NBC network stations. Hyde Clayton, who will be assistant to head page Bob Edwards, came from Utah and Pittsburgh Universities. James Hartzell is a Yale man. Leland Bridgman hails from Washington State; Adolph Lefler is from the U. of South Dakota, and George McMenamin's alma mater is Santa Clara.

No doubt there will be big doings in the page boys' sanctuary when football season rolls around.

Now that Don E. Gilman has become a Hollywood native, he is plunging into civic affairs as much as he was in San Francisco.

Recently he was made chairman of the Radio Department of the Pacific Advertising Clubs Association Convention, and radio head of the Community Chest Drive in L. A.

NBCer's at the Bergen-McCarthy garden party in Beverly Hills were Frances Scully, Hal Bock, Joe Alvin and Sid Goodwin, producer. Milton Samuel and Marie Elbs of the S. F. Press flew down for the affair, and we spotted Burke Crotty of the N. Y. Photo Section and Bill Haussler getting a photographic record of little Charlie's antics.

Fred Leuschner, NBC attorney in Hollywood, and Syd Dixon, Sales, took a hunting trip to Fresno.

Being open season for doves, the idea was to shoot the limit.

However, Leuschner apparently mistook 230-pound Syd for one of the doves and loaded him full of buckshot.

We now have a new night manager. He's Big Bill Andrews, who always announced *One Man's Family* when it was heard from San Francisco where he was chief announcer.

Bill started in radio when he still wore short pants, and at one time was one of the youngest operators in the West. He is married to Helen Musselman, who plays Ann Waite in *One Man's Family*.

Bill is 6 foot 2 inches, and well over 200 pounds—so he should have no difficulty handling those large studio audiences.

Because Esther Baxter could sight an "NBC" in the daily papers she clipped part-time in the Press Department quicker than most girls can spot a fall suit bargain, Hal Bock gave her a full time secretarial position.

Mort Smith, Engineering, was handing out cigars on September 2nd. The newcomer is Richard Sewell Smith, who, at this writing has almost reached ten pounds.

Karel Pearson, Traffic, and Russ Hudson, his new assistant, were horseback riding the other day.

They reached the middle of a stream, when Karel's nag balked. He called for help from Russ who had reached the bank.

Russ did his best, but wasn't much help, as he was laughing too hard—at the hoss, not the boss.

Fred Dick's Mimeo Department has two new additions—Margaret Kent and Max Hutto. For the past three years Hutto has been working for the express company, and everytime he brought a package into Walter Baker's office, he'd say such nice things about NBC that Walter finally put him to work.

Dema Harshbarger, Artists' Service, really went places on her vacation. Lake Tahoe in the high Sierras, Carmel-by-the-Sea, and finally to Mexican waters in a friend's 85-foot schooner. The boat formerly was owned by Phil Lord.

Milton Samuel, S. F. Press, is a lad who's glad he learned at an early age to cart around all his credentials.

Vacationing with Bob Hall, radio ed of the S. F. *Call-Bulletin*, Bob attempted to record a sleeping Mexican military copper with his Brownie No. 2. This led to Bob's incarceration in the local bastille.

Milt dug deep into his hip pocket to produce a U. S. Deputy Sheriff's card. This impressive gesture led to Hall's release—despite the fact that the card was two years out-dated.

Marvin Young, production manager, is ready for the fall rush of programs. He

Establishing a new record for a single day, exactly 8,296 persons visiting New York City during the week-end of Labor Day made the famous tour through the NBC studios in Radio City Sunday, September 5, according to an announcement by the Guest Relations Division. The number of people who visited the studios during the three days of the week-end totalled 17,476.

The previous record was made on Sunday of the 1936 Labor Day holidays when 8,209 visitors toured the studios. Although people were turned away on both days, the record was increased this year because a larger staff of NBC guides handled the crowds with a new efficiency learned from experience.

Fifty NBC guides led the groups of visitors through the mile-long tour of studios and exhibition galleries, leaving the large reception foyer at three-minute intervals.

has a new assistant in Walter Bunker, and Ted Hediger, whom NBCer's in Chicago knew back in 1930, is now on the production staff.

Walter Baker has a gloomy look about him these days. And the reason is, his secretary, Virginia Elliott, is leaving NBC. Virginia's husband has been appointed SRA head in El Centro, Cal., and she wants to give her full time to being a housewife.

However, Walter won't lack for efficiency in his office. Maryalice Moynihan, who more than one time good-naturedly straightened us out on those intricate budget numbers up in San Francisco, will take her place.

QUICK PIX . . . Marvin Young, Walter Bunker and their wives were recent guests of Ben Alexander at his Malibu Beach house. . . . Before Virginia Elliott left NBC, Karel Pearson, Russ Hudson and Frank Pittman lunched her at Sardi's on Hollywood Blvd. . . . Ruth Schooler left her two turtles, Red and Blue Networks, in care of Walter Baker when she vacationed. . . . Frances Scully motored to S. F. over Labor Day . . . Syd Dixon, Sales, has been made chairman of the Ways and Means Committee of the L. A. Advertising Club for the June, 1938, P.A.C.A. Convention. . . . Ray Ferguson has gone in for ice skating. . . . Fred Dick's days off are spent in Claude Ferrel's carpentry shop knocking together household doodads for his bride.

NBC CHICAGO

by William E. Lawrence

Ray Is Now Press Chief

The resignation of Albert R. Williamson as manager of the Press Information and Service Division and the appointment of William B. Ray to succeed him took effect September 13th. Mr. Williamson, who had been manager of the Press Division for nine years, resigned to become assistant to the publisher of the *Minneapolis Star*. He was in the newspaper field for twelve years before coming to NBC.

Mr. Ray has been a member of the Press Department for the past four years, and for the last year has been news editor. He was born in Arkansas and attended Louisville, Kentucky, public schools, the University of Louisville and the University of Chicago Law School. He has worked on the sports staff of the *Louisville Courier Journal* and on the *Chicago Evening Post*. During the Chicago World's Fair he was in the promotion department, and from there came directly to NBC. He was married in 1934 and now resides in the North Shore suburb of Evanston.

Resignations:

Park G. Parker, assistant manager of the NBC Central Division, resigned to join the Blackett-Sample-Hummert Advertising Agency as vice president.

A surprise farewell dinner party was given to Luella Lawrence on August 26th by the NBC-Chicago ladies with "pitchers" being took 'n' everything (see cut). Chicago's Bismarck Hotel was the scene of the big party and Luella was presented with a very swell fall purse, and an anonymous surprise contribution. Mrs. Lawrence is going with Mr. Parker to the Blackett-Sample-Hummert agency to continue as his secretary.

Don A. Marcotte, Music Library Supervisor, recently announced his affiliation with the Warner Brothers Music Corporation in a similar ca-

capacity. This terminated an eleven-year relationship with NBC.

Wythrop Orr, production director, with us only a few months, was just becoming acquainted with everybody here when we discovered he had also resigned and was headed for the Stack-Goble Advertising Agency as head radio man.

Social News:

Martha Linn, our only woman announcer in the Chicago staff, celebrated her first year on the air the other day and the featured attraction during the festivities was a huge birthday cake sporting one lonely candle. The announcer's room where the party was held, was the gathering place for all of our better cake-eaters.

Sound Effects Man Harry Bubeck has announced his engagement to Miss Alice Rogers. The wedding is planned for this winter.

Marion Cooper, one of our charming stenographers, was married August 28th to George Edwards, and after their extensive California honeymoon will take up a residence on the North Shore.

Studio Afloat:

Louis Roen, announcer on the *Today's Children* program, lent a novel touch to a recent broadcast by furnishing his 37-foot sailboat, *The Owl*, to be used as a studio. The entire show was picked up from the deck of the boat which was anchored on Lake Michigan. The script for the broadcast called for a storm in the sound effects, and the sound man was uncertain whether artificial sound devices would be needed or whether Mother Nature would do the trick. As it turned out, Mother Nature wouldn't cooperate so the boys had to make their own storm.

Personnel Changes:

Page-Captain Russell Sparks did a little personal sales promoting and was rewarded by being assigned to the Sales Promotion Division. His uniform is being filled by Page Bill Weaver who, by the way, in addition to filling another singing engagement on the *Club Matinee* program, placed third in the Chicago Music Festival held in Soldiers Field recently.

The recent addition of Ralph Maddox to our production staff puts one in mind of a baseball club's player trade. Page Jack Simpson who went to Station WJDX in Jackson, Mississippi, as announcer, replaced Maddox, who came here as production director. I suppose we could say no cash was involved, and Ralph batted .367 this year, but then, this is not a sports column.

Mr. Maddox is a native Mississippian and received his elementary education in this state. He holds a Bachelor's degree in Dramatic Art from Bush Conservatory in Chicago. He entered radio in 1931 as announcer for Station WQBC at Vicksburg, Mississippi, joining the staff of WJDX in 1932.



Picture snapped at farewell dinner party given by NBC Chicago ladies for Luella Lawrence who leaves to go with Park Parker to Blackett-Sample-Hummert agency. First row, left to right: Marcelle Mitchell, Dorothy Frundt, Luella Lawrence and Florence Moeller. Second row: Loretta Dwyer, Lauretta Cooney, Lillian Wack, Bertha Curran, Martha Reinecker, Rubye Downs, Adele Crawford and Esther Ludwig. Third row: Helen Kellie, Alice Dinkeloo, Helen Shervey, Frances Dixon, Dorothy Masters, Ruth O'Connor, Dorothy Horton and Evelyn Partridge. Fourth row: Esther Nilsen, Maline Cooper, Helene Heinz, Irene Shields and Agnes Seward.

Send your prize pictures to the NBC Transmitter Photo Contest and win two theatre tickets.

NBC TRANSMITTER

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from coast to coast.

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NBC NINE PLACES THIRD IN MOVIE LEAGUE

Closing its season officially, Friday, August 27, the NBC Baseball Team split a double-header, nosing out Apeda Film, 6 to 5, in the first game but losing the second to MGM, 2 to 1, in games played at Washington Field, 192nd Street at Audobon Avenue.

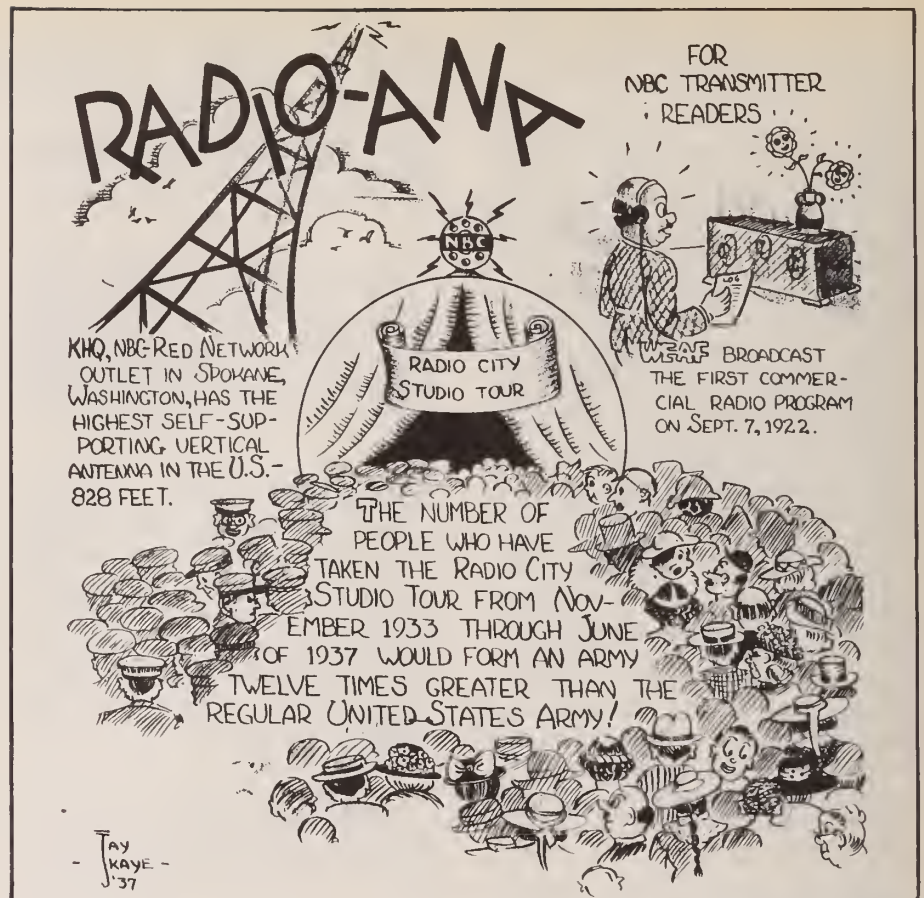
Losing the second game automatically excludes the NBCites from taking part in the playoffs. However, on the basis of its performance for the season, the NBC nine ended up in third place in the Motion Picture Athletic Association League.

While the season is officially over, the team may participate in a special post-season night game with the Daniel Reeves baseball team. Manager Jack Wahlstrom has been invited by Reeves to play them in a night game at Dyckman Oval. Plans are still tentative, however.

Since the season was not as successful as those of past summers, the boys are anxiously awaiting the coming of another spring and another baseball season when they hope to wind up in first place instead of third.

Following is the lineup of players which prevailed during most of the season:

1st base	Bonardi
2nd base	Williams
Short-stop	Flood
3rd base	Gayek
Left field	Schulman
Center field	Wahlstrom (Mgr.)
Right field	Crowley
Catcher	Albert
Pitchers	Von Frank Henderson



Steady Attendance At Shooting Meets

NBC rifle and pistol experts held their third and fourth meetings on August 24 and 31, respectively, at the usual place, Manhattan School of Firearms, 24 Murray Street.

In the last meeting Miss Agnes Locherer of Legal showed up the other "gun toters" with a high score of 96. Miss Claire Conway of Program took the prize for showing the greatest improvement. Her score was 80 as compared with 66 in the previous meeting.

If the attendance continues to increase, Gordon H. Mills who is in charge of the group expects to organize permanent Red and Blue teams, second and third teams, and a ladies' team. The shooting group meets every Tuesday evening at six o'clock at the place mentioned above. The cost per person including bullets is seldom more than a dollar.

The following is the lineup for both teams that met August 31:

RED TEAM:
Donald Castle—Engineering
Clarkson Bundick—Engineering
Robert Schuetz—Engineering
Alice Cook—Sales
Max Jacobson—Engineering

Theodore Van Cott—Engineering
Theodore Kruse—Engineering
Agnes Locherer—Legal
Clare Conway—Program

BLUE TEAM:
Gordon Mills—Sales
Marion Ayer—Treasurer
George McElrath—Engineering
Jeanette Ferreira—Artist Service
Edward Roeder—Guest
Beverly Fredendall—Engineering
Elmer Mead—Engineering
Willard Butler—Sales Traffic
Evelyn Costel—Legal

The Reds won by ten points with a score of 765. High scorer for the Red Team was Miss Agnes Locherer with 96 and Gordon Mills topped the Blues with 96.

Have you seen the greatest musical show in New York City this season — VIRGINIA — at the Radio City Center Theatre? You can win two tickets for orchestra seats to this beautiful American production by sending your prize photographs to the NBC TRANSMITTER Photo Contest.

*With Your
Roving Reporter
in New York*

SEEN AND NOT HEARD — many folks found a brief respite from the heat last month by dropping into the air-conditioned (adv.) Gateway Restaurant after work. Sipping their coca colas and lemonades (?) we spied Gordon Mills, Virginia Blachly, Dwight Herrick, Ted Church and a friend; Abe Schechter, Jerry Wolke, Ben Grauer, Welbourn Kelly, Doris Steen and her husband; Jack Costello and his Mrs., Don Goddard, Ary Moll, Margaret O'Connor, Phoebe Mink, Nelson Case, Milt Berg, Bill Neubeck, Bill Ray—new Chicago Press Manager—with Ed Curtin; Alan Kent, Arthur Coombs-Johnson, and Dorothy Allred. Quite a popular place, that Gateway (another adv.).

* * *

The switchboard operator reported 200 calls prior to the Louis-Farr fite last month, and 30 calls during the fite. 15 of these latter can be chalked up to one over-enthusiastic lady who called at the end of each round, merely to crow "Hurrah for Farr". That was the extent of her conversation.

* * *

All the folks who took their vacations August 23 to 28 sure ran into bad weather around New York. But of them all, Tom Tart's vacation was probably the saddest. After vacating a week watching the skies for a clearing day, Monday (in the second week) was bright and shiny, so Tom hied himself off to a handball court for a bit of workout in the sun. Playing barefooted for five hours raised a beautiful big blister on his foot, so for the balance of his vacation, including the Labor Day weekend, Tom sat with his foot propped up on a chair swathed in bandages (the foot was swathed—not the chair). Our heartfelt sympathy, Tom—if we'd known it sooner we'd have sent a wreath—or a set of crossword puzzles.

* * *

Thanks Charlie Nobles, Boston announcer, for your nice visit. And best wishes to Ruth Eisner, who is recuperating from an operation in the Mt. Sinai Hospital in Cleveland.

* * *

In case you didn't know, Fashion Editor Betty Goodwin and Announcer Nelson Case are two latest NBCites to be screen tested.

—WALTER MOORE

KDKA PITTSBURGH

by Kay Barr

Harry A. Woodman, who has been general manager of KDKA for the past three years and who was transferred to the New York offices of the National Broadcasting Company for executive assignment September 1, received a unanimous expression of high regard from the entire station personnel.

In order that he may have a permanent record of this tribute, it was inscribed on a large sheet of parchment paper and bore the signatures of every member of the KDKA organization. This impressive document was presented to Mr. Woodman during the annual *KDKA Corn Roast*, which was held at the Hill Top Farm of Program Manager John Gihon, on the afternoon and evening of August 28. It was in the form of a resolution, and read as follows:

"Whereas, Harry Andrews Woodman is General Manager of Radio Station KDKA, and during his three years residence among us has demonstrated that unswerving loyalty to his adopted community—that unflagging zeal in the furtherance of those ideals and traditions which so enrich the life of this station, and that sincere and faithful devotion to the Staff of KDKA which inspires affectionate regard in all who know him as intimately as we, and

"Whereas, We are soon to be left on the shore behind him as he departs for a greater port of call, and

"Whereas, this day has been duly set aside for the Celebration of the Annual KDKA Corn Roast, at the Hill Top Farm, Now be it

"RESOLVED, that the said Harry Andrews Woodman is appointed to the Supreme Office of Guest of Honor and Chief Butter and Salt Man of the Corn Roast, enjoying all the rights, privileges and



ADELAIDE LASNER, KDKA Transcription Librarian, looks admiringly at the farewell scroll presented by members of the KDKA staff to their retiring general manager, Harry A. Woodman.



Introducing NANCY BROOKE who joined the staff of KDKA September 1 as music librarian. Miss Brooke has been secretary to Marjorie Stewart, head of Microphone Playhouse, for several years, so is no stranger to radio. She succeeds Jean Moore.

immunities appurtenant thereto, and that he bear with him to his new duties the warm and sincere wishes of this staff for success and happiness."

The date and seventy-nine signatures followed.

↑ ↑ ↑

Announcer Bill Sutherland, KDKA, has just returned from his vacation at Madison, Ohio, on Lake Erie.

↑ ↑ ↑

Announcer Bill Beal has returned from his vacation trip to James Bay in northern Ontario. Bill broadcasts messages to the Far North every Saturday night. Mounties, members of the Hudson's Bay Company staff, government men and others at the outposts always listen to the broadcasts. And appreciate them. They wanted to see Beal. So they invited him to spend a month visiting their "outposts of civilization". He had a grand time.

↑ ↑ ↑

Evelyn Gardiner, *KDKA Home Forum*, is back from California.

↑ ↑ ↑

And Bob Saudek, head of Continuity, "went down to the sea," in the neighborhood of Martha's Vineyard.

↑ ↑ ↑

Sidney Adams, a cotton mill executive of Rock Hill, South Carolina, was a recent visitor to KDKA studios.

On his return home, Adams wrote back to thank the station for its hospitality and a most interesting trip through the studios. He has been a KDKA listener since the days when the identification was like this: "This is KDKA, the radio telephone broadcasting station of the Westinghouse Electric and Manufacturing Company at East Pittsburgh, Pennsylvania."

KOA DENVER

by Charles Anderson



ROBERT H. OWEN
New Manager of KOA Denver

The departure of Manager A. E. Nelson from KOA to go to the head of KDKA Pittsburgh brought about the following realignment of NBC executives in this station.

Robert H. Owen, Station Manager

Readers of the local newspaper in the town of Canandaigua, New York, on October 19, 1898 knew that Robert H. Owen was the newest addition to the Owen family. What they didn't know then was that on September 1, 1937 the newspapers in many cities were to carry the news that he had been appointed manager of NBC station KOA.

The technical requirements as to whether Mr. Owen is a home-town product of Canandaigua, New York, or Denver, Colorado, are open to discussion because at the age of twelve his family moved to Denver and it was here that he received his public school education. To help Colorado's claim to his development we add that he attended the University of Colorado and was graduated with a degree in Electrical Engineering in 1923. As an outstanding student in this field of technical work he was chosen from a large group of graduates to attend the "Test" course at General Electric's headquarters in Schenectady, N. Y.

Before relating what happened there to bring about his appearance again in Denver we must go back again to his college days and state that he pioneered in radio at the University of Colorado. Long before the establishment of the present Federal Communications Commission, licenses were granted by the Department of Commerce. One of the first ten licenses

granted went to the University. Among the most interested students to help with the operation of this station was our present station manager, Robert H. Owen. With this experience as an inspiration it is small wonder that when he happened to meet an old friend back at the G.E. plant who suggested he join the company station, WGY, he readily agreed. This meant entering the publicity department of the company as that was the heading under which the radio work was listed. Shortly after this transfer came the real transfer that has resulted in his present promotion. The General Electric Company decided to build a super-station in the Rockies at Denver.

With his previous experience in radio and his desire to again live in Colorado Mr. Owen jumped at the chance to help with the installation of the equipment in this new station. In the Fall of 1924 he returned to Denver for the job and remained as chief control room operator. In 1927, just ten years ago, his faithful work was rewarded with an appointment as chief engineer of Station KOA. In this position he saw KOA grow to its present peak. That he played a very important part in its development is evidenced by the smooth running of every technical detail of the station's daily operation. Along with this electrical and otherwise technical ability went a constant study of every "angle" of the broadcasting business. Thus was he properly prepared to assume the responsibility of managing not only the engineering end, but also the "business" end of KOA, for as he saw



C. A. PEREGRINE
Chief Engineer of KOA

Station KOA grow, his friends saw him grow to be a level-headed business man ready for any job that was assigned him.

C. A. Peregrine, Chief Engineer

Mr. Owen's former place as chief engineer is to be taken by C. A. Peregrine who has been studio control supervisor since 1927. He was born in Oakland, California, April 26, 1896. Pioneer radio work in 1915 as radio operator with the old Marconi Company serves as foundation for his start in the business. During the War he served with the Signal Corps with enough foreign service and military experience to make him a First Lieutenant of the Signal Corps at the close of the War. He was a member of the famous Sorbonne Detachment.

(Continued on Next Page)



A. E. NELSON who goes from the managership of Station KOA, Denver, to that of KDKA, Pittsburgh, was the guest of honor at this farewell dinner party given by members of the KOA staff in Studio A in Denver.

Insert. Mr. and Mrs. Nelson photographed at the party given in their honor.

KOA DENVER

(Continued from Page 8)

Returning to the States, he ran the Marconi Institute for some time and then spent three or four years in the accounting business. Radio called again and he went to work with KGO in Oakland. Transferred to Denver in October 1924 to help with the installation of KOA he remained as did Mr. Owen to help in its growth. As one of the "foster fathers" of KOA he can be relied upon to run it with the smoothness for which it's famed.

**James MacPherson,
Merchandising Director**

As merchandising director, we have our genial Scotchman, James MacPherson, a man with many years experience in the science of successful promotion of everything concerned with radio. "Mac" came to our station in 1934 and is a real Booster for Colorado and it's business development.

A. W. Crapsey, Commercial Manager

KOA's commercial manager, is A. W. Crapsey, salesman with the station since 1933. Born in Colorado Springs, Colorado, on December 3, 1904. Educated in Colorado Springs and Denver public schools. Graduated from Columbia University, New York City, in 1926 with B.S. Degree in Business Administration, specializing in advertising and selling.

He joined the Edison Lamp works of the General Electric Company in a selling and advertising capacity as soon as he finished college. Also edited the *Edison Sales Builder* and did sales promotion work in New York and New Jersey for Edison Mazda Lamps. After leaving the Edison Lamp Works, he returned to Denver and joined the sales staff of Station KOA.

**Walter L. Morrissey,
Studio Control Supervisor**

Walter L. Morrissey is promoted to studio control supervisor. Born and raised in Saratoga, New York, he studied Radio Engineering at M.I.T. Then began a world-covering job of six years as super-cargo and radio operator with the United States Shipping Board.

He joined KOA's staff in January, 1925 just six weeks after the station went on the air. After serving in control transmitter and field work he was appointed assistant control supervisor in January 1936.

Mr. Morrissey's successor has not yet been chosen.

WTAM CLEVELAND

by Bob Dailey

Hal Metzger's recent red face is just now returning to a normal shade. And the brilliant complexion wasn't caused by vacation sunburn, either.

Metzger is WTAM's program director. Receiving a TWX wire from the New York special events division reading, "Can you participate in a broadcast on trucking" and signed Goddard, he ran his fingers through his well-known head of prematurely grey hair and reflected. Was this another "stunt" idea? Was this another "singing mice" publicity idea?

Finally, after due consideration, Metzger made several telephone calls, then wrote the following wire: "Sorry, but dance craze of truckin' failed to register here. Dance halls report it practically nil." Then he went to lunch.

But on his return, another wire was waiting. It was from Goddard and included but five words: "Trucking on wheels, not feet."

However, those few words caused Metzger the loss of his composure for several days.

WTAM Flashes . . . Pianist Doc Whipple planning a well-earned vacation at conclusion of Great Lakes Exposition where he was featured. . . . A popular, fast-moving program has been constructed around the rather prosaic subject of "Flower Gardening" by Announcer Bob Arthur. . . . Broadcaster Jane Weaver substituting for Mildred Funnell, during the

latter's vacation, as secretary to Manager Vernon H. Pribble.

The National Air Races, major aeronautical parade of the year, again furnished plenty of work for the WTAM staff, from Manager Pribble down through the ranks of engineers and announcers to the station's stenographers and telephone operators.

Graham McNamee took a holiday from New York to see the races and work with Tom Manning in describing events for listeners to both WTAM and the NBC-Red Network.

Jane Weaver—easy on both the eye and ear—turned in an enviable broadcasting score card in her interviews with women fliers entered in the Amelia Earhart Memorial race. She also had a part in the actual race description. Fourth announcer on the scene was Bob Arthur, whose other hobby besides flower gardening is aviation.

MORE FLASHES . . . *Northern Lights* off the NBC-Red Network while Writer and Producer Waldo Pooler vacations in the East. . . . Gene and Glenn back on WTAM for a series of two-hour late evening shows. . . . Two babies have joined the WTAM family. One is Gail Patricia Arthur, daughter born to Announcer Bob and Mrs. Arthur. The other is also a girl. She is Edith Andra Whittam. And her parents are Engineer Frank and Mrs. Whittam.

Farewell Party

On Friday, August 27th, NBCites in Denver gave a farewell party to Manager A. E. Nelson who is leaving for Pittsburgh where he will take over the managership of KDKA.

A painting depicting a western scene by Lilly White, well known artist, was presented to Mr. Nelson by Clarence Moore as a "remembrance from the entire gang." Jay Burnette wrote an original song for the occasion, bidding Mr. Nelson Godspeed and good luck.

During the party KOA artists provided musical entertainment and a unique farewell message was recorded on the spot with every member of KOA "signing" the testimonial by speaking his name into the microphone of the recording machine.

KOAGrams

Well, the cigars showed up along with a box of chocolates for those who don't go for Havanas. Stan Beal is now married

to Louise B. Winslow, who is president of the Junior Women's Club.

Derby Sproul, Continuity, goes to Pittsburgh with A. E. Nelson to be a writer and producer of KDKA.

Recent additions to the KOA engineering staff are:

Reuben Isberg, studio engineer, graduate of Colorado State Teachers College where he majored in Physics. He gained radio experience at KFKA in Greeley while attending college and has since been engaged in field and laboratory work on geo-physical equipment. He is married and has an eleven-months-old baby.

Garland Dutton, transmitter engineer, formerly of WHO, Des Moines, and WMT, Waterloo, Iowa. Much of his work previous to coming to KOA has been in engineering for the Telephone Company. He is married and has two children.

NBC SAN FRANCISCO

by Louise Landis

Wedding bells echoed three times this month in the ears of NBCites, and brought a surprise every time.

First was the news that Elizabeth (Pat) Sullivan of the Continuity Acceptance Department has been Mrs. Norman Gatzert for two years. The eagle-eye of Lew Frost, assistant to Vice President Don E. Gilman, espied a small, shining band on Pat's fourth finger . . . and unveiled the secret.

Pat blushingly admitted that she and Attorney Gatzert were married at Reno in 1935, during a vacation. Not until recently did she decide to let her associates know—and then she openly flourished the ring for several days without notice until Mr. Frost came by and spotted it.

Next day came the news that Announcer James (Jimmy to you and me) Matthews was a groom-of-the-month. True to his profession he used close timing on his Big Romance. So when he persuaded Miss Monty Margetts, charming Seattle actress, to say "yes" he wasted no time doing something about it. On August 20th, at four o'clock in the afternoon, the two were standing with clasped hands before a clergyman, saying "I do." At four-fifteen Jimmy was back on the air, announcing, of all things, the United States Army band.

The marriage, which the two managed to keep a secret for almost a week, climaxed a whirlwind courtship. Jimmy and his bride met less than two weeks before their marriage at the home of mutual friends.

Both grew up in Seattle, where they attended Roosevelt High School although

they did not know each other there. The bride is well-known in the Northwest for her work in the Washington State Theatre, a Rockefeller-endowed group. She was to play Katherine in *The Taming of the Shrew* at the Seattle Repertory Theatre next month, but wired her resignation with the news that she had already been "tamed."

Jimmy has been a member of the NBC announcing staff in San Francisco for a year. Previously he was connected with stations in the Northwest.

Second groom of the month provided the biggest surprise of all, for even his best friends wouldn't believe it when they heard that Field Engineer George B. McElwain had fallen out of the Bachelor Parade.

The woman who worked the miracle is the former Miss Violet Evelyn Weaver, a slender, pretty brunette who owns a beauty shop on San Francisco's Geary Street.

Dave Kennedy, studio engineer, and Mrs. Kennedy accompanied the couple to Reno where they were married August 29th, in the Congregational Church. 'Mac' was on his vacation, and like the strong, silent man he is, told no one except the Kennedys of his plans. So it wasn't until Dave got back to the studios that the happy news was broken.

Happy it is, too, for 'Mac' is affectionately known to the entire NBC staff for the fury of his bark and the mildness of his bite, and lots of good wishes are piled up waiting for his return from the honeymoon.

Still another NBC romance is on the horizon. . . . Madeline Attabit, of the Traffic Department goes on her vacation October 15, and her honeymoon, too. She and Harry Lipschultz of the Gilmore Steel Company will be married in Reno.

Browsing through the *Woman's Magazine of the Air*: Dorothy Dumerais is as brown as that

JAMES (Jimmy) MATTHEWS, NBC announcer, introduces an old pal of his named "Mike," to his bride, Monty Margetts, well-known Seattle actress. They were married, after a whirlwind courtship, on Aug. 20.



proverbial berry . . . she traveled more than 4,000 miles on her vacation and managed to get in some salmon-fishing at Klamath, hence the tan. . . . Memory Roberts, who recently acquired an unusually fine electric phonograph, has the pleasant custom of inviting NBC folks to her house now and then for a home concert made up of the recordings she collects.

Two new faces in the Sales Department: Raymond A. Smart and William Bernard Ryan. The latter is a well-known advertising man who is having his first fling at this thing called radio, having specialized for the last few years in outdoor advertising. Mr. Ryan, a graduate of the University of California, has been director of the College of Business Administration at Santa Clara University, and an instructor in marketing, advertising and business administration at the University of San Francisco. He has been with Foster and Kleiser, outdoor advertising operators for the last nine years.

Mr. Smart, who will have charge of local sales, is a recent University of Washington graduate who managed to accumulate much sales experience along with his university career.

Promotions:

William J. Andrews, for several years supervisor of announcers in San Francisco, has been transferred to Hollywood and appointed to the new position of night manager there.

Richard Ellers who has been a member of the announcing staff since 1931, and who for several months has been in charge of night operations in San Francisco, succeeds Andrews as supervisor of announcers in San Francisco.

(Continued on Next Page)



All these happy faces look like that because George B. McElwain of the San Francisco Field Group has shed bachelor ways forever. Left to right, Studio Engineer Dave Kennedy; Mac himself; Mrs. McElwain, the former Violet Evelyn Weaver, and Mrs. Kennedy.

ATTENTION EQUESTRIANS!

Now that Fall is here the NBC Athletic Association's riding groups which have been active during the entire summer are planning more frequent rides in the morning and evening of different days of the week in order to accommodate the expected rise in attendance.

At present NBC riding enthusiasts ride several times a week at Central Park; Hollis, Long Island; and Closter, New Jersey. The cost is one dollar for an hour's ride except at Central Park where the horses cost one dollar and a half per hour.

A. A. officials in charge of these riding groups who should be notified by those wishing to ride are Miss Selma Wickers, Program; Miss Anita Barnard, president's office, and David Van Houten, Service.

NBC SAN FRANCISCO

(Continued from Page 10)

Robert Dwan, who has been Ellers' assistant has been named night supervisor, and Robert McAndrews has been transferred from the announcing staff to take over Dwan's former duties.

Miss Maryalice Moynihan has been transferred from the San Francisco Accounting Department to the Accounting Department in the Hollywood studios.

Jo Elletson, head of the typing department, who celebrated ten years of service with NBC this month, also concluded a decade of happily married life. . . . She and her husband, Jerry Beghetti, and a party of friends spent several days in the Mother Lode country in celebration of the couple's tenth wedding anniversary. All the members of the party had been guests at their wedding.

Quickies: Jessie (Little Jesse James) Babin leaves October 1 for her home town, Wallace, Idaho . . . to help her parents celebrate their fiftieth wedding anniversary. . . . Eleanor McFadden departs from the hostess desk September 11th for a two weeks' holiday in Hollywood. . . . Lucille Cummings, charming blonde pinch-hitter, also on the hostess desk, says goodbye to all the friends she has made . . . reluctantly, they hope . . . on September 25th, when the vacation period ends. . . . Kay Bowman Hull of Artists Service starts her vacation on the same date . . . she and her husband will go to Douglas, Arizona.

WGY SCHENECTADY

by Bob Wilbur

Mrs. Caroline Osan, secretary to Kolin Hager, Manager of WGY, has just returned from her vacation at Big Moose and Lake Placid.

Virgil Hasche, head of the WGY Accounting Department, accompanied by Mrs. Hasche and his parents, Mr. and Mrs. Ferd Hasche of Inwood, Iowa, vacationed at York Beach, Maine and toured the New England States.

Bob Wilbur, formerly program director and news editor of WSUN, St. Petersburg, Florida, has joined the news and publicity departments of WGY.

For some reason or other Announcer Phil Brook took a vacation way down in Florida, and came back with very little to say about it. Phil's father lives in Orlando, right in the middle of the orange groves.

Almonte Made An Assistant to Lohr

(Continued from Page 1)

and Commercial Advertiser. From the *Globe and Commercial Advertiser* he went to the *Morning World*.

Leaving the newspaper field he turned publicity agent for the Hotel Astor, a job he held for some years before going to Philadelphia to become manager of Oscar Hammerstein's Opera House in that city.

Still in quest of new fields to explore Mr. Almonte next joined Postal Telegraph as an executive in charge of organizing district offices to sell the company's services.

In 1924 he went into radio, joining the Marconi Company as a representative in South America.

In 1927 he returned to New York and started his career with the National Broadcasting Company as a member of the Sales Department. A few months with NBC and he was made night sales representative. While NBC was still at 711 Fifth Avenue, New York, he became assistant to the vice president and general manager. When the Company moved its studios and headquarters to Radio City Mr. Almonte was appointed evening general manager in full charge of the Company's operations after regular office hours.

N. Y. POLICE INSPECT RCA-NBC TELEVISION

Police Commissioner Lewis J. Valentine and a group of high ranking New York City police officials, searching for new weapons against crime, on August 26th witnessed a demonstration of RCA experimental television and facsimile transmission to explore its adaptability to police needs. The demonstration took place in the NBC studios in Radio City.

"The police department," Commissioner Valentine said, "is constantly on the alert to adapt new developments in science that will aid us in the detection and prevention of crime and the apprehension of criminals. I hope, and believe, that we will be able to profit from the millions of dollars that RCA and the National Broadcasting Company are spending in their development of facsimile transmission and television."

Possible police use of television seen by the officials was in simultaneous viewing, at many interconnected points, of police line-ups of apprehended criminals and suspects. The line-up at New York's police headquarters in Centre Street, it was said, might be seen by police in New York City and also by law enforcement officers in distant cities included in a television network.

It was in facsimile transmission, however, that the group saw an answer to a need in the police war against crime. In addition to being proof against errors in transmission, facsimile would provide a medium for almost instantaneous transmission of photographs and fingerprints of wanted persons.

If further developed, it was said, the facsimile receiver might become a companion to the police car's present radio receiver.

A printed police bulletin, bearing the picture and description of a wanted person, now requires considerable time for production and distribution. With the aid of the facsimile transmitter, however, it would be only a matter of a minute or two to transmit an excellent likeness of a criminal, together with his fingerprints and description, usually available only at central police headquarters. With such an instrument the officials said, they would vastly reduce the chances of criminals leaving the city. Receivers placed at railroad stations, bridges and roads at the gates of the city, would provide police stationed at these points with unmistakable means of identification. This system could also be extended to serve the needs of police in other cities.

NBC Goes on Vacation



JOSEPH A. MACDONALD, N. Y. Legal Department, has just left for his vacation—and we'll bet he spends most of his time pushing this baby carriage and playing with its occupant, Joseph F. Macdonald.



This is how SALLY FARR of the San Francisco Typing Department got that lovely coat of tan during her vacation in the high Sierras where she spent her time fishing, swimming and hunting.



CHARLES VAN BERGEN of N. Y. Press had always wanted to grow a beard but the other boys in the Photo Section wouldn't let him so when he got off to the wilds of Canada last month he cultivated the growth you see above. He played safe and shaved it off before returning to Radio City.



Left: Bozzie wouldn't look at the birdie so his mother, Florence Marks (Mrs. Bosley Crowther) of the N. Y. Press Division snapped him anyway as he sought refuge from the camera in the waters of the Atlantic at Martha's Vineyard.



JOE THOMPSON, NBC Hollywood producer, snapped this picture at Bing Crosby's Del Mar race track near San Diego. Shown are Mr. Thompson's sister, Kathleen, and Myron Dutton, also of the NBC production staff in Hollywood.



JOE ALVIN, left, Hollywood Press Department, fishing off Catalina Island



Announcer BOB McANDREWS (San Francisco), as befits a loyal Californian, spent his vacation visiting California missions. Here he is emulating one of the pious monks of Fray Junipera Serra, at the San Diego Mission.

NBC TRANSMITTER

VOL. 5

OCTOBER 1, 1937

NO. 15

138th STATION LINKED TO NBC NETWORKS

Full time coverage of the Sioux Falls, S. D., territory was established by the National Broadcasting Company on September 5 when Station KELO, in Sioux Falls, joined NBC as a supplementary outlet available to either the Basic Blue or the Basic Red Network. This addition makes the number of NBC affiliated stations throughout the United States 138.

KELO is the second Sioux Falls station to join the NBC networks this year. KSOO, which also is optional to either the Blue or Red Network, was added last April. Since KSOO operates on a limited schedule, KELO will be available to the networks when KSOO is off the air.

Both stations are owned by the Sioux Falls Broadcast Association, Inc. KELO operates full time on a frequency of 1200 kilocycles, with a power of 100 watts. Sioux Falls lies in a rich agricultural section and has a population of 33,362. The trading zone population is 200,000.

2,000,000th Studio Tour Guest Expected Soon

The Guest Relations Division is making elaborate plans to entertain the two millionth person to take the NBC Studio Tour who is expected between October 5 and 15. The person who buys the two millionth ticket to the NBC Studio Tour will be presented with an RCA-Victor radio set, entertained at a banquet, taken on a thorough sightseeing tour of New York City as the guest of NBC, presented to the radio audience in a special program to be broadcast from coast to coast, and given a free return trip to his home wherever it might be. If the bearer of the lucky number happens to be a New Yorker he shall be presented with an all-expenses-paid trip to Chicago and back.

The millionth NBC Studio Tourist was I. V. Goodwin of Ardmore, Pennsylvania, who was accompanied by his wife when he presented his ticket at the entrance of the NBC Studio Tour on March 28, 1936. Mr. and Mrs. Million, as the Goodwins came to be known, were overwhelmed when the reception committee informed them that they held the lucky number and, therefore, were the winners of an RCA-Victor radio and the guests of the National Broadcasting Company during their

(Continued on page 10)

APPOINTED MANAGER OF STATIONS RELATIONS



KEITH KIGGINS

Keith Kiggins, assistant manager of the Station Relations Department for three years, was appointed manager of his department on September 15. He succeeds Reginald M. Brophy, who resigned to become general manager of the Canadian Marconi Company.

NBC's new manager of Station Relations is a native of Boise, Idaho. He was educated in the Portland, Oregon, public schools and at the University of Oregon, where he specialized in Business Administration. In 1920, Mr. Kiggins entered the investment banking business with Blyth and Company in Portland. Seven years later he came to New York and formed the investment house of Kiggins and Vidal.

For many years, Mr. Kiggins was intensely interested in radio as a hobby. And when, in behalf of clients, he conducted a world-wide survey on the international commercial aspects of radio, more than the usual amount of interest was given to the task. This activity drew the attention of NBC executives, who invited him to join the Station Relations Department. As assistant manager of the department, he has traveled over the entire United States, visiting stations affiliated with NBC and working on their problems.

In going to Montreal and to the Canadian Marconi Company, Mr. Brophy will be returning to his native city and to a firm with which he spent many years. He was assistant general manager of the Canadian Marconi Company when he resigned to become manager of NBC's Station Relations Department three years ago.

RADIO OPENS DELAYED CHICAGO SCHOOL YEAR

It is a far cry from the days when pupils trudged over rough country roads to the Little Red School House to September 13, 1937, when 325,000 Chicago school children started their school year at home, receiving their lessons over the radio.

The opening of school had been delayed for several days because the city was in the grip of an infantile paralysis epidemic. Because of the virulence of the epidemic it was feared that valuable time would be lost before the classroom bells would ring once more.

Then, in one of the most unusual educational experiments ever attempted, WENR, NBC owned and operated station, three other radio stations and several newspapers cooperated with the Chicago Board of Education in broadcasting and printing daily grammar school lessons until school was resumed once more. Never before has education by remote control been tried on so vast a scale.

Radio's function in the emergency was to bring teachers in contact with their pupils. The newspapers printed texts summarized from school books. These were studied at home. Each day, selected teachers appeared before the microphones at WENR and its associates in the scheme, to give explanatory texts. WENR devoted an evening period, six days a week, to the project. Chicago educators especially welcomed this evening radio class because it gave the Board of Education an opportunity to establish contact with parents of school children. They were instructed as to the best way to help their children get the most out of the radio school sessions.

The air classes are not an idle gesture because pupils are to be examined on the material broadcast and published as soon as the schools are operating upon normal schedule. Indication that the loudspeaker lessons were taken seriously by the pupils and parents was seen in the report that Chicago streets were practically devoid of children of school-age during the hours when the broadcast lessons were on the air.

This is the second time NBC has lent its facilities to cover an educational emergency in Chicago. Five years ago, when lack of funds forced the Board of Education to discontinue summer school, NBC presented a summer school of the air over WMAQ, Red Network outlet in Chicago.

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NAMES IN THE NEWS

NEW YORK

Promotions:

James Hill, who took off his page boy uniform three months ago to become a messenger in the Script Division, has reached the goal he set for himself when he joined NBC last May. He is now a full-fledged script writer.

Scribe Hill wrote his first NBC script, *Birth of a Jockey*, while he was a page. His first contribution to the NBC airwaves as a member of the writing staff was *The Clouds Look Down*, a drama of American farm life, presented over the Blue Network, September 15.

Mr. Hill was born in Louisville, raised in Los Angeles and graduated from the University of Washington School of Drama in 1936. At college he had two full-length plays produced by the university players and also several radio scripts on local stations. He is keenly looking forward to the opportunity of writing scenarios for television.

Ranald Macdougall, a young man who used to write poetry and stories for pulp magazines before coming to NBC to work in the Duplicating Room as a mimeograph machine operator, has worked his way into the Script Division on the strength of over a dozen radio scripts which he submitted over a three months period. Mr.

Macdougall's first radio drama to be produced on the NBC networks was *Wilkins' Folly*, presented over the Blue Network, Wednesday evening, September 22. *Wilkins' Folly*, a comedy, dealt with a young widower who decided to remarry, and the efforts of his precocious children to circumvent his plans. It was well received by the radio audience and critics.

Before coming to NBC on June 3, Scriptwriter Macdougall was a personal assistant to the manager of the Radio City Music Hall. He started as an usher. His home is in upstate New York where his father is active in politics. He was educated in public schools in Schenectady and Brown University. His chief hobby is swimming. He is proud of being a member of three life-saving organizations—the Red Cross, the U. S. Volunteer and the Y. M. C. A.

Newcomers:

Among the new faces in the Central Stenographic Section are the following:

Miss Virginia Forsman, formerly with the Travelers Insurance Company in New York, is from Tenafly, New Jersey, where she was born, reared and schooled. She plays the piano and likes to sketch. When asked if anything exciting ever happened to her she replied, "Oh, not much—except once when I shook hands with General Pershing in Washington, D. C. But I was just a little girl then and my mother had to hold me up so he could see me in the crowd."

Miss Margaret Anderson, another new stenographer, has shaken hands of the great in her time because her father is in the Department of State in Washington.

D. C. She has travelled a great deal abroad where her father did diplomatic work for the U. S. A. in Constantinople. After being graduated from Bucknell University in 1936 she went to a Boston business school before coming to NBC. Miss Anderson has had some experience before the microphone. Some years ago, she said, before she had her tonsils removed, she sang solo and with a quartet over our station in Washington, WRC. But that was all for fun, she added, just something to do—she really has no aspirations along these lines.

Miss Monica Crookall is from Brooklyn Heights. She attended Packer Collegiate Institute and Vassar College. Before NBC she was with the Fraser, McLean Company. Miss Crookall confided she would like some day to be in the Script Division.

Exciting experiences? — Oh, she couldn't think of any just then except for the time she was almost drowned when a canoe she was in tipped over. Some prisoners who were working on shore rescued her.

Miss Jean Sherwood, a graduate of Barnard College, where she majored in Spanish, has joined the Audience Mail Section as a clerk. It's her first job. She is a sports enthusiast and is also interested in dramatics, having acted in amateur productions in her home town, Yonkers, N. Y.

Finn Pederson, electrician, has joined the air-conditioning crew. He was with the electrical firm, A. B. See Company, fourteen years before coming to NBC.

Miss Martha Newby of Florida has joined the Central Files Division. She attended Drew Seminary in New York and was graduated from Rollins College in Florida with the class of '36. At this point the NBC Transmitter's reporter discovered that he and Miss Newby had many school and college friends in common and the interview turned into a "and-did-you-know" conversation. However, he found out that she thought Radio City is "simply wonderful."

Mrs. Elizabeth Norton is another new member of Central Files. She comes to us from the Bankers Trust Company. She is a graduate of Montclair Teacher's College and the Dramatic Art Theater in Newark, N. J.

G. C. Peers, who recently completed his tenth year of continuous service with RCA, comes to NBC from the Telephone Department of RCA-Victor at Camden, New Jersey, to become a member of

(Continued on Next Page)



To the Legionnaire who took the NBC Studio Tour during the recent American Legion Convention in New York and whose name appeared on the ballot being drawn above by Vice Commander Cappy Capodice of California and Vice Commander Jack Crowley of Vermont, NBC gave as a gift an RCA-Victor radio set equipped with an electric tuner and armchair control. Insert: Legionnaire D. A. Thomas of 40 Manchester Place, Buffalo, N. Y., whose name, out of over 20,000 other names of Legionnaires who visited the NBC studios in Radio City, appeared on the lucky ballot.

the Engineering Department as a television mechanic. He is married and has a son, twelve years old. He says he's glad to be in Radio City — especially after having spent several years out in the "sticks." He is moving his home and family to Jamaica, Long Island.

Read Wilson and Jack V. Wilson are new members of the Mail-Messenger Section.

Read Wilson is from Springfield, Massachusetts, where he has had several years' experience as an actor in the theatre and over local radio stations. He also has had some experience as a mechanical drafter.

Jack Reynolds is from Crestwood, New York, a graduate of Roosevelt High School, and is here for his first job. After he gets settled in his new Radio City surroundings he plans to study journalism in the evenings.

Howard Lynn Nussbaum, formerly a director of radio activities of the Republican Party in the last presidential campaign, has joined the Production Division as a director, replacing Arthur J. Daly who resigned September 15 to join Henry Souvaine Inc., radio producers.

Mr. Nussbaum has acted as radio counselor to Herbert Hoover during the campaign in 1932, has been radio director of the Republican State Committee in New York, assistant to Major White who organized the American Broadcasting Company, managing director of WIBX and a member of the Scott Howe Bowen firm of radio production. Previous to this he was with the Cudahy Packing Company as assistant advertising director.

Mr. Nussbaum who has just returned from a six months' stay in Italy assumed his duties as production man last week.

Transfers:

Miss Frances Barbour has been transferred from General Sales to the Eastern Sales Division. Her former post as secretary to J. V. McConnell is being filled by Miss Evelyn Sniffin who next month completes her eleventh year with the Company.

Miss Mary Egan has been transferred from Audience Mail to Central Stenographic.

Miss Marjorie Moline has been transferred from Central Stenographic to Central Files to be first assistant to the supervisor, Mrs. Myrtle Wesenberg.

Carl Bottume is now a messenger for the Script Division instead of the Mail Room.

Miss Suzanne Cretinon has been transferred from Station Relations to the Sales Department. She replaces Miss Helene Carlin who resigned as secretary to Ken R. Dyke, Eastern Division Sales Manager. Miss Margaret McHale, former secretary of John S. K. Hammann, NBC sales manager of KYW Philadelphia, is filling Miss Cretinon's former post as secretary to Lee B. Wailes in Station Relations.

Resignations:

Frank Giblin, office boy in the Publicity Department, is resigning, effective October 1, to devote more time to his vocal and dramatic aspirations.

Miss Ruth Danner, secretary to A. H. Morton, manager of the Managed and Operated Stations Department, is resigning to become secretary to the assistant of the president of the Carnegie Corporation. Her resignation brings to a close five years of service with NBC.

Marriages:

Robert E. Burholt, Statistical, was married to Miss Anna Barbara Schmidt of Astoria, at the Holy Trinity Church, New York, on September 11. The wedding was followed by a reception at the Lincoln Hotel.

Mr. and Mrs. Burholt have recently returned from their honeymoon and are now residing in Astoria, Long Island.

Miss Irene Barry, Audience Mail, became Mrs. Thomas Cooke during her vacation last month. She was married at a small informal wedding in St. Michael's Church, Jersey City. The bride and groom have just returned from their honeymoon trip to Canada and Ohio. Mr. Cooke is associated with *Mademoiselle* magazine.

Miss Barbara Buck, attractive receptionist in Sales, will be Mrs. Vance Locke when she returns this week from her vacation and honeymoon in New England. In the presence of several of her NBC friends she was married at the Little Church Around The Corner on Saturday afternoon, September 25.

Sick List:

Miss Ruth Eisner of Local Sales is recuperating from a major operation in her home in Cleveland, Ohio. She is expected back in Radio City the latter part of this month.

Miscellaneous:

Director of Promotion Clay Morgan and Mrs. Morgan, who have been in Europe on a combined business and pleasure trip since September 11, are expected back in New York early next week. Included in Mr. Morgan's itinerary were London and Paris where he was to confer with NBC's European representatives, Fred Bate and Max Jordan, on matters of publicity.

Vice President Frank E. Mason gave a farewell stag party at his home for R. M. Brophy on September 15. Male mem-

(Continued on Page 10)



A. H. Morton, manager of the NBC managed and operated stations, laying the cornerstone of the new \$600,000 building for the KYW studios in Philadelphia on September 14. Leslie W. Joy (left), station manager of KYW, and E. H. Gager (right), Westinghouse plant manager of KYW, are looking on.

NBC HOLLYWOOD

by Noel Corbett

John Swallow, studio manager, Syd Dixon and Tracy Moore, Sales reps, and Hal Bock, Press, spent several hours the other week checking up on their insurance policies.

The following Sunday, the four en masse, carrying sixshooters, attended the CBS picnic.

Joy Storm, announcer, successfully downed Walter Bunker, Asst. Prod. Mgr., in the NBC Tennis Tournament Finals, when he took the longer end of the 6-2, 6-Love score.

Bunker refused to alibi, but claimed to be frankly puzzled at the score. He had had the better racquet, looked to be in better condition, and had even gone to bed earlier the night before.

Its a small world after all, firmly believes Tracy Moore, sales representative.

When he vacationed at the isolated town of Long Beach, Washington, Tracy expected to see nobody. At midnight he dropped into the town's one restaurant, and sitting at the counter was an old Hollywood friend — Edward Everett Horton.

Ruth Schooler, manager's secretary, is selling advertising space on the backs of her two pet turtles, Red and Blue Networks. The little fellows spend most of their time parading up and down the main hallway anyway, so Ruth figures she



A candid shot of Hollywood NBCites taken at a party which followed the premier of *Hollywood Mardi Gras*. Charley Smith, Artists' Service, on the left, and the three charming ladies are, Florence George, star of the show, Mrs. Smith, Mrs. Noel Corbett, and right is Engineer Donald De Wolfe.

might as well be cashing in.

Don E. Gilman recently completed a trip through the valley towns of Fresno and Sacramento. He visited the McClatchy-NBC affiliated stations there. After a few days stay in San Francisco, Mr. Gilman motored back to Hollywood.

When Ted Hediger, producer, using a pay station in Al Levy's Tavern didn't get his number, he asked for his nickel back.

After a two-minute delay, the operator opened the trap and returned Ted's nickel — along with 22 others.

Ted points to the two-minute delay as telephone company inefficiency.

Helen Aldrich, serious but charming sales secretary, reports that she's having a wonderful time playing the lead in "Wish You Were Here." The drama is having a run at the Curtain Call Theatre in Hollywood.

John Swallow, studio manager, took a three-day jaunt to S.F.

Anxious to see the new Golden Gate Bridge, KPO - KGO Manager Lloyd Yoder obliged by driving him across the span.

But the fog was so thick Mr. Swallow didn't realize the

crossing had been made until he was on the other side.

Jack Votion has a regular morning visitor at his home in one of the Hollywood canyons. A silver fox steals out of the brush and into the yard each morning to drink from the Votion fish pond.

Tracy Moore, Sales, wrote *Nero Fiddles With Advertising* several months back. He produced and played in the play at the L. A. Advertising Club.

His fame has spread into eastern states. The other day the American Advertising Federation of America approached Tracy for the script.

Without even the aid of an agent, he worked out a deal whereby they can use the play and at the same time Tracy's amateur standing will remain intact.

QUICK PIX . . . Dema Harshbarger, manager Artists' Service and her assistant, Mae Regan, celebrated their birthdays on September 8 by lunching one another at the Brown Derby . . . Jim Hartzell, page, rattles off neat piano arrangements of his own in vacant studios on time off . . . Eleanor McFadden, S. F. Office, vacationing here . . . Syd Dixon, who always seems to know of a time and place to hunt, bowled over two bucks the other day . . . Jim Lyman, S. F. accounting, vacationing with his wife, in to chat with his old fellow-worker, Maryalice Moynihan . . . Ruth Schooler back from her vacation.



Bill Haussler's candid camera caught Frank Figgins, engineer, Joe Alvin, Press, and Freeman Gosden (Amos, ufoz), at an informal party which followed the *Hollywood Mardi Gras* air debut from Hollywood. Amos 'n' Andy guestarred.



The reason visitors to Hollywood NBC studios often think they're entering one of the movie studios—there's always one of these handsome pages to greet them. L. to R.: John Knight, Hyde Clayton, Jim Hartzell, Head Page Bobbie Edwards, Lee Bridgman and Lefty Lefler.

NBC CHICAGO

by William E. Lawrence

Promotions:

Numerous promotions have been announced at the NBC Central Division Headquarters in Chicago within the past few days. In line with the policy of the National Broadcasting Company of advancing employes to higher positions whenever it is possible to fill the positions by men already within the employ of the company, members of two departments have been advanced to executive posts and a page boy has been promoted to the Sales Promotion Department.

E. G. Cerny, who joined the NBC Chicago offices as a clerk eight years ago and who has been assistant to Don Marcotte in the Music Library for the past two years, has been appointed head of that department, succeeding Marcotte, who has resigned to join Warner Brothers, in New York.

William Ray, who joined the Press Division four years ago, has been named successor to A. R. Williamson as manager of that division in Chicago.

Russell Sparks, captain of the page boys, has been promoted to the Sales Promotion Department.

Others in the Chicago offices who previously have worked their way to executive posts are E. C. Cunningham, now night manager, who started as a page boy, and E. A. Stockmar, program traffic chief, who started as a mail clerk.

Many other former pages and clerks now are members of the announcing, traffic and junior production staffs. The NBC Central Division operates schools for pages and other employes who wish to become announcers or junior production men.

Newcomers:

Claude Kirchner, formerly of WTMJ, Milwaukee; John Holtman, formerly of WFBM, Indianapolis, and David Zimmerman of WSPD, Toledo, have been added to the Chicago announcers' staff. Don Hallman, who has been assistant to Chief Announcer Everett Mitchell, stepped up to the rank of Junior Announcer and Mailman Robert McCoy was recruited for his replacement.

Golf Tournament:

On September 2, thirty-five members of the NBChicago office trailed North to Wooded River Country Club. Occasion was the second annual NBC Golf Tournament.

Undaunted by the tricky water holes, a blistering sun, and the stiff competi-

tion of Niles Trammell, Ken Carpenter and Jack Galbraith, who completed his foursome, Central Musical Director Roy Shield stepped from the 18th green to the 19th tee, a very warm, but smiling victor. His 85 low gross was just right to net him first prize.

Most of the players were strangers to the course which is located just northwest of Chicago. W. W. Smith, local sales manager, was chairman of the committee and made the arrangements for the NBC group. Bill Weddell and Merrit Schoenfeld headed the prize committee, and Gene Hoge with Carl Wester recorded the handicaps.

Network Salesman Galbraith won second low gross with his 86. Tying for low net were Ed. Boroff and W. W. Smith, who each recorded 71. Most phenomenal score of the day was Mailman Bob McCoy's amazing 147, which has everyone talking.

No less a part of the day than teeing up and sweltering in the heat was the post-mortem held in the clubhouse locker room. Between foaming glasses of beer and cooling showers, everything was settled — from who took who on what hole, to "... why I couldn't blast out of that trap on the tenth."

In the evening the majority of the players topped-off the day with dinner at the club.

Here and There:

A young lady stopped at the nineteenth floor reception desk the other morning and requested an interview with "Professor" Menser. After the lady was shown back to his office a little research reminded us that "C.L." was a professor at Knox College in Galesburg, Illinois.

Carl Peterson, former page, and Frank Bojan were added to the staff of the Music Library recently replacing Bill Joyce who went into Sound Effects and Ed Cerny who was upped in that division. New pages, John Helquist, Fred Kasper and Raymond Snyder, being measured for uniforms and learning all the 'angles' preparatory to filling the places of George Heinemann, who resigned to continue his studies at Northwestern University, Russ Sparks, new Sales Promoter, and Ed Bailey who is now a sound effects man. New night page captain Bill (Magic Voice) Weaver is interested, by the way, in knowing the address or whereabouts of former New York page Phil Crosbie.

PISTOL AND RIFLE MEET

Tuesday evening, September 14, found NBC sharpshooters assembled for their weekly gathering at the Manhattan School of Firearms. Twenty men and women of the Radio City staff, divided into two teams — Red and Blue — spent another evening of friendly competition.

The first prize for the evening's best score went to Engineer Beverly Fredendall who got 95 out of 100 hits. Clarkson Bundick won the prize for the best improvement of one's score from one week to another. His score was 94 as compared with 84 for the previous week. The Red team won the shooting meet with a score of 8.10. The Blue's score was 78.5.

The line-up and individual scores follow:

RED:

Donald Castle, Engineering (Capt.)	91
Robert Schuetz, Engineering	91
Wm. O. Tilenius, Sales	75
George Milne, Engineering	86
Max Jacobson, Engineering	93
Ann Opperman, Artists Service	32
Lester A. Looney, Engineering	75
Gustave Bosler, Engineering	88
Clarkson Bundick, Engineering	94
A. T. Williams, Engineering	85

BLUE:

Theodore Van Cott, Eng. (Capt.)	86
Elmer Mead, Engineering	54
Gordon Mills, Sales	86
Jeanette Ferreira, Artists Service	77
Miriam Hoffoneir, Prog. Analysis	69
Marvin Rae, Promotion	93
Edward Broadhurst, Statistical	53
Emil Dell 'Era, Engineering	90
Beerly Fredenall, Engineering	95
Willard Butler, Traffic	82

NBC Leads In Direct Mail Advertising

The Direct Mail Advertising Association recently named NBC among the Fifty Direct Mail Leaders of 1937 who, according to the judges, demonstrated employment of improved artwork and typography, substitution of facts and figures for adjectives and superlatives and plenty of showmanship.

The NBC Promotion Division mailings which received commendation is divided into two classifications — sales and institutional. The sales advertising is devoted to selling broadcast time and talent; the institutional to impress on the public the high standards of showmanship maintained by NBC.

NBC SAN FRANCISCO

by Louise Landis



CURTIS PECK
Engineer in Charge of NBC San Francisco

A new post, that of Engineer in Charge of the San Francisco studios, has been created, and Mr. Gilman has appointed Curtis Peck to fill it. Peck, who has been in charge of the KPO transmitter in San Francisco, came to NBC when the company took over operation of that station. A pioneer in radio, he harks back to the days when radio folk had to blend a number of talents, and he blushingly recalls the time when he was adjudged the most popular announcer on the Pacific Coast.

Hereafter Western Division Engineer A. H. Saxton will divide his time equally between the San Francisco and Hollywood offices, and Joseph W. Baker will have charge of the KPO transmitter and the activities expected to start soon in connection with improvements there.

Lloyd E. Yoder, whose promotion to the post of manager of Stations KPO and KGO was announced in the last issue of Transmitter, has been elected a director in the San Francisco Press Club. He also was recently elected President of the Intercollegiate Alumni Association of San Francisco.

It looked as if the *Maxwell House Showboat* had drifted up the San Francisco bay, the other night . . . the *City of Sacramento*, which makes a lazy overnight trip up the Sacramento River to Sacramento, had so many radio folk aboard.

Occasion was Radio Day at the California State Fair in the capital city, and the whole *Woman's Magazine of the Air* cast and staff was aboard for the junket. Producer Dave Elton shepherded the flock and counted noses to see that everyone

was aboard as the *City of Sacramento* steamed away from the pier. Included in the party were Benny Walker, *Magazine* m.c., Janet Baird, Marjorie Gray (Memory Roberts), Donald Stuart, George Nickson, Beryl Cameron and Director of Agriculture Jennings Pierce, all dressed up in holiday attire. They left at 6:30 in the evening and reached Sacramento the following morning.

Lew Frost, who represented Mr. Gilman as Chairman of Radio Day, decided that river travel was too slow, so he and Mrs. Frost chose modern transportation and drove to Sacramento in three hours.

The Press Department just can't keep out of print even on vacation. Milton Samuel who handles Red Network copy made the headlines when he and Bob Hall, Radio Editor of the *Call Bulletin* were apprehended making an exceedingly candid shot of a Mexican policeman asleep in front of the city hall at Mexicali . . . Hall pushed the camera button and half a dozen other members of La Guardia who were NOT sleeping, pushed him around, and into jail before he or Milt could say "Jack Robinson" or even "Americano!"

Milt insisted on being arrested with his pal, but hard-hearted La Guardia refused. Then he went down to the jail and tried to climb in beside Bob, but too many tamales, enchiladas and frijoles consumed for breakfast that day made those bars altogether too close, even for slim Milt. So back across the border he went, picked up the third member of their party, Clarence Myers of KYA, and the two hotfooted it to the American consul. They managed to rescue the radio ed, but the camera hasn't been heard from.

MARVYN ADAMS couldn't bring home any of the numerous fish he caught on Canton Island during the Eclipse Expedition, but he did bring Alice Tyler, secretary to Mr. Saxton, some finny mementos of the trip . . . Alice wears them in a row down the front of her yellow sweater, a line of fat little brown fish buttons, carved by natives out of polished cocoanut shell . . .

AND SPEAKING OF FISH . . . Larry Allen, manager of Artists Service, didn't forget his pals on his vacation . . . he brought back a feast of speckled trout . . .

LARRY RETURNS for a night to his old-time profession, acting, when the Bohemian Club presents its annual After-



HELEN STEWART, assistant to Arthur Garbett, Director of Education, Western Division, was born in Leadville, Colorado, and is the granddaughter of John Hinds, one of the first United States Senators from the State of Kansas. A graduate of the University of Colorado, Helen also studied at Columbia University . . . taught dancing, acted in stock, wrote radio continuity and handled special publicity for Hal Roach . . . her executive ability manifested on the Roach post brought her to NBC's San Francisco studios where her talent for organizing has had full play in her present work.

Glow this year . . . he'll play the lead in the yearly burlesque of the Grove festivities. Harry Anderson, Sales Manager of the Western Division, also has one of the principal roles in the show, which was written by Carlton (*One Man's Family*) Morse, and will be directed by Hal (Night Editor) Burdick.

Quickies: A shower of post cards to various NBCites signed "The Rascal" arrived the other day . . . finally identified by Hostess Ruth Miller as the handiwork of Producer Arnold Maguire, on vacation . . . Joe Thompson, bronzed like a life-guard, paid a visit from Hollywood on his vacation . . . there must be something about the technical department that inclines toward domesticity . . . George McElwain's marriage leaves but seven bachelors out of a staff of 47 men . . . in case you're interested, here's the list of eligibles: P. A. Sugg, Marvyn Adams, Warren Andresen, Tommy Watson, A. E. Fisher, M. D. Case, M. S. Brewer and R. B. Barnes . . . and in case you want to bet on the next man to fall, here's a tip: Put your money on Adams . . .

S-T-A-T-I-C

by Alan Kent

In which a New York announcer vacationing in Hollywood writes his mother of his experiences and observations in the Film City.

Deam Mom:

Hollywood is a very swell place and I like it a great deal, but I'm coming home, where one can give a little girl a great big hand — without losing the fingers.

Remember all the bilge you've read about Hollywood being a "cardboard city?" That's a lie, Mom. It's not cardboard at all. You can't see through cardboard.

And maybe you've heard that everybody is happy in Hollywood and doesn't give two hoots what comes next. That's wrong too, on account of it's almost the same as New York. Out in Hollywood they worry about options being taken up, the same way we worry about a raise in salary — and they break into a sweat over "script conferences" which are really only "board meetings," and you know nothing ever happens in those.

Hollywood has Vice Presidents too, only they call them Assistant Directors, among other things, and give them *lots* of work to do. I further understand that there is a rule "agin" the throwing of paper clips.

Before anything can be opened in Hollywood it must be properly previewed. Even meat markets have gala pre-views with flood lights, search-lights and brass bands. Then an official pre-viewing of the first pork chop by Simone Simon. Nuts! Nuts! And it seems that if you are a type you can go places in Hollywood. Any kind of a type will get somewhere, just as long as it's a type. I ran across a few miss-prints.

I saw the Brown Derby while I was there. That's where everybody does their setting-up exercises looking around. However, one doesn't look around to see who is there — *one* looks around to see who is looking at *one*.

There are telephones at the tables in the Brown Derby just like at Twenty-One in New York. You take young ladies to the Brown Derby just like at Twenty-One in New York. The young ladies spend all their time in the Brown Derby on the telephone just like at Twenty-One in New York. And I've been trying to figure out who looks sillier — the woman bending an elbow on the phone — or me, just bending an elbow. Also, Mom, you pay the bill at the Brown Derby just like at Twenty-One in New York. Astonishing?

Of course there are some characters

WTAM CLEVELAND

by Bob Dailey

The Western Open golf championship, played this year at Canterbury Golf Club in Cleveland, provided plenty of action for WTAM staffers.

Through four days of cold and strong winds, announcers and engineers shivered at their jobs. Announcers Tom Manning and Russell Wise handled the summaries and stroke-by-stroke accounts locally and to the network clad in heavy wind breakers and overcoats. Salesmen and former announcer Harold Gallagher also shivered before the pack transmitter microphones on several broadcasts.

Engineer Alvin McMahon held the envy of all. He worked from a portable NBC engineering booth overlooking the fair-



Vernon H. Pribble, manager of WTAM, takes a lesson in putting from Ralph Gudahl, National Open Golf champion, who recently won the Western Open Championship on the same course pictured above, the Canterbury Golf Course, Cleveland. A few more lessons and Manager Pribble threatens to challenge anyone in NBC to a round on the fairways.

who do not pay the check. They get kicked out of the Brown Derby just like at Twenty-One, only it's better at the Brown Derby on account of the Derby is on the street level. At Twenty-One they have to kick you upstairs. It takes, as I remember, about three extra boots.

Then there are some guys who bring along a woman to pay the check. But these kind of guys usually wear finger nail polish—on their hair.

Incidentally, all parties are cocktail parties. Even if it's three o'clock in the morning, and no one has a hand steady enough to mix a cocktail, it's still a cocktail party. You can tell it's a cocktail party by the fact that all you can hear is: "I", "myself", "me" and also, "mine."

ways and well out of the chilling winds. But in spite of the weather, Manager Vernon H. Pribble joined the special events crew during portions of the tournament.

✓ ✓ ✓

WTAM NOTES . . . George Hartrick, announcer and singer, off to New York for the American Legion Convention . . . Announcer Jerry Brannon leaving for the same destination but not as a Legionnaire . . . just a visit . . . Shero Trio joining staff at WTIC, Hartford, after a year at WTAM . . . Staff Organist Doc Whipple recalling his salary of 60 cents a week for playing in a theatre at the impressionable age of twelve.

✓ ✓ ✓

Program Director Hal Metzger acting as official host during Betty Winkler's visit to the Great Lakes Exposition. The NBC actress formerly was a microphone artist at WTAM . . . Stenographer Kathryn O'Connell back from vacation visiting relatives in Toledo . . . Production Man Waldo Pooler absent from studios for several days because of illness . . . Walter Logan, WTAM musical director, joining a jam session in a local hotel called by Maestro Benny Goodman . . . Information clerk Olga Nichols and Office Manager Pearl Hummell on vacations, the latter in Washington, D. C.

✓ ✓ ✓

Families of WTAM staff members witnessing RCA Magic Key pickup from Cleveland airport and then taking an airplane ride as a fitting climax to the broadcast. They included Mrs. Vernon H. Pribble and her two daughters; Russell Carter, his wife and daughter; the son and daughter of Walter Logan, and Mrs. Bob Dailey.

Everybody that is *somebody* tries to act like *nobody* — and everybody that is *nobody* tries to act like *somebody*. *Somebody* — *nobody* — *anybody* — but all the time *body* — *body* — *body*.

Which reminds me, there are lots of beautiful young ladies in Hollywood. Some of them are decided brunettes, some are decided blondes. Most of them only decided recently.

I would like to say one great thing for Hollywood, though. Out there they are honest — not like New York. In Hollywood they *admit* they're going to put a knife in your back. That's all, Mom.

Your son,

Alan

P.S.: I didn't keep a diary.

THE NBC Athletic Association gathered over two hundred of its members on Thursday, September 16, and transported them in three large buses to the Seawane Country Club on Long Island for what turned out to be an all-day holiday of golf, horseback riding, tennis, swimming, baseball, badminton, dancing, horse-shoe pitching and feasting. These pictures of the NBC Outing were taken especially for the NBC Transmitter by Richard G. Spencer of the Press Division.



A good swimmer—and a good-looker, as you can well see—is Barbara Buck (Sales) who won the women's fifty-yard dash.



"Nothing like a cold dip before lunch," shouted these two lovely NBCettes as they came running out of the water to "come and get it." Miriam Hoffmeir of Statistical, left, and Mildred Judge of Audience Mail.



"I'm glad I joined the NBC Athletic Association as soon as I started working for NBC," exclaimed Hazel Wiseman, a newcomer to Central Stenographic. "I wouldn't have missed this picnic for anything—!"



Above: In between sports many came to the veranda of the club for relaxation. That's Sam Ross of Artists Service waving at someone.



Right: The engineers were well represented and well accompanied. Clockwise, they are, Miriam Hoffmeir (back turned), of Statistical, David J. Moloney, Carlos Clark, Gertrude O'Kelly and her brother, James R. O'Kelly, and Theodore Kruse.

Left: Dick Spencer crawled up to these people with his camera but they spied him as he was about to snap the picture. Left to right, Gustavus Reiniger, Electrical Transcription; Katherine Hoffmeir, Sales; Marjorie Worth, Traffic, and Suzanne Cretinon, Sales.

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of the swimming races—Don Meissner of Artists (left), came in ahead of James Stirton (right), also of A. S.



What's this—a bathing beauty contest? No, but it might as well be. The girls are Agnes Locherer and Charlotte M. Boden of the Legal Department at the NBC Outing on Long Island.



Two of the "Derby Brigade" who provided much comedy for the onlookers. Believe it or not, they are playing football. They are Frank Barmore of the Mail Room and Anthony Jiminez of the Music Division.

as if these two members of Sales were playing football but it also looks as if they were playing with chickens and both are trying to swat the same one. Ask them the next time you see them—Frances Barbour and John Cusumano.



Above: The beach was the most popular spot during the NBC picnic at the Seawane Country Club on Long Island.



Right: This shows that Ernest La Prade can swing a golf club as well as he can a baton.

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2,000,000th Studio Tour Guest Expected Soon

(Continued from page 1)

weekend in New York. When Mr. and Mrs. Million returned to Ardmore after their weekend of gayety, they were met by a brass band and all their friends who had read in the papers about their luck and heard them during their special broadcast over the NBC networks.

Radio Opens School

(Continued from page 1)

At that time NBC hired its own teachers and printed its own textbooks.

If the present experiment in Chicago, judging from the results of the tests to be given based on the lessons printed in the newspapers and broadcast on the air, proves successful it may become a permanent part of Chicago's educational system.

Names In The News

(Continued from Page 3)

bers of the Station Relations Department were present to bid adieu to their retiring manager who resigned from NBC to become general manager of the Canadian Marconi Co.

George M. Nelson of Personnel was one of the proud marchers with the New York contingent during the American Legion parade on Fifth Avenue. Mr. Nelson said he wanted to show the boys at NBC that he can still take it.

WGY SCHENECTADY

By Bob Wilbur

There are fish stories and then again there are fish stories, but evidence of all kinds seems to substantiate these two told and experienced by A. O. Coggeshal, program director of WGY. "Coggie" passes his summers on a pretty bit of water known as Snyder Lake near Troy.

Being an enthusiastic follower of the sport followed by Isaac Walton, Mr.

Coggeshal took to his boat late one evening in hopes of luring a finny specimen from the black depths. Shortly after, boatsmen around and about were horrified to hear cries of "Help! Help!" coming from the direction of the Coggeshal bark. Expecting to find a man or woman going down for the third or fourth time, they set engines at full speed ahead and rushed to the spot from whence the S.O.S. cries emanated. There they found a person standing in the middle of a rocking boat—holding frantically to a pole which he claimed was indirectly attached to a fish which was of such immense proportions that it could not be induced to enter the boat. He was yelling for an implement to bring the tugging monster to bay.

To make a very gripping story, very short -- the fish was landed with the help of a net, and it was found that the gentleman who was so rudely snatched from his watery environs was socially known as *Perca Fluviatilis* or in the vernacular, a Big-Mouth Bass, with a twenty-one-inch wheelbase, and a water displacement of six and a half pounds. Coggie brought the fish's head along with a picture, down to the office so that the boys couldn't do any leg pulling or give sly glances out of corners of eyes.

Incidentally, about a year ago, Coggie won a prize for the largest catch in the local Judge Landon contest. In this case the fish, weighing five and a half pounds broke the line, taking plug and all with him. But the aforesaid Mr. Coggeshal, who evidently has been consulting Robert Benchley on the habits and the idiosyncrasies of Mr. Bass, told his son to be on the lookout for a fish carrying such equipment. In a very short time the younger Coggeshal landed with the prize-winner in hand.



When Program Director A. O. Coggeshal of WGY tells a fish story he backs it up with a picture like this one. It's a six-and-a-half-pound bass.

Well, these certainly are fish stories, but we know that they are true and furthermore your correspondent hopes that he will have many, many more to report.

Willard J. Purcell, chief engineer of WGY, recently won the championship of the Western Massachusetts small bore Rifle Tournament at Pittsfield, Mass. Mr. Purcell scored 397 out of a possible 400

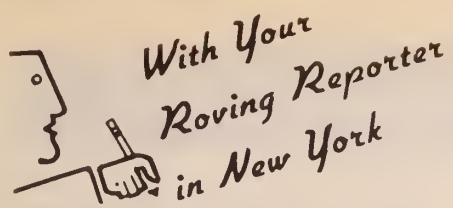
over the Dewar course. In the actual shooting he was tied with another Schenectady man. A. O. Dodge of the Radio Department of the General Electric Co., but it so happened that Purcell had a better score at the 100-yard distance and was awarded the championship.

Eighty sharpshooters from Western Massachusetts and Eastern New York competed in the tournament and it was no mean victory for the Schenectady man. Among the contestants was a member of the United States rifle team which competed with the British Empire groups at Bisley, England, a few months ago.

Kolin Hager, manager of WGY, presided as host to a large number of radio advertisers and advertising agency representatives, recently. The occasion was a clam bake at Endries Grove a few miles outside of Schenectady. A clam bake in the North Eastern New York territory is actually a clam steam. Guests, upon arrival at the park were greeted with steam clam chowder with plenty of clams.

Before the bake, WGY's guests and members of the WGY staff, particularly the announcers who are responsible for putting over the advertising messages, engaged in soft ball games and a horse-shoe pitching contest.

At 7:00 P.M. everybody was summoned to the tables and then began the distribution of food. For those not familiar with the clam-hake or steam technique, it might be explained that all food is steamed together, enough or more than enough food for each guest being steamed in individual baskets. The wire baskets, about a foot and a half square, were loaded with clams, a chicken, some sausages, white and sweet potatoes and sweet corn.



NBC Goes To A Party

On Thursday, September the 16th, the New York contingent of NBC threw an Elsa Maxwell, or first annual cork-popping, at the Seawane Club—somewhere on Long Island, and was it fun!!!

About two hundred celebrities, more or less, began their clan-gathering shortly after dawn, according to Personnel Manager Dwight Wallace, who sat up all the night before in order to get an early start and enable him to say "I saw it first!" By the time the first bus had bumped its load of treasure hunters up to the front door of the Club, Dwight was way-off on the golf course, but Frank Jones remarked later that that was no news item as Dwight was way-off all day.

The early morning women's ball game disclosed Miss Martha McGrew in a new light; her rapid strides, as the game advanced, won the admiration of her fans and she was at once given the royal title of "Lady Dimaggio!"

The last piece of berry-pie had hardly been consumed by D. R. Buckham before retreat was sounded for more, and better golf, tennis, swimming and horse-shoe pitching. Miss Moore, affectionately dubbed "Handsome Helen" by Ashton Dunn, was heard to remark that she had heard and seen many things in her time, even to shooing flies, but horse-shoeing was something new; that she could recall the old "buggy" days when a "giddyap" and switch were all that was needed to urge Dobbin on his way!

The swimming meet attracted a considerable crowd, possibly due to a remark from Salesman Gordon Mills to the effect that there was no place like home and the beach to display one's charms — or something! Certain it is that the Book of Revelations had nothing on this preview of aquatic stars. Estelle Bergholz, who had been stationed, with a couple of Mike's, all forenoon in one spot, until Ella Shiel expressed concern that Estelle was inaugurating a personal sit-down strike, was finally persuaded to leave her ice and fizz-water long enough to be acclaimed the winner of the Mack Sennett contest. Adam Yung, who is still feeling a little chesty, due to a recent blessed event, declared that he had never seen Estelle in better form. Donald Meissner, the erstwhile Major Bowes thrush, came in first for the men's water-prize, but nothing

(Continued on page 15)

KDKA PITTSBURGH

— by Kay Barr —

KDKA did a thorough job reporting primary election returns in Pittsburgh Tuesday night, September 14. Staff representatives were stationed in the several headquarters to phone the returns in to the studios and these were tabulated and put out over the air as fast as received.

Announcer Ed Schaughency and Janet Ross (*Style and Shopping*) snagged opinions of the man on the street with an interview broadcast, and Announcer Sammy Fuller ran around with a mobile unit picking up comment from active points.

Within two hours after the polls closed, KDKA was broadcasting that Mayor Cornelius D. Scully had been nominated for re-election by the Democrats, and that Robert N. Waddell was the successful Republican candidate.

• • •

Roy Baldwin, KDKA guide, has been in radio news before, but this budding Horatio Alger refuses to be content with past achievement. Comes now a story that establishes the talented and determined youth as one of the youngest if not THE youngest masters of ceremonies in radio.

This time Roy has been named to take over the popular broadcast, *Sammy Fuller's Starlets*, a regular Saturday morning feature from KDKA, beginning September 25. Fuller leaves Pittsburgh to accept a position in the production department of WLW in Cincinnati.

Simultaneously with this announcement we learn that Roy has composed some twenty songs, that five of these have been put into orchestral arrangements by Al

Egizi, KDKA staff arranger, and that they are to be presented to radio listeners soon by Madelyn Ward, soprano, one of the regular KDKA sustaining artists.

But to get at the background of this nineteen-year-old lad. He was graduated from Mt. Lebanon High School last February, has had three years of training in dramatic work, has taken leads in class plays, conducted a six-piece orchestra of his own until a year ago, sings, plays a number of instruments, principally the accordion, completed a full semester's course in piano and harmony at Carnegie Tech Summer school in eight weeks, and it is his ambition to get into the script-writing, music and production end of television.

Roy broke into radio on Sammy Fuller's Saturday morning *Starlets* programs. After a few successful performances he and Betty Jane Monroe were designated as the Junior Broadcasters and made a regular feature of the weekly broadcasts.

When KDKA added a uniformed guide to the station staff last June, Roy was chosen for the job. With his usual thoroughness and knowledge of the value of adequate preparation, Roy went to work more than a week before he was actually put on the payroll. He wanted to learn all he could about radio studio architecture, the equipment, the sound effects, "props," and other interesting features of the station. All of this information was written into a regular talk and within a few weeks after he went on the job, Roy was escorting more than 250 visitors through the KDKA studios every day.



Studio B at KDKA was turned into a news room during the Pittsburgh primary elections. As the reports were received Announcers Bill Beal and Billy Hinds, pictured in the background, read them over the air. Members of various departments lent a hand receiving the telephone reports.



Tenth Anniversary Chimes

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

E. P. H. JAMES



E. P. H. JAMES

This week marks the tenth year with NBC for E. P. H. James — the tenth year as manager of promotion activities. He joined the Company in that capacity back in 1927 at the 195 Broadway offices, and has played a most important role with NBC on the three great stages of its growth—195 Broadway, 711 Fifth Avenue, and the RCA Building in Radio City.

When "Jimmy" James, as he has been known for ten years, joined the Company, he had been in America but one year. He came here from the Nash and Alexander agency of London, England. After a few months of practical sales experience here and a period on the copy staff of the Lambert and Feasley Advertising Agency of New York, he joined the newly-formed National Broadcasting Company.

Mr. James was chosen for the position of promotion manager because he was a youthful man in a youthful company who had the gift of vision, the perception that enabled him to see in this new industry of broadcasting a future that was to exceed even the wildest of dreams.

Back in 1927 when Mr. James joined NBC he had to share an office with Traffic, Commercial Engineering, Continuity, and Sales. He had a part-time secretary but no desk. There was no room for another desk in the crowded room so he used that of Juan de J. Almonte or D. R. Buckham when one of them was out. That is the reason he planned his first promotional scheme at home.

For ten years he has had a major part in every bit of NBC promotion. And today we have a different picture. Mr. James's spacious offices in the RCA Building are well equipped and well populated with a staff of sixteen.

During his ten years with NBC Jimmy James has become a widely known and respected member of his profession. He is a founder-member of the American Marketing Society, a member of the Advertis-

ing Club of New York and the Sales Executive Club, a committee-member of the Boy Scouts of America and the author of a number of books on marketing and radio.

Outside of office hours he enjoys music, is a member of the Mendelssohn Glee Club and is quite active in amateur dramatics.

MARION RITA AYER

Miss Marion Rita Ayer started working for the National Broadcasting Company when its first headquarters was opened at 711 Fifth Avenue, New York. Coming with some previous secretarial experience in a banking firm she started in the office of her present boss, Glenn W. Payne of the Treasurer's Office, who was then commercial engineer.

In 1931 Miss Ayer joined the newly-formed Statistical Department of NBC which was headed by Paul Peter who is now secretary of the Joint Committee on Radio Research. Four years later she followed Mr. Peter to RCA to assist in the organization of a statistical department for the parent company. After a year with RCA she returned to NBC and her former job as secretary to Mr. Payne.

Miss Ayer has always lived in New York where she was born, reared and schooled. She loves the Gotham "where you can always go to new places, see new faces and do new things." Her hobbies are many and she is a very active member of the NBC Athletic Association, participating in its skating, horse-back-riding, shooting and boating activities. She loves to dance.

Miss Ayer, who is tall and dark, admits to a very definite liking for redheads, the scarcity of them probably accounting for the fact that she is still unmarried.

JOHN BABB

In 1643 John Babb (the first) came to America and firmly planted himself in the Quaker country of Virginia. Since the professions (except Medicine and Teaching) were shunned by the church, this John Babb became a farmer; and there began a most remarkable family history—a history that finds itself consummated today (or threatening to be consum-

mated) in the person of John Babb, the eighth, who is in the N. Y. Artists Service Department of NBC.

A most remarkable lot were the first seven John Babbs. Probably no successive line of men have ever been in and out of jail so often as they. They reveled in it—they gloried in it—for they were all conspicuous objectors. Nothing pleased them quite so much as to sit in jail and stubbornly refuse to carry arms—in any cause.

Remarkable, too, were they because of the extenuation of the family line—eight generations in three and one quarter centuries.

All this background is necessary for a complete picture of our own John Babb today. His grandfather was born in 1810; he in 1896. Raised as a boy on the Babb farm in Virginia, he attended the Black Creek School there.

At the time of John's graduation, the teacher left, and no other could be found to replace him. So the name "John Babb" was inscribed on an emergency teacher's certificate, and at the age of seventeen, he found himself a teacher, principal, et. al., of fifty-eight somewhat dull and non-zealous country pupils, half of whom were older than the new teacher. The three "R's" were taught in Black Creek then as they had probably never been taught, before or since.

He did not, however, like the Quaker dictums imposed on him in Virginia, so the year 1917 saw the "First John Babb to Bear Arms" rushing off, aglow with patriotism, to join the Army. At twenty-one he was serving in the Coast Artillery Corps in Virginia. He later served in the Navy ship construction yards at Chester, Pennsylvania.

At the close of the war Mr. Babb became a salesman for the American Piano Co., in New York, and on the day NBC opened its 711 Fifth Avenue building he joined the Company. He was the first new employee at 711.

With packing boxes on all sides of them, packing boxes beneath them, and flying trips to be made between 711, the lower Broadway, and the Aeolian Hall studios (all



JOHN BABB

(Continued on Next Page)

were used for several weeks) the men of WJZ and WEAJ went to work in their new quarters. Mr. Babb was the talent man in Artists Service.

Because he was the only one in his department who could type, John Babb made out the original artists bill of engagement which is still, after ten years, used today.

From 1927 until the present, he has been a member of Artists Service, first as a buyer of talent and later as a talent salesman, the position he now holds.

He is unmarried (the old Babb tradition!) and is threatening to wipe out the John Babb line forever. He lives on a quiet little farm in Connecticut, to which, he says, he would love to retire "to live with the worms, and vegetables, and trees, and the good earth, away from people and talent."

JOSEPH SAUER

Joseph Sauer made the bad mistake, he says, of joining NBC on the day that its headquarters were being moved from 195 Broadway to 711 Fifth Avenue, New York. He said he should have waited until the next day when the moving was over because, as it turned out, he had to work all day the first day until three a.m. of the next, helping to move the Mail Room to its new quarters.

While he was working in the Mail Room Mr. Sauer attended night high school and later took a year of study in business training. A year after he joined NBC he was made assistant chief clerk of the Mail Room.

In 1929 he was transferred to the Traffic Department and was subsequently promoted to his present position as assistant to Steere Mathew, facilities cost engineer. His is a responsible position for part of his duties is to check over three million dollars worth of facilities bills a year. He also helps Mr. Mathew in making up "quotes" on special network facilities for NBC clients.

Mr. Sauer who is one of the many eligible bachelors in the Company spends much of his spare time on his favorite hobby — making boat models.



JOSEPH SAUER

GEORGE A. LOWTHER

When NBC opened its then new head-

quarters ten years ago at 711 Fifth Avenue the youngest employe was a little fourteen-year-old boy with lots of energy and ambition and an ingratiating smile. His name was George A. Lowther, a native of New York City and a descendant of English parents. Today, he is still full of enthusiasm and ambition—and his smile is still ingratiating. He is now in charge of the continuity section of Electrical Transcription Service. He writes the commercial announcements, directs, announces, and acts in various transcriptions.

When Mr. Lowther joined NBC as a page in October 1927 the ceilings were still being plastered in many of the studios and offices of the new NBC building. He remembers it very well because one of the ceilings fell on him and several other people.

His first promotion from the page staff was into the office of Glenn W. Payne, then commercial engineer. At that time he felt the urge to write so he went into the Continuity Division. He wrote scripts for four years before going into Electrical Transcription Service when it was formed three years ago. He did and still holds the distinction of being the only NBC scriptwriter to have one of his original radio dramas produced by the *NBC Radio Guild* program. The *NBC Radio Guild* produced his work titled, *Raleigh*.



GEORGE A. LOWTHER

Since he started in the business world at such an early age, George Lowther had to acquire most of his education by himself during his leisure hours from work. He went to the Knights of Columbus High School in the evenings. He had no time to go to college so he was tutored in English, Latin and History. He also studied playwriting and dramatics by himself. He read a great deal—always he was reading.

Few people know it but he's the author of the popular radio serials, *Thatcher Colt* and *Dick Tracy*. Next month NBC listeners will hear another serial from his pen called *Terry and The Pirates*. Right now he is at work on his first play for the theatre and if it turns out as well as his radio plays his name should soon blaze on Broadway as brightly as it does in radio.

OSCAR BERG

On October 24, 1927, a slim, quiet, fair-haired chap with a twinkle in his eye joined the NBC technical staff.

Ten years later, Oscar A. Berg, NBC maintenance supervisor, is still slim, still fair-haired, still has a twinkle in his blue eyes.



OSCAR BERG

And he's still quiet, which is why we had so much trouble getting Oscar to tell about himself, even for the TRANSMITTER.

But we did elicit these facts:

Oscar was born in Osage City, Kansas, thirty-five years ago and grew up in Texas, Illinois and Iowa.

Probably the sea-roving ancestry of his father, Oscar K. Berg, who was born in Norway, had something to do with the family's peregrinations, but the elder Berg's business interests, first mining and then lumber, helped to keep the family on the move.

When they reached Oakland, California, however, Oscar decided to stay. At the age of eighteen he entered the employ of the Western Electric Company, a subsidiary of the American Telephone and Telegraph Company. During the seven years that followed, Oscar's work included everything that related to telephone equipment assembling and wiring, and when the National Broadcasting Company organized its Western Division with headquarters in San Francisco his training made him an invaluable member of the tiny staff that was the nucleus of the big one of today.

There were only four other members of the Division's technical staff including Mr. Saxton, when Oscar joined it. Carbon mikes were in use; so were 8A amplifiers and 17B amplifiers. There were no mixing panels as we know them now. Volume control was obtained by means of the main gain on the 8A amplifier at the rate of 3DB steps.

Oscar, like other radio pioneers, has watched methods and equipment improve to the standards of today, and looks forward to the future with the enthusiasm which radio, most youthful of professions, engenders in its young veterans . . .

Yes, he's happily married . . . to a native daughter of California . . . and they have one son, Jack Berg, whose ambition is to be a radio engineer.

(Continued on page 15)

NBC BOSTON and SPRINGFIELD

by Edward B. Hall

This has been a month of gala festivity for NBC and Westinghouse members at WBZ & WBZA. All local NBCites are lyric in their praise of Westinghouse hospitality since the operating staff at the WBZ transmitter at Millis invited our people to be their guests at a grand corn-roast. Our genial hosts kept the party moving at a merry clip, as Norman E. Whittaker (WBZ Sales) topped the field in the corn-eating contest, and Ruth D. Higgins (Auditing) covered herself with glory in the horseshoe-pitching event.

NBC promptly reciprocated with a clambake at Crane's Beach, Ipswich, on Saturday, September 18. Under the general chairmanship of John A. Holman, a committee comprising Ruth D. Higgins, Cora Pitman (Auditing), Charles S. (Cy) Young (Office Manager), N. E. Whittaker, Frank Bowes (Sales), W. Gordon Swan (Traffic), and your correspondent tossed one of the merriest affairs in the festive annals of these stations. Westinghouse guests included Dwight A. Myer, plant manager of WBZ, H. E. Randol, plant manager of WBZA, Bob Duffield, studio supervisor, Don Stanier, chief engineer in charge of Millis transmitter, Operators Elmer Lantz, Dick Bowers, Charley Vassall, Edgar Parsons, and George Saviers, representing the Broadcasting Division of Westinghouse. Besides the committee-members already mentioned, the party was attended by Robert E. (Bob) White, program manager of WBZA, and his secretary, Josephine Tierney, Jay Slocum and Gordon Norris (WBZ Sales), Kay Leatherbee, Bernice Johnson, Marjorie Hall, and Kay Schmidt (Secretarial). Mrs. Grace D. Edmonds (Hostess), George Harder and Fred W. Cole (Promotion & News) and Announcers Malcolm McCormack and Arch Macdonald.

Marjorie Hall is the new secretary to Dwight A. Myer (WBZ Plant Manager), replacing Alice Wilkins, resigned. Marge is a popular and personable addition to the staff.

Robert Henderson and Richard Bowers are the latest recruits to the WBZ operating staff. Bob was engaged in the installation of police radio systems before joining WBZ. Dick Bowers comes direct from WCAE, Pittsburgh.

John A. Holman, General Manager of

WBZ & WBZA, has recently returned from a two weeks' tour of New England and Quebec. Mr. and Mrs. Holman took this pleasurable opportunity to break in their new Packard.

Dawn Kelley resigns as secretary to Cleon B. White (NBC Artists Service) to take marital vows. Her successor, Jane Arend, comes to NBC from Lasell Academy. Incidentally, the 'BZ hand-maidens gave the popular bride a gay pre-nuptial party.



FRANK R. BOWES

Frank R. Bowes (WBZ Sales) performed a notably courageous act during his recent weekend at Squam Lake, N. H. Being near the beach when a seventeen-year-old boy and his girl companion got into difficulty some 300 yards offshore, Frank plunged in and reached the scene in time to separate the girl from her drowning companion. Nearly exhausted himself after escorting the girl to safety, he returned to save the boy. The fact that Frank arrived barely half-a-minute too late to effect a second rescue is no reflection on his courage, for he very nearly lost his life in the attempt. NBC is proud of him!

Pictures for the November Photo Contest must be in by October 18.



Pictured above are some of the Boston NBCites who were entertained at a corn-roast given by the WBZ transmitter staff at Millis, Massachusetts. Left to right: Announcer Fred B. Cole, C. S. Young (WBZ office manager), Mrs. W. Gordon Swan, Mrs. Norman E. Whittaker, Mrs. Grace D. Edmonds (Hostess), Dawn Kelly (Artists Service), Barbara E. Young, Ruth D. Higgins (Auditing) and Cora A. Pitman (Auditing).

EXCHANGE CORNER

This classified ad section is available, free of charge, to all NBC employes. Rules: forty-five word limit; not more than one ad to each employe every other issue; no regular business or professional services may be advertised. Address ads to NBC TRANSMITTER, Room 284, RCA Building, New York.

All items must be in writing; give name and address.

SAN FRANCISCO—Modern artist's cottage with separate quarters for two people. Furnished or unfurnished, Fireplace, shower, nice kitchen. Large garden and parking space. Apply at 953 Union St., San Francisco, or phone Evergreen 0784 or write to the NBC TRANSMITTER.

UNCLAIMED—One, unsigned, typewritten letter with 50c postage, addressed to Miss E. L. Munsell in South America. Mailed 9/22/36—returned 9/7/37. Owner may have same on application to the Mail Room, N. Y.

WANTED—32 or 38 calibre revolver. Must be in good condition. Write to Box 3, NBC TRANSMITTER.

WANTED—A room-mate (male) to share an apartment or someone who has an apartment to share. E. Loudon Haaker, News and Special Events, N. Y. Ext. 577.

LOST—At NBC outing at Seawane Country Club, one pair of ladies' tennis shoes and socks. Finder may keep socks. Please notify the NBC TRANSMITTER.

BARGAIN—1930 Ford roadster with rumble seat. Motor in A1 condition. Drive it away for \$55.00 cash. Call or write the NBC TRANSMITTER.

Tenth Anniversary Chimes

(Continued from page 13)

THOMAS J. DOLAN



THOMAS J. DOLAN

On October 19, 1927, a very young man was given a job with NBC at 195 Broadway as a mail-room messenger. Today, that still very young man has the title, Supervisor in Charge of the Program Transmission Division of the Traffic Department in New York. This very affable and well liked fellow also bears the title, Thomas Joseph Dolan.

Born in Hoboken, Tommy Dolan took his early schooling there, and, in later years, at Union City, N. J. Before coming to NBC he worked for the Seabright Lawn Tennis and Cricket Club at Seabright, N. J.

A little more than a year after joining our company he was transferred to the Traffic Department and soon afterwards was made a junior supervisor in the Program Transmission Division.

Today Mr. Dolan's job is the supervision and issuance of orders, arranging network lines and switching for the routing of all programs on the NBC networks, with the exception of the Pacific Coast Division, a total of 114 stations.

His initiation into major network operations came with the shocking case of the Lindbergh kidnapping at Hopewell, N. J. Here was a terrific break from the ordinary routine. Although the networks are run on a schedule that is only about three hours ahead of broadcasting time, emergencies bring into effect schedules for switching and routing of programs that is a matter of minutes. These last-minute orders for the channels programs are to take have to be worked out accurately in the Traffic Department before they are given to the telephone company for execution.

Other interesting emergencies Tommy Dolan recalls were the Johnstown, Pennsylvania, flood, the Ohio Valley floods, and the Hindenburg disaster. Although they might not be considered as emergencies, the presidential elections and the stratosphere flights, were a great task for Traffic.

Tommy, as he is known to his friends, resides in the old family home at Hoboken. His hobbies and interests are mostly in athletic activities. His favorite sports are swimming, basketball, and bowling.

He is single—in his own words—"A very eligible bachelor."

GEORGE WESSEL

George Wessel, engineer, joined NBC on October 19, 1927, to work with Robert Close on the newly-installed air conditioning system of the 711 studios. Today still finds Mr. Wessel an engineer in the air conditioning plant. Instead, however, of having only two engineers on the staff as at that time, the air conditioning system in Radio City now has twenty-two.

George Wessel's entire life has been devoted to engineering—and in the same line, stationary and refrigerating work.

Steam engineering, at first glance, might appear to be dry work. But that is not so. Just ask George; he'll tell you. He loves to pause and look back in wistful retrospection at the first five years of his work in steam—those first five years spent in the power rooms of as many breweries.

"Dry? Ah," says George, "not at all. Steam engineering, especially in those plants, was anything but dry work."

From the breweries, he went to work in a slaughter-house in New York. This work was malodorous, and he is loathe to dwell on the ten years spent there.

When he went to work with NBC in 1927 he took over, working with Mr. Close, the maintenance of the first air conditioning system to be installed in a broadcasting plant. At that time there were only two of the eight studios that were to be completed.

The Carrier system used then was essentially the same as it is today, except of course, that it was on a very much smaller scale. The air of the city which is loaded with dust and dirt, is brought in, washed with water in large electric washing machines, filtered through spunglass filters, and circulated at the proper temperature and humidity to the various sections of the building. The one large difference between the old and present systems was the absence of the glass filters in the old system.

Mr. Wessel is forty-one, married, and has a son, nineteen, who from all appearances is going to follow in his dad's path, and a daughter, fifteen.



GEORGE WESSEL

Your Roving Reporter

(Continued from page 11)

new here, either, as Don has always been a shark in more ways than one.

V. P. Roy Witmer, acting as chaperon for Mr. Lohr, smiled away the aquatic episode, but went down in the record like one of the famous Marks brothers as "the man who never speaks!"

Jimmy James did a masterly after-dinner speech in pantomime, and it was generally conceded to be the best thing of the kind any one ever heard, and in this connection — we might add — that one saw a great deal of fair Mary Coyne, during the day, who was charming in her Garden of Eden green outfit!

After the coffee and nuts had all been served, Frank Jones made a two minute address and was vociferously applauded. He then turned the meeting over to George McElrath, but not before he had persisted in pronouncing George's name Makelrath. George made short shrift of all talk and promptly began to disperse the prizes with all the eclat of a Macy's Santa Claus, and indeed it almost seemed like a premature Christmas as the trophies were so many and handsome, almost implying that the NBC Athletic Association had been favored by a community chest. And right here, let it be stated, that two manly chests expanded with pardonable pride as Mrs. Mark Woods and Mrs. Ernest La-Prade won the ladies golf championship, but Husband Mark was no piker, himself, being tops in this game for the men, to the keen delight of his many friends present.

The engineers were dominant factors, and once again distinguished themselves by taking everything in sight with Max Jacobson in the lead. Some anxiety was expressed as regards George Milne, however, as to whether or not he ever started for home, and if so — whether he finally got there!

At the conclusion of this ALL FREE — free-for-all, and two fifty, the mouse-ran-up-the-clock again, and lo — the hour of nine came to pass, resulting in a stampede that would have reflected credit on bargain day in Gimbel's basement. Everyone, simultaneously, had their minds and hearts set in descending the stairway at the same time. Once the lower regions of the Club were arrived at, white-coated service men gleefully clinked the cash register to the accompaniment of tinkling tumblers and screams of delight!

Slumber hour seemed a long way off when your cockeyed witness withdrew to be bussed and bumped back to the bright light area.

— A Bewildered Witness.

WINNERS IN OCTOBER PHOTO CONTEST



In the absence of the regular judges of the Photo Contest, William Haussler who is in Hollywood photographing NBC stars and Ray Lee Jackson who is away ill. Sydney Desfor and Charles Van Bergen of the N. Y. Photo Desk acted as judges in this month's contest. They had quite a time picking this month's first prize winner from the large batch of excellent pictures that were submitted so they picked two first prize photographs instead of one. The one at the left, "THE MORNING'S CATCH," submitted by H. C. Mosher of the Control Room staff of WGY, who took the picture during a vacation trip to Cape Cod, shares this month's first prize honors with "TOMBOY" (below) submitted by Alwin Foster of the N. Y. Statistical Department.

Mr. Mosher will receive two tickets to F. F. Proctor's RKO Theatre in Schenectady and Mr. Foster will receive two passes for orchestra seats to the musical extravaganza, VIRGINIA, at the Radio City Center Theatre.



"SEVEN SEAS"
Dewey Sturgell,
New York engineer, wins this month's second prize — two tickets to the Radio City Music Hall Theatre — with this lovely picture of the winner of the recent Newport — Bermuda race for four-rigger yachts.



This picture of Venezuelan shacks at Lagunillas was deemed worthy of honorable mention. It was submitted by Studio Patrolman Elbert W. Williams of Radio City.

RULES FOR PHOTO CONTEST

1. Prints must be no smaller than 2½" x 4" (the larger the better). Negatives cannot be accepted.
2. Captions are desirable.
3. Name, stations and department must appear on the back of photograph.

Pictures will be judged on composition and subject matter. Judges are Ray Lee Jackson and William Haussler. Decisions are final. All entries will be returned but the NBC TRANSMITTER will not be responsible for those which are lost.

Entries for November contest must be in by October 18.

MASON MADE ASSISTANT TO PRESIDENT LOHR

Hedges Returns to Head Station Relations



FRANK E. MASON W.M. S. HEDGES

Frank E. Mason, vice president in charge of the Station Relations Department, on November 1, relinquished his duties as Station Relations chief, though retaining his title of Vice President, and became personal assistant to President Lenox R. Lohr.

"This step has been made necessary," said Mr. Lohr in making the announcement, "by the fact that the number of important matters which would ordinarily require my personal attention has been so increasingly multiplied that I must have at my right hand a responsible executive, who has my confidence, to relieve me of many of them. Mr. Mason's wide experience in many phases of the company's activities over a period of six years, fits him admirably for this important post."

William S. Hedges, formerly manager of NBC Operated Stations and, until recently, general manager of Station WLW, and vice president in charge of broadcasting of the Crosley Radio Corporation, Cincinnati, succeeded Mr. Mason, in his Station Relations' duties, with the title of Director of Station Relations.

Keith Kiggins, manager of the Station Relations Department, continues in that position under the new arrangement, reporting to Mr. Hedges.

Mr. Mason came to NBC as a vice president, in 1931, after a brilliant career as an officer in the United States Army during the World War, and as a newspaper man with the International News Service both in this country and in Europe.

In the Army Mr. Mason served as Intelligence Officer of the 9th Infantry, Chief Censor with the Army in Germany, and Assistant Military Attache in Berlin and at The Hague. He held the rank of Cap-

(Continued on page 2)

2,000,000th NBC Tour Breaks Wedding Secret

A slim, brown-haired young man and a pretty girl, dressed in a grey and maroon ensemble, stepped up to the NBC guided tour ticket booth in the center of Radio City, Tuesday, October 12, at eleven o'clock in the morning and thereby started a chain of events that can only be equalled in the pages of fiction.

The first ticket the young man bought made him the 2,000,000th visitor to the Radio City studios. The girl with him was his wife—but no one knew it but them! So, the mere purchase of a little green ticket, disclosed a secret that had been kept for six months!

The man was Arthur Edward Locke, assistant employment manager of the Chain Belt Company, of Milwaukee, Wisconsin. The girl was the former Miss Hilda Boltz, an employe of the First National Bank of Milwaukee. They were in New York on a more or less delayed honeymoon, having arrived in the city the day before and having planned to leave on the return trip to their home Wednesday. But the purchase of the ticket changed all plans immediately and for three days they were guests of the National Broadcasting Company and were given surprise after surprise.

The first surprise came as they were told they had bought the lucky ticket. The second surprise came when they were presented with a new, electric tuning RCA radio, valued at \$177.

"Oh, that beautiful radio," exclaimed Mrs. Locke.

The third surprise came when they were told that the Presidential Suite at the Pennsylvania Hotel had been reserved for their use. The fourth surprise went to Charles Thurman, manager of the Guest Relations Division and his executive assistant, Jerry Martin.

Mrs. Locke whispered into the ear of her husband. He turned to the NBC executives and said, "Gentlemen, maybe we had better talk this over. I don't know whether we can accept all this. We're

(Continued on page 11)

TWO STATIONS ADDED TO NBC NETWORKS

The addition of two western stations to the NBC networks during the month of October brings the total number of broadcasting stations associated with NBC to 140. The new affiliates are KOAM, Pittsburg, Kansas, and KTMS, Santa Barbara, California.

A rich and populous farming area in Southeastern Kansas and Southwestern Missouri became part of the nation-wide listening audience of the National Broadcasting Company when Station KOAM became affiliated with NBC's Southwestern Group, available to both the Blue and the Red Networks, October 11.

The primary area of the station is estimated to cover nine counties in Kansas, eight in Missouri and two in Oklahoma.

KOAM operates on a frequency of 790 kilocycles, with a power of 1,000 watts. Owned by the Pittsburg Broadcasting Corporation, the station is managed by Ed Cuniff.

Station KTMS became affiliated with NBC as a supplementary outlet available to the Pacific Coast Blue Network on Sunday, October 31. It operates full time on a regional channel of 1220 kilocycles with a power of 500 watts.

Owned by the News Press Publishing Company, KTMS serves an area which ranks among the best markets in California. The population of Santa Barbara totals 33,613 and its trading zone contains approximately 60,000.



Charles H. Thurman (right), manager of the Guest Relations Division, greets the two millionth person to take the Radio City NBC Studio Tour, Arthur E. Locke of Milwaukee. Mr. Locke was accompanied by his bride on the New York trip that they later disclosed was a secret honeymoon trip.

PERCY WINNER HEADS INTERNATIONAL SERVICE



PERCY WINNER

John F. Royal, vice president in charge of programs, recently announced the appointment of Percy Winner, international journalist, and news commentator, as director of NBC's new International Shortwave Service. Mr. Winner

has been with NBC since last April when he joined the Press Division as a writer.

Mr. Winner, a native New Yorker, has had wide experience on American newspapers and as a foreign correspondent. In this country he has worked on dailies from New York as far west as Omaha, and south to Charleston. For the *New York Post* he was news and foreign editor, chief editorial writer, and political columnist. For the Associated Press he was a European correspondent for five years. For the *Manchester Guardian* he was American correspondent, and for Havas of France, he was chief correspondent in charge of North American Services.

He also has written for magazines in many countries, in French and Italian as well as English, has appeared as a lecturer in several languages in Europe and the United States, and has been a radio commentator on politics and international affairs.

Mason Made Assistant To President Lohr

(Continued from page 1)

tain. Starting in 1920 as correspondent for the I. N. S. in Berlin, Mr. Mason filled posts in London and Paris during the next seven years. Then he became general manager and president of I. N. S. He is a native of Milwaukee and was educated at Ohio State University.

In returning to NBC, Mr. Hedges resumes an association that started in 1931 and continued until January, 1937, when he left to go to Cincinnati. After joining NBC, he served as manager of Stations WMAQ and WENR, Chicago, and of Station KDKA, Pittsburgh. He was general manager of all stations operated by NBC from April, 1934, to December, 1936.

Mr. Hedges began his radio career in 1922, when he established the radio department of the *Chicago Daily News*. During his long connection with radio interests, he also has served as president of the National Association of Broadcasters for two terms and as chairman of its executive, legislative, and copyright committees.

NBC Builds New Hollywood Studios

Lenox R. Lohr announced on October 26th the immediate construction of new studios for NBC in Hollywood.

Replacing modernistic studios erected on Melrose Avenue in Hollywood only two years ago and already outdated by the phenomenal growth of broadcasting from the film colony, the new home of NBC will rise at Sunset Boulevard and Vine Street. The intersection is one of the most important in filmland's capital and the site of the original Famous Players-Lasky film lot, where motion pictures were cradled.

The site comprises approximately five acres, two city blocks square, and is bounded on Sunset Boulevard and Vine Street and by Selma Street and Argyle Avenue—a section familiar to all Hollywood visitors.

Construction of the new broadcasting center, which will be provided with space for future increase in studio and office facilities and for television studios, will begin this month.

"This development," Mr. Lohr said, "marks a definite step in the importance of Hollywood as a center for the radio industry."

Pioneering in studio construction as it did in bringing the nation the first radio program from Hollywood in 1932, NBC will depart radically from the conventional radio center design by patterning the studios after the motion picture unit plan.

Programs will go on the air from four large individual studios under separate roofs, each seating several hundred persons, and from four other studios without audience accommodations.

The executive and administrative offices will be housed in a central office building

with two main entrances at the corners of Sunset and Vine, where Hollywood's traffic flow is heaviest. The auditorium studios will have individual entrances. Others will be built as needed along Argyle Avenue.

The architecture will be classical with a modern touch and the entire group, despite its unit detachment, will appear as one building.

One wing of the office building will have three stories devoted to executive and administrative offices of the Western Division of NBC. Visitors will enter all offices through a three-story main lobby in which a huge master control room, with all its intricate apparatus and panels, will be visible.

Individual studio doors for broadcast audiences will permit normal operation in the lobby and offices.

The structure now contemplated will occupy only half the NBC property and will leave ample room for further expansion of studio and office space, as well as for parking. Studios and associates spaces will be air-conditioned with the latest improved systems.

The new studios were designed and planned by O. B. Hanson, NBC Chief Engineer, and the Company's design unit, working in cooperation with The Austin Company, which will erect the structure.

The National Broadcasting Company first began activities in Hollywood in 1932. Broadcasts during the first year totaled only twelve radio hours. It is estimated that more than seven hundred radio hours will originate in NBC's Hollywood studios in 1937. At the same time, NBC's staff has grown from one man to approximately one hundred.



Pictured above is a model of the new NBC building to be constructed in Hollywood to replace the still new but already outgrown NBC studios at Melrose Avenue. Construction begins this month.

RCA-NBC DEMONSTRATE BIG SCREEN TELEVISION

RCA television projected on a screen approximately three feet by four feet in size had its first practical demonstration at Radio City, when engineers of RCA and NBC televised moving images from a newly developed cathode ray tube to a motion picture screen several feet away. A new and improved RCA tube (Kinescope) of intense brilliance producing black and white images also was demonstrated for the first time.

In this, the first demonstration of the projection tube by radio-transmitted images, the show consisted of both motion picture film and live entertainment. The show was picked up by Iconoscope cameras in the NBC studios at Radio City, relayed by coaxial cable to the transmitter in the Empire State Tower, and from this point broadcast to receivers on the 62nd floor of the RCA Building. The demonstration was given for members of the Society of Motion Picture Engineers.

The projection "Kinescope," the result of several years of experiment by technicians of the Radio Corporation of America under the direction of Dr. Vladimir K. Zworykin, Mr. W. H. Painter and Dr. R. R. Law, provided a clear image 18 x 24 inches in size, approximately the dimensions of a standard newspaper page.

The other new Kinescope, demonstrated in a receiving set, was of the conventional type, 12 inches in diameter, and delivering an image 7 inches by 10 inches. The tube produced a black-and-white image of very high definition and intensity through the use of special chemical material; tubes previously produced by RCA gave an image of greenish hue. Considerable improvement in detail and contrast were evident.

For more than a year NBC has been engaged in experimental broadcasting of high definition television. This includes the production of television shows, transmission from a station atop the Empire State Tower and observation of the images received at 100 selected points in the Metropolitan Area. The latest additions to NBC's experimental system include a mobile unit, shortly to be delivered, for televising outdoor scenes and news events.

The new mobile television station which is now under construction will consist of two specially constructed motor vans, each about the size of a large bus. Apparatus for picture and sound pick-up will be installed in one, and a video transmitter, operating on a frequency of 177,000 kilocycles, in the other. The unit's workable range will be about 25 miles.

NBC HOLLYWOOD

by Noel Corbett



DEEP SEA FISHING on the Pacific with a handfull of NBC lads who are not pulling them in but telling a nationwide audience all about it. The picture was taken when Hollywood stars of NBC went fishing on the yacht, *El Perrito*, off Catalina Island. L. to R.—Joe Alvin, Press; Myron Dutton, producer; Joe Parker, announcer; Buddy Twiss, who handled the event; Ben McGlashen, owner of KGFJ and the *El Perrito*; Bob Brooke, engineer, in white shirt; Hal Bock, Press Manager; Duke Hancock, KGFJ manager.

Outstanding NBC social event of the season was the party which Joe Thompson and Myron Dutton, producers, gave for their friends in their newly rented house above Hollywood.

Billed as a "Furniture Shower," the party was a HUGE success.

Everybody brought useful items, or at least what they thought were useful items, and by the time the party was in full swing, all eleven rooms of the rambling structure were so well stocked, folks were having a hard time getting around.

The boys now have everything they will ever need for housekeeping, as prior to the affair the house bragged of naught but a radio, a couple of cots and a deck chair. What they really need now, is about ten roommates to keep things in use.

Jack Votion, Artists' Service, donated a handsome stuffed chair. Close scrutiny by Karel Pearson disclosed that it housed one moth.

Nadine Amos and Helen Wendt brought a mousetrap, plenty of bait, and some winceglasses.

Marvin Young, production manager, gave the boys a birdcage, a cat and a canary. Someone left the cage door open and the canary almost got away. Thanks to the cat, it didn't.

QUICK PIX . . . Ruth Schooler, secretary to John Swallow, studio manager, is

wearing a diamond engagement ring. Larry Wright is the young man . . . Because the shoemaker's machine broke down in the midst of a half-sole job, Andy Love, who can edit a continuity backward, is wearing perhaps the only hand sewn soles in Hollywood . . . Harold J. Saz, who took over his duties as head of Sound Effects Oct. 1, celebrates his tenth year with NBC next February . . . Don E. Gilman talked before the Advertising Club of San Diego Oct. 6. Subject was "Developments in Broadcasting" and was heard over NBC affiliate, KFSD . . . Wynn Rocamora is Dema Harshbarger's new associate in Artists' Service. He was formerly program director of WEVD, N.Y. . . . First day producer Dave Elton landed in town from S.F. was one he had planned all summer long to begin his vacation. But he went right to work on the busiest day in history of Hollywood studios . . . Arnold Macguire now producer here also from S.F. . . . Frances Scully, Press, and Russell Hudson, Traffic, celebrated their birthdays Oct. 21 . . . last minute flash—Marvin Young reports the wild duck which found its way onto his chicken farm has hatched a duckling. NBCites in Hollywood might pick up a few pointers on the finer intricacies of radio by listening in on Andy Love's U.C.L.A. extension course, November 3.

NAMES IN THE NEWS

NEW YORK

Promotions:

William R. Marshall, formerly in charge of the Music Library, is now a production man. His promotion took place last month when he completed his eighth year with NBC. Mr. Marshall is well known to a large number of the New York staff for his cooperation in various employe programs that have been aired on our networks. He organized and conducted the Chaminade Chorus and two Guest Relations Glee Clubs that were heard on Brass Buttons Revue programs.

Daniel Munster, former member of the page staff and of Dan Russell's announcing school, was picked for the announcing staff of NBC station, WCAE, in Pittsburgh, after an audition among nine applicants for the job. Dan turned in his blue uniform and left for Pittsburgh, November 1.

John Powers, former clerk in the Production Division, has been made a member of the sound effects staff. Mr. Powers, who started in the Company as a page, is being replaced in the booking and casting office by Augustus Sisko who is being replaced by Fred Weighe, page, as office boy in that Division.

Newcomers:

Charles A. Nobles, dark, handsome, be-mustached announcer from WBZ, Boston, has joined the Radio City staff. Mikeman Nobles who was with WBZ two years before coming here is a graduate of Cornell, '29, where he majored in chemistry. After college he set up his own lighting business in New York, but it crashed with the depression. He gave it up in 1932 and turned "soldier of fortune," travelling throughout the U. S. and South America until 1935 when he decided to try radio.

Edward Breen, a graduate of New York Military Academy, is a new member of the Duplicating Section staff. He was formerly with the Jamaica National Bank.

M. C. Brachhausen, who has had many years of experience as producer and director of amateur theatricals and summer stock companies, has joined our staff of sound technicians. "Brock," as he is known to his associates, is from Rahway, New Jersey.

Philip Houghton returned to the uniformed staff of Guest Relations for his second term on October 11. By special arrangement between NBC and Antioch College, Houghton and another student alternate ten-week periods of study and work. Replaced by Houghton is Charles Lynn who returns to school at Antioch. Houghton was with us before from May to August.

Vernon Duke, formerly of the Transmitter staff at KOA Denver, and C. L.

Townsend, former studio engineer at NBC Chicago, have been transferred to the New York staff of television engineers.

Blevins Davis, Yale University authority on British coronations, who was sent to London by NBC to assist in the coronation broadcasts last spring, has become a permanent member of the Company in the Program Department.

Mr. Davis, who has recently arrived from Kansas City where he was in charge of production and publicity of the *Jubilesta* carnival, assumed his new duties with NBC on October 5.

A native of Independence, Missouri, Blevins Davis attended the University of Missouri and Princeton University before entering Yale University to do research work in the drama department.

Appointment at Westminster, an NBC dramatic program written by Francis Wilson, ex-member of the Script Division in New York, was based on coronation material compiled by Mr. Davis.

Hubert Chain, who has had several years of experience in the theatre and radio, has joined the Guest Relations staff. He is a native Californian and a graduate of Stanford University. He also attended the University of Paris and the University of Grenoble in France where, among other things, he learned to speak French fluently and fence expertly.

Mr. Chain was radio director and fencing instructor at the Cornish School in Seattle for three years. In May 1936 he acted in a Cornish School play written and directed by him and which was heard on the NBC networks. While in Seattle Page Chain also taught fencing at the Washington Athletic Club.

When Mr. Chain came East last year he made the rounds of Broadway and soon found himself as a member of the cast of *The Eternal Road* which ran for many weeks.

Lawrence Wagner comes to our page force from Madison, South Dakota, and the University of Minnesota. This is his first trip to New York. While in college he played the clarinet in the University's band and orchestra and as a member of the latter he has faced a microphone a few times. Page Wagner was also a member of Pi Kappa Delta and Delta Sigma Rho, honorary public-speaking fraternities.

Herbert Moss, formerly with the radio department of Cecil, Warwick and Legler, and one-time free lance dramatic worker and program director of WESG, Elmira,

(Continued on Next Page)



After the ride, NBC equestrians gather around the fire for a "wienie" roast at Closter, New Jersey. The weekly rides are organized by David B. Van Houten, the fifth from the right, wearing a white shirt.

New York, has joined our Company as a production man.

Franklyn Robertson, who was Jeanne Eagles' manager in *Rain*, has joined NBC as artists' representative. Until recently he was manager of the RKO theatre in Flushing and previous to that he was vaudeville agent for the well known B. F. Keith circuit and talent scout for Paramount Pictures.

This congenial gentleman who has devoted his life to the theater and the business of entertaining the public is married to Terry Carroll, cinema and stage actress. The Robertsons live in Flushing with their little daughter, Dolores. On Sundays and other holidays Papa Robertson plays his favorite sport—golf.

Clifford Warden comes from the Cost Accounting Department of NBC Chicago to be Raymond L. Porrier's assistant in Artists Service here in Radio City. Cliff has been with the Company since 1929 when he joined the Mail Room staff in New York. Then he was transferred to the Cost Accounting Department before going to Chicago.

Transfers:

Alfred Scott was transferred from the Press Division to the Program Department to become a sound effects technician. Before coming to NBC a year ago, Mr. Scott was at Cornell University where he learned about radio production with the University's Radio Guild. "Scotty" was in the page staff before going to Press.

Miss Virginia Latimer, former secretary to A. A. Schechter, head of News and Special Events, has been appointed secretary to A. H. Morton, manager of the Managed and Operated Stations Department. Miss Latimer is filling the post vacated by Miss Ruth Danner, resigned, October 1.

Miss Hazel Wissermann from Central Stenographic replaced Miss Latimer in News and Special Events.

Vincent O'Connell has been transferred from the Duplicating Section to the Telegraph Room to fill the job as messenger vacated by Palmer Wentworth who resigned in September.

Frank C. Lepore, ex-editor of the TRANSMITTER, has been transferred from the Press Division to Audience Mail as a correspondent. Mr. Lepore started as a page three years ago.

Harold J. Saz, former assistant manager of the Sound Effects Division, has been

transferred to NBC Hollywood to head the Sound Effects Division in the Film City.

Mr. Saz, who has been an NBC sound effects man for almost six years, was given a farewell party at the home of Chief Soundman N. Ray Kelly on the eve of his departure, September 26.

Robert A. Elliott, former assistant to the evening manager of the studios in Radio City, left for Schenectady last October 15 to join the sales staff of NBC Station WGY. He joined NBC as a page three years ago.

George Andrews, former guide, whose baritone voice was heard on the last Brass Buttons Revue and other NBC employe programs, has been transferred from Guest Relations to the staff of the Music Library.

Miss Helen Moore, formerly of the Personnel Office, has been made Supervisor of the Central Stenographic Section, replacing Miss Estelle Bergholz who is now with Geyer, Cornell and Newell, advertising agency.

Miss Grace Ballou has been named secretary to Clay Morgan, Director of Promotion. Formerly she was John H. Bachem's secretary in Sales. Miss Ballou recently completed her fifth year with NBC.

Joseph Berhalter has been transferred from the Statistical Department to Traffic.

Miss Rita Doyle, formerly of Statistical, is now in the Managed and Operated Stations Department as secretary to Lee B. Wailes.

Miss Mary Egan, who has been with NBC nine years, was recently transferred from Stenographic to the office of Raymond L. Porrier in Artists Service.

Miss Jean Niblette, formerly of Cost Accounting, is now a member of the Stenographic staff.

Miss Magdalene Bellus, who joined NBC in the Audience Mail Section four years ago and was later transferred to Cost Accounting, went to the Auditing Department on October 15th.

Resignations:

Robert L. Stone, after four years in radio as a sound effects technician, decided to try something else. He resigned from NBC last month and is now in Tulsa, Oklahoma, selling life insurance policies.

James L. Stirton, who recently completed his eighth year with NBC, resigned from Artists Service on October 15 to become general manager of the New York offices of James L. Saphier, artists' agent.

Miss Agnes S. Mommertz has resigned from the Program Statistical Division to join her husband in Albany, New York. Miss Miriam Hoffmeir is now in charge

(Continued on page 9)



Marjorie Geichman, center, was presented with a lovely gift and entertained at a party in the Promenade Cafe in Rockefeller Center by these members of the New York Treasurer's Office before she left for South Bend to be married to Leo B. McLaughlin, New York attorney, on October 23. The wedding took place in the chapel of the bridegroom's alma mater, Notre Dame University. The groom is also a graduate of the Harvard University Law School. After a honeymoon trip in the Middle West the newlyweds are returning to New York to make their residence at Forest Hills, Long Island. Pictured above are, left to right: C. G. Terwilliger, R. J. Teichner, Anthony Hennig, Helen Winter, Marjorie Geichman, Mary Lou Irvine, Lillian Duggan, Matthew Boylan and John A. Vitrone.

KOA DENVER

by Charles Anderson

Bill Stulla has been promoted to Continuity from Announcing to fill the position vacated by Derby Sproul who went to KDKA. A member of the announcing staff since he came to KOA in the fall of 1934, Billy has been actively as-



BILL STULLA

assisting in Continuity along with his regular work as announcer. He will continue as m.c. for the *Supreme Ranger Serenade* program and work with Joe Myers on the *Big Ben Sportcasts*. Bill came to KOA from KFEL after "breaking into" radio there.

KOAgams: Mrs. Mae Thorson left KOA's telephone switchboard to work for NBC Chicago. It was a homecoming for her as she came to Denver from the Windy City.

The pages are in the classrooms again. Verne Andrews, Gene Abernatha, and Tommy Wilson have enrolled at the University of Denver.

We have a new member on the transmitter engineering staff—Albert C. McClellan, a graduate of Friends University at Wichita, Kansas, former transmitter engineer of KFH, and chief transmitter man of KLZ.

Engineer Vernon Duke has gone to New York to work on television at Radio City. He took the "Test" course at General Electric after graduating from the University of Colorado with a degree in Electrical Engineering.

In addition to becoming scriptwriter for KOA Bill Stulla becomes the head of a family. Namely, father of a bouncing baby girl, Alice Wentworth Stulla. Mother doing fine. Bill Stulla doing fair . . . he must have smoked one of the cigars himself. . . . Lost bet it would be boy. . . . Lost five pounds worrying.

A new member of the Announcing Staff is James Lehman, Denver man who has heretofore devoted his talents to drama.

Newest member of the page staff is George Hinds, graduate of South Denver High School, now attending the University of Denver School of Commerce.

NBC BOSTON and SPRINGFIELD

by Edward B. Hall

Two distinguished representatives of the Swedish Broadcasting Company, Chief Commentator Sven Jerring and Engineer Alex Hedein, both of Stockholm, recently spent several days at the NBC studios in Boston studying our equipment and broadcasting methods. The Swedish officials were entertained during their visit by John A. Holman, general manager, and Dwight A. Myer, plant manager.

John F. McNamara, WBZ program director, has been named by Governor Hurley of Massachusetts to represent radio broadcasting on a committee of prominent Bay State officials who will head a drive to reduce highway fatalities in this state.

On October 1 W. Gordon Swan, WBZ Traffic Manager, rounded out his fourteenth year of continuous service at WBZ and WBZA. Joining our Springfield station as an announcer in 1924, Gordon has successively performed the duties of studio director, sales representative, continuity writer, assistant program director, and finally traffic manager. With a flair for simplifying complicated Traffic Department problems, he has developed an original system of visual tabulation so practical and efficient that it has been adopted by other NBC stations. It was Gordon Swan, incidentally, who "discovered" Edward MacHugh, the Gospel Singer, and persuaded him to specialize in singing hymns.

Robert E. (Bob) White, studio director of WBZA, has come to WBZ to bolster the Boston announcing staff, following the

transfer of Announcer Charles A. Nobles to NBC New York.

Prentice (Pete) Greene, slap-fiddle exponent of WBZ's studio orchestra and an intrepid aeronaut, cheated the coroner recently when his motor failed at an altitude of 3000 feet over Boston Harbor. By skillful maneuvering, Pete managed to execute a perfect landing at his own airport without injury to himself or his new cabin monoplane.

At the instigation of Cora Pitman (Auditing), the WBZ secretaries are organizing a bowling team which threatens to jeopardize the prestige of the 'BZ announcers and operators. Members already pledged to the weekly bouts include Secretaries Kay Schmidt, Evelyn Billet, Ruth Higgins, Bernie Johnston, Marge Hall, Peggy McGarraghan (PBX), and Mrs. Grace D. Edmonds (Hostess).

Don Stanier of the WBZ transmitter at Millis has returned from a two weeks' cruise aboard the U. S. destroyer, *Hamilton*. Don is an ensign in the U. S. Communications Division Reserve.

Bill Winne, latest addition to the WBZ announcing staff, is a native of Philadelphia and a product of the University of Pennsylvania. A well-developed talent for dramatics led him into radio about five years ago via WCAU. He later transferred to WOKO in Albany, where he handled a variety of network assignments. Bill, who is exceptionally gifted and artistic—but not highbrow—likes to paint portraits and write poetry.

Announcement

The Third Annual NBC ENGINEERS' DANCE will be held on Friday evening, November 19, in the Empire Room and Palm Garden of the

HOTEL AMBASSADOR

NEW YORK CITY

Music by Peter Van Steeden's Orchestra

Entertainment by Leading Radio and Screen Stars

Novelties and Prizes for the Guests

Dancing from Nine-Thirty to Three

For Tickets or Information Call: LESTER F. MILES, Ext. 450

J. E. KAY, Ext. 547

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SUBSCRIPTION IS FOUR DOLLARS A COUPLE

KDKA PITTSBURGH

by Kay Barr

Carolyn Dickson, of the KDKA general office staff, is to be married in November to William H. Cuttino, engineer in electrical design for the Westinghouse Electric and Manufacturing Company.



Since the date has not been announced, Si Steinhauser, radio editor of *The Pittsburgh Press*, suggests they make it November 2, because that will be the anniversary of the first regular broadcast by the Westinghouse "Pioneer Broadcasting Station," KDKA. Mr. Steinhauser thinks it would be an appropriate date for the wedding of Westinghouse and KDKA employees.

Miss Dickson has been with KDKA seven years—all her working life, and is the daughter of David F. Dickson, office manager of KDKA.

Mr. Cuttino is a Clemson College man, formerly of Greenville, South Carolina, and has had bachelor quarters in the Clover Club, the old Lillian Russell home in Pittsburgh.

There is a bit of friendly rivalry around KDKA these days. It's between Evelyn Gardiner, director of the *KDKA Home Forum* programs and Glenn Riggs, originator and pilot of the *Strollers Matinees*.

Outwardly you'd never know teeth were gritting behind those smiles. But there is a smoldering feud that may break into open warfare when this story releases the suppressed antagonism. Brr-rr-rr!

A long time ago Miss Gardiner began devoting one program each week to a visiting organization. Women's clubs, lodges and societies liked the idea of seeing a broadcast, inspecting the electric kitchen, perhaps seeing a food demonstration and enjoying a social hour with the personality they had come to know over the air waves.

Reservations had to be made because the women flocked to KDKA studios in large delegations. And the reservations right now are filled to June 1, 1938.

Riggs and his *Strollers* were open to the public until the capacity of studios were overtaxed by three or four times and the show had to be put on a reservation and ticket basis. His bookings don't go as

far into the future as those for the *Forum* but he has bigger crowds—capacity twice each week.

And the latest feather in his war helmet gives the genial skipper a bit the edge. The *Strollers Matinees* have been on the Blue web all summer. Network stations liked the show. They wanted it continued through the winter months. NBC couldn't take it Tuesdays and Thursdays. So KDKA is moving it to Mondays and Wednesdays to make the sea to sea broadcasts possible.

But Evelyn counters by adding regular Monday interviews with visiting theatrical celebs to her routine.

And so it goes, nip and tuck, neck and neck, and the end is not even in sight.

To give atmosphere to a recent pick-up from a Rolling Rock Hunt Club breakfast in Ligonier, Pennsylvania, KDKA costumed its 15-piece orchestra, five singers (male) and a monologist in English riding outfits. Caps, stocks, breeches, boots and flame-red coats. Albert, the Poo-Bah head of the sepia sector, was taken from his regular duties and made into a wardrobe mistress temporarily. Said regular duties being those of thirteenth vice-president in charge of chair distribution.

Jimmy and Ann McConnell, formerly of KDKA Artist Service, have gone to Kansas City. Ed Callahan, formerly of local sales, has taken over the Artist Service Bureau.

It was one of those between-standby periods in the KDKA announcers' room and Little Jackie Heller breezed in. He was to be a guest on a program that evening and was around shaking hands.

"You know what a fellow just said to me?" Jackie asked. No one did. "Well he said if I ever kidnapped myself I'd be arrested for petit larceny. Imagine that!"

Janet Ross, director of the KDKA Style and Shopping programs, has been given an additional assignment. All because she made such a success of the sidewalk interviews when she was pinch-hitting for Lynn Morrow and Ed Schaughency during vacations this summer.

Incidentally, Janet is working regularly with Schaughency on those "What-Do-You-Know?" programs now. But the new one will be a series of studio interviews with celebrities visiting in Pittsburgh.

NBC WASHINGTON

by Marian P. Gale

Personnel Changes

Following a series of personnel transfers it's hard to tell just who is working for whom these days. We note many new faces too. For one, Marian Smith of Utah reports daily to the Auditing Department here in the "Trans-Lux Tabernacle." . . . There are two neophytes also on the announcing staff. . . . George Gunn from the University of Florida's station WRUF, and Dorian St. George from WLVA at Lynchburg, Virginia. Gunn took Hugh McIlreavey's place after "Red River Mac" joined the New York NBC announcing staff. St. George who replaces Ted Kimball was at one time a member of the Radio City NBC guide staff. . . . Kimball has taken on the responsibilities of an Assistant Manager at Station KDYL in Salt Lake City.

While we're on the subject of people getting ahead . . . Hazel Smith, who has been juggling the WRC-WMAL Traffic sheets trying to please both the Commercial and Program Departments for the past three or four years, has accepted another position outside of NBC. "Smithy" goes to work as office manager for a local radio attorney in a few weeks.

We doff our hats to Gladys Murphy and Marge Brown for doing such a swell job making all the arrangements for that surprise farewell luncheon we gave "Smithy." Bess Stees of the Program Department will step into Mrs. Smith's work.

The Commercial Department is getting ready to welcome a newcomer . . . Helen M. Stewart, formerly supervisor of Radio Production for the Henry Kaufman Advertising Agency here, joins the Sales force October 25. Miss Stewart comes to NBC with a background of experience in the radio advertising field. She was formerly with Stations WCAO, and WFBR in Baltimore, coming to Washington to join the Kaufman Agency in 1933. . . .

Vic Kissel leaves the Sales Department and will be secretary to Assistant Manager Carleton Smith as soon as she gets entirely well from appendectomy trouble. . . . That covers all our recent personnel changes.

Spot News

We didn't attend the announcer's pep meeting the other day in Carleton Smith's office, but we understand a lot of good-will came from it . . . Announcer John Hurley, who recently passed the District Bar exam

(Continued on Next Page)

NBC TRANSMITTER

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from coast to coast.

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NBC Handbook Being Made for Announcers

NBC will soon publish an announcers' handbook which will be compiled by a committee headed by Dr. William Allen Neilson, president of Smith College and international authority on the English language.

The publication, entitled "Broadcast Speech — NBC's Handbook for Announcers and Speakers," has been a matter of research for some time. The preliminary study already has taken several years due to problems arising from the vastness of the United States and the resultant regional variations of enunciation, pronunciation, usage, etc.

The National Broadcasting Company's aim in preparing the book will be not only to make it of prime use to announcers, but also to all kinds of persons who from time to time speak over the air and to the general public.

NBC Washington

(Continued from page 7)

still carries his law books around with him cramming for more exams . . . one more year and he'll finish his law course . . . In order to avoid spreading his cold to other announcers Gordon Hittenmark inaugurated a new method to prevent colds . . . He placed mentholated handkerchiefs over the microphones he used.

Don't miss the NBC Engineers' Dance at the Hotel Ambassador, November 19. Read the notice on page 6.



"She says she don't give a hoot—she's tired of getting only Mickey Mouses on her electric stove."

WANTED

Members of the NBC staff in Radio City who are interested in taking part in a radio program featuring amateur talent in the Company. We want to produce an all-company program to be written, directed and acted by NBC employes from all departments.

If you can sing, act, announce, write gags and continuity, play an instrument, do imitations, tap dance, do sound effects or anything else which could be used to produce the best program ever to be presented on the NBC networks by NBC employes, please write your name, department, nature of talent you have to offer, and previous experience on a piece of paper and send it to the—

NBC TRANSMITTER
Room 284

Auditions will be given as soon as the names of all those interested in taking part in the NBC program are received. Watch the NBC TRANSMITTER and your mail for the dates of the auditions.

NAMES IN THE NEWS

(Continued from page 5)

of that office and will be assisted by Miss Helen W. Wildermuth.

Donald Tenzi has resigned from the night staff of the Stenographic Section to accept a position with the Metropolitan Museum of New York.

Frank Wilson, scriptwriter, resigned October 15 to accept a position in the radio department of the Lord and Thomas agency in New York. Mr. Wilson joined NBC shortly after the Company moved into its present headquarters in Rockefeller Center.

Marriages:

W. H. Glasscock, engineer, was married to Miss Charlotte Gardner of Greenfield, Tennessee, at the Little Church Around the Corner on the afternoon of September 23. Best man was Engineer Edgar P. Kampf of the Master Control Room. The wedding, attended by several NBCites, was followed by a reception at Mr. Glasscock's apartment in New York City.

The newlyweds went on a brief honeymoon trip to Pennsylvania and are now residing in the city.

George Burbach of Traffic Sales will be married on November 25 to Miss Natalie Clemens of Hartford, Connecticut, at the Little Church Around the Corner. Miss Clemens is a graduate of Vassar College; Mr. Burbach of the University of Missouri.

Stork News:

Warren K. Eydelers of Accounting became the father of a seven-and-a-half-pound baby, Judith, on October 14. Reports are that Judith and Mrs. Eydelers are doing very well.

"Have a cigar," said Max Bauman of Accounting on October 30, "I am now the proud papa of one Stephen Michael Bauman who arrived yesterday with seven pounds of baggage."

He also reported that Mrs. Bauman and the newcomer are very well.

Returns:

Miss Virginia Black is back at her desk in Sales after a long absence caused by a back injury. She was thrown from a horse in West Orange, New Jersey, on September 9, and spent the next five weeks in two hospitals under the care of three doctors.

Easton C. Woolley, who was a member of the Station Relations Department from 1933 to 1936, has rejoined the department. Mr. Woolley first came to NBC in 1931. In 1933 he became a contact man in Station Relations, a position he held until his resignation in September, 1936, to go with Station WWJ in Detroit.

Miscellaneous:

Giulio Marconi has returned from his trip to Italy following the death of his father, Guglielmo Marconi, to resume his radio apprenticeship with NBC and RCA.

Young Marconi first came to America last April to complete an already extensive apprenticeship in radio broadcasting. He started his radio career with the Marconi International Marine Company in England after having served three years in the Royal Italian Navy.

Little do NBCites realize some of the fine talent which is latent in their ranks; and when such talent is discovered, it is with pride that we claim that talent for our very own. Such is the case with vivacious Mary Leard of Traffic.

Miss Leard, contralto, gave a song recital at the MacDowell Club, 166 East 73rd Street, New York City, on Friday evening, October 15. She was accompanied at the piano by her teacher, Zoe Enbaeff.

The program, which included eighteen selections, was divided into five sections and included numbers from the works of Schubert, Brahms, Strauss, Bizet, Saint-Saens, Rachmaninoff, Cadman, and others.

Miss Leard was formerly a student at the American Conservatory in Paris.

Dr. James Rowland Angell, former president of Yale University, who joined the Company in September as educational counselor, sailed for Europe on October 6 to study the methods by which radio is used for educational purposes in various leading European Countries. He is expected to return to his office in Radio City next month.

James McCarthy, Guest Relations, recently passed a New York State examination for a first class radio operator's license with a mark of 89.9. Mac has been attending the evening classes at the Pratt Institute for the past five years while

working in various positions of the unformed staff.

Thomas H. Belviso, manager of the Music Division in New York, went to Hollywood last week to assist in the organization of the NBC music department and library in that city. He expects to be there about a month.

Miss Diana Miller, formerly with our Promotion Division, October 15, is now with the Sales Department of Station WNEW in New York City.

C. H. Ruff, recently of our Statistical Department, has joined Outdoor Advertising, Inc., as a draftsman.

Miss Mildred Joy, who left NBC last month, is now working in the New York Public Library. Miss Joy was in our General Library for several years.

Robert Burholt and Arthur Forrest, both formerly of the Statistical Department, are now with the Associated Hospital Service and the Mutual Broadcasting System, respectively.

George Humphrey, former NBC page, was seen ushering at the Roxy Theatre.

Miss Dorothy Wallace, former NBC stenographer, is now working for Fred Noonan, free lance scriptwriter.

Norton R. Schonfeld, one-time page and member of the Cost Accounting Department which has been abolished, reports that he is now a Sports Reporter for the *Daily Reporter* in White Plains, N. Y.

Max Armstrong, also a former page and member of Cost Accounting, has joined J. J. Newberry Company, where he is being trained for an executive position as branch manager.

Charles McCurdy, formerly of Statistical, whose photographs won several prizes in the Photo Contest of the NBC TRANSMITTER, is now doing free-lance work as a commercial artist.

Karl Fischl, ex-member of the Duplicating Section, has taken a position with the Compton Advertising Agency, and Michael Cozzi, who recently left NBC's Mail Room, has gone into the tailoring business.

Miss Clara Malia, former NBC stenographer, is reported to be with the American Tobacco Company, as secretary to an executive.

(Continued on page 11)



MARY LEARD

KNOW YOUR COMPANY

No. 10 — SOUND EFFECTS

Tucked away in the vastness of NBC's Radio City studios is Room 577. A stranger wandering in to it probably would be startled out of his wits, for all about he would see queer-looking gadgets and contraptions, many of them suggestive of the of-things-to-come twenty-fifth century school of "thrillers." He would be further confused by conversation along the following lines, "Shove the rainstorm over there in the corner, Ed, and hang the army on a rack. Put the fire on the shelf with the snow."

And, as if this weren't enough, one of the young men moving among Tom Swiftian machines might begin barking, run through imitations of barnyard animals, with the mating call of a love-sick clam named Herman thrown in for good measure.

If the pop-eyed visitor overcomes his impulse to flee and remains to investigate, he will learn that Room 577 is the laboratory of the Radio City Sound Effects Division. A huge collection of noise-making devices has been collected here to create the various sounds necessary for the many programs produced over NBC networks.

When radio came into being years ago, it was noticeable that the first plays presented over the air did not seem to "click." The technique of writing for radio was new to writers. They failed to recognize the importance of background. They didn't realize that they were attempting to produce a dramatization on an "empty stage." That stage was the imagination of the radio audience.

It looked for a time as though radio drama might be doomed. Then the authors of radio plays began to construct, through the medium of sound, the necessary "scenery" that

the listener might set up in his mind as the background of the plays.

Headed by alert N. Ray Kelly, a staff of twenty-two technicians supplies the "sound scenery" for NBC programs. It isn't always an easy task. Radio listeners demand reality.

A cow mooing must sound like a cow and a train pulling into a station must sound just like that. Whenever possible the equipment that causes the sound in every-day life is used to produce the sound in radio. In the studios you often see doors on portable frames, real telephones, real kitchen utensils, etc. Many "real-life" sounds are recorded. To this end, the Sound Effects Division has a library containing thousands of recordings. As an example of the care that is taken to insure realistic effects, there are several dozen recordings of trains alone. There are records of trains passing over trestles, through tunnels; one was made underneath a box-car, capturing the sounds that a hobo would hear as he "rode the rods."

But so sharp are the "ears" of the microphone that in many instances the actual sound cannot be used. It sounds unreal when magnified to the degree that the microphone "boosts" all sounds. It is here that the ingenuity of the sound effect technician is called upon. One such case was

the crackling of underbush. Snapping actual things in front of the microphone sounded like rifle shots, so some substitute had to be found. The technicians got together, experimented with this effect and that, and today the laboratory boasts of the wildest assortment of underbrush and tangled vines to be found anywhere—a whiskbroom!

To look at the present-day staff and its equipment one would little think that seven years ago it consisted of only one man and a part-time helper. In that time it has developed from a more or less slapstick affair to the precise profession that it is today. Nowadays men desiring to enter sound effects must undergo a course of training comparable to that of the other professional branches of radio. Like the announcing and engineering divisions, the Sound Effects Division has drawn its apprentices from the ranks of the NBC page, guide, and set-up staffs.

Chief Soundman N. Ray Kelly says that most people think in terms of what they see and not what they hear. "If I were to say to you, 'Imagine a house on fire,' you would think of how the house LOOKED as it burned, wouldn't you?" he said. "To be a sound technician you must train yourself to think of how it SOUNDS in flames. That, probably, is the most important part of the training apprentices undergo, that

is, training themselves to think in terms of auditory perceptions rather than visual, as the average person does. And, too, the sound technician must be ingenious. He must be able to invent a sound effect to suggest some action or location, upon short notice."

If you possess the foregoing abilities and if sound effect work sounds interesting to you, we suggest a conference with N. Ray Kelly, because to us it is one of the most fascinating jobs that radio has to offer.



On the radio the villain pours himself a drink but in the studio it's Soundman Ray Kelly, left, who produces the sound for the microphone by merely pouring water from a bottle into a tumbler. He is wearing headphones in order to hear the sounds over the wire and be able to blend them with the other parts or action of the play. To the right, Clement Walter stands before a turntable, ready to produce recorded sound effects. Next to the turntable is a wicker basket to make the sounds of creaks and groans of a wooden structure—like a barn swaying in the storm. At the left is a portable door. On the table before Kelly is a rack of loosely strung wooden pegs to produce the sound of marching feet.

2,000,000th NBC TOUR BREAKS WEDDING SECRET

(Continued from page 1)

a little upset and we'd like to think a minute."

Mr. Martin looked at Mr. Thurman and Mr. Thurman looked at Mr. Martin.

"Yes, indeed," said Mr. Martin, leading the way to his office. And there the truth came out. The couple had been married for six months but had kept it a secret from everyone and, being quite upset, could not make up their minds whether they wanted to tell the world about it.

They finally decided that now it could be told. So, with a special guide they started on the trail of more surprises, including a complete tour of NBC, a trip back stage at the Radio City Music Hall, a look at New York from the top of the RCA Building and lunch in the Rainbow Grill. In the evening, they attended a dinner party in their honor at the Rainbow Grill and a supper party at the French Casino. Then they were introduced to the radio audience by Parks Johnson, of the *Vox Pop* program. The program included the music of Eddy Rogers and his orchestra, playing from the Rainbow Room.

The couple also got round trip tickets for two persons to Chicago, via TWA airlines, although they did not plan to use them since they drove to New York from Milwaukee.

Names In The News

(Continued from page 9)

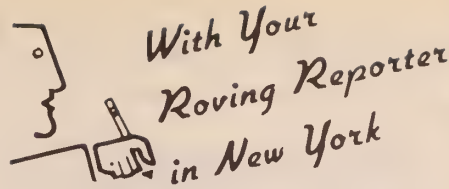
Mr. and Mrs. Lucius E. Robertson have gone to Tallahassee, Florida, the hometown of Mrs. Robertson. Mr. Robertson was with Cost Accounting and Mrs. Robertson (Miss Elizabeth Washington) was in Artists Service.

Miss Lucille Anderson, until recently with Stenographic, is now with Lawrence Gumbinner, advertising agency.

Miss Eleanor Cunningham, ex-NBC stenographer, called us up the other day from Konta, Kirchwey and Engel, lawyers, where she is now employed.

Miss Monica Crookall, stenographer, who left NBC last month, has entered the employ of Bulkley, Denton and Co.

Miss Virginia Beers, who last month ended an eleven-year period with NBC, is now in the employ of Campbell Soup Company, in Philadelphia.



Audience Mailers often laugh at boners from fan mail writers but right now the laugh is on the young lady in Audience Mail who found herself rushing to Radio City in her house slippers. . . . And then there was the Labor Day sightseer who wanted to know if the complete tour of Radio City and NBC included dinner at the Rainbow Room!

* * *

Here's a new one about an NBC Studio Tourist—a lady came up to the ticket booth and asked for three tickets in a thick Spanish accent. She preferred a large and elaborately decorated bill as payment but, after glancing at it, our cashier said he was sorry he couldn't take foreign money. Would she please go to the bank and exchange it for U. S. kale.

"What you mean foreign moneys?" she shouted, "This is good American dinero!"

He looked at it once more and sure enough it was one of those old large-size goldbacks for a hundred dollars.

"Well," confessed the chagrined cashier, "it's been so long since I've seen one of these it's foreign to me."

* * *

Frederica Kohl recently requested the TRANSMITTER to start a "Fourth Anniversary Chimes" feature . . . and still more recently, this column's motive-seeking sleuths reported that suspect F. K., Social Security No. 000, 086, will soon complete her fourth year with NBC.

Well, anyway, you made this column Miss Kohl.

* * *

We abhor sentimentality but we simply can't pass this one up. A kindly old lady about to take a studio tour spotted one of our Main Hall pages to whom she remarked he greatly resembled her son who had just died—and would he let her adopt him. Swallowing a lump in his throat, he squirmed out of the offer. She was from Iowa.

* * *

For hospitality shown by him to visiting members of the Board of Administration of the State of Alabama Convict Department, Mikeman Gene Hamilton was presented with an Alabama license, authorizing him to act as "Chief Radio Announcer" for the Woman's Prison at Wetumpka, Alabama. Gene says the license did not include a zebra suit.

WTAM CLEVELAND

by Bob Dailey



When Program Director Hal Metzger called in the WTAM orchestra for early morning programs in order to enliven the station's matinal fare, Maestro Stubby Gordon appeared in his nightshirt as pictured above so that he wouldn't lose any time jumping back into bed after the sunrise broadcast.

Variety is also the spice of broadcasting. So Tom Manning has learned.

During the past few weeks, WTAM's ace sports announcer, has run a heavy gauntlet of assignments without missing a stride in his pace.

If you have any doubts when we say that this fiery-haired announcer has had a busy schedule, then look at this list of recent assignments—National Soap-box Derby, National Air Races, Western Open Golf Championship Tournament, Carnival of Champions boxing fights, Ohio State football games and the World Series. These network broadcasts were in addition to his two local commercial programs. Now Manning is looking for a chance to catch his breath.

Feminine staff members of WTAM banded together last month to shower Ann Radu, former head of the Stenographic Department, with personal gifts. The party was held in the home of Edith Wheeler, Program Department secretary.

Walter Logan, WTAM musical director, brought his 1706 Stradivarius violin out of the case recently for Isador Edelman, first violinist in the Cleveland Orchestra, to play a solo.

Logan enjoyed the music so much, he asked Edelman to play the instrument on WTAM's *Tapestry of Melody* which is broadcast over the NBC-Red Network every Sunday. The instrument is valued at \$20,000.

NBC SAN FRANCISCO

by Louise Landis

Change In Staff

Mr. Gilman calls it "the rapidly changing picture in West Coast radio," which is putting it mildly, for these have been days of Hail and Farewell in San Francisco.

On October 1, L. S. Frost, assistant to Mr. Gilman, left with Mrs. Frost for New York to take part in a series of conferences concerning general Pacific Coast operations. Upon his return to California he transferred his office from San Francisco to Hollywood to continue as Mr. Gilman's assistant in that city.

Other shifts on the same date: Milton M. Samuel, formerly Red Network press representative, became manager of the San Francisco Press Department and Bob McAndrews moved from the post of assistant night program manager to Mr. Samuel's old desk. Incidentally, Milt's promotion came exactly eight years to the day since he first joined the department he now heads.

Marie Elbs (Mrs. Milton Samuel) left the Press Department for the Continuity Acceptance Department, and Nell Cleary, formerly of Continuity Acceptance, ex-



MILTON SAMUEL
Manager of San Francisco Press Dept.

changed places with her, taking over Miss Elb's Blue Network press duties.

Lee Strahorn, also of Press, said goodbye to it on that date, to join the Production Division, with Jack Meakin's *Bughouse Rhythm* as one of his first assignments — at Maestro Meakin's request. Richard Bertrandias, formerly of the *Oakland Post-Enquirer*, succeeds Mr. Strahorn.

Charles Flesher of Production has resigned to enter agency production work in Hollywood, and Glen Dolberg, formerly program manager of KFI-KECA, replaces him. David Elton, formerly producer of the *Woman's Magazine of the Air*, goes to Hollywood to join the production staff there, and Fred Hegelund replaces him on the *Magazine* job.

William B. Ryan of the San Francisco Sales Department has been appointed to succeed Harry F. Anderson as sales manager. Mr. Anderson resigned from NBC and sailed for Hawaii on October 15 to become business manager of the *Honolulu Advertiser*, owner of KGU, NBC affiliate.

Love and Pact

It's love again! Ruth Vetter of Audience Mail has added "Young" to her name. She and William Young of the Telephone Company were married in Yuma, Arizona, on August 30, and kept their new status a secret for almost a month.

To celebrate the event, the girls of Audience Mail gathered at the home of their chief, Wanda Woodward, and surprised Ruth with a luncheon and shower. Lillian Hillberg, whose engagement followed Ruth's by twenty-four hours last July, announced at the luncheon that she and Edwin Carlson will be married on Christmas Day.

Incidentally, time may separate the members of the friendly little group that handles NBC fan mail in San Francisco, but it can't do so permanently. At the bridal shower they signed the following document:

"Know Ye by All These Presents:

"We the undersigned do agree that on October 1, 1947 we shall meet at what is now known as the Palace Hotel, located at Market and New Montgomery Streets in San Francisco, California, at the appointed time of twelve o'clock noon Pacific Standard Time.

(Signed) Sylvia Jalbert
Lillian Hillberg
Reola Jamison
Wanda Woodward
Ruth Young

Flash — Flash!

Don't be surprised if you see Larry Allen pull a big, ripe tomato, a squash or a cucumber out of his pocket any time now . . . he raises vegetables in the patio of his metropolitan apartment, just a stone's throw from the financial district. . . . NBC is just chock-full of talent . . . Mae Chinn, diminutive Chinese maiden who flits through offices and corridors so noiselessly, keeping ash-trays bright and clean, shakes a mean ankle as a chorine . . . you should have seen her in the benefit performance sponsored by Dr. Margaret Chung, famous San Francisco physician, for her countrymen in Shanghai . . . NBC folk who attended say Mae was the hit of the show.



"DOLL HOUSE" TRANSMITTER

No wonder little Dorothy Saxton, daughter of NBC Western Division Engineer A. H. Saxton is so much interested in the interior of this new type transmitter, just added to the NBC field equipment in San Francisco. Weighing but seven pounds six ounces it looks like a doll house, and can be carried anywhere by a roving announcer whose words will be short-waved to a relay spot. Complete with tubes, battery, volume control and four tiny microphones set behind grill on cover, it is a miniature broadcasting station in itself, comprising every item of a big transmitter and broadcasting on .15 watts.

The engineers in New York who designed these miniature radio stations call them "Beer Mug" transmitters because of the handles on their sides.



You can take the boy out of the country but you can't take the country out of the boy, as witness the patio, all of six feet wide, which Larry Allen of the San Francisco Sales Department has transformed into a vegetable garden. The Allens grow their own tomatoes, cucumbers, squash and spinach . . . although Miss Mary Allen, who is helping her Dad pick tomatoes, is willing to forget the spinach. The apartment patio and its garden are within a stone's throw of San Francisco's financial district.

NBC Tennis Team Beats Columbia Pictures

Unbeaten in all its previous matches the NBC Tennis Team completed a thoroughly victorious season by defeating the Columbia Pictures netmen by a score of 6-1 at the Jackson Heights Tennis Courts on October 2.

Paul Rittenhouse and Joe Merkle of NBC Guest Relations displayed stellar playing in routing their opponents in straight sets. Ed Kahn, also of Guest Relations, showed himself to be an "iron man," as well as an intrepid player. He beat his rival by playing forty-eight games. Only one match was lost that day, a doubles encounter.

The racketeers from Radio City thoroughly outclassed all their opponents this year. Superior technique was obvious in every case, for in no match did NBC drop more than two points.

The following are the individual scores of the Columbia Pictures match:

Joe Merkle, NBC, beat Kerner, 6-2, 6-1.

Paul Rittenhouse, NBC, overcame Ted Ashton, 6-2, 6-2.

Lew Hathaway, NBC, bested Stan Kusel, 6-8, 6-2, 6-2.

Serge de Somov, NBC, beat Leo Lerner, 3-6, 6-1, 6-2.

Ed Kahn, NBC, won from Rice, 7-5, 7-9, 11-9.

Kerner and Ashton, Columbia, beat Faillace and de Raismes, 6-3, 6-3.

De Somov and Hathaway, NBC, beat Lerner and Rice, 6-3, 6-2.

Horseback Riding

The Horseback Riding Committee of the NBC Athletic Association recently announced its fall schedule which provides horses for members of the New York staff at four different localities.

The Long Island group of riders meet every Sunday morning at eight o'clock at Wallace's Riding Academy, 192nd Street and Keno Avenue, Hollis, Long Island. Miss Selma Wickers of the Program Department is in charge of this group.

The Manhattan group, headed by Miss Anita Barnard, rides in Central Park on Friday evenings. The members meet at Aylward's Riding Academy, 32 West 67th Street, New York City, at 6 P.M.

A. A. members who prefer more space and a more "woody" ride go to New Jersey, where the group meets at Oliver Stable on Closter Dock Road in Oliver on Saturday afternoons at two o'clock, and Sunday mornings at eight. This contingent of NBC equestrians, who sometimes have late afternoon rides followed by a picnic, is headed by David Van Houten of General Service.

NBC CHICAGO

by William E. Lawrence

Many moving pictures have been borrowed to make radio programs, but few radio broadcasts have been made the subject and material of moving pictures.

Production Director Maurice Lowell's book, "Listen In," is to be the basis of a "short subject" about radio programs. Mr. Lowell will be the technical adviser of the picture.

Movies will be made of four programs: *The Hit Parade*, *the RCA Magic Key*, *The National Farm and Home Hour*, and *The National Barn Dance*, the latter to be produced by Mr. Lowell. The cameramen will shoot pictures to show how musicians, players and programs are selected in auditions, how rehearsals are conducted, how writers construct their part of the broadcast, and how, technically, a broadcast finally reaches a microphone.

Don Thompson, former production manager of WHO, Des Moines, Iowa, and Robert B. White, former production director at WOR, New York, have joined the NBC production staff.

Before joining WHO two years ago, Mr. Thompson was with WMCA, New York, as announcer. He is a native of Albia, Iowa, and a graduate of Drake University.

Mr. White is a native of Detroit, a graduate of Wayne University there, and before going to WOR, worked as actor and

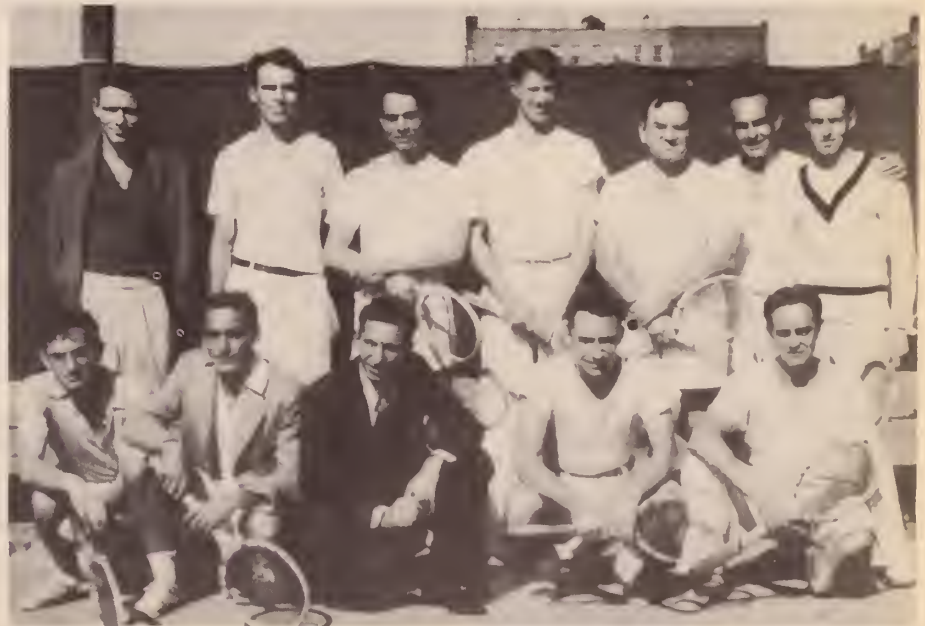
announcer at WXYZ in Detroit, and CKLW in Windsor, Ontario.

Lynn Brandt was joined in matrimony on September 28, to Janice Herrington of Rockford, Illinois, the ceremony being held in that city with Mikeman Lynn's father officiating.

Fellow-announcer Don Dowd, returning home to Chicago after the wedding, had an auto crackup. The only one being injured, however, was Don's dog, although the car was almost completely wrecked after turning over three times.

There is, we discover, something new under the sun. Veteran announcer Gene Rouse broke into radio acting as a featured entertainer on the Campana-sponsored *Vanity Fair* program, September 27. Gene's well-known falsetto-voiced character, Filbert, was the reason and to date he has had many compliments on his performance. Rouse, we understand, is to become a regular member of the program.

R. S. Peterson, assistant auditor in General Office, was spotted the other day with a box of candy in one hand and cigars in the other, with a smile on his face from ear to ear. Investigating, we found Pete had become the father of a, shall we say, 'bouncing' baby boy?



The victors and the vanquished of the tennis match between RCA Manufacturing and NBC in New York, September 26. The score was 7-2, in favor of NBC. Left to Right, front row: H. Donlevy, RCA; Dick de Raismes, NBC; L. Wolf, RCA; G. Hand, RCA; L. Perkins, RCA. Back row: W. Duffield, RCA; L. Flodman, RCA; Lew Hathaway, NBC captain; Mul Brandt, RCA; Tom Gottier, RCA; Serge de Somov, NBC; Paul Rittenhouse, NBC.



Tenth Anniversary Chimes

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

ROY C. WITMER



ROY C. WITMER

Once a farm boy in upstate New York, now a tall, distinguished looking man with silvering temples, Roy C. Witmer, vice president in charge of sales, completes his tenth year with NBS this month. There was a gap of several years between the time he pushed a plow and when he started selling time on the NBC networks. From the farm he went to Leland Stanford University in California, thence to banking and commerce in Los Angeles, manufacturing and industry in Massachusetts and Connecticut and, finally, radio.

After two years as an NBC salesman he was appointed assistant sales manager. Those were years of struggle in convincing business of the power and effectiveness of radio as a medium for advertising and promoting good-will. Mr. Witmer did his share of convincing so well that in 1930 he was appointed sales manager—and in 1931, the vigor and vision he had displayed in breaking ground for a national industry was recognized with his appointment to the vice presidency in charge of sales.

ROBERT V. SHARPE

To NBC on November 23, 1927, came a young man of eighteen, Robert V. Sharpe. He was tall and athletic and was made a guard of the NBC studios at 711 Fifth Avenue. Today Bob Sharpe is still with us in the Guest Relations Division as assistant day supervisor of the studio operations staff.

After his service as guard, during which period he saw to it that the valuable property which belonged to NBC stayed in NBC, Bob was advanced through various steps which included set-up work, elevator



ROBERT V. SHARPE

operator, doorman, and finally, before his present job, clerk in Studio Service.

All Bob's schooling was taken in Bayonne, N. J. While at the Bayonne High School he played on the baseball and football teams.

Today, at twenty-eight, he still looks very much the football player, is married—has been for three years—and resides in Jersey City.

LLOYD E. YODER

Horatio Alger may not have been so far off the track of realism as cynics would have us believe.

For when a broad-shouldered youth stepped up to a carbon mike inscribed "NBC" in November, 1927, and spoke his first radio speech into it, who would have guessed that within a decade he would be the headman of the organization's San Francisco offices, with two big stations included in his domain?



LLOYD E. YODER

Not Lloyd E. Yoder, anyway, for that modest young man, fresh from football fields and the triumph of All-America stardom, was picking his path in a new environment.

While at the Carnegie Institute of Technology Mr. Yoder, in addition to captaining the football team so ably that Tech astonished the whole football world by trouncing Knute Rockne's Notre Dame eleven, found time to engage in a number of other pursuits and still win scholastic honors.

Interested in radio, he was writing a column for the Pittsburgh Press almost as soon as he was graduated from Tech, and later he became studio manager of WCAE, the paper's affiliate station.

When NBC offered him an announcing job he packed his suitcase and came West.

Mr. Yoder's brilliant record in sports naturally made him in demand on this kind of radio fare, both then and later, when he was made Manager of the Western Press Division.

Mr. Yoder was born in Salem, Ohio. He married, almost two years ago, Bette Marino, pretty violinist who directs the *Petite Soiree* program over KYA in San Francisco.

KATHLEEN A. DUFFY

In the Accounting Department in New York we have a young lady whose job is to see that all the valuable papers of NBC are properly kept and taken care of. She is Kathleen A. Duffy, a very attractive young lady, small, with dark brown eyes and deep brunette hair, and a most charming manner withal. She joined NBC on November 2, 1927, at the old 711 Fifth Avenue studios.



KATHLEEN A. DUFFY

Miss Duffy came to NBC after one and one-half years with the National Carbon Company where she was secretary to the vice-president, which job she took after graduation from Evander Childs High School in New York.

Her work today is not of little importance. She undoubtedly is the only person in NBC who has read and knows the contents of every valuable paper of the Company for the past nine years. These papers include the leases of stations, leases of space for studios and offices, facilities contracts, artists' contracts, etc. She has to know the exact contents of these papers, which number in the thousands, for when any lease is to be renewed, it is Miss Duffy who brings it to light.

Miss Duffy has been in the Accounting Department every one of her NBC years and she has held her present position for nine years.

F. M. GREENE

This is the story of an engineer who is working in the Sales Department where his technical knowledge and counsel is needed by those who sell radio time to commercial sponsors.



F. M. GREENE

F. M. Greene became a member of the Engineering Department ten years ago. He came to NBC with an E.E. degree from Brooklyn Polytechnic and several years' experience with various electrical firms, notably, Westinghouse.

(Continued on Next Page)

ANNIVERSARY CHIMES

(Continued from page 14)

On February of the following year, he went to the Sales Traffic Division to become one of its two members. Today, he is the link between Sales and the operating departments of NBC. For example, if a member of the Sales Department sells a program spot to a sponsor, he advises Mr. Greene, who in turn, notifies all those concerned with the handling of the program in other departments.

Presidential campaigns are Mr. Greene's bugaboos, he confides, because the campaign speeches usually necessitate cancelling so many of the regularly scheduled programs. When a campaign appears on the horizon Mr. Greene digs in for a season of jangled nerves, indigestion and overtime.

Like many other NBCites, he is a commuter. Every afternoon he sprints out of NBC to catch the 5:24 for Great Neck, Long Island. There he lives quietly with his wife and two daughters, Doris, 3, and Betty, 7.

ROY H. HOLMES

Roy H. Holmes, stocky, gray-haired manager of program transmission operations of the Traffic Department, celebrates his tenth year with NBC on November 14th.

When he came to NBC he was one of only four members of the Traffic Department which today has over forty employees.

Mr. Holmes prepared himself for the career he was to pursue at NBC while working with the American Telephone and Telegraph Company at 195 Broadway where he gained a thorough knowledge of wire facilities.

Looking back over the years, Mr. Holmes believes the Smith-Hoover presidential campaign in 1928 to be one of the most strenuous and exciting events in his action-packed career.

For his splendid work during that presidential campaign he received the following commendation from the Company: ". . . R. H. Holmes of the Traffic Department handled the heavy volume of work during the campaign past with speed, accuracy, and the highest degree of efficiency. Throughout the most active part of the campaign he carried on with the same effectiveness, notwithstanding an attack of appendicitis brought on by the nervous tension of long and arduous hours."



ROY H. HOLMES

WGY SCHENECTADY

by Bob Wilbur

On September 23rd, the annual WGY Fall Frolic took place at White Sulphur Springs, Saratoga Lake. The feature events of the affair were the softball games. These games are veritable feuds. They are played over and over days before and after the actual contest. There were four teams: the Gracie Allens, with Manager Kolin Hager at the helm; the Mollie Magees, captained by Engineer Al Knapp; the Mary Livingstones led by Announcer Phil Brooks, and the Portland Hoffas, commandeered by Announcer Howard Tupper. The Mary Livingstones came through for a decisive championship of the series after defeating everyone in sight. After the dust of the battle had cleared away and the grimy warriors had successfully recovered from the fray, dinner was served. At this occasion, C. D. Wagoner on behalf of General Electric presented a beautiful silver plaque to the transmitter engineers of WGY in recognition of their splendid operations record in 1936.

DAN CUPID has been doing a little sharpshooting in the midst of the WGY family and so we announce at this time the marriage of Albert Knapp, field engineer, to Miss Jean Johns of Scotia. Miss Madeline Nelson, secretary to Willard Purcell, chief engineer, became the bride of Walter E. Neff.

"Rad" Hall of the Production Department is recovering from the effects of a painful accident. "Rad" wrenched his leg in a fall, necessitating the use of a cane for two weeks.

Buried Treasure has been discovered on the site of the new WGY studio building. Workmen, in excavating found a bottle containing 25 dollars in Confederate bills and a silver five cent piece. This is the second finding of money since the digging began. The "Treasure" will be framed and eventually placed on the walls of the new studios.

Thirteen days in advance of the open season on grouse, one of the members of this family sought sanctuary in WGY's transmitter building at South Schenectady. The bird roosted on a 15,000 volt bus bar over the short wave transmitter of W2XAD, and not content with his perch, moved over until he was directly beneath a steel girder supporting the roof of the building. There was a flash of fire, a puff of smoke, and a few feathers remained to indicate that a partridge had there existed. The station was off the air

EXCHANGE CORNER

This classified ad section is available, free of charge, to all NBC employes. Rules: forty-five word limit; no regular business or professional services may be advertised. Address ads to NBC TRANSMITTER, Room 284, RCA Building, New York.

All items must be in writing; give name and address.

BARGAIN—1930 Ford roadster with rumble seat. New brakes and generator. Motor in A-1 condition. Tires good. \$50 cash. Apply to NBC TRANSMITTER, Room 284, Extension 220.

FOR NBC MEMBERS ONLY—The America's Town Meeting of the Air series has resumed its weekly. Tickets to these Town Meetings which are held in Town Hall, New York, every Thursday evening, from 9:30 to 10:30 are available at the NBC TRANSMITTER, Room 284, Extension 220.

FOUND—A Cara-Nome gold compact on the golf course of the Seawane Country Club during the last NBC outing. Write to the Manager, Seawane Country Club, Seawane, New York.

LOST—Gold Tiffany wrist watch and bracelet bearing the initials R.E.T., in the men's washroom on the second floor, RCA Building, Friday afternoon, October 15. Finder will receive generous reward if he returns it to Reginald E. Thomas, Electrical Transcription Service, Room 262.

FOR YOU—A new bulletin board has been installed outside the Personnel Office in New York, Room 308. Make a habit of looking at it occasionally. It contains news and information of interest to YOU.

one second, perhaps in silent tribute to the bird.

Mrs. Caroline Osan, secretary to Kolin Hager, manager of WGY, has been doing some short-waving with Station VK2ME in Sydney, Australia. Mrs. Osan is president of the Schenectady Business and Professional Women's Club and Saturday, September 25th, 25 of the members, through the facilities of W2XAF, presented a program at 7:00 a.m. for the benefit of the Australian Federation of Business and Professional Women's Clubs. The Schenectady speaker of the day was Miss Earlene White of Washington, postmaster of Senate and President of the National Federation. Madame Marita spoke for the Australian delegation and the subject of both speakers was world peace. Following the talks, Mrs. Osan and the Australian announcer engaged in a two way conversation. It was 8:15 a.m., EDST at the close of the broadcast in Schenectady and 10:15 p.m. of the same day in Sydney.

WINNERS IN THIS MONTH'S PHOTO CONTEST



"CAPTAINS COURAGEOUS"

Wins this month's first prize—two tickets to any theatre in New York. Submitted by Murry Harris of Continuity Acceptance in New York.



"LOWER BROADWAY"

Judges Ray Lee Jackson and Sydney Desfor, NBC photographer awarded the second prize—two passes to the RADIO CITY MUSIC HALL—to Engineer Dewey Sturgell who snapped the excellent picture above.



These two bottom pictures received Honorable Mention. The one to the right titled, "TARZAN" was submitted by Eva Boudreau of First Aid, N. Y. "LEE BOW," left, is the work of Herman M. Gurin, a familiar name on this page. Mr. Gurin is with the air conditioning staff in Radio City.



NBC TRANSMITTER

OL. 3

DECEMBER, 1937

NO. 15



LENOX RILEY LOHR
President of NBC

*Greetings
from
Major Lohr*

*T*HIS holiday season marks the second anniversary of my association with the National Broadcasting Company. During these two years, I have become deeply aware of the loyalty, the cooperation, and the resourcefulness of my fellow staff members in behalf of the company. I want to take this opportunity to express my keen appreciation of your efforts, and my best wishes for every NBC family for Christmas and the New Year.

LR Lohr

LEGAL DEPARTMENT FOR NBC CHICAGO



JOSEPH A. McDONALD

Judge A. L. Ashby, vice-president and general counsel, recently announced the appointment of Joseph A. McDonald of the Legal Department in New York to the Chicago office of NBC to handle the legal work of the Central Division. The appointment followed the completion of arrangements with Niles Trammell, vice-president in charge of the Central Division, for an NBC legal contact in Chicago.

The desirability of a legal representative in the Chicago office to facilitate the disposition of legal questions arising within and involving the Central Division has long been felt by Judge Ashby.

Mr. McDonald, who assumed his duties in the Merchandise Mart Building in Chicago on November 15, has been associated with the National Broadcasting Company since the latter part of 1931 when he left the law firm of Hunt, Hill & Betts, New York, to join the NBC Legal Department.

Mr. McDonald has had a somewhat varied and enviable career. He is a graduate of Webb Institute of Naval Architecture, from which he was graduated with highest honors. On completion of his studies at Webb he matriculated at Fordham University Law School, receiving his law degree in 1928. Later he obtained a Master of Laws degree from New York University.

NBCites who have come in contact with Mr. McDonald while in the New York office have found him to be an unassuming, all-around "swell guy," always ready, willing and able to help the other fellow. It is inevitable that the loss of the New York office will, in turn, be the great gain of the Chicago office.

HANSON, HEDGES, WOODS NAMED VICE-PRESIDENTS

President Lenox R. Lohr has announced that O. B. Hanson, William S. Hedges and Mark Woods, all departmental heads, had been made vice-presidents at the regular monthly meeting of the NBC board of directors at Radio City on November 26.

Each of the three new vice-presidents is a veteran in radio broadcasting, associated with one or another of the pioneer stations before the days of national networks. Mr. Hanson and Mr. Woods have both held executive posts in NBC since its formation in 1926. Mr. Hedges, after a career as station manager that began in 1922, joined the company in 1931. Each has a national reputation in his respective field.

O. B. Hanson

O. B. Hanson, who becomes vice-president and chief engineer, began as an amateur in radio in 1912. The son of an English textile manufacturer who later transferred his business to the United States, Mr. Hanson was educated in both English and American schools. His interests in technical subjects brought him into the radio field early as a student at the Marconi School in New York. During the World War he shipped as a licensed operator until his ship was torpedoed. He then joined the Marconi Company in America and rose to the position of chief testing engineer.

When broadcasting began on a small scale, Mr. Hanson cast his lot with the infant industry at station WAAM, Newark, where he installed equipment, developed programs and was in charge of operation. In 1922 he took a position as assistant to plant engineer at station WEAJ, now the key station of the Red Network. Four years later, when NBC was organized, Mr. Hanson became manager of technical operation and engineering, continuing with that title until 1934 when he was made chief engineer.

Today, as one of the "men behind the microphone," Mr. Hanson has an enviable reputation among men within the industry. Much of the technical progress of radio is due directly to his energy and ingenuity. He designed the original broadcasting control system now used in all NBC studios, planned NBC's studios in New York and Chicago, prepared the studio layout for the radio exhibit at a Century of Progress Exposition in Chicago and was responsible for the superb technical equipment used in broadcasting Metropolitan Opera performances.

(Continued on page 14)

APPOINTED WESTERN PROGRAM MANAGER



JOHN W. SWALLOW

Substantial increases in the volume of business and amount of production in the Hollywood studios of the National Broadcasting Company have made necessary the concentration of more executive manpower in that locality, according to Don E. Gilman, vice president in charge of the Western Division of NBC.

As a result, John W. Swallow, NBC studio manager, has been made program manager of the Western Division, and will make his headquarters in the film capital, Mr. Gilman announced on November 18.

Mr. Swallow, who was the first NBC employe in Hollywood, and who has developed the production of commercial programs from that point during the entire history of NBC, will spend considerable time in San Francisco and other key cities of the Western Division.

Mr. Swallow joined NBC in 1932 when he handled "Hollywood on the Air," first regular network program to originate in the film center. Prior to that, he took an active part in producing, for an advertising agency, one of the first big transcontinental commercial programs sponsored by Dodge Motors. His other activities include a period on newspapers in San Diego, where he was born and educated.

Any veteran who served with American armed forces during the World War wishing to join the American Legion post in Radio City will please communicate with Al Walker of the NBC Guest Relations Division, Ext. 309.

NEW DIVISION FOR TELEVISION PROGRAMS



T. H. HUTCHINSON

The formation of a new division in the Program Department whose function will be the production of television programs was announced by John F. Royal, vice president in charge of programs, on November 16. Mr. Royal also announced the appointment of Thomas H. Hutchinson, formerly of the production staff, to head the new division, to be known as the Television Program Division.

Mr. Hutchinson, who has already assumed his new duties, has two assistants, Giulio Marconi, son of the late inventor, and John Gihon who recently resigned from his position as program manager of KDKA, Pittsburgh, to take up his new duties in Radio City.

A veteran of the theater and radio, Mr. Hutchinson has been associated with the National Broadcasting Company for several years. He first joined NBC in San Francisco as an actor and announcer. Then he became program manager of the NBC Pacific Division. In 1932 he left NBC to play the part of Billy Batchelor in the radio serial of the same name and was associated with the agency that handled the show, McKee, Albright & Ivey, Inc., until 1935 when he returned to NBC as a director in the Radio City staff.

Mr. Hutchinson inherited his love of the theater from his father, an attorney whose avocation was the theater. As a high school student in Berkeley, California, he used to cut classes to act in a local theater. At twenty-three he was director of the Bishop Playhouse and later of the Fulton Theater. Then followed years of trouping and stock.

He has also written several plays that have been produced in New York. One of them, "Out of the Night," was such a success he decided to retire from the theater on its earnings. He married his boyhood sweetheart and went into the brokerage business in San Francisco. But the call of the show business was too strong and in 1928 he joined NBC.

Mr. Gihon also started his career with NBC in San Francisco where he was continuity editor before he was transferred to Pittsburgh to become program manager of KDKA in July, 1933. Recognized for the many brilliant productions which he directed at KDKA, Mr. Gihon is also an accomplished actor.

Two Canadian Stations Join NBC Networks

Two major Canadian radio stations, CBM and CBF, in Montreal, Province of Quebec, largest population center of the Dominion, became affiliated with the National Broadcasting Company on Sunday, November 14. These two additions make the total number of broadcasting stations affiliated with NBC 142.

The association of these two stations, together with CFCF, already an NBC affiliate in Montreal, will make available complete NBC service to both the French and English-speaking Canadians of Quebec.

The outstanding programs of both the NBC-Blue and the NBC-Red Networks will be heard throughout the Montreal area under the new arrangement. CBM, carrying programs of the Red Network, and CFCF, carrying programs of the Blue Network, broadcast in English. The French-speaking population is served by CBF, a new high-powered French-language station, which is available to either the NBC-Red or the NBC-Blue Network, and which may be used in combination with either CBM or CFCF.

Another NBC affiliate, CRCT, will within the next few weeks change its call letters to CBL and increase its power from 5,000 to 50,000 watts. CRCT is supplementary to either the Red or the Blue Network.

Station CBM, at Montreal, is owned by the Canadian Broadcasting Corporation. It operates full time on a clear-channel frequency of 1050 kilocycles with a power of 5,000 watts. Until recently, the station was operated under the call letters of CRCM on a frequency of 910 kilocycles.

CBF, operated by the Canadian Broadcasting Corporation, is a new station which went on the air officially for the first time on November 14. It has a frequency of 910 kilocycles and a power of 50,000 watts, and is exclusively a French-language station.

An affiliate of NBC since January, 1931, CFCF is owned by Canadian Marconi Company, Ltd. It was established in 1919 and now operates full time on a clear-channel frequency of 600 kilocycles with a power of 500 watts.

Young Marconi, who has been associated with NBC since last April, though only twenty-seven years old, has already had many years of experience in radio. Before coming to this country, he was associated with the Marconi International Marine Company and the aircraft department of the Marconi Wireless Telegraph Company in England.

ANOTHER SAN FRANCISCO EXECUTIVE TO HOLLYWOOD

Increased executive responsibilities in the NBC studios in Hollywood have resulted in the transfer of L. S. Frost from San Francisco to Hollywood as executive assistant to the vice president in charge of the Western Division of NBC, Don E. Gilman.



L. S. Frost

Mr. Frost has already taken up his new duties, and, although his responsibilities will be centered chiefly in Hollywood, he will spend considerable time in other key cities of the Western Division.

Mr. Frost's forward strides since joining NBC in 1930 reveal an interesting story of success in radio. He started with NBC in April, 1930, in charge of program traffic. In December, 1931, he was named assistant production manager; in May, 1932, he was promoted to the post of production manager.

In October, 1932, Mr. Frost was named Western Program Manager, and in July, 1936, Mr. Gilman named him as his assistant—the second highest position in NBC's Western Division.

Mr. Frost has recently returned from New York where he spent a month studying various phases of NBC operations, including the coordinating of departments, as well as the operating methods of each.

The increasing volume of transcontinental programs from Hollywood, and the importance of closer coordination between the New York and Hollywood offices brought about the transfer of Mr. Frost, Mr. Gilman pointed out.

Artists Service Wins Publicity Award

The Artists Service Department was cited with a Certificate of Award given by the American Institute of Graphic Arts in their annual exhibition of commercial printing.

The promotion piece that received the award was a folder showing a complete listing of NBC managed artists. Edward de Salisbury, Artists Service sales promotion manager, designed the brochure and Edythe de Takaes, his assistant, executed the art work.

Other examples of the advertising work of these two NBCites have also been shown in both the Art Directors' and Direct Mail Shows held annually in key cities.

NAMES IN THE NEWS

NEW YORK

Newcomers:

Edward D. Padgett, who first learned about radio production as a member of the University of Oklahoma's radio players, is a new member of our sound effects staff. Last year he was with WOR as a soundman. Mr. Padgett has also had experience in other fields. He spent two years with the Sun Oil Company in Marcus Hook, Pennsylvania, and previous to NBC he worked in a brokerage firm in Wall Street. He received his college education at the University of Pennsylvania.

The following men have joined the uniformed staff of the Guest Relations Division during the past month: James I. Mitchell, Herbert A. Boas, W. Banks Tobey, Paul D. Dilley, Thomas B. Campbell, Ward Glover Smith, William Van Gundy, Robert E. Eastman, Arthur E. Oppenheimer, Samuel Webb Tilton and Samuel Massingill.

Transfers:

John Wagenman has been transferred from the Mail and Messenger Section to the tabulating room of the Statistical Department. Previous to his Mail Room hitch, Mr. Wagenman was on the page staff.

Charles S. Plummer, formerly of the Guest Relations staff, is now a receptionist in the office section, replacing Jack Reynolds who was transferred to the Duplicating Section.

Robert E. Dennison, Princeton '37, who joined the page staff last July, has been transferred from Guest Relations to the Program Department to fill the post of receptionist vacated by John Philip Sousa, 3rd, who resigned last month (see Resignations).

Stork News:

Salvatore Salanitro of Telegraph paced up and down a narrow corridor on November 2. It was election day but Mr. Salanitro was not worrying as to who was going to be elected mayor of New York City. He was waiting outside a little white door in a maternity ward and he wanted to know whether it was a boy or a girl. It was a girl, pretty and healthy.

When A. T. Williams, Engineering, rushed out of Radio City last November

18 headed for Pittsburgh, he had good reason for the hasty trip. He was on his way to see his first offspring, a little girl weighing eight pounds and four ounces, who will be named Margaret Carson.

Marriages:

James Goode of the Guest Relations office staff was married to Miss Florence Zolnier at St. Anselm's Chapel in Brooklyn on Saturday afternoon, December 4th. The wedding, a small and informal affair, was followed by a reception at the Pennsylvania Hotel. Following their honeymoon trip to the Shenandoah Valley, Mr. and Mrs. Goode will reside at Ridge Boulevard and 74th Street, Brooklyn.

Resignations:

Thomas Delaney resigned from the uniformed staff, November 15, to go West to enroll at the University of Utah's School of Mining and Engineering.

William S. Robotham, office receptionist, resigned from the Company last month to go with a scientific expedition to the Amazon River and other points in South America. He will go as a member of the crew of the *White Bird* which will carry the expedition to over a hundred ports before it returns to New York in a year or two.

Headed by one-time Bengal Lancer Captain Robert Muir, the expedition will serve many scientific purposes, among them being the collection of crustacea for the Smithsonian Institute and the taking of soundings at the Straits of Magellan for the U. S. Navy.

Bill attracted the attention of Captain



ENID BEAUPRE of the Promotion Division as she appeared in native costume at the Welsh Concert in Carnegie Hall on November 19 which was widely acclaimed by the critics. Miss Beaupre sang with the Welsh Women's Chorus of New York.

Muir while the latter was waiting for an appointment with an NBC official at the reception desk on the fourth floor. During their conversation Bill expressed his desire to go on the expedition, and Captain Muir offered him a job on his boat.

James Flood resigned from the page force on November 7 to go with the Biow Company, Inc., advertising agency, which handles several commercial programs on NBC.

John Philip Sousa, 3rd, grandson of the late bandmaster who joined NBC last July, resigned from the Company last month to form his own dance orchestra. Before leaving for Palm Beach, Florida, where his orchestra will have its debut at the swank Whitehall Hotel, young Sousa made an appearance on an NBC program as guest conductor.

During his few months with NBC, Mr. Sousa worked in the Mail Room as a messenger and the Program Department as receptionist.

Sick List:

Announcer Neel Enslin is convalescing at the Knickerbocker Hospital, following serious illness during which he received blood transfusions from two NBCites, George Olenlager, guide, and Charles Range, soundman.

Guide Ray Wall is home ill at Mountain View, New Jersey.

F. S. Reynolds, chief draftsman, who has been ill with pneumonia is back in his office.

Promotions:

Gerald Vernon who joined the page staff last July is now in Statistical. He is a graduate of Colgate University, class of '37.

Miscellaneous:

John Holt Baxter, assistant publicity director of Artists Service, pulled a fast one on the ultra smart directors of the New York Horse Show last month. Having been refused permission to take publicity pictures of the Three Marshalls, NBC sustaining trio who were competing in the jumping, Baxter attired himself as a stableman and went as their groom.

P. S. He got the pictures.

Walter Moore, formerly of the NBC Press Division and "Roving Reporter" for the NBC TRANSMITTER, went to Chicago last month to accept a position as director of public relations for the Northern Illinois College of Optometry.

(Continued on next page)

NAMES IN THE NEWS

(Continued from page 4)

Alwin Foster, formerly of our Statistical Department and guide staff, is now in the employ of the Joint Committee on Radio Research which is headed by another former NBCite, Paul Peter.

William Callander, who left the Company in October, is now associated with Betts and Betts Corp., electrical supplies. During his three years with NBC he served in Guest Relations and the Statistical Department.

Donald Mercer of Promotion and Ernest Clark of Guest Relations were in charge of the NBC exhibit at the Auto Show in the Grand Central Palace last month. NBC stars and programs, equipment and studio tours were publicized.

Adam J. Yung, Jr., formerly of the NBC Statistical Department, recently became a time buyer for H. M. Kiesewetter Advertising Agency.

Joseph (Scotty) Bolton of General Service recently lent his thick Scotch brogue to the Town Hall Tonight program with Walter O'Keefe before the show was switched to Hollywood and Fred Allen.

J. Vance Babb, manager of the Press Division, has returned to his office in Radio City, following a month's rest at Pinehurst, N. C.

The Christmas stocking of some member of the page, guide or mail messenger staff will be fattened by a check for twenty-five dollars from John F. Royal, vice president in charge of programs, as a prize for the best idea submitted from these staffs for a sustaining program for the NBC networks.

The contest, which ended on November 30, brought forth many suggestions from the latent geniuses of the uniformed staffs. And we've heard that several of them already have spent the prize money.

Dr. James Rowland Angell, educational counsellor, has returned from a six weeks' survey of educational activities in radio in England, Scotland, Denmark, Sweden and Norway.

Shortly after his arrival in New York Dr. Angell went to Chicago to address the second annual National Conference on Educational Broadcasting, December 1.

Joseph Littau, staff conductor, is going to Hartford, Connecticut, on December 14 to conduct a WPA symphony orchestra at Bushnell Memorial.

ALL OVER HOLLYWOOD

by Noel Corbett

(Proving that the best way to get around, is over.)

Well, I'd never been up in the air, and always figured I never would be.

Of course I had, figuratively—like the time Lloyd Yoder asked me if I wanted to work for Hal Bock in Hollywood. But up until the other day, the closest I'd ever come to riding in an airplane was once on a ten-cent loop-the-loop at Ocean Park.

I'd been in Hollywood six months, giving the gasoline sponsors a break and seeing something new just about every day, but I still hadn't got myself straight as to where was Glendale. All I knew about the place was a lot of pretty bum jokes.

So when Carl Anderson of the American Airlines, which has its airport in Glendale, came into our Press Department the other day, and I told him I'd never seen the place, he was outraged.

And when I told him I didn't even know that his planes landed there, and furthermore, hadn't even ever been up in a plane, he just shut up and glared at me, holding his breath.

When his face began to turn purple, I got scared and explained that I was new around here.

So the upshot of it all was, he made me a rough map which led me out to the airport. There stood a huge American Airliner. First thing I knew, I was climbing aboard for a courtesy flight.

Believe me, I was shaky. I felt like I did four years back when my old boss up in San Francisco, Louise Landis, assigned me the job of interviewing that very untalkative cowboy singer, Charlie Marshall.

Airlines have the right idea. They keep pretty hostesses around. Maybe that's what Charlie and I needed during the interview.

The inside of the plane is all done up like a trailer. Up where they run the thing, there's hundreds of buttons and gadgets. My engineer friend Murdo MacKenzie would certainly be jealous of all those levers and knobs to twist.

They have two pilots, I suppose, just in case one wants to catch a catnap. That might be good for our engineers.

They strapped me into a seat alongside of a door which was only to be opened in case of emergency. But I decided right away if that plane started to fall, I'd go right along in it instead of jumping out. At least I'd have company on the way down.

Suddenly the plane quivered. I gulped. By the time I'd got the gulp down we



were roaring along about two hundred miles per. Just about then I was feeling something like Jack Haley looks.

When I decided to look out I knew why I'd never been able to locate Glendale. Houses and buildings below looked not unlike peanut shells under a circus grandstand.

Soon we were over Los Angeles. Folks and traffic looked like streaming lava, and just about as hot.

When we were over Hollywood and Vine, I could see the Brown Derby. That's where all the stars eat. But movie stars are old stuff to us at NBC. We pack them in like bank night, just for guest spots alone.

When I looked up we were heading toward the ocean beaches. Those beaches are swell. The trouble is, everybody knows it. Its easy to get sunburned on one side but when you roll over, you're like as not to break up somebody's picnic party.

Catalina Island out there looked like a man-hole cover does from a second story window. Its funny how folks spend all day getting seasick to visit that little island, when a plane would get them there quicker than one visit to the deck railing.

When we turned for home, the California foothills were before us. Beverly Hills and the stars' homes were below. Seemed like every backyard had a swimming pool. Far below, they looked like tiny scattered crystal mints.

I guess if the people who brag about their swimming pools could look down and see how many there are in Beverly Hills alone, they'd go back to bragging about their ancestors.

Seeing places from the air is certainly wonderful.

Folks like to kid about the size of Los Angeles and Hollywood. But they don't know one thing, and that is—the guy who laid out these cities went up in an airplane first, looked out at the four horizons and decided they'd do for city limits.

NBC HOLLYWOOD

by Noel Corbett

Since Harry Saz has been in Hollywood, he has been amazing NBCites with sound contraptions of every sort. Jack Benny's "Maxwell" was one of his brain children, and more recently, a jail door which is the real McCoy.

Nobody around here had seen anything quite like the "Maxwell." The jail door, however, didn't cause any comment.

All of which brings to mind Buddy Twiss's latest escapade.

For coverage of special events, he has travelled all over California, and sometimes at a pretty fast clip.

But they caught up with him the other day—in the heart of Hollywood. He was handed a ticket for going five miles per hour!

Martha Sherwin and Matt Barr are new members of Hal Bock's Press Department. Martha was formerly with *Radio Guide* and Matt was with the Department of Student Publications at the University of Southern California for twelve years.

Don E. Gilman and John Barrymore recently spoke before the Southern California Women's Press Club on modern technique in radio.

NBC's Vice President in charge of the Western Division, appearing jointly with the famous actor, pointed out the value of "streamlining" classics for radio in order to gain a greater audience for cultural programs.

"We would like to broadcast many classics in full," Mr. Gilman told his audience, "but the listeners would not ac-

cept them. Therefore we must use showmanship to hold the public's interest."

NBCites have their own table at the restaurant next door. Noontimes find discussions on every conceivable topic in full swing.

For a while football held the spotlight. Lately, however, the favorite seems to be wrestling, upon which Walter Baker is the indisputable authority.

Walter can explain the intricacies of Chief Little Wolf's Indian leg death grip, and unhesitatingly define the Scorpion back-flip as performed by Mexico's Thin Man, El Pulpo.

Floyd Wettland is the proud pappy of a 7¾ pound boy. Given the handle of Robert Allen, the future dial-twister made his advent November 2.

Sid Goodwin scouted around to find somebody who knew a couple of verses of "My Country 'Tis of Thee," to use on a program. Continuity Editor Andy Love, who knows all those kinds of things, was the only one in the Hollywood studios who could help him.

Walter Bunker, assistant production manager, is justly proud of his Wire Hair and her three pups. At the recent dog show, the group copped first prize of a silver cup. The pups names are Wild Honey, Waltzer and Duchess, and the mother's Stuffed.

Tracy Moore, Sales, found a ninety-pound pumpkin on his desk the other morning. How it got there he doesn't know, but he does know it took two movers and a van to cart it home.

QUICK PIX . . .

Hyde Clayton, Guest Relations, has copped two football pools in a row. . . . He follows consensus of NBC commentators' predictions. . . . Ruby Taylor spent a week-end with her husband on location at Palm Springs where Dorothy Lamour's new

BOSTON and SPRINGFIELD

by Harry D. Goodwin

Bill Wynne, formerly of WOKO and WABY, Albany, has joined the announcing staff of WBZ. Wynne replaces Charley Nobles, now a member of the NBC force at Radio City. With the addition of Wynne, WBZ set a precedent of taking two men from the same station. Keyes Perrin, who was appointed to the WBZ and WBZ staff last July came to Boston after serving with WOKO. Keyes, 21 years old, is one of Boston's youngest radio announcers.

Malcolm L. McCormack, announcer, is the proud father of a ten-and-a-half-pound baby boy. The new arrival, Lawrence, was born on October 25 at the Richardson House in Boston. The McCormacks have one other child, Sylvia, two years old.

Doris Tirrell, staff organist, has been engaged by the Hotel Statler management to entertain dinner guests in the Palm Room on Sunday evenings. Doris opens and closes her program with an original composition of her own.

Gilbert Syme of North Quincy, Mass., is the new page boy at WBZ & WBZA. Gil is a graduate of Burdett College of Business Administration and this is his first job after receiving a diploma. Gil feels like Jack the Giant Killer when he stands alongside any member of the 'BZ staff. He stands six feet four inches and has to duck when entering some of the offices and studios.

E. J. ("Mike") Rowell, radio specialist with the Bureau of Agricultural Economics for the U. S. Dept. of Agriculture, recently dropped in to see his friends at WBZ. Mike used to keep the New England farmers informed on all things agricultural when as head of the New England Radio News Service he broadcast twice a day over WBZ & WBZA.

picture, *Jungle Romance* is being made. . . . Arnold George Maguire, producer, figured Virgil Reimers smashed enough glass panes on a recent Fred Allen show to supply windows for the new NBC building. . . . Jean Stoddard, one of the oldest Hollywood employes from point of service, resigned November 15 to become a full-time housewife. . . . John A. Stewart, formerly with KFI, joined Sydney Dixon's sales staff November 16. . . . Marvin Young spoke at the L. A. Womens' Club recently on practical suggestions on mike technique.



STUDIO WEDDING—When Ruth Schooler became the bride of Larry Wright, October 25, the ceremony was performed in the office of John W. Swallow (left), program manager of the Western Division. Don E. Gilman (right), vice president in charge of the Western Division, as well as other NBCites, was a witness. Mrs. Wright has been Mr. Swallow's secretary since 1932. Mr. Wright plays the saxophone in Robert Armhruster's Orchestra on the Chase and Sanborn Hour.

KDKA PITTSBURGH

by Kay Barr



KAY BARR

KDKA Announcer Bill Sutherland has been program chairman of the Pittsburgh Kiwanis Club for the past year. As a reward he was recently elected a member of the Board of Directors of the organization

for a three-year term.



Glenn Riggs, chief announcer, was laid up with a severe cold and bad throat late in November. Announcer Billy Hinds subbed for Glenn during the temporary absence.



G. Dare Fleck, Traffic, took a week of vacation, starting November 22.



Derby Sproul, late of KOA, Denver, is taking KDKA listeners out where the West begins. Each Wednesday evening he presents a dramatization of a story from the wide open spaces under the title of "Under Western Skies," and is using much new talent in casting his plays. Derby authored some of the dramatizations, adapted the others for radio, and has personal supervision of the new programs. He is also giving Manager A. E. Nelson much assistance in the scores of auditions each week at KDKA.



Among those who were heard on the special programs broadcast by KDKA on October 30 to celebrate the station's seventeenth anniversary on the air were Lenox R. Lohr, president of NBC, A. W. Robertson, chairman of the board of the Westinghouse Electric and Manufacturing Company, H. B. Kirkpatrick, president of the Pittsburgh Chamber of Commerce, and Dr. Frank Conrad, assistant chief engineer of Westinghouse.

A three-hour festival with thousands of people present, took place at the transmitting station in Saxonburg on the afternoon of the inauguration of KDKA's new 718-foot antenna.



The history of KDKA goes back to the year 1912 when Dr. Frank Conrad with borrowed phonograph records put on a program for some thirty amateurs who had receivers. It was in 1920 that KDKA as we know it today first went on the air with the Harding-Cox election returns on November 2, 1920.

The original one hundred-watt station has expanded through the years to become the 50,000 watt giant we know today.

"What's in a name?" Shakespeare once asked.

Then Joe Miller or Weber and Fields, or the Rogers Brothers or some other comedians gave the gag answer, "Everything's in my wife's name."

But Announcer Ed Schaughency has a different answer. In his fan mail he's Schauncy and Chauncy, Shonsy, Shontz, Shantsy, Shaughnessy and Schaughency, Shatze, Chonsy, Jonsee, Shunsy, Chaunchey or Chuncie.

These are just a few versions of his moniker and each one has a dozen variations, phonetic and otherwise.

Of course, Ed's good nature prevents him from being peeved when his name is misspelled. And this rare trait plus the smile in his voice makes him the logical announcer for the first program on the air in the early morning.

Because he has handled this early Musical Clock program on KDKA for so long, Ed is unofficially known as the official "Getter-Upper" for KDKA listeners.

So it is natural that fans who get desperate trying to spell his name often address his mail to "The KDKA Getter-Upper, Pittsburgh."



Manager A. E. Nelson of KDKA announces the resignation of John Gihon as program manager at the station. McGihon transfers his activities to New York where he has been assigned to production and television work. Announcement of his successor at KDKA will be made later.

Mr. Gihon came to KDKA from the Chicago studios of NBC in July, 1933, with a background of six successful years in radio work. In addition to his many brilliant productions from the Westinghouse station in Pittsburgh, he has given a vivid characterization of Scrooge in the annual presentation of Dickens' "Christmas Carol," from KDKA.

His wide circle of friends in business and social circles as well as in all branches of radio work, wish "Jack" well in his new location.



DERBY SPROUL

*With Your
Roving Reporter
in New York*

Talk about NBC *esprit de corps*! When the guides, pages and set-up men learned that one of their colleagues had been robbed of a valuable watch and all the clothing he had in his room they started a collection which netted almost fifty dollars for the unfortunate youth. The young man, who was considerably disheartened by the loss "because they not only took all my suits, shirts, and even underwear and socks but also a brand new overcoat which is not half paid for" is Hugh Savage. Many of you will remember him as the winning singer on the Brass Buttons Revue last spring.

To his many friends in need Hugh has asked us to convey the following message:

"It's difficult for me to find words to express my deep appreciation of your generosity in my hour of need. At least now, I will not have to join the nudist colony. I most heartily thank every one of you."

(Signed) Hugh Savage.

P. S. Now that the story has been told this column wishes to publicly commend Guide John Parsons who instigated and personally solicited the contributions.



We will give autographed copies of the TRANSMITTER to those who can tell us what E. P. H. stand for in E. P. H. James. Members of the Promotion Division are excluded from this contest.



The above ought to get a rise out of George Nelson who collects autographs. They say he has the signatures of all U. S. Presidents except one. Well, G. N., if you keep ours long enough—you never can tell.



People who take the Studio Tour are in such high spirits as they descend from the mezzanine where the tour ends that the Red Cross girls at the foot of the stairs never have any trouble coaxing contributions from them. That's a fact—we got it straight from the girls who, incidentally, are very attractive and who, double incidentally, even talked us into dropping a few coins in their little tin cans while they were telling us about the generosity of the tourists. This writer is still wondering whether the interview was a scoop for him or the Red Cross.

(Continued on next page)

NBC TRANSMITTER

Published for and by the employes
of the National Broadcasting Company
from coast to coast.

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YOUR ROVING REPORTER

(Continued from page 7)

Did you notice that Kirk Quinn is doing a solo in the new green NBC 'phone books?

And have you noticed that Ben Grauer on the *RCA Magic Key* program has expanded the slogan, "In radio—it's RCA all the way" to "In radio and television—it's RCA all the way."

We're not very good at poetry but how's this—

This has nothing to do with Paul Revere

But I'm wishing you all warm Christmas cheer.

Texas Station Joins NBC Next Spring

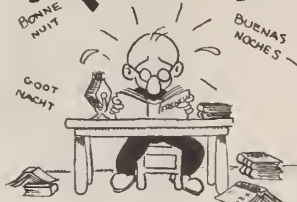
Station KTSM in El Paso, Texas, will become a member of the NBC-Pacific Supplementary Group, available to either the Blue or Red Network, next Spring.

At present, the nearest NBC network outlet to El Paso is in Albuquerque, N. M., 230 miles away. Lines between these two points are now being constructed. Immediately after the work is completed, about April 1, 1938, KTSM will begin broadcasting NBC'S programs.

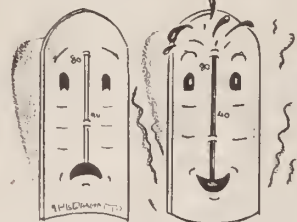
KTSM operates on a frequency of 1310 kilocycles with a day power of 250 watts and a night power of 100 watts. It has an application pending before the Federal Communications Commission for permission to change its frequency to 1350 kilocycles, install a new transmitter, make improvements in its antenna, and increase its power to 500 watts full time. The station is owned by the Tri-State Broadcasting Company and is managed by Karl O. Wyler.

FOR
NBC TRANSMITTER
READERS

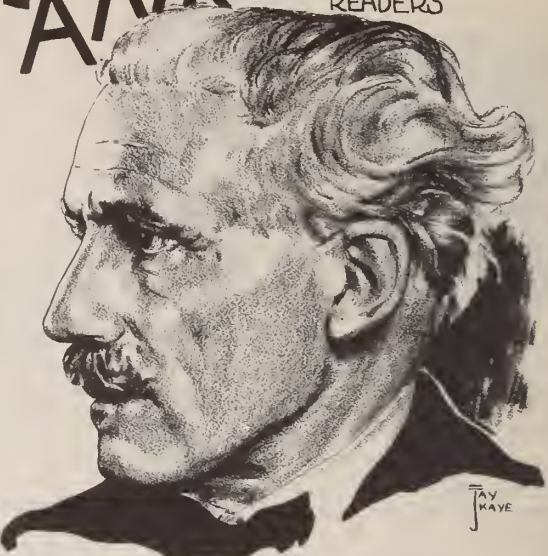
RADIO-ANA



NBC-RED STATION
KFI, LOS ANGELES,
SIGNS OFF IN 9
DIFFERENT LANGUAGES.



THE NO. OF EMPLOYEES
IN THE NBC HOLLYWOOD
STUDIOS HAS BEEN
INCREASED 8000% IN
4 YEARS!



RCA AND NBC ARE GIVING THE LARGEST XMAS GIFT TO THE GREATEST NUMBER OF PEOPLE IN HISTORY ON DECEMBER 25, 1937, WHEN TOSCANINI STARTS HIS SERIES OF SATURDAY NIGHT BROADCASTS WITH THE NBC SYMPHONY ORCHESTRA.

JAY KAYE

Four-Pass Audition For Announcing Class

Following an audition among several members of the New York staff on November 10, four young men have been selected to join the announcing classes conducted by Dan Russell.

Those who passed the audition which includes tests in voice personality, reading of news reports and commercial announcements, ad-libbing, and ability to pronounce correctly foreign names of musical compositions and composers, were Read Wilson of the Mail and Messenger Section and three members of the Guest Relations staff, F. Colburn Pinkham, Jr., Jacques Tartiere, and Gordon Vanderwarker.

The NBC training school for announcers which is open to all members of the Company who have the potentialities of an announcer, meets several times a week. The training period varies in length for different individuals, according to their ability. Whenever a vacancy for an announcer's post occurs in the organization, the students at the head of the class are given the opportunity to take the audition with other and experienced applicants for the job.

Former KDKA Manager In Station Relations

Harry A. Woodman, former general manager of NBC Station KDKA in Pittsburgh, joined the Station Relations Department on November 16.

Mr. Woodman has been associated with the National Broadcasting Company since it was first organized in 1926. In returning to Radio City, Mr. Woodman brings with him an intimate knowledge of station operations in addition to a broad experience in national network operations, Keith Kiggins, manager of the Station Relations Department, said in announcing Mr. Woodman's new post.

Becoming interested in radio during its early days, Mr. Woodman joined the staff of Station WEF as sales and station contact man in 1925. When NBC was formed a year later, taking over WEF among other stations, Mr. Woodman became traffic manager of the new organization. He was sent to Pittsburgh in 1934. He is a native of Portland, Maine, and a graduate of Bates College.

Can you sing—act or play an instrument? Call the NBC Transmitter, Ext. 220. We want you for the NBC employes' broadcast.

NBC Equipment Again Used at Horse Show



JOHN ROONEY is shown with an NBC "Beer Mug" transmitter as he appeared in the recent National Horse Show in New York.

NBC lent a helping hand to the National Horse Show held at Madison Square Garden, New York, from November 3rd to 13th by furnishing equipment and technical assistance in the announcements of the results to the sell-out crowds that attended the equine exhibition.

The equipment was the already famous "Beer Mug" micro-wave transmitter developed by NBC engineers and the help was in the persons of two young radio operators, John Rooney of Sound Effects and Ed Kahn of Guest Relations.

The nature of the show and the fact that the judges were required to move to various points of vantage in judging the events made impossible the use of a wired microphone, so one of these two men followed the events on the tanbark with the portable transmitter and broadcast the results to the announcer at the public address microphone in the grandstand, where he received their signals with an NBC short-wave receiver. The announcer, in turn, announced the results to the crowd through public address loudspeakers. In this manner the official decisions were rapidly relayed to the spectators as they watched the events.

Both Rooney and Kahn were chosen because the operation of the equipment (the "Beer Mug" set is in reality a Federally authorized radio station) requires a licensed operator and each holds a first class radio telephone operator's license. Together, they gave complete coverage of the entire ten days' program.

The "Beer Mug" transmitter, so called because of the handles on its metal container, has all the essential functions and parts of a complete broadcasting station. It holds a power supply, crystal oscillator, crystal microphone, audio and radio amplifiers and an automatic volume control.

KYW PHILADELPHIA

by J. A. Aull

Progress

With the new KYW Building outwardly completed and inwardly writhing in a labyrinth of conduits, ducts and canyons, work is progressing rapidly under the eye of Bob Thatcher and the frequent visits of O. B. Hanson. And this in spite of the itinerant tours conducted en masse by the studio personnel. According to workmen their only hope for privacy lies in a six-foot snowfall.

Joiner Joy

In the meantime Leslie Joy, station manager, continues to join clubs, organizations and committees. This week it was the Orpheus Club, one of the oldest and most renowned singing clubs in the city. Right now it's getting ready for its first concert of the season to be held this month in the Academy of Music. Then of course as an alumnus of the University of Pennsylvania, Mr. Joy has accepted membership on the Communications Committee for the Bicentennial Celebration of the institution. And before that he was compelled through stress of other duties to turn down the chairmanship of the Entertainment Committee of the Poor Richard Club, a high honor in Philadelphia organization for advertising men and women.

Newcomer

Since the TRANSMITTER last went to press, Dan C. Park, formerly with the advertising agency of Hunt Brothers and Raisin, has joined the KYW sales staff, replacing Jack Hinchey who resigned. Park cleaned up soon after arriving at his new desk when Penn State, his alma

A two-foot antenna projects from the top, and it can be used with success over distances up to one-half mile. Its call letters are WIOXAM and it operates on a frequency of 40.6 megacycles or about 7.4 meters.

The "Beer Mug" transmitter which has a power output of 0.5 watt was originally designed for use at political conventions where it is often necessary to broadcast from different points on the floor. Since then, it has been used in all sorts of special events where wired microphones are impractical.

Pat Rooney says he is perhaps more pleased than anyone else that NBC engineers designed this new light portable outfit. Last year, before the "Beer Mug" transmitter was designed, he had to carry a pack transmitter that weighed over thirty pounds. It was no easy job lugging around that weight for hours.



J. A. AULL

Ed. He wouldn't tell on himself but someone else at KYW tipped us off that your Philadelphia correspondent, James A. Aull, was married to Miss Sarah Helene Longacre on September 25th at St. John's Episcopal Church in Norristown, Pennsylvania. According to our reporter it was "a very fashionable afternoon wedding."

Mr. and Mrs. Aull are now residing at Indian Creek Farm in Norristown.

mater, also cleaned up in their 7-0 gridiron classic with Penn.

Prestige

The station has been acquiring additional prestige lately with the bookings of the Top Hatters. Shortly after their success playing at the Penn Junior Prom they were selected for the so-fashionable Junior League ball which will be held in Philadelphia next month.

Wild Life

Butch Beeuwkes, sales promotion head, and Jim Harvey, of the continuity staff, have been following wild life through the eyes of their candid cameras. When some of the wild life in the form of a Komodo dragon or six-foot lizzard from the West Indies, turned the tables on Butch at the zoo the other day and started to chase him, the visit was called off for the day. Although in another part of the grounds, Harvey caught the same trolley after a sleepy Bengal tiger made a quick pass for the camera. Nobody has seen the pictures, but everybody knows the negatives are blurred.

Romance

George E. Hagerty, studio engineer for Westinghouse, looped up to Concord, Mass., the other day and returned to town with his high school sweetheart. She was then Miss Margaret J. McGann and is now—you guessed it.

Joins P.C.A.W.

We have found one more joiner in the person of Betty Dickert, secretary for Mr. Joy, she's on the radio committee of the Philadelphia Club of Advertising Women. At any rate we all hope to join the Christmas party very soon . . . if there is any.

NBC SYMPHONY TUNES UP

IT was pretty appropriate after all that the first notes to be played when the new NBC Symphony made its first appearance on the air were the particular notes they happened to be. Artur Rodzinski had happily chosen the *Oberon Overture*, and that admirable piece of music begins with a few well chosen notes on the French horn, intended by Weber the composer, to represent Oberon himself summoning the fairyland he ruled to revelry. Significantly, Dr. Rodzinski was summoning a whole world, as ethereal as any Oberon ever ruled, to revel and rejoice together in one of the latest and greatest achievements in this pretty magical world of radio—the new-found existence of a radio symphony. Weber himself would have been delighted had he been able to foresee the magic that his horn call would someday be called upon to evoke, and Oberon himself would be the first to enjoy “sitting in” with the boys in the orchestra itself on a little jam session. Maybe he was there “in spirit,” if you don’t mind the pun, because what came out when the boys blew in was certainly “out of this world.”

You Said It

Seriously though, that first concert as well as those that have since followed it on the air, was more than enough to convince any doubting Thomas that NBC really has something there. Everyone knows that while music and radio are both very miraculous things, they are both the result of plenty of hard work and enough inspiration to go around. You don’t just snap your fingers and pull symphony orchestras out of the air, like that (unless you’re a mere lucky listener)—but anyone can see with half an eye that someone in the Olympian regions of the National Broadcasting Company had all the inspiration it takes, and the hard work followed as the night the day. We can all take a pat on the back—we who listen and appreciate and those who waved the wand in the first place.

Speaking of waving wands gets us around to Dr. Rodzinski and Pierre Monteux, who have directed the concerts so far. Both of these men represent accomplish-

ments in music that speak for themselves far more eloquently than words here could do. In choosing conductors for this Symphony, better choices could not be made. The world is of course full of able directors, and it is natural to hope that most of them will appear at the helm of this new organization, which is probably just about what will happen as time marches on. But for this first season lucky is the listener who avails himself or herself of the expert interpretations of Mr. Monteux and Dr. Rodzinski, and later of Toscanini.

Pierre Monteux

After all, when it comes to French music in particular, Monteux remembers when a lot of it was written. He has directed the premiere performances of more than his share of Ravel and Debussy, etc., and his friendships with the composers, both personally and on paper, is a well seasoned, mellowed one—one that enriches with indescribable subtlety his interpretations of their music.

To have been the chef d’orchestre for the fabulous Diaghilev Russian Ballet when Nijinsky was dancing—to have led the Boston Symphony in several glorious seasons—to have been in command of the entire repertoire of French opera at the Metropolitan in New York for several seasons more—and to have been received with admiration and acclaim before almost every major symphony in Europe and America—these are things to think

upon. Since Monteux is now a resident of San Francisco, where he is conductor of the Symphony Association he has by now completed a coast to coast hook-up, leaving a pair of networks behind him to which we hope he will be no stranger in the future.

Dr. Rodzinski

Rodzinski is a genius of parts too. His record is so brilliant that you would expect him to be a little dazzled himself. But true to the form of geniuses, he is one of the most modest men you could ever hope to meet. He sits on the stools down in the drugstore of the RCA Building and sips his soda with as much nonchalance as if he were conducting, and vice versa.

The good doctor is a man who knows what he wants and how to get it. It was an ideal choice to engage him for all the preliminary rehearsals before the public got let in on anything. But lest you get the idea that Rodzinski is a superior drill master, listen to the fiery and inspired sounds that come out of an orchestra sitting at his feet, and you will be sitting there too. Not literally, for tickets to these broadcasts are as precious as pearls and you can’t get them at the scalpers.

There are instances that could be cited where conductors didn’t dare to attempt *The Heros Life*, of Strauss, without orchestras of years standing and experience—but years. Dr. Rodzinski played it in the orchestra’s first concert—but played it! The result was a towering performance—as impressive as Rockefeller Center itself, or the Grand Canyon if you prefer. A more complicated score just isn’t than *Heldenleben*, and it must be sung to Rodzinski’s everlasting glory that it was played on that afternoon on November 2nd as it was played.

It is a consummation devoutly to be wished for, that this marvellous orchestra, got together for radio and radio alone, will have a hero’s life of its own. The beginnings have certainly been heroic, and auspicious.

—Robert Waldrop.



Photographed at the “dress rehearsal” of the newly-formed 92-piece NBC Symphony Orchestra which was broadcast on November 2, from left to right in the front row, Toscanini’s daughter, Countess Emanuele Castlebarco, Mrs. David Sarnoff and Mrs. Artur Rodzinski; back row, Lenox R. Lohr, president of NBC, Artur Rodzinski, conductor, David Sarnoff, president of RCA, Count Castlebarco and John F. Royal, vice president in charge of NBC programs.

Tenth Anniversary Times

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

STEERE MATHEW



"Times certainly have changed," reflected Steere Mathew as he leaned back in his swivel chair in a small office lined with button-studded maps. "I can remember the time I took a year off from college to work for a sugar refining factory. We worked twelve hours a day, seven days a week.

"It was good to go back to college and electrical engineering books after that."

Mr. Mathew, who is facilities cost engineer in the Traffic Department, learned about engineering at the University of Colorado from where he was graduated with a B.S.E.E. degree. In college he was a member of Sigma Tau, honorary engineering fraternity, and Phi Delta Theta, social fraternity.

After college he left his native Colorado and went South to work for the Cities Service Company as an engineer. Then he went into public utility work until 1927 when he joined NBC. His job today is to determine the cost of wire facilities for the networks and other services for program pick-ups and their transmission to NBC stations.

Mr. Mathew is married to his college sweetheart and they live in New Rochelle.

He is vice president of the New Rochelle University Club, likes gardening, plays golf, and goes swimming in the summer.

MARY KATHLEEN MOORE

New artists who join the NBC staff in San Francisco are always certain of meeting a friendly welcome in the Music Library, where Mary Kathleen Moore, small, blonde and warm of smile and heart, greets them.

Kathleen (the "Mary" is for Sundays and legal signatures), joined the NBC staff on December 1, 1927. She proved her versatility so well that there wasn't



much she didn't do around the studios in those days. She was a member of that earnest little band then comprising the entire staff, who worked in a cubbyhole of an office back of Studio A. Kathleen answered telephones, did research, interviewed artists, listened to programs, hunted up music for singers and between times typed continuity.

Kathleen was born in Chicago. When she was in her 'teens her family moved from the Windy City to California. Kathleen attended the California School of Fine Arts and probably would have followed her father's footsteps in the world of design had not a job at the newly organized NBC beckoned her away from arts and crafts.

When the Music Library was organized Kathleen was assigned to supervise the job. She inaugurated the catalogue system which is still in use. A staff of three persons were all that were required at that time; now eleven persons are kept busy filing, cataloguing and assisting program builders, and the last time Kathleen obligingly counted the scores, most of which she is intimately acquainted with now, there were almost 110,000.

WILLIAM D. BLOXHAM

Ten years ago NBC had a vacancy for a purchasing agent, not just any purchasing agent but someone who knew his business thoroughly, for the Company was aware of the fact that "a penny saved is a penny earned."

Therefore, when William D. Bloxham came with ten years' experience as assistant purchasing agent for the Federal Reserve Bank of New York, he got the job.

Since then Mr. Bloxham has seen the Purchasing Department grow with the rest of the Company. He now has a staff of seven compared with two in 1927.

Besides his tenth anniversary with NBC Mr. Bloxham is also celebrating his twentieth wedding anniversary this month. He and his wife and eighteen-year-old daughter, Muriel, will celebrate at their home in Garden City, Long Island. It is there that our purchasing agent enjoys what he calls "the simple things of life" such as amateur landscaping, gardening and building fish ponds.



KOA DENVER

by Charles Anderson

The "gag" of the week goes like this. Roscoe Stockton, dramatic director, bought a new radio. After commenting to his wife how nice the set was, and picking up stations here and there on broadcast band, he flicked the switch to short-wave and the first thing heard was, "Roscoe I think you've got something there". Now can you imagine that . . .



CHARLES ANDERSON
KOA Announcer

Joe Rohrer, Engineering, is now assistant control supervisor filling the post vacated by Walter Morrissey who is now control supervisor. Joe was graduated in Engineering from Colorado College in 1932, is a member of Kappa Sigma Fraternity. Has been with KOA for three and a half years. Married.

Margaret Smith and Jack Orrison, known to the air as the comedy team of "Adam and Eve" pulled a fast one recently. Leaving for Pittsburgh to accept a job at KDKA, they decided to share and share alike. The marriage took place at the Pittsburgh home of A. E. Nelson, manager of KDKA. Jack met Margaret at the University of Denver while they were attending classes there.

Cooperating with the Citizens Traffic Safety Committee, KOA has inaugurated a series of ten-minute broadcasts on Traffic lessons direct from office of Capt. Pitt, head of traffic safety for the Denver Police Department. Increasing number of traffic fatalities in city has aroused schools, business firms, auto clubs and others to necessity of doing something about the situation.

Add to your list of movie potentials, Joe Gillespie, announcer. Seems he's the man the audience sees driving those new cars in advertising shorts (movie) produced by a local film firm.

Lucille Beideck, stenographer for program director, who has never travelled beyond State boundaries, is now taking leave of absence to go all the way to Hawaii, clear out of the United States! She'll spend Xmas in Honolulu and watch University of Denver play Hawaii in a post-season game. Savings account takes the beating. Her menu when she returns will be coffee and donuts, so she says.

KNOW YOUR COMPANY

NO. 11—DUPLICATING SECTION

This is the eleventh of a series of articles which we hope will give you a better understanding of the many NBC units.

GRINDING out over forty thousand pages of radio script every day is only one of the many functions of the Duplicating Section of NBC's General Service Department in Radio City. This section, headed by Alfred Patkocy, is a noisy and busy little bee hive on the third floor of the office section with its whirling mimeograph machines, staccato addressographs, automatic typewriters, and silent presses.

Four mimeograph machines turn out thousands of pages of commercial and sustaining scripts, program logs for the Red and Blue Networks and the international short wave service, orchestra schedules, and rehearsal sheets. In addition to these jobs for the Program Department there are the *Daily News Report* releases from the Press Division, the *NBC Thesaurus* scripts from Electrical Transcription Service, announcements and monthly departmental reports.

The weekly *NBC Thesaurus* scripts for transcribed programs produced and distributed by the Electrical Transcription Service is sent out to hundreds of stations. To mimeograph, collate and staple the individual programs of this service is one of their biggest jobs, assert the men of the Duplicating Room. Over three hundred copies of about fifty different pro-

grams are mimeographed every week — enough paper to cover the walls and ceilings of all the NBC studios in Radio City.

The machines that attract the greatest attention from visitors are the Hooven automatic typewriters. These automatic typewriters are used to make form letters. By means of perforations the original letter is recorded on a roll of heavy Manila paper which is inserted in the machine that automatically types copies of the letter. The Hooven typewriter which is controlled by the perforated paper roll operates somewhat like a player piano. The perforations control the keys. Individual headings and salutations are typed in by hand and while the body of the letter is being typed the attendant can start another machine. One man can operate five machines at one time. Once, four thousand letters were typed and addressed in four days by keeping the machines going night and day.

For small jobs in duplicating, say about



A section of the Duplicating Room in Radio City. Left to right, James Ware, Alfred Patkocy and Edwin Breen are shown operating mimeograph machines each of which turns out 115 mimeographed sheets a minute. Each stencil from which the copies are made is good for 15,000 copies.

Duplicating also has addressographs which can address as many as 2,500 envelopes in one hour and a multigraph machine for printing purposes. The multigraph machine prints all the broadcast tickets for the New York and Chicago studios and various tickets for NBC and Radio City sightseeing tours. There are other miscellaneous printing jobs—for instance, the heading of the *Daily News Reports*.

Of the eighteen members of the Duplicating Section only two are women. They are Mrs. Katherine Mortlock and Miss Valerie Sparks who are in charge of the bindery. They are new members of this section. Six months ago they were transferred from the Music Division to the Duplicating Section. Most of their time is taken up with binding music scores and catalogues, but they also do all other sorts of binding. Folders, booklets and legal records are often sent to them to be bound. The bindery also binds all the NBC program scripts for the records in Central Files.

As soon as this issue comes off the press one copy of each issue of the NBC TRANSMITTER during the year of 1937 will be sent up to the bindery and the different numbers will emerge bound together in an attractive red cover marked, "NBC Transmitter, Volume 3, 1937."



With this heavy cutting machine, Mrs. Katherine Mortlock, left, and Miss Valeria Sparks of the bindery can slice a stack of paper four inches high with a twist of the hand.

one hundred copies, a "Ditto" machine is used. The master copy is typed on white paper, using a special "Ditto" ribbon. Then, the copy is transferred on to a gelatin-like roll from which the duplications are made. The executive, facilities and music orders are made in this manner.

WTAM CLEVELAND

by Bob Dailey



BOB DAILEY

Symposium:

With the inauguration of the new NBC Symphony Orchestra broadcasts, WTAM has introduced a plan whereby students of serious music are given the opportunity of participating in a symposium each

Saturday night and discussing the musical themes to be heard during the network program.

Working with musical directors of Cleveland's schools, Vernon H. Pribble, manager of WTAM, planned the symposium series to precede each broadcast by the NBC Symphony Orchestra on Saturday evenings. Admission is by ticket.

Walter Logan, musical director of WTAM, led the first symposium, with Dr. Russell V. Morgan, supervisor of music for the public schools, in charge of the second week's meeting. Dorothy Crandall, staff pianist, played the themes for the discussions.

Following the lectures, several hundred students heard the network broadcast through a loud-speaker set up in the studio.



WTAM Notes

Announcer George Hartrick, elected commander of the John A. Elden post, American Legion . . . Waldo Pooler, director and writer, attending local auto show without seeing a 1938 automobile . . . he saw only those beautiful models of dress fashions . . . Mrs. Vernon H. Pribble cooking ducks and more ducks after friend husband went hunting. . . . Typist Helen Forsythe on the sick list and Ruth Eisner at her desk temporarily.



"Beer Mug":

When the new million dollar ice arena was opened in Cleveland, WTAM's Tom Manning was called upon as the official master of ceremonies to introduce all the celebrities at the ceremonies.

Resourceful Tom secured the cooperation of the station's engineers and had a "beer mug" mike put into operation. Then he donned skates and did his job of getting all the celebrities to speak by skating from one box to another, the "beer mug" in hand.

WGY SCHENECTADY

by Bob Wilbur

Choo-Choo

Bernard Cruger, WGY's first assistant engineer, begins his associations with toys, long before Christmas day, and continues them long after, for it is a pride and delight with him to build scale model midget locomotives. Long hours and careful planning are required for the fashioning of these imitations of the sleek, powerful steaming giants, that speed over shiny rails with trailing coaches behind. "Crug" as he is called by his associates, recently won third prize in the "Midget Mike" model locomotive contest conducted by the magazine, *Modern Mechanics*. And that prize is a complete kit for building any one of seventeen different types of freight cars.



Anastasia

Colonel Jim Healey celebrated his fourth anniversary November 6th, as news commentator for the Sun Oil Company. Tried to get some philosophical comment as to what Colonel Healey felt was of value in his four successful years on the air, but the only answer was that "there is never any news about a news man. As far as I can see my sponsors are still as dissatisfied with the program as they were in the beginning." Our commentator did remark, however, that the past jibing about Chet Vedder's cow, Anastasia, is all over, and completely done. The Colonel, and Announcer Vedder found that there were too many listeners in the area that were named Anastasia, and considered a cow called by that name, a personal affront. By the way, Anastasia, is one of a herd of sixteen prize cattle owned by Chet.

Expansion:

WTAM observed the first anniversary of Mikewoman Jane Weaver's association with the station by adding Stubby Gordon's orchestra to her *Health and Home* program and increasing the time to forty-five minutes each morning. A feature for women, the program has been heard over WTAM for eight years.



Bath House Opera:

Walter Logan is a busy man in his capacity as station musical director. But now and then, he writes the music and words to a composition and sees it gain popularity.

His latest pen-child has the seasonal title of 'You Made A Touchdown In My Heart' and is already in the music stores,

Tup's Story

Found out after much quizzing, that Announcer Howard Tupper, usually called "Tup" is quite a versatile young chap. In addition to a very pleasing voice, and lots of selling ability on the air, "Tup" has gone in for almost every phase of activity in sports, music and drama. In the first of these departments, his major assignment came when he was appointed instructor at a co-ed riding academy. This was delightful and entertaining from the standpoint that he is unusually fond of horses. Long, arduous years, in the study of psychology, developed to a great extent a second nature for handling children. So when he established himself as a skating teacher at the Canton Municipal Rink, it is little wonder that fond mothers glowed with the faith that he would keep their offsprings from spending too much time on their . . . and more time on their skates. At this time of the year, most of the vacation seekers are looking toward Palm Beach, Miami and Daytona as havens of rest. The North Country calls Howie, and so on the week-end of the 28th of November he makes his way to the region of the St. Lawrence River. "Tup" is heard on the Red Network announcing the *Hi-Boys* on Tuesdays and Thursdays at 11:30 a. m.



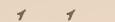
BOB WILBUR

although it was written less than a month ago.

Light numbers in the popular vein are becoming a bit irksome to Composer Logan, though, and he's thinking again about the time when he will be able to produce his first opera.

Evidence of that desire came to the attention of the WTAM staff when Logan purchased four movable bath houses at \$25 each from Billy Rose, when the Broadway producer closed his Aquacade show here at the Great Lakes Exposition. They are stored in a garage near the station.

Although Logan doesn't talk much about his opera-to-be, we at least know that there will be a scene at the bathing beach.



NBCites of the New York staff are invited to take part in an NBC employes' program to be broadcast in the near future. Please call the NBC Transmitter, Ext. 220, Room 284.

NBC SAN FRANCISCO

by Louise Landis

East-West Game

San Francisco's famous East-West football game, played annually on New Year's Day for the benefit of the Shriner's Hospital for Crippled Children always has the loyal support of Lloyd E. Yoder, manager of NBC San Francisco. Mr. Yoder will be chairman of the rally to be held in the War Memorial Opera House Tuesday, December 1, when the players of both teams, with their coaches, will be introduced.

Years ago when Mr. Yoder came to San Francisco for the first time, he came as an All-American star to play in the East-West game.

✓ ✓ ✓

Alex Petry

Alex Petry, new chief of the Music Library, will have served his first month before this issue of the NBC TRANSMITTER appears but it won't be too late to welcome him to NBC's San Francisco family . . . Before he came to San Francisco Mr. Petry was a member of the Radio City Library staff. He left there to go to Porto Rico, where he was associated with a fruit company until recently. Despite his long work in music and kindred arts he contends he's the only business man in his family . . . his brother is Victor Petry, noted seascape painter, and his sister Mimi Petry is a composer.

✓ ✓ ✓

"Lipsy"

NBC has another bride in its midst. Madeline Attabit has returned from her vacation and is now Mrs. Harry Lipshultz. But not to her associates. Deciding that "Lipshultz" is too long, she has been christened "Lipsy" by the Traffic Department.

✓ ✓ ✓

Early Birds

It looks as if NBC were going to turn into an organization of Early Birds. Ira Blue's new *Hit the Deck* broadcast at 7 a. m. every morning gets him down to the studios by 6:30, and now that Remington Rand is sponsoring Berton Bennett's news broadcasts three days a week at 7:45 a. m. It means that Berton has to sound fresh and enthusiastic at that hour . . . Worse fate of all is that of his producer, Lee Strahorn, who has to get up at 5:00, in order to scan the early morning news stories and re-write them for the broadcasts . . .

One of those little birds with a flair for finding out things (probably one of the

early-rising fowls) insists that Abbott Tessman, announcer, reached NBC in time to usher Rosie and her Guitar on the air at 7:45 the other morning only by dint of the fact that he just happened to wake up around 7:30—an alarm clock having decided on a sit-down strike during the night.

Abbott reached the studio just in the nick of time, clad in overcoat and hat, which he didn't remove . . . because under the coat was a pair of striped pajamas, and under the hat uncombed hair. When hill-billy songstress Rosie removed her shoes, as per custom, to facilitate her foot-tapping, the note of complete informality was reached.

✓ ✓ ✓

Indefatigable

Bob McAndrews, who recently bade adieu to announcing and joined the Press Department to handle Red Network news stories, is one of those young men described only by the word "indefatigable." Bob not only augments his Press duties by acting as book critic for the *San Francisco Chronicle* and the *Wasp-News Letter*, but teaches a debating class whose members are Oakland bank employees.

✓ ✓ ✓

Flash-Flash!

Dorothy Brown of Continuity Acceptance was a burglar's victim the other day and didn't know it until the police told her . . . her apartment was robbed while she was at work, and the burglar was arrested when he tried to pawn her camera and other articles . . . police traced the camera, got Dorothy's name and telephoned to tell her that her property was safe . . . which was good news to Dorothy because the camera was the gift of the Production Department, when she left it for her present post . . .

✓ ✓ ✓

Kay Bowman, formerly of Artists Service, has joined the Continuity Acceptance Department, to handle transcriptions . . . Dresser Dahlstead is the envy of the other announcers . . . his assignment is announcing the broadcasts from Rio Del Mar, swank beach and country club situated near Santa Barbara . . . where Dresser has to spend all his week-end with nothing to do except lounge on the beach when not announcing Harry Lewis's dance music numbers . . . Marjorie Gray of the *Woman's Magazine of the Air* staff has resigned to handle Sperry Flour programs for the Westco Agency . . .

HANSON, HEDGES, WOODS NAMED VICE-PRESIDENTS

(Continued from page 2)

William S. Hedges

William S. Hedges, who becomes vice president in charge of Stations Relations, has been associated with managerial posts in radio since 1922, when he established the radio department of the *Chicago Daily News*. Later he became president of WMAQ. When NBC purchased that station in 1931 Mr. Hedges entered the Company's service and during the next three years was manager of NBC's two Chicago outlets, finally general manager of all stations operated by NBC from April, 1934, to December, 1936. At that time he resigned from NBC to become vice-president in charge of broadcasting of the Crosley Radio Corporation, Cincinnati. He returned to NBC last October as director of Stations Relations.

Mr. Hedges has been especially prominent in national broadcasting activities. He represented WMAQ at the first meeting of the National Association of Broadcasters in 1923, became the organization's president in 1928 and was re-elected to the post the next year. He was made chairman of the NAB executive committee in 1931.

Mark Woods

Although he is one of the youngest of NBC executives, Mark Woods, who becomes vice-president and treasurer, has been an officer of the company since it was organized in 1926. He came to the company after wide and varied business experience. Mr. Woods was educated in the South and at New York University. Following his graduation he joined his father in the direction of the American Naval Stores Company, in Florida. Several years later he switched to the contracting business and finally entered the electrical field with the Thomas A. Edison, Inc. His subsequent service with the New York Telephone Company led to his transfer to the American Telephone and Telegraph Company, which was later to operate station WEAQ. It was in this way that Mark Woods became associated with radio.

When NBC was formed he rose successively through the offices of assistant treasurer, assistant secretary and office manager. He was made treasurer of the company this year, and, as vice-president, continues in his duties of supervising NBC's financial policies, many of which he established. He remains assistant secretary, an office he has held several years.

Mr. Woods is a member of the national board of directors of the Better Business Bureau.

NBC CHICAGO

by William E. Lawrence



WM. E. LAWRENCE

Hobbies:

A story about how NBCites in Chicago utilize their spare time sounds like the results of a home talent day contest.

Office Manager J. F. Whalley has been awarded a silver medal for his high rating in the CPA examinations held by the State of Illinois.

Sales Promotion Chief Carlson is an accomplished after-dinner speaker, we find, having delivered a talk on "Facts About Radio" before a Chicago Credit Men's luncheon.

Don Thompson, production director, has had a short story published by *Liberty* magazine.

Engineer Hunter Reynolds has written about fifty musical works which have been performed by many Chicago orchestras, his latest being the popular song, "Tired Eyes".

Page John Lagen has collaborated with Don Quinn on a Fibber McGee and Molly script which was produced some weeks ago. This is in addition to his half-hour commercial show on WLS, NBC affiliate in Chicago.

Bill Weaver, page captain, now has his

own thirty-minute vocal program three times a week over WCFL, Chicago NBC link.

Bill Rosee, in the Press Department, won a red ribbon and officer's spurs for taking second place in the Troopers Mounted Class during recent 122nd Field Artillery Lancer Horse Show. Other enthusiastic riders here are Maurie Lowell in Production, Ruth O'Connor in Continuity, Dorothy Masters and Phil Fortman in Press, and Curt Mitchell in Sound Effects. / / /

Squibs

Engineer Robert Jensen, after marriage to Jan Dawson, KOA Denver actress, spent his honeymoon in, of all places, Niagara Falls. / / /

Night Traffic Boss Frank Golder plans vacation in Missouri during Christmas holidays. / / /

George Voutsas, who recently joined our production staff, comes from New York where he was assistant to Frank Black, NBC music director. / / /

Carl Wester, of Network Sales, has resigned to form his own radio producing company. / / /

A certain mixture of tobacco featured in the Merchandise Mart Tobacco shop has been named "NBC Blend" because of

EXCHANGE CORNER

This classified ad section is available, free of charge, to all NBC employes. Rules: forty-five word limit; no regular business or professional services may be advertised. Address all ads to NBC Transmitter, Room 284, RCA Building, New York.

All items must be in writing; give name and address.

FOR SALE—Buick, 1933, straight 8, Black convertible coupe with rumble seat. 130" wheel base, master motor. New heavy duty 6 ply Goodyear tires. Run about 5,000 miles. Motor, car and brakes in excellent condition. RCA radio. Price: \$350. Peter C. House, Engineering, N. Y., Room 517, Ext. 804.

FOR RENT—Furnished apartment at 165 E. 49th St., N.Y.C. 3 rooms and kitchenette. Suitable for two or three persons. Girls preferred. Call Kathleen Goddard, Ext. 367.

WANTED—Used copies of Volumes I, III, IV of the Hugo Wolf Society. Discs must be in good condition. E. K. Renwick, Guest Relations Staff, N. Y.

FOR RENT—Unfurnished apartment, 89 Thayer Street. Dropped living room, large foyer, kitchen, colored tile bathroom. New elevator apartment. \$40.00. See Philip Sullivan, Guest Relations, N. Y., or call the NBC TRANSMITTER.

its popularity with NBCites here. Jack Frazer in Continuity has been doing a little promotion work on this brand by blowing smoke from his pipe into all the offices.

NBC WASHINGTON

by Marian P. Gale



MARIAN P. GALE

Capitol Stuff:

The most outstanding bit of news around the studios recently has been the acquisition of a ping-pong table. All contributions were gratefully received. The television control room is now the ping-pong room . . .

Carleton Smith had his Thanksgiving dinner in Miami, Florida, where he is vacationing . . . The new announcer's name is William Crago . . . he's six feet three and a half inches tall . . . He started in radio at WGAR.

Bill Coyle is going out into the country to live . . . way out in Silver Springs, Maryland . . . Announcer Bud Barry won second place for NBC in the Kaufman Advertising Agency's local announcers' contest . . . A good time was had by all when NBC's young people went to a weiner

roast down in Rock Creek Park the other night . . .

As we write this those going to the Army-Navy game are Marge Brown, Esther Jenkins, Rose Edwell, Francis Brickhouse, Mary Mason, Helen Mobberly, Gordon Hittenmark and perhaps Vice-President Russell . . . There is some doubt about Mr. Russell, since he asked for a contribution to be collected to defray the expenses of the Vice-President. He received in return one aspirin, an Alka Seltzer tablet, a Red Cross pin, a buckle, and one penny. / / /

Addendum

Chief Engineer Johnson can be seen beaming from one end of the building to another now . . . he's just received about half a carload of new equipment including "beer mug" transmitter, and receiving equipment . . . Keith Williams, field supervisor, wanders around the corridors with one of the "beer mugs" in each hand . . . "Testing," he says, to the curious . . . Lee

Everett's plan to name the corridors hasn't gone into effect yet . . . his plan called for naming the hall in front of auditor Rudy Coldenstroth's office "Wall Street" . . . it is understood the Sales Department objected to his name for their corridor . . . Fred Shawn, assistant manager, is sporting a new pipe . . . "Makes me feel intellectual," says Fred.

Dorian St. George wants to correct a false impression carried here last month . . . St. George says he is no "neophyte" . . . "Look at the record", says Dorian . . . we did and found he was a neophyte—at NBC Washington . . . Group hospitalization insurance came in handy for NBCites lately . . . no less than five made use of the insurance for operations . . . latest to return is Newsmen Bob Cottingham . . . who had his appendix removed . . . Tom McFadden, of the New York news desk, subbed for Cottingham . . . it's reported on usually good authority that McFadden made quite a hit in certain quarters . . . we only heard.

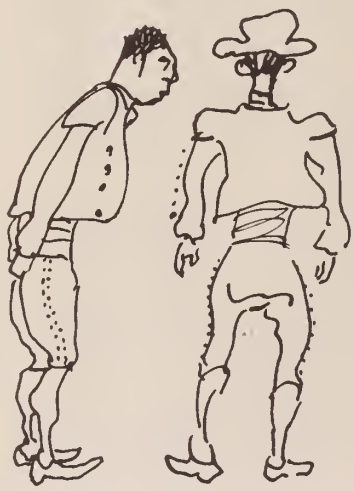
THESE sketches of the recent operas broadcast by NBC from the War Memorial Opera House in San Francisco were drawn for the NBC TRANSMITTER by NBC Director Peter Abenheim who swears they came to him in a nightmare after the broadcasts. Director Abenheim, who acted as assistant to John Ribbe who directed the opera broadcasts, was an active artist before he laid down palettes and brushes for microphones.



make-up-



Director Abenheim, who acted as assistant to John Ribbe who directed the opera broadcasts, was an active artist before he laid down palettes and brushes for microphones.



shhh!



Toreadors in "CARMEN"

Shh! We're on th.

Stooge



On Set-

Abenheim