

# NBC TRANSMITTER

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NO. 1

## NEW MOBILE TELEVISION UNIT COMES TO RADIO CITY

The first mobile television station in America rolled into Radio City December 12 and, in historic ceremonies heard by listeners to the *Magic Key of RCA* program, was presented to engineers of the National Broadcasting Company by the RCA Manufacturing Company.

The new unit, consisting of two modern motor vans containing television control apparatus and a micro-wave transmitter, will soon be used in experimental television pick-ups of outdoor news events. NBC engineers will operate the unit in connection with the present NBC television transmitter atop the Empire State Tower.

### Televise News Events

Delivery of the RCA Telemobile unit presages the most intensive activity in the history of American television. NBC contemplates the experimental televising of outdoor sports, parades, scheduled news events and other subjects. After being relayed by micro-wave to the Empire State transmitter, the televised events will be broadcast throughout the Metropolitan area to receivers in the hands of NBC engineers and those built by radio amateurs.

The new mobile unit consists of two motor vans, each the size of a large bus, to be operated by a crew of ten engineers. One van contains complete pick-up apparatus, including cameras, for both picture and accompanying sound. A picture, or "video," transmitter to operate on a frequency of 177,000 kilocycles is mounted in the other. A special directional antenna, to be raised on the scene of operations, is used in connection with the mobile unit. In the Metropolitan area, where the steel framework of many skyscrapers impedes ultra-high frequency transmission, the normal working range of the new unit is expected to be about twenty-five miles.

### Pick-Up Equipment

The van containing the pick-up equipment is the mobile equivalent of a complete television studio. Apparatus in the van, all mounted in racks extending down the center of the vehicle, include the synchronizing generators and rectifiers for supplying Iconoscope beam voltages, amplifiers for blanking and deflecting potentials and line amplifiers. The principal

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## TOSCANINI



"The presentation of Signor Toscanini and a superlative orchestra as its contribution to the world on Christmas night was a high pinnacle for radio, and the National Broadcasting Company is entitled to handsome appreciation for it.

"Musically, it was an event of the most obvious importance. The department specialists are appraising its technical merits and magnitudes in extra terms. But it also was a milestone in the radio's social development, because here a broadcasting network seized upon the thing it could do best and proceeded to do it in the finest and most dignified and most useful way."

—Editorial in the N. Y. World-Telegram

## 400 CHILDREN ATTEND NBC XMAS PARTY

So far as scores of children of the NBC family circle are concerned, the biggest show of 1937 in Radio City was the NBC Christmas Party held in Studio 8-H on Friday morning, December 24 last.

Assisted by Madge Tucker's juvenile actors, Santa Claus, in the appropriately large person of "Jolly" Bill Steinke, presented a short Xmas play which delighted about 400 children and almost as many grown-ups. Following the show, Santa Claus descended from the stage and presented each youngster with a present.

Many of the little boys and girls could not wait to get home to open their packages; hardly had some of them received their presents when stickers and wrapping paper were torn hastily to see what NBC's Santa Claus had brought them. As a result, the eighth floor was turned into a pretty sight of litters of brightly colored wrappings and boxes, and jubilant children playing with their new toys.

✓ ✓ ✓

Have you any baby pictures? Send them to the NBC Transmitter before January 22 and you might win an album of Toscanini Victor records.



NBC Photo by Haussler

America's first mobile television station, to be used by NBC engineers in experimental pick-ups of outdoor news events, as they appeared December 12 on delivery to the National Broadcasting Company at Radio City. The two large motor vans, latest development in RCA television, are connected by coaxial cable when in operation, and contain complete apparatus for picture pick-up and transmission with accompanying sound. One, mounting the pick-up apparatus, provides operating positions on the roof for Iconoscope cameras and special parabolic microphones. The other, the transmitter, has a special "trolley" antenna which will be used to relay the broadcasts to the experimental television transmitter atop the Empire State tower, New York City.

## WORLD'S SMALLEST STATION CHANGES HANDS

The famous "coat-pocket" transmitter, developed by NBC engineers, has been added to the greatest collection of miniature objects in the world. The transmitter has been presented by O. B. Hanson, vice president and chief engineer of NBC, to Jules Charbneau, owner of the museum of the world's tiniest in everything you can imagine.



NBC's "coat-pocket" transmitter becomes a part of the greatest collection of miniature objects as O. B. Hanson (left), NBC Vice-President and Chief Engineer, presents the tiniest radio station in the world to Jules Charbneau, whose entire museum of nearly 26,000 miniature objects can be carried in a trunk and a traveling bag.

This midget microwave transmitter, housed in a three-inch cube and weighing less than a pound, propagates a wave of one meter's length, or a frequency of 300,000,000 cycles. It uses a tiny "acorn" tube developed by RCA and has a special dipole antenna. The forerunner of NBC's famous "beer mug" transmitter, now frequently used in the field, this midget has a power output of 1/10 watt, about 1/500 of an ordinary electric lamp's rating.

The transmitter, incidentally the largest item in Charbneau's collection, was built by NBC's engineers in their exploration of the possibilities of ultra high frequencies for radio relays of outside programs. In tests made in New York City, the transmitter was successful in sending over a radius of about four miles.

The micro-wave unit was developed in NBC's research for a small transmitter that would enable foot-loose announcers to wander at will among large assemblages, such as political conventions, and pick up parts of a program at different points without necessity of extending microphone lines. It may be used in connection with either a relay to shunt the program on to the network or to feed a public address system.

The tiny station is now part of a collection that includes such items as a miniature pipe organ made in France 150 years ago, a script of 295 letters on a space the size of a needle point, 3,000 spoons in an acorn, a seed containing 33 carved elephants, and smallest camera, fountain pen and radio receiver. Charbneau has recently added the tiniest cut diamond to his collection, but he is still waiting for some enterprising manufacturer to build him a workable automobile six inches long. He has the motor, one and a half inches long, ready for installation. Charbneau began

his collection at the Paris Exposition in 1900 and constantly tours the world exhibiting his priceless objects. The entire collection can be carried in a trunk and a traveling bag.

## NBC Encourages High School Radio Talent

Continuing its work toward encouraging creative efforts already accomplished in the fields of symphonic and chamber music and children's dramatic programs, NBC is sponsoring jointly with *Scholastic*, the American high school weekly, the first nation-wide contest for the best fifteen-minute all-high-school-student produced and planned broadcast. Teachers and radio or dramatic coaches may plan and direct the broadcasts, but only students may actually take part in the presentation.

Beginning with local eliminations, the winning school will be selected in each of the four Time Zones (Eastern, Central, Mountain and Pacific Time). First place winners in each of the four time zones will participate in the grand national finals which will be broadcast over an NBC coast-to-coast network in May, 1938.

Prizes, which will be awarded on the basis of originality, radio showmanship, human values and entertainment, will be four velocity microphones of the type used in NBC studios today. First prize will be a gold-finished microphone; second, silver-finished; third prize, bronze-finished; and fourth prize, chromium-finished, all of which will be installed for future student use.

## WGY SCHENECTADY

by Bob Wilbur

The "Parrot Audition" is taking its toll of patience on all sides at this station. Everyone has had something or other to do with catering to the feathered vocalists, and what was supposed to be a simple job has turned out to be more or less a problem. One parrot used up the entire afternoon saying nothing, although just before his audition he would have given Winchell a run for his money. Those who take a hand at making Polly give, resort to almost anything—screeching, hair pulling, and making faces. Up to date there seems to be no way of making a parrot talk if it doesn't want to.

Christmas has come and gone, and the New Year now stands to be taken care of. Seven special Christmas programs sponsored by merchants in and out of the Capital district were placed on WGY. The longest was a one-hour variety program, with the International Correspondence Schools footing the bill. Gordie Randall and his Orchestra headlined the affair with John Sheehan MC-ing. Jack Chapman, baritone and John Sheehan, who sings tenor, starred in the vocal end of things.

On Thursday afternoon, December 30, Bill Meenam's *Scissors and Paste* brought to the microphone all the members of the WGY staff, to wish the audience a Happy New Year. The roster started with Manager Kolin Hager and included the engineering, announcing, sales and auditing staffs. Bill Meenam acted as master of ceremonies.

The new studios are really beginning to look like studios. In fact so much progress has been made that workmen are now putting on the roof. All of the staff members have been anxiously watching out of the windows to note how much work is accomplished each day. The construction has been pushed right along, so that workmen will have shelter from the snow and chilling winds that are most certainly due during some part of the winter.

The holiday season has introduced once again the WGY staff quartet in programs of Christmas Carols. Loudspeakers were placed in the center of Schenectady's shopping district and their power was so great that shoppers everywhere in the vicinity could hear the season's music. The quartet consisted of John Dandurand, first tenor; Bob Wilbur, second tenor; Jack Chapman, baritone and Chet Vedder, bass.

**NBC WASHINGTON**

by Marian P. Gale

**It's All in Fun**

Congratulations go to Marge Brown, General Manager Berkeley's secretary, and Announcer Bryson Rash for writing and producing the most amusing skits at the NBC Christmas party in the Wardman Park Hotel on December 15 last. . . . Rash wrote the now famous "Procter and Gamble" performance in which the guest of honor that evening, President Lenox R. Lohr, was depicted shooting himself in despair at the end of the skit. Mr. Lohr seemed to get the biggest kick out of the farce which rocked the house with laughter.

Another stunt at the dinner had General Manager Berkeley paged during all the courses by bellhops with fake messages from prominent personages. . . . Mr. Berkeley caught on after the first three . . . though it's rumored he was in on it all the time. . . . The opening act on the evening's program was conceived and written by Marge Brown; in fact, all the costumes were made by Marge, too.

Vice President Russell, Mr. Berkeley, Attorney P. J. Hennessey and Sales Manager John Dodge inadvertently put themselves on the spot. . . . At the employees



Officers of NBC Washington told President Lohr what they wanted for Xmas at the employees' dinner held at the Wardman Park Hotel, Washington, D. C. L. to R.—Kenneth H. Berkeley, general manager; Frank M. Russell, vice-president; P. J. Hennessey, legal counsel; and John Dodge, commercial manager. These clever quadruplets out-Berгенed Bergen.

dinner last year, the quartet felt quite proud after singing a few popular numbers (Editor's note . . . off key), and this year they were summoned to the stage ostensibly for the same thing. . . . Before the bosses knew it they had their heads through a curtain to which was attached their caricatures . . . their secretaries then pushed their own hands through the curtain to produce a very funny effect . . . lyrics from off stage came over the P. A. system, announcing for each executive what he wanted for Christmas from "Santa Claus" Lohr . . . the needs included a bigger budget, more vacation, more sales and better programs. . . .

**Fire Broadcast**

Just how quickly NBC Washington can mobilize on a Sunday morning was shown a few weeks ago when fire was discovered in a large shoe store shortly before noon . . . a little while later sometime after 12:00 o'clock a general alarm was sounded when a large business block was threatened. At 1:35 WRC went on the air with a description of the fire, right from the scene. . . . Bud Barry did the announcing and the interviews, including one with a fireman who was injured. . . .



At the Christmas dinner given by the employes of NBC Washington, WRC and WMAL engineers showed the guests how they suffer in the master control room whenever they have to "pipe" the twenty seconds of Arlington time signals to the networks. The torture chamber pictured above exploded at the end of the skit. Bob Terrell (left) is shown turning to the impersonator of A. E. Johnson, engineer in charge of WRC and WMAL, to whom the ribbing was directed. Mr. Johnson was unable to attend because of illness.

*With Your  
Roving Reporter  
in New York*

A young Canadian, accused of assault and robbery, narrowly escaped a prison term last month with the alibi that he was at home listening to Uncle Ezra's program at the time of the crime. A script from the files of NBC backed his story and convinced the jury of his innocence.

"Who said there is no Santa Claus?" was the challenge of the pages and guides, who had to work on Xmas Day,—after they received several pounds of candy, cookies, cake and fudge from genial George Nelson of the Personnel Office.

And to top it all off Charlie and Bob, caterers de-luxe, gave away free lunches in the Locker Room.

Noel! Noel!

Our sleuth informs us that Emil Corwin, editor of the NBC News Service and also an accomplished musician, quietly made his debut at the Metropolitan Opera House one Saturday evening last month. Our informant also added that Emil rendered a superb, though dumb, performance as a supernumerary (equivalent to a spear-toter) in "Carmen." Other stars in the opera were Bruna Castagna and Rene Maison.

For the good of all those concerned—listeners, candidates and campaign managers—this column proposes that no citizen be allowed to run for a high government office without first passing a rigid radio audition.

During a disloyal moment not long ago, Carl Cannon, mentor of the NBC guide staff, sat in his room disconsolately listening to Station WINS. It was one of those bleak days just before pay day and Carl's mind was beclouded with ugly dollar signs.

But—wait! What's this? The announcer is offering a \$5 prize to the winner of a treasure hunt about to be announced. Carl listens, goes to work, and speeds to the WINS studios burdened with a book by Shakespeare, a mouse-trap, a roller-skate key, a straw hat, a square button, an unpaid light bill, and other doo-dads. But, alas, another listener beats him to the five spot. ?xxx!

"Wait a minute," a man says as Carl starts to go, "you get second prize, anyway." And hands him a couple of tickets to a movie.

"It's a frame-up," cries Carl—taking the tickets.

# NAMES IN THE NEWS

## NEW YORK

### Newcomers:

Michael Weightman-Smith, formerly with Eva La Gallienne's company, joined the Television Program Division as art director December 15. He has had much experience as scenic designer in Hollywood, San Francisco and New York. Last season he designed the sets and costumes for Eva La Gallienne's production of *Hamlet*.

Edward Nordhoff Beck, a young man from the West Coast, has joined the Duplicating Section as a mimeograph operator. He has had some experience as a singer over KOMO, Red Network outlet in Seattle. He also sang and accompanied himself on the piano in various programs over other Seattle stations. Before coming East, he was in San Francisco as secretary to Alfred Hertz, formerly of the Metropolitan Opera House and now a well-known conductor of symphony orchestras on the radio.

Lee Blanchard, a native Californian and a graduate of the University of Arizona, joined NBC last month. He is now acting as secretary to Walter Koons, music editor. He has had some experience in the brokerage business and, before coming to Radio City, he was associated with the American Telephone & Telegraph Company as secretary to an executive.

### Promotions:

Hubert Chain who joined the page staff last October is now a continuity writer in Electrical Transcription Service. He is well equipped for his new post for he has had many years of experience in the theatre and radio as a writer, actor, director and teacher.

Mrs. Natalie B. Baker who joined the central Stenographic Section last September has been named secretary to Lewis H. Titterton, manager of the Script Division. She is filling the post vacated by Miss Sally Austin who resigned from the Company to go to Hawaii. Mrs. Baker is a graduate of Radcliffe College where she majored in Fine Arts.

Jere Baxter 3rd, has turned in his guide's blue uniform for a job in the Sales Department. Jere joined NBC last summer, shortly after he was graduated from Yale University with the Class of '37S.

Ronald MacDougall, who not long ago resigned from the staff of the Radio City Music Hall in order to work in NBC's Duplicating Section in the daytime and write radio scripts at night, is now in the Electrical Transcription Service Department doing what he has long wanted to do—scriptwriting.

Two half-hour shows written by Scribe MacDougall during that period when he was operating mimeograph machines "for a livelihood" have been produced by NBC.

Gilbert Ralston, who was promoted from the Guest Relations staff to a scriptwriter's post in Electrical Transcription Service last May, is now doing production work in that department, in addition to his writing assignments.

### Engagements:

The announcement of the engagement of Walter Wiebel of the Guest Relations staff to his high school sweetheart, Miss Virginia L. Figgatt, was made at an informal party in the home of his uncle in Washington Heights on Christmas Day. The young couple are well known to many NBCites who attended the Roosevelt High School in Yonkers at the time Walter and Virginia were there.

The date of their wedding has not yet been announced.

### Marriages:

Blue-eyed and blonde Miss Virginia Forsman of Stenographic was married to Charles Johnson of Bergenfield, N. J., November 6. Following a honeymoon trip to Virginia and Washington, D. C., the newlyweds returned to their native state, New Jersey, to make their residence in West New York.

The groom is with the Federal Reserve Bank in New York.

### Returns:

Announcer Neel Enslin has recovered from a serious illness which kept him in the hospital several weeks and returned to NBC in time to greet the New Year with the rest of us.

### Transfers:

Mrs. Barbara Kirk, formerly of Vice President Frank E. Mason's office, is now secretary to William S. Hedges, vice presi-

dent in charge of Station Relations. Mrs. Kirk, who started in the Company as a correspondent in Audience Mail, has been with NBC over five years.

Miss Caroline Herbert who joined Central Stenographic Section last April is now in the Local Sales Division. A graduate of Mississippi State College, she was associated with the TVA at Muscle Shoals, Alabama, before coming to New York.

Miss Lillian E. Holmlin who completes her eleventh year with NBC next month has been transferred from the Traffic Department to the office of Chief Announcer Pat Kelly to replace Miss Margaret Swenson.

This makes Miss Holmlin's first transfer from one department to another during her entire period with NBC.

Miss Swenson resigned from the Company last month in order to join her family in Tacoma, Washington.

Replacing Miss Holmlin in Traffic, is Miss Mary Louise Fields, formerly of Station Relations.

Miss Alice Cook has been named secretary to A. H. Morton, manager of Managed and Operated Stations, replacing Miss Virginia Latimer who has returned to her former post in News and Special Events. Miss Cook is well known to many NBCites. During her two years with NBC, she has worked in various departments.

Miss Hazel Wissemann, who held Miss Latimer's post in News and Special Events while she was in the Managed and Operated Stations Department, has been transferred to the Local Sales Division.

Miss Dorothy Michel has been transferred from Stenographic to Sales Traffic.

Miss Elizabeth Norton, formerly of Central Files, has been transferred to the Personnel Office to replace Miss Ellen Stock who resigned to accept a position as secretary to the Vice President and General Manager of the Westinghouse X-Ray Co., Inc., Long Island City.

### Resignations:

Miss Frances Kelly who became Mrs. Edward J. Sheridan last summer (Transmitter, July 15, 1937) resigned from the Promotion Division December 31. She plans to devote more time to her household and to being Mrs. Sheridan.

Miss Shirley Metz from Stenographic is replacing Miss Kelly as secretary to W. B. Parsons.

(Continued on next page)

George A. Lowther, who completed his tenth year with NBC last October, resigned from Electrical Transcription Service January 1 to form his own radio producing and scriptwriting firm. Mr. Lowther is the author of several serials on the networks, some of them being *Terry and The Pirates*, *Dick Tracy* and *Thatcher Colt*.

**Office Changes:**

Several NBC executives moved their offices last month in order to bring them closer to their respective departments and activities.

William S. Hedges, vice-president in charge of Station Relations, has moved into Room 500; and Alfred H. Morton, head of Managed and Operated Stations and Lee B. Wailes have moved into Room 606.

Clay Morgan, director of promotion, now has his office in Room 404, on the same floor with and adjoining the Press and Promotion Divisions.

**Miscellaneous:**

As a result of auditions held last month by Chief Announcer Pat Kelly, two students have been graduated from the announcing class to pushing buttons and making station breaks and a new member has been added to the class.

David Adams and F. Colburn Pinkham, Jr., both of the Guest Relations staff, are the apprentices and Raymond Feuerstein, also of G. R., is the new student in Announcer Dan Russell's school for mikesmen.

George Engles, director of Artists Service, assumed the role of Diogenes before the holidays and went looking for honest stenographers among his staff. Each was asked, "Is your typewriter in good condition, or do you feel that you need a new machine?"

Stenos who turned down the offer of a new typewriter were greeted, a few hours later, by a uniformed messenger who presented each one of them with an American Beauty rose with a tag: "To an honest woman, from her boss."

Miss Enid Beaupre, of the Promotion Division, was among the fifty-six members of the Welsh Women's Chorus of New York who sang in a surprise party for Mrs. Dwight W. Morrow, mother-in-law of Col. Charles Lindbergh, at the Morrow estate in Englewood, New Jersey, Saturday evening, December 18. Miss Beaupre says it was a very exciting experience for her and the other singers because among the guests at the party were Col. and Mrs.

Lindbergh, who recently arrived from their home in England.

Henry Arian, until recently an NBC guide, is in Europe doing newspaper work in France and Spain.

Miss Charlotte Holden of Audience Mail has the sympathy of her associates in the recent death of her father, George H. Holden, former owner and publisher of *The Surveyor* and *The Insurance Age*. Mr. Holden was well known in the publishing business as a writer of editorials and special articles for insurance and financial journals.

Miss Mildred Joy, formerly of our General Library, is now working for the National City Bank as a librarian.

Charles Hawel of the Mail Room, who is studying advertising at the School of Business and Civic Administration, was recently awarded one of three prizes for the best advertising copy and layout in a contest conducted by the school.

Robert Meachem, former NBC guide who is now at Cornell University where he is technical director of the University's Radio Guild, spent most of his Christmas vacation in Radio City visiting his old friends.

Philip Sullivan, who has been studying radio engineering at the RCA Institute since April 1936 when he joined NBC as a page, received his first class radio telephone operator's license December 22. Phil also studied engineering at Johns Hopkins before coming to Radio City.

George Engles, director of Artists Service, who recently underwent an appendectomy, is recuperating at home and is expected back in his Radio City office soon after this issue of the Transmitter comes off the press.

Members of the Artists Service Department in New York held their annual Christmas party at the Hawaiian Room of the Hotel Lexington on the evening of December 24. Reports are that it was a very gay affair. Frank Murtha was, as in years past, the organizer of the party.

George Olenlager, guide, and Mrs. Olenlager celebrated their first wedding anniversary with a party given at their apartment on Twenty-Sixth Street, New York City, Wednesday evening, December 29. A large number of guides and pages went to the party and several of the boys entertained with vocal renditions while Peter Perrine thumped on the piano. Refreshments were served.

**BABY PICTURES WANTED**

Pictures of NBC babies are wanted by the NBC Transmitter. Are there any babies in your family—whether they be your own children, a young brother or sister, or perhaps a niece or nephew? Take their pictures and send them to the Editor.

Through the courtesy of RCA Manufacturing Company, Inc., the NBC Transmitter will award an album of Victor records\* of Toscanini conducting the Philharmonic Symphony Orchestra of New York to the employe submitting the best baby picture each month. Three NBC employes will be asked to pick the winning picture each month. Their judgment will be based on the popular appeal, humor, interest and photographic quality of the picture.

Only three Toscanini albums will be given away—one with each of the next three issues of the Transmitter, so hurry and send us your baby pictures NOW!

**READ THESE RULES CAREFULLY**

1. Do not send negatives. Send prints not smaller than 2½" x 4".
2. Give the name of the baby and its relation to you.
3. Give your name, department and NBC division.
4. Send your pictures for the February issue to the NBC Transmitter, Room 284, National Broadcasting Company, 30 Rockefeller Center, New York, before January 22.

\* The prize-winning photograph in the February issue of the NBC Transmitter will receive a Victor album (M-308) of Wagnerian music as played by the Philharmonic Symphony Orchestra of New York with Arturo Toscanini conducting.

Future prizes will be Toscanini recordings of other composers.

**KOA DENVER**

by Charles Anderson

**KOAGrams:**

Carl Wieninger, musical director, is entitled to the office of "Master of Mystic Seven." He's the author of seven beautiful songs. On Saturdays past you have heard several of the brain-children of this composer played on the *Golden Melodies* program. The titles go thus: *Give Me Your Love Today*, *Sweetheart What Do You Say*, *Our Melody of Love*, *In My Little Flower Garden*, *The Song of My Soul*, *My Mother (Father) In-Law*, and *Hot Dog News*.

Seven varieties, all good. Manuscript copies are available to NBC conductors on written request to Carl Wieninger.

Betty Stulla has returned to the *IGA Musical Menu* program following several months' retirement for a blessed event. Bill Stulla is still smiling and ready to pass a second round of cigars.

Scenes of joy and coincidental happiness were re-enacted at the Annual Xmas Party held in Client's Audition. The entire staff was present. Mr. and Mrs. A. E. Nelson, back from Pittsburgh for the holidays, were also present. Santa brought everyone a very fine gold pencil equipped with a lighter. The climax was the drawing for special prizes which included waffle irons, just plain irons, clocks, mirrors, foodstuffs, billfolds, etc., contributed by KOA sponsors.

Vicki Vola, KPO-NBC dramatic star dropped in to say hello to old friends. Denver's her home town and she's spending the Xmas holidays with parents.

Announcer Robert Harris, Sr., is now the proud father of a husky son. Cigars and candy? —Yes sir! And KOA folks endowed the young man with a bag of gold which was deposited in the bank under his name, Robert Harris, Jr.

**KYW PHILADELPHIA**

by J. A. Aull

It's entirely too soon after Christmas to attempt to write a column even if it should get under the TRANSMITTER deadline. Almost everybody here at KYW is still trying to get the white whiskers out of his teeth. Jack Hammann, sales manager, started the ball rolling early on the day before Christmas. To make sure that his force would be on hand he threw a breakfast. It wasn't a hunt breakfast. Not by about four hours. It was a jam and coffee affair at 8 A. M. Much to his surprise "Butch" Becuwkes, Marie Dixon, Marian Anderson, Kathryn Ulman, Marian Smith, Agnes Everetts and Marie McDermot showed up. Special menus were prepared and followed out. Gifts were handed around. Everybody had a good time and wished everybody else a Merry Christmas.

Before passing up Mr. Hammann, it is well to put him on record as having started another contest. It's another seasonal story and it all came about because his Aunt Tilly in Dubuque sent him a whatzit for Christmas. Hammann didn't know what it was. Neither did his secretary, Marie Dixon. And nobody else has been able to give him the answer. As a result, he is offering a prize to anyone who can tell him what the whatzit is—or is not. The gadget in question is a large sunflower about eight inches in diameter, made of oilcloth, painted a gaudy red and green, with a long oilcloth tail terminating in a

diamond shaped piece of sandpaper. And, oh yes, in the center of the flower is a little crocheted job that looks like Sargent's mother's headpiece.

James Begley, program manager, continued the party idea through the day with a little entertainment for his staff that started and ended at two. All the announcing shifts were therefore represented, with Al Watton and Jim Harvey doing most of the introductions. It was staged in Mr. Begley's apartment so Mrs. Begley had the pleasure of cleaning up.

This is a story about Ben, KYW's genial and brown bootblack, who hangs his hat and coat in one of the studio storerooms. The other morning, as usual, he stepped into the pitch-dark storeroom and walked toward the accustomed peg. A pair of bright beady eyes stopped him as he headed for the peg for which he was groping. A throaty voice croaked, "Hello!" And Ben, pale as a sheet, streaked out of that room as fast as lightning, headed for the elevators and the wide open spaces. Those who saw him say it looked like the Reading's streamlined train whizzing by.

At any rate, Ben returned in time to see an attendant take a talkative parrot from the storeroom. It had been put there earlier in the day to await an audition for NBC's parrot broadcast which was recently postponed to a later date.



These smiling faces tell the story of the Christmas Party held by staff members of KOA in the NBC studios in Denver.

**WHO'S WHO IN THE NBC NETWORKS**



SYDNEY DIXON

Newcomers to radio could get more than a few pointers from NBC's newly appointed Western Division Sales Manager, Sydney Dixon.

Mr. Dixon, like a lot of other NBC veterans, has a

wealth of early day radio experience, which takes in every phase of broadcasting from producing and selling bedtime story programs to operating a nemo booth.

Born in Muskegon, Michigan, May 14, 1899, Mr. Dixon was four when his family moved to Seattle, Washington. His education in Seattle public schools was broken for a year in 1918 when he joined the Army. Later he attended the University of Washington.

Possessor of a fine tenor voice, he studied for two summers at the Myers School of Voice in New York. To pay for his tuition he delivered ice to fashionable homes around Central Park and Riverside Drive. One of the homes he serviced is now occupied by John F. Royal, NBC vice president in charge of programs.

After he finished school, he turned to radio as a singer. Listeners took to his voice, and in between public appearances, which included a tour of Canada, he sang over every well-known station in the West. As staff tenor, sports announcer, program and sales manager, he worked for several Seattle stations, including KOMO. At that

time he won the *Seattle Post Intelligencer's* contest for the most popular radio artist in the Northwest.

In 1930 he left Seattle to join KYA in San Francisco as production manager. In 1931, with a full knowledge of radio, and with an acquaintance of practically everybody in the industry, Mr. Dixon joined NBC as manager of local sales in the Golden Gate City.

When the need of a sales office for NBC in Hollywood became apparent, Mr. Dixon was transferred to the Film Capital where he later became assistant sales manager of the Western Division.

Recently when Harry Anderson resigned to accept a position with the *Honolulu Advertiser*, owners of KGU, Don E. Gilman, vice president in charge of the Western Division, appointed Mr. Dixon sales manager.

Mr. Dixon is married to a well-known pianist, the former Guinevere Borgford, whom he has known since she was four. They have two chubby sons, Laurence, three years old and John, seven months, who each day show indications of catching up with their dad, who admits weighing 230 pounds.

Mr. Dixon is a member of the board of directors of the L. A. Advertising Club, and chairman of the Ways and Means Committee of the PCAA, for the convention to be held in Los Angeles in 1938.

A member of the Delta Tau Delta Fraternity and the Phi Mu Alpha national fine arts honorary society, Mr. Dixon also belongs to the San Francisco Bohemian Club.

**Mail Room Clerk Wins Prize for Program Idea**

Many fertile brains in the Guest Relations and Mail—Messenger staffs of the New York Division awaited the announcement, a few days before Christmas, of the winner of John F. Royal's prize of twenty-five dollars for the best idea for an NBC sustaining program. Finally, it was announced on December 17 that a member of the Mail Room, Richard M. Foulk, was awarded the prize-money for his program idea entitled, "Youth Answers Age."

The winner, a tall handsome fellow, suggested a program for young men and women in which they may answer "accusations of the older generation that the youth of the country today is lacking in ambition, industry and progressiveness." Mr. Foulk suggests that young people from different parts of the country be brought before an NBC microphone to discuss their problems informally.

**NBC Flying Club Being Organized**

A number of NBC employes in Radio City interested in aviation have started a movement to organize an NBC Flying Club for the purpose of obtaining flying instruction and facilities for its members.

It is felt that if twelve or more people join the club it will be possible for the club to purchase its own airplane. But until the time comes when the club is sufficiently solvent to buy and maintain its own ship the plan is to hire one which can be done more inexpensively by a group of people rather than by individuals.

NBCites who would be interested in forming an NBC Flying Club are requested to communicate with Paul Burton of the air-conditioning staff or the NBC TRANSMITTER.

**GUPPIES IN FIDDLES**

John F. Royal, vice president in charge of programs, said, "I think this is the funniest report I have ever received." We also think it's a riot so we're reprinting it below. This memo was sent by a staff musician to Ken Carney, program manager of NBC San Francisco.

TO: Mr. Ken Carney  
FROM: Tony Freeman  
Re: Bass Fiddle Shelf

Dear Mr. Carney:

May I respectfully direct your attention to a deplorable condition that exists in the bass fiddle shelf behind "C" studio.

I realize that this matter lies without the province of your department, but I rely upon your sense of direction to forward it where it might do some good.

The shelf in question is located in front of a window which supplies what we jocosely call the "air" to "C" studio. The window must be left open in order to preserve life in the studio, but the unhappy result is that all of the fog that blows in condenses on the bass fiddles and soaks them so thoroughly that I hardly know when to use a bow or a blotter.

The effect on the tone is disastrous. My poor fiddles, which once had the sonority of a cathedral organ, now sound like a row of carelessly tuned lamb kidneys played with ping pong paddles.

Furthermore, the excessive moisture causes the instruments to come apart. I have already taken two bull fiddles home in a pillow case and have slight hope for a third.

I shouldn't trouble you about this affair were it not for the fact that I am running out of bass fiddles.

Under separate cover I am forwarding two guppies and a sprig of Wandering Jew that I found growing in my Stradivarius the last time I used it.

A panel of plywood fitted along the side of the bass fiddle shelf would render it more wholesome for the fiddles, besides contributing to the privacy and snugness of the people who sleep there when the basses don't.

Yours respectfully,

TONY FREEMAN.

cc to F. D. Roosevelt

Lenox R. Lohr

John F. Royal

Have you any baby pictures? Send them to the NBC Transmitter before January 22 and you might win an album of Toscanini Victor records.

# NBC TRANSMITTER

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

VOL. 4 JANUARY, 1938 No. 1

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## MOBILE TELEVISION UNIT FOR NBC

(Continued from Page 1)

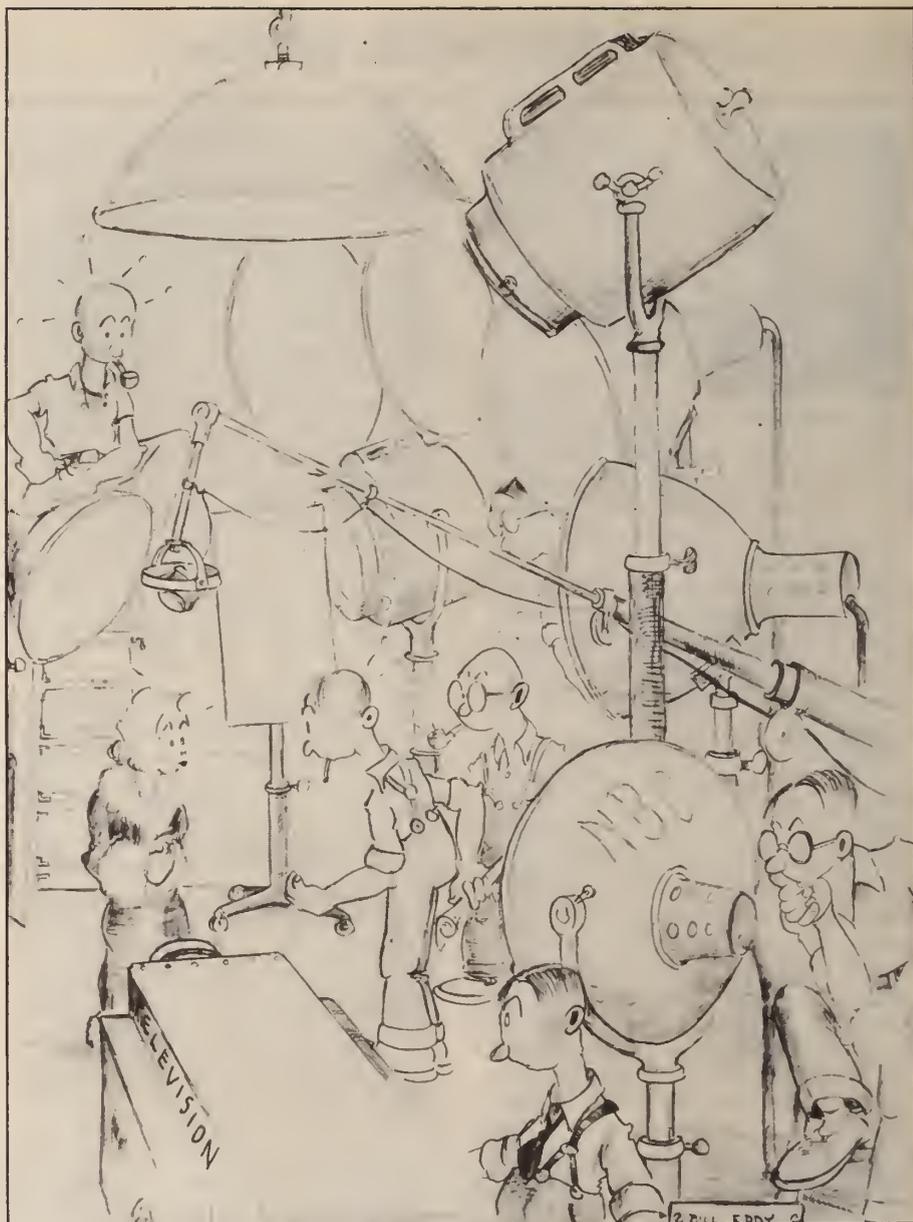
sound apparatus consists of microphone amplifiers and sound mixing panels.

The control room is also located in this van. Here, in semi-darkness, engineers are enabled to see the picture as it is actually being transmitted, and also the image being picked up by the second Iconoscope camera preparatory to transmission. Control engineers may switch at will from one camera to the other.

Two Iconoscope cameras, connected with this vehicle by several hundred feet of coaxial cable, are the instruments which pick up the scene being televised. Mounted on tripods, they resemble standard studio cameras, except that they are somewhat smaller and lighter in weight. Engineers check camera focus by looking directly onto the photosensitive plate in the Iconoscope or "electric eye." In studio cameras focus is checked through a separate set of lenses. Among the microphones used in sound pick-up are several parabolic microphones developed in the NBC laboratories.

### Transmitter Van

The second van, connected to the first by 500 feet of coaxial cable, when in operation, contains a complete micro-wave relay transmitter. The principal apparatus here is the radio frequency unit, generating the carrier wave for picture signals, and modulating apparatus for imposing picture signals on this carrier. Because of the great amount of heat generated by some of the large vacuum tubes used in television, this vehicle contains an air-conditioning unit and a water cooler to maintain tubes at operating temperatures.



"Listen, Toots! All you got to do is Act Cold and Lonesome."

## Stations Receive NBC Transcription Gift

A recording of Shakespeare's *The Taming of the Shrew* was NBC's Christmas gift to each of over two hundred broadcasting stations that subscribe to recorded programs produced by the Electrical Transcription Service of NBC.

The program, which was recorded on four large discs, was a full hour in length and was one of the most elaborate transcriptions produced by the Electrical Transcription Service. The play, with eleven in the cast, was directed by Reginald E. Thomas, assisted by Gilbert Ralston who adapted the text for the microphone.

## Teletypers Terrorize Terrific Traffic Team

Members of the New York Traffic Department recently formed two bowling teams and had it out at the Radio City Bowling Academy. The self-styled "Terrific Traffic" team took a terrific shellacking in the hands of the Bowling Telegraphers. The scores, all in favor of the teletypists, were: 725-640, 833-739 and 724-618.

Here is the line up:

**BOWLING TELEGRAPHERS:** L. A. Zangaro, Al Schneider, J. S. La Touche, Charles A. Kelly, H. A. Purse.

**TERRIFIC TRAFFIC:** Steere Mathew, Russell Strelbel, B. F. McClancy, Joe Sauer, E. B. Lyford.

## DEMONSTRATION REVEALS PROGRESS IN TELEVISION PROGRAMMING

One of the most ambitious productions by the Television Program Division was broadcast during a very successful demonstration on Friday afternoon, December 17. The demonstration featured a television adaptation by John Gihon of the story by Robert Wallsten, "When They Play A Waltz." The play which, for television, had an unusually large cast of twenty-three, was directed by Thomas H. Hutchinson, head of the Television Program Division.

Although only one set was used for the entire show, it was a painstaking production, Director Hutchinson explained, because the range of the Iconoscope camera is limited and the stage was only twenty-two by eighteen feet. The story was unfolded on this tiny stage whose setting was that of a night club showing the orchestra, a floor show, the patrons at their tables or dancing on the floor, and waiters bustling back and forth.

Two television cameras, mounted on wheels, were used to take closeups, long shots and scenes from various angles. Thus, interest and movement was added to the single setting by "shooting" it from various different angles.

The floor show in the story presented Laura Suarez, popular Brazilian songstress and actress, who recently was heard on the *RCA Magic Key* program, a vocal duet, and two girls who tap-danced and did the Big Apple.

The sets were done by Michael Wightman-Smith, NBC art director for television.

Those who watched the demonstration as it was received in Radio City with RCA television sets tuned to the NBC experimental television transmitter atop the Empire State Building on Fifth Avenue and Thirty-fourth Street remarked on the marked improvement in the clarity of the pictures and the elaborateness of the production.

Did you know that the programs handed out to the 1400 people who are lucky enough to get tickets to the NBC Symphony concerts conducted by Toscanini are rattle-proof? The programs are printed on thin blotting paper except the ones used on Christmas night when the programs were printed on rayon cloth.

You can win an album of Toscanini Victor records by sending your baby pictures to the NBC Transmitter.

## NBC CHICAGO

by William E. Lawrence

### Kriss Kringle's Party

The children's Christmas party, which was held in studio "A" after considerable noise from the barkers stationed in all parts of the studios and offices, was a huge success. Equipped with cowbells, booming voices and other noise makers, the barkers were portrayed by Chicago Actors Bill Thompson, Harold Peary, Murray Forbes and Al Halus.

The most important man in the Yuletide show was that merry old gentleman, Kriss Kringle, whose ample suit and philanthropic character was excellently filled by Chief Announcer Everett Mitchell. Although in one place, we understand, he came very near saying, "It's a beautiful day in Chicago" he hoaxed all the children, including his own two little girls. Besides the gifts from Santa's proverbial bag of candy and toys, there was a puppet show, a circus complete with trained dogs, monkeys, giraffes, horses and several clowns. The old gentleman's gift to the adults was a howling satire by the cast of *Kaltenmeyer's Kindergarten* on the members of the Chicago staff. It was enjoyed by everyone.

Ransom Sherman, of *Club Matinee* fame, was master of ceremonies of the show which was aired for five minutes.

Among some of the other artists who donated their services were the entire cast

of the *Junior Nurse Corps*, *Tom Mix* and *Ranch Boys* shows. All these, in full costume, provided an added thrill for the kiddies.

Music for the show was provided by Harry Kogen's Orchestra.

### Here and There

Announcer Don Dowd took his wife and three-year-old son on a holiday visit to his folks in Philadelphia by plane. It was his first trip in the air and it proved an occasion he'll never forget as the plane was grounded twice due to heavy fogs.

Vera Maher, secretary to Night Manager Cunningham, is recovering from what was thought at first to be a fatal accident. Returning from a visit to Joliet, her car was sideswiped by a ten-ton truck. She fractured her jaw and lost several teeth and received bad facial lacerations.

Mul Wood, chief soundman, left the Company to go to Jam Handy Pictures as production director. Thomas Horan is replacing him. Bob Graham, former sound effects man at WSUI in Iowa City, Iowa, has been added to the staff.

Every member of NBC is a reporter of his newsmagazine—NBC Transmitter.



Photo by Richard Pickard

Televising a night club scene enacted for the television camera and microphone in the NBC television studio in Radio City. In this demonstration, a cast of twenty-three portrayed complete scenes, simultaneously showing an orchestra, patrons dancing and dining, waiters scuttling back and forth. Viewers of this experiment noticed the increased scope of the television camera, Iconoscope, and clarity of details. Viewers did not see the microphone suspended on a boom as shown in this picture.

# NBC SAN FRANCISCO

by Louise Landis

## Larry Allen

You just can't keep Larry Allen quiet. The former manager of the NBC Artists Service in San Francisco joined the Sales Department when Artists Service was discontinued . . . and had hardly started on a sales talk to a client when the Consolidated Radio Artists was extended to northern California.

By arrangement with Charles Green, national head of CRA, Larry became San Francisco manager of Consolidated on January 1, and is back at his old work arranging contracts for radio artists and bands to be used in broadcasting and public appearance.

## Merry-Making

The NBC staff, busy as it was with Christmas programs, found time for a little merry-making on the side a few days before Christmas. More than a hundred of the boys and girls gathered to eat sandwiches, drink punch and trip a measure or two to the strains of music piped from the studios by the resourceful Engineering Department.

And speaking of resourceful, John Ribbe deserves a flock of encomiums and congratulations for getting up the party, shouldering the whole responsibility and even making the assessment stick — all in that characteristic quiet Ribbe style. He and Nell Cleary, who handled the catering details and Lillian Bain, who formed a one-woman receiving line and saw that everyone got served, were largely responsible for one of the pleasantest get-togethers NBC has had.

## Jackpot

Things are getting better every day: big Bill Ryan, sales manager, picked the winning ticket at the San Francisco Ad Club's annual luncheon for the second year in succession . . . took home a handsome electric clock. . . . Last year it was a radio. . . . Glen Ticer helped to uphold the NBC luck by pulling second prize, a ten dollar merchandise order . . . and San Francisco Manager Lloyd Yoder proved that luck runs in his family . . . he won an order for an expensive hat at a Rotary Club luncheon, and Mrs. Yoder collected a silk umbrella order.

## Barton's News Item

Announcers at NBC are like kids with new toys since the installation of the International News Service teletype machine battery. Those dull, between-pro-

gram stretches are now spent in front of News Producer Lee Strahorn's office.

Announcer Frank Barton got so interested he thought he'd see what was the first message the machine sent out in the morning . . . he rose early, got to the studio while only the night watchman was around, and waited expectantly by the silent machine for the first click to herald the approach of the day's business in news.

He leaned over to watch the initial item of the morning type itself out. It read like this: "The quick brown fox jumped over the lazy dog's back."

## Personnel Changes

Elvina Jensen, formerly secretary to San Francisco Manager Lloyd E. Yoder when he was Western Division Press head, has resumed that post, and Edwarda Pickett formerly of sales promotion, has joined the Press Department as secretary to its new chief, Milton Samuel.

Two popular girls said goodbye to NBC when they started the New Year — Gertrude Moore, who probably will be in Honolulu when this appears, and Lois Lavers, who has gone to Los Angeles to join the staff of Lord and Thomas. Gertrude had been with the sales department for almost long enough to merit an anniversary chime, and she'll be missed, as will be Lois. Jessie Babin, of Sales, replaces Gertrude as secretary to Sales Manager William B. Ryan, and Helen Bartlett of Press, has moved into Lois's post as secretary to Production Manager Frank Cope.

Dorothy Dumerais, formerly secretary to the *Woman's Magazine of the Air* staff, takes Jessie's place in Sales, and black-eyed Sally Parr, lady-Nimrod formerly of the Typing Department, joins the publicity-seekers in Press, while Betty Milligan takes her place in typing.

Wallace Ruggles who has been a member of Sound Effects, became a radio news-man January 1 when he joined Lee Strahorn in the new broadcast department, where he will assist Strahorn in the preparation of stories for Berton Bennett and Hal Gibney to deliver over the ether several times a day . . . including the witching hour of 7:45 a.m., meaning the news writer has to be on the job with the busy teletype machine by 5:30.

Debonair Keith Wadsworth, formerly of the mail room, took Wally's job of

manufacturing thunderbolts and wagon wheel noises, and Don Fleming also has joined the sound department.

Also new to San Francisco but not to radio is Jack Lyman, who has joined the Production Division. His career has included a term as an airline pilot and, more recently, responsibility for broadcasts from world fairs in Texas and San Diego.

And not new to NBC, but to the Continuity Department is the dainty little figure of Jeanette Spiegelman, smallest writer on the NBC staff, who now supplies continuity for the Beaux Arts trio and other musical offerings. Jeannette is a pianist whose talent far outruns her size, as her colleagues learned when she appeared on the broadcast presented by office staff members a year or two ago. She formerly was in the Music Rights Department.

## Kennedy's Paraphernalia

Engineer Dave Kennedy and Mrs. Kennedy move so often that their friends are beginning to wonder . . . but the secret is simple. Dave doesn't wait for his day off to plunge into more technical radio work (his hobby): he does it every night. As he collects more and more equipment he needs more and more space. Not only the usual "ham" operator transmitter and receiving sets are included in his collection but complete home-recording equipment with latest type microphone and everything.

## Phooey on Santa Claus

Dee Waller of Program Traffic got tangled up in one of those holiday auto accidents, was thrown clear from the car and landed on some bushes that broke her fall, leaving her uninjured except for a few bruises.

Dee was just beginning to congratulate herself when, on Christmas Day, some suspicious swellings appeared. Seems the bushes were poison oak and Dee says that no matter what anybody tells her, she KNOWS there isn't any Santa Claus!

## Baby Pictures Wanted

Pictures of babies of the NBC family circle in San Francisco are wanted for publication in the NBC TRANSMITTER. Read the notice on page five and send your pictures to the TRANSMITTER before January 22.

## NEW EMERGENCY POWER PLANT FOR KDKA STUDIOS

A new emergency unit has been installed in the KDKA studios to replace the old battery supply and the motor-generator set that was operated from a truck when Pittsburgh's power plants broke down during the flood in March 1936. A spare telephone cable from the studios to the Grant exchange has also been installed.

The unit consists of a four-cylinder, 25-horsepower Diesel engine, driving a 10 KVA, 110-220-volt generator which is capable of furnishing sufficient power to light 100 100-watt lamps. It will supply enough power to run the control room, the air-conditioning fans, and sufficient lights to eliminate the necessity of candles and lanterns. It will be fully automatic and will begin to function instantly if and when the regular power from the city plants fail.

In the past KDKA has had to rely in emergencies on a storage battery supply of electricity, later augmented by a motor-generator set operated from a truck. This system was adequate to handle broadcasting for one week but it could not be used to operate the lights and air-conditioning equipment.

## FARM BUREAU PAYS TRIBUTE TO NBC

Chicago.

The American Farm Bureau Federation at its recent convention in Chicago paid tribute to the National Broadcasting Company for its record of service to agriculture. Among the resolutions adopted by the delegates at the nineteenth annual convention is the following:

"We especially commend the National Broadcasting Company for its ten years of service to agriculture and to the membership of the American Farm Bureau Federation in carrying the messages of organized agriculture to the listeners of the *National Farm and Home Hour* from coast to coast."



Those who plan the *National Farm and Home Hour* are, left to right: Lloyd Harris, director; William E. Drips, director of agriculture; Walter Blaufuss, orchestra conductor; Everett Mitchell, master of ceremonies.

The *National Farm and Home Hour* is broadcast from the NBC studios in Chicago daily except Sundays from 12:30 to 1:30 P.M., E.S.T., on the NBC-Blue Network.

## WTAM CLEVELAND

by Bob Dailey

### Pribble's Third Year



V. H. PRIBBLE

The entire WTAM staff—72 engineers, announcers, production men, musicians, office workers and executives — gathered together in a local hotel December 20 to honor Vernon H. Pribble, station manager, on his third anniversary with WTAM.

Following a dinner, Mr. Pribble was presented with a complete set of golf clubs from the staff. Walter Logan, WTAM musical director, and Tom Manning, who made his first appearance after a serious illness, shared honors as toastmaster.

A sheepskin scroll containing a tribute to Mr. Pribble and signed by every member of the staff was presented to the station manager by Hal Metzger, program director. It was fashioned and lettered by Salesman Russell Carter, the artist of the staff.

One of the highlights of the party was a series of blackout sketches written and

enacted by Stubby Gordon, John Disbrow, Charlie Avellone, and Bob Swan, the comedians of the staff.

Although a committee was in charge of the party arrangements, Auditor Pearl Hummell deserved much of the credit for making the affair a distinct success.

✓ ✓ ✓

### Manning Recovers

One of WTAM's leading personalities, Tom Manning, spent an uncomfortable week in a local hospital with a double mastoid. The staff and his friends were greatly concerned over his illness and were happy to see him recover with that determination usually shown by those born with red hair. While Manning was ill, his daily sports broadcast was handled by your correspondent.

✓ ✓ ✓

### Sight-Seeing

Edith Wheeler, program secretary, being bitten by one of her two Scotties and wearing a bandage on the injured finger. . . . Derek Caplane having chili sauce spilled all over a new suit by a waitress. . . . Bob Oatley, music librarian, off to

Florida on his annual trek. . . . Announcer George Hartrick with a bad case of laryngitis. . . . Bob Collins joining the WTAM staff . . . and Helen Forsythe, typist, back to work after a long illness.

✓ ✓ ✓

### Newcomer

Rance Valentine has joined WTAM as an announcer, taking the place of Bob Arthur. Valentine is an experienced announcer, writer and baritone, having spent eight years in radio work on the east and west coasts. He was author of *The Shadow* mystery series heard on the networks.

✓ ✓ ✓

### "Joe Peno" Returns

Another name on the sick list was that of Waldo Pooler, director and announcer, who suffered a heart attack at the station. He spent a week in a local hospital and then returned to his home in the East for a rest before resuming his work.

Pooler is author of the *Northern Lights* network program and is known in the United States and Canada as "Joe Peno," the French-Canadian comedian.

✓ ✓ ✓

Pictures of NBC babies are wanted by the NBC Transmitter. See notice on page 5.



# 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.

## Rudolph J. Teichner



R. J. TEICHNER

NBC's assistant treasurer, Rudolph J. Teichner, celebrates the completion of his tenth year with the Company this month. Mr. Teichner started his career in NBC as an accountant in the Treasurer's Office. He became assistant treasurer in 1932.

Equipped with a degree from New York University where he majored in Finance, Mr. Teichner worked as an accountant in Armour and Company, New York, before entering the field of radio.

That Mr. Teichner is a bachelor is revealed by the twinkle in his eye, the sparkle of his humor and the lightness of his step. And speaking of lightness of step, NBCettes who have had the pleasure of dancing with the Assistant Treasurer will vouch for it.

He is interested in many sports but golf and bowling are his favorite pastimes. Last Spring NBC employes elected him vice president of their Athletic Association.

It also has been reported through devious and not wholly reliable channels that Mr. Teichner is also a musician of sorts, who if urged sufficiently, will play the violin. As this issue goes to press the NBC TRANSMITTER has not been able to ascertain the extent of his violin-playing as compared with Jack Benny.

## George Sax

Ten years ago, at the age of sixteen, George Sax got tired of school, chucked his books, and went to work for NBC as a page. A year later he was transferred to Artists Service to work with John Babb, talent salesman. Today, this young man with



GEORGE SAX

pleasing dark eyes and hair is in charge of managing and booking talent for NBC sustaining programs.

Mr. Sax, a native New Yorker, says that one of his most memorable experiences in NBC was the time he was picked from a group of auditioned dialecticians to give the Greek interpretation of that famous song, *The Music Goes Round and Round*, in an international roundelay with Paul Whiteman's orchestra.

## Margaret O'Connor

One of the busiest women in NBC is Miss Margaret O'Connor, diminutive blonde secretary of one of NBC's busiest executives, John F. Royal, vice-president in charge of programs. She likes activity and lots of excitement; that is the reason she joined NBC ten years ago after resigning from the Disaster Service Division of the American Red Cross which, for Miss O'Connor, was not sufficiently exciting.

Previous to her experience with the Red Cross she studied law and acted on the radio. Shortly after she joined NBC as secretary to a musical director, she gained national fame when a committee composed of F. Scott Fitzgerald, John Barrymore and Cornelius Vanderbilt, Jr., proclaimed her as "America's most beautiful young mother" in a nationwide contest. A picture of her and her son, Jimmy, appeared in magazines and newspapers. Rudy Vallee saw her and invited her to appear with him in a movie-short called, "Campus Sweethearts."

It is no wonder that When Miss O'Connor also was recognized as a thoroughly efficient secretary she was appropriately described as being a "blend of business acumen and constructive artistic temperament."

Thousands of programs have flowed out of the NBC Program Department since Miss O'Connor became secretary to Vice-President Royal in 1931 but she is still as enthusiastic as she was when she first got the job.

Outside of NBC Miss O'Connor's chief interests are her home, her thirteen-year-old son, Jimmy O'Connor, and her husband, William McCaffrey, who was formerly with NBC Artists Service.



MARGARET O'CONNOR

## Isabella Hurst

Ten years as secretary to Roy C. Witmer, vice president in charge of sales, has been the eventful career of Miss Isabella Hurst in the National Broadcasting Company. To work with him and to have seen him rise from salesman to vice president is an opportunity she says she wouldn't exchange for another in the Company.

Miss Hurst has seen the Sales Department grow from a department of fourteen people (including Sales Promotion which is now a part of the Publicity Department) to what it is today with its staff of fifty employes.

"When I first joined Sales, at the old Fifth Avenue headquarters ten years ago," said Miss Hurst, "things weren't as well organized as they are today. Everybody did everyone else's work, it seems. It was hectic. And I can even remember when some of us girls used to do our bit as 'extras' on some programs. Many a time have I jarred the microphone with a lusty scream for the usual five dollars."

Young, charming and business-like, Miss Hurst has no time for hobbies but she does spend much time keeping house in a New York City apartment where she and her husband live.

## Robert Close

With seventeen years of experience as marine engineer Robert Close joined the staff of the air conditioning plant of NBC when its headquarters were still at 711 Fifth Avenue. He was chief engineer of several United Fruit Company boats for eleven years; and it was then that he learned a great deal about air-conditioning on those air-cooled and refrigerated fruit-bearing ships that took him to almost every port in South and Central America.

Today he is the supervisor of the NBC air-conditioning plant in Radio City.



ISABELLA HURST



ROBERT CLOSE

(Continued on next page)

Though he still loves the sea, Mr. Close is now a happy landlubber with a small suburban home in New Jersey where he lives with his wife and daughter, Margaret, seventeen.

**Edwin Whitney**



EDWIN WHITNEY

It was back in 1924 that Ed Whitney, now an NBC director, first faced a microphone at the studios of WEA, 195 Broadway, which later became a member of the National Broadcasting Company. His debut over the air was

brought about by Director Jimmie Haupt who had known Mr. Whitney in days spent together at Chautaugua and who urged him to play a part in the old Scott's Emulsion "Vikings" program.

This engagement was short-lived though, and Ed Whitney went back to the stage — the stage whose boards he had already trod for twenty-four years. For ten of those twenty-four years he and three of his four brothers toured the Chautaugua circuit as a quartet, and the other fourteen were spent doing monologue presentation of plays.

In brief, here is a career to look at: the son of a Methodist minister and a native of Palmer Center, N. Y., Ed Whitney has been, besides singer and actor for twenty-five years, a cowboy, a soldier in the Spanish-American War, a director of his own School of Platform Art in Boston, and since January 12, 1928, a member of the production staff of NBC, New York.

During his ten years with us Mr. Whitney has directed many prominent NBC productions most noteworthy of which is the popular *Death Valley Days* now in its eighth year.

**Theodore H. Hahn**

Theodore H. Hahn, junior supervisor of the Master Control Board in New York, is one of the many engineers of NBC who literally "grew up" in radio. He started in the field in 1915 and has been in it ever since.

Born in Darmstadt, Germany, Mr. Hahn came to America at the age of one. In fact, his first birthday was celebrated on the Atlantic. His family settled in New York City where he attended public schools.



T. H. HAHN

From grammar school he went to the Marconi Institute where he studied for seven months before going to sea as a radio operator. Later, in 1920, he joined the Independent Telegraph Company as an operator of one of the shore stations. When this company was merged with RCA on January 1, 1928, Mr. Hahn decided to join the then young National Broadcasting Company. This he did at the old NBC headquarters on Fifth Avenue on January 11, 1928.

His first three years with the Company were devoted to studio work and in December, 1930, he was appointed to the Master Control crew.

**Jennings Pierce**

Although he celebrates his tenth anniversary with NBC this month, Jennings Pierce, Director of Agriculture of the Western Division, has been well-known to western radio listeners for more than a decade.

He was associated with KGO for several years before that station became an NBC network outlet in San Francisco. At KGO, Mr. Pierce did everything; he announced, sang, directed programs and performed whatever other job was thrust upon him by the exigencies of those early days in the industry.

He joined NBC shortly after the organization of the Western Division, and acted as chief announcer until his promotion to his present post. As Agricultural Director he produces and appears personally on the *United States Department of Agriculture* program the *Agricultural Bulletin* presented every weekday noon, working with a large staff of government experts representing the various phases of the Department of Agriculture's work which thus are brought to the attention of western growers and farmers. He also produces the Tuesday *Vocational Agriculture* program and the *California Agriculture* program heard on Fridays.

A graduate of the University of California's Davis School of Agriculture, Mr. Pierce is a member of the Family Club, the National Exchange Club and the American Rodeo Association. He is active in 4-H Club work and tireless in the promotion and development of live stock shows and other enterprises calculated to make youthful farmers look on their life work with scientific eyes. He, his wife and two young sons are ardent lovers of outdoor life, and have acquired a cabin on the Feather River where they hope to put in much time fishing next summer.



JENNINGS PIERCE

**Louise Szombathy**

When we went to the Audience Mail Section to interview Miss Louise Szombathy, who has been in that section during her entire decade with NBC, we found a very busy woman surrounded by about thirty-five other women who were opening, sorting, counting and reading bagfuls of mail that seemed to flow incessantly from the Mail Room next door. More than a dozen girls, Miss Szombathy explained, had been temporarily employed in December to assist in the handling of the terrific response to an offer of a golden wish-bone shaped pin made by the sponsors of the popular NBC serial, *Just Plain Bill*.

There, in Audience Mail, Miss Szombathy has felt the pulse of NBC's enormous listening audience for ten years. Her duties are varied; making up Audience Mail reports and taking charge of executive orders being some of them.

Miss Szombathy, a native New Yorker, lives up in the Bronx. Her hobbies are dancing, swimming and reading. That she likes her work, and her boss, Miss Adelaide Piana, and that the radio industry has always held her interest are Miss Szombathy's reasons for her long and loyal service to the Company.

**Herman Rolff**

When Herman Rolff joined the Music Division of NBC on January 9, 1928, he brought with him the fruits of twenty-five years of service as the buyer of outside publications for G. Shermer, leading music publisher. This experience proved of great value to NBC when Mr. Rolff was put on the job of building up the Music Library.

Known as he was to everyone in the business, he was able to aid the Company to a great extent in its purchase of large collections of music both old and new. Today, NBC can rightfully boast of one of the finest music libraries in the country.

Mr. Rolff received his early education in New York schools. His musical education, however, was obtained in the actual field. Today he has an amazing and practically unlimited knowledge of composers and their works.

In 1933 he went

(Continued on next page)



LOUISE SZOMBATHY



HERMAN ROLFF

## NBC HOLLYWOOD

by Noel Corbett

The day before Christmas Santa Claus completely stole the show from microphone celebrities when he descended upon the Hollywood Studios.

In the person of Don Wilson, the genial St. Nick held forth in Studio C, which was filled with NBCites and their youngsters.

Don E. Gilman, Lew Frost and John Swallow were among those who helped make the young visitors feel at home. Children of the following employes attended:

Sydney Dixon, Western Division Sales Manager; Tracy Moore, Sales; Earl Dixon, Continuity; Joy Storm and Ken Carpenter, announcers; Dave Elton, producer; Donald De Wolf, engineer in charge; Ted Sherdeman, producer; Bob Lamb, maintenance; Helen Wendt, Program; Harry Saz, sound chief; and others.

Those who were invited and couldn't attend, didn't miss out on the gifts, which were collected by parents.

Dema Harshbarger, head of Artists Service, decorated her first Christmas tree on December 23. And it wasn't a three-foot pine, either—it stood 16 feet high in the middle of her living room.

Well-equipped with plenty of brilliant ornaments, Dema came home only to find that the step-ladder with which she had to work was a decidedly wobbly one. She solved the problem in the usual Harshbarger efficient manner by laying the tree flat on the floor and then decorating it before putting it up again.

When Matt Barr joined the Press Department, he fell heir to Joe Alvin's office and a horse liniment almanac for a wall decoration.

In writing up program stories, Barr finds the calendar invaluable, and he was also pleased to note that rain arrived, just as scheduled, on December 10th.



John W. Swallow, Western Division Program Manager, Mrs. Swallow and John F. Royal, Vice-President in Charge of Programs, at the Trocadero after the recent premiere of *Your Hollywood Parade* in NBC Hollywood.

Those boxed-in breezy comments on best waxes of the week found on Bill Bloecher's radio page in the *Hollywood Reporter* are written by Joe Thompson, NBC producer and owner of over 4,000 records.

So that newcomers and their families could become better acquainted, the Engineering Department held a get-together just before Christmas. To be sure that everybody could be on hand, the boys utilized those few hours after midnight when the networks are off the air.

Refreshments were served, and Paul Green had a record cut for posterity.

Murdo MacKenzie's name was misspelled in a recent issue of *Radio Guide* but it was not a mistake on the part of the magazine. It was one of Murdo's gags backfiring on him.

He double-talked so much around his fellow engineer, Steve Hobart, that the latter began to believe his name actually was "Heave Stobart."

The day of reckoning finally arrived, however. Steve told the photographer that the fellow in the control booth was MacKenzie—"Burdo" MacKenzie.

Earl Dixon, Continuity Department, finally got his own way as to how his two-and-a-half-year old son should wear his hair.

Taking advantage of Mrs. Dixon's absence during a Christmas shopping tour, Earl took Junior to the barber and had his baby curls sheared.

QUICK PIX . . . After listening in on the recent audition for parrots, Continuity Editor Andy Love, isn't too excited about okeing scripts for birds . . . Frank Figgins, Engineering, held open house during Christmas Week for NBCites . . . Tracy Moore, Sales, spoke before the Metropolitan Club (Dec. 22) . . . topic was, "We Now Transfer Controls to Hollywood" . . . Karel Pearson, Traffic, and Murdo MacKenzie, Engineering, took a chance on the weather and motored North to visit their families in San Francisco over Christmas . . . Earl Dixon is organizing some of the boys to form an NBC basketball team. They plan to play the different studios.

## ANNIVERSARY CHIMES

(Continued from Page 13)

to Music Rights where he now has charge of the clearing of musical programs.

### Julia Waska Katona



JULIA W. KATONA

When Mrs. Julia Waska Katona came to NBC ten years ago, she was Miss Julia Waska, aged fifteen. She had just graduated from high school when she joined NBC's Traffic Department as a typist. Today, she is the secretary to Roy H. Holmes, supervisor of program transmission operations. Unlike most employes, Mrs. Katona spent all her NBC years in one department—Traffic, to which she is very devoted.

And now that she has rounded her decade of service with the Company she is going away to live in California with her husband, an aviator in the U. S. Navy, who is being transferred to a post in San Diego. After San Diego they expect to go to Hawaii.

"I am thrilled about going away," said Mrs. Katona who has always lived in New York. "However, I'll miss NBC and all my friends here. After all, I've grown up with them and they're like a family to me."

### New Members of N. Y. Stenographic Section

The following are new members of the Central Stenographic Section.

Miss Alma Brohard, a graduate of Agnes College in Decatur, Georgia, and the Catherine Gibbs Secretarial School in New York, who joined NBC last month is a native of West Virginia.

Miss Irma Gohs comes to us from the publishing business. She was with the Butterick Publishing Company for seven years and on the editorial staff of the *American City Magazine* for one year. Her home is in Elmhurst, Long Island. She has studied advertising and secretarial work at the Ballard School.

Miss Marie O'Toole, an Irish girl born in Dublin, who grew up in Scotland, is another new member of Stenographic. Ten years ago she left Scotland to come to America.

Miss O'Toole was a secretary at the Boy Scout headquarters in New York for three years before coming to NBC. She is a graduate of Hunter College.

# KNOW YOUR COMPANY

## No. 12 — INTERNATIONAL PROGRAM DIVISION

*This is the twelfth of a series of articles which we hope will give you a better understanding of the many NBC units.*

Culminating years of research and experimentation in the international field of short wave broadcasting, the National Broadcasting Company officially inaugurated a new and short wave service in six languages for European and South and Central American listeners on July 26, 1937. Station W3XAL, Bound Brook, New Jersey, and its directional antennae were used to flash American-made programs to Europe and Latin-America.

Lenox R. Lohr, president of NBC, announced that the "new service marks continuation of the Company's policy of providing the greatest possible service in the field of international short-wave broadcasting."

To produce programs for this new service the Program Department created a new division, the International Program Division, with offices in Room 569 of the studio section in Radio City.

Some months ago, before the regular service was officially announced, only a few programs "piped" from the Blue Network and some programs especially made for foreign reception were transmitted by W3XAL, but today the International Shortwave Service maintains a seven-day week schedule, averaging sixteen hours of broadcasting daily. W3XAL, whose power is now twenty-five kilowatts, aims these broadcasts at either Europe or South America with its directional antennae and two different frequencies. From 9 A.M. to 5:45 P.M., EST, the service is aimed at Europe on a frequency of 17,780 kilocycles. At 5:45 P.M., the station is switched to another antenna beamed at South and Central America. Then, at 9:05 P.M., the frequency of the station is changed from 17,780 to 6,100 kilocycles which provides for a deeper penetra-

tion of the South American countries. W3XAL also has a non-directional antenna which is used on Sunday afternoons.

A large number of programs from the Red and Blue networks are carried by W3XAL; however, the bulk of programs heard on this new service are especially produced for foreign listeners and announced in various languages. News reports furnished by the NBC News Desk are translated into five foreign languages and broadcast at various intervals of the day. Julian Muriel, an Argentine, and Esteban Balleste, a Venezuelan, read the Spanish news reports and announcements; Fernando de Sa, a Brazilian, Portuguese; Lisa Sergio, Italian; Ernst Kotz, German; Fernand Auberjonois, French; and Carlos Bovet announces in English, French, German, Italian and Spanish. Percy Winner, international journalist, who is the director of this new division, understands all the languages spoken over W3XAL and speaks French and Italian as fluently as he does his native English. Charles Carvajal, former NBC studio engineer, is production manager. He too is a linguist; he speaks English, Spanish and Portuguese.

The administrative and office routine is in the hands of Bill Betts. Eugenia Cor-

bera and Lucille Russell handle the program and production routine.

In addition to the numerous daily news broadcasts in six languages including English, the International Program Division produces regular features on cultural matter, education, scientific progress, music and the arts. Many of the programs are expressly designed for foreign countries and built to meet their various needs. Sports reviews, prize-fights from the ringside, the Metropolitan Opera, and other special events are also included in its service. Major utterances of political figures in the United States are recorded, translated, and broadcast at different times in order to coincide with propitious hours in the countries to which the broadcasts are directed.

Many good-will programs are produced to promote closer and more friendly associations with countries in the other Americas. A recently initiated policy of NBC is that of building special programs to honor the most important of the national holidays of our American neighbors. Whenever possible, these programs are rebroadcast by local stations in the country where the holiday is being celebrated.

That America's bid for supremacy in the highly competitive field of international short-wave radio broadcasting in the form of this new program service furnished by NBC is well received by foreign listeners is attested by the hundreds of letters received at Radio City from every country in Europe, and South and Central America. In spite of the directional antennae, letters from other parts of the world indicate that W3XAL's signal is also heard clearly in South Africa and the southeastern part of Asia, including Indo-China, Australia and New Zealand. Thus, NBC's aerial domain has been extended to all the corners of the earth, and NBC coast to coast has become NBC around the world.

## On the shelf

*The books listed below are recent additions to the NBC General Library in New York. NBC employees are invited to use the library or borrow the books.*

**FROM SPANISH TRENCHES.** Edited by Marcel Acier. Modern Age Books, Inc. 1937. A collection of letters by foreign Loyalist supporters who have gone to Spain to aid the government's cause. The writers, serving in varying capacities in the war zone, come from many countries and from all walks of life; their letters provide vivid, eye-witness accounts of the great Spanish struggle.

**ELECTRIC WAVES,** by Heinrich Hertz. Macmillan. 1900. This book is of special interest for it is by the discoverer of electromagnetic, Hertzian, or radio waves. It is for the technical student only. This authorized English translation is by D. E. Jones.

**KALTENBORN EDITS THE NEWS,** by H. V. Kaltenborn. Modern Age Books, Inc. 1937. Countries and personalities which have been headlines in the political news during the last few years are the topics of discussion in this book. Situations and events are explained and analyzed. An introductory chapter, "Radio and the News," describing the work of a radio news commentator, is of particular interest.

**FUNDAMENTALS OF VACUUM TUBES,** by Austin V. Eastman. McGraw-Hill. 1937. A highly technical book on all phases of the theory and practice in the study of vacuum tubes.

# KDKA PITTSBURGH

by Kay Bar

## Maurice Spitalny

After weeks of determined effort, Manager A. E. Nelson of KDKA, has completed arrangements for the addition to his staff of Maurice Spitalny, one of Cleveland's leading musicians and brother of the other famous Spitalny's, Phil, who has the most famous all-girl orchestra on the radio, and H. Leopold, well-known conductor and contractor of the NBC Music Division in New York.

Maurice will be in Pittsburgh early in January and will be welcomed to his new post of musical director of the station with a special greeting program January 13. Phil will bring his all-girl band to Pittsburgh for that occasion. Leopold will come down from New York to participate. Dave Rubinoff also will join in the welcome, and other outstanding features will distinguish the reception.

Generations of musicians endowed the Spitalny boys their talent for music. Their mother is a noted pianist. Her father was a famous European violinist. Their father's father was bass violinist in the Russian Grand Opera Symphony Orchestra. And incidentally Maurice says that his wife, who is also a learned musician, is his best and severest critic.

Maurice was graduated from the American Conservatory of Music in Chicago where Herbert Butler was his instructor in violin. Then he attended the Imperial Conservatory in Berlin.

After completing his education, Maurice made a concert tour of America and then returned to Cleveland to join the Cleveland Symphony Orchestra as assistant concertmeister and soloist. That was 25 years ago. During more than three

MILDRED REUTER and Engineer PAUL G. SLOANE, both of KDKA, whose engagement was announced recently.



years as assistant conductor Maurice frequently conducted the orchestra.

Following an appearance at the Alhambra Theater as soloist, he became the leader of the Knickerbocker Theater pit band. Since that beginning he has led orchestras in many other theaters in Cleveland. He also directed an orchestra in the Pompeian Room of the Statler Hotel for fourteen years.

Popular dance music interested Maurice and seven years ago he organized his own dance orchestra, which had successful engagements at the Coral Gables Club in Florida, hotels, on network programs and at noted night clubs in many cities.

*Parting Kiss, To the Caravan, Broken Dreams and A Gypsy's Love Is Like a Melody*, are among the best known of more than 100 Maurice Spitalny compositions.

1 1 1

## June in January

Another KDKA wedding is in prospect, making a total of eight in recent months. And this time it's another combination of Westinghouse and the National Broadcasting Company, both parties being identified with the personnel of the radio station.

Mildred Reuter, secretary to D. F. Dickson, on the NBC side of the house, and Paul G. Sloane, one of the Westinghouse engineers at KDKA, are the happy young couple. The date of the wedding has not been decided.

Milly is a native of Pittsburgh. Paul was born in Farmington, Missouri, and came to KDKA via the University of Wisconsin, WCBS in Springfield, Illinois, RMCA and Mackay Radio in New York.

1 1 1

## Xmas at KDKA

Engineered by the girls of the staff, an Xmas party was held on December 24 at the studios of KDKA. The entire staff joined in the merriment and, the men particularly, enjoyed a buffet luncheon.

Each guest contributed a twenty-five-cent gift to the tree in the gaily decorated lobby so that everyone received a present.

## Better Late Than—

It was certainly a Merry Christmas for Announcer Bill Sutherland although two of his biggest gifts were two days late.

Eight years ago Bill was the director of the Cornell Musical Clubs when they presented a concert in Pittsburgh. This year the Cornell Musical Clubs again appeared in the same Carnegie Music Hall on December 27 and Bill was invited to lead them in their performance of "The Alma Mater."

That same day the *KDKA Kiddies Klub*, now being conducted by Sutherland, acquired a commercial sponsor for its three programs a week.

1 1 1

## KDKA Plays Santa Claus

KDKA co-operated with *The Pittsburgh Press* and the *Variety Club* in staging four special broadcasts on December 24 to raise money for the Milk Fund.

The object of the programs was to provide a half-pint of milk for each meal of 1938 for 3,000 poor youngsters in 29 charitable institutions of Pittsburgh and Allegheny County.

Financially, the goal was \$56,000 but Bill Zeuger, a milk dealer, said he would match the radio contributions, dollar for dollar. Which cut the radio goal down to half the total figure.

Announcer Ed Schaughency had charge of the programs. Talent was all donated, other stations in Pittsburgh assisting enthusiastically. Visiting name bands at night clubs and dance spots contributed their services and 75 girl volunteers manned the 50 special telephones and adding machines and performed clerical duties.



Four lovely members of the KDKA staff trim a Christmas tree in the lobby of the NBC studios in Pittsburgh. Left to right: Mildred Reuter (standing), Marcella Campbell, Eleanor Ondek and Relda Garrett.



Manager A. E. Nelson (left) welcomes his new musical director, Maurice Spitalny, to station KDKA, Pittsburgh.

# NBC TRANSMITTER

VOL. 4

FEBRUARY, 1938

NO. 2

## RAY KELLY HEADS NEW SOUND EFFECTS DIVISION



N. RAY KELLY

Presaging national standardization and further development of sound effects equipment, the National Broadcasting Company has created a Sound Effects Development and Maintenance Division, according to a recent announcement by C. W. Fitch, business manager of the Program Department. N. Ray Kelly, former head of the New York Sound Effects Division, has been appointed manager of the new department which will serve all NBC managed and operated stations.

Zale Dillon, former assistant to Mr. Kelly, has been appointed supervisor of the New York Sound Effects Division to replace the new national head. Major Dillon will be responsible for the management and operation of personnel and equipment used in the Radio City studios, reporting to William S. Rainey, manager of the Production Division.

Mr. Kelly recently concluded an "analysis tour" of various NBC managed or operated stations in Boston, Washington and Pittsburgh. Soon he will leave for further discussions with NBC officials in Chicago, Denver and on the West Coast.

"Many stations are not equipped physically, at the present time," Soundman Kelly said, "to produce network programs. Under the new setup, all managed and operated stations will be supplied eventually with equipment comparable to that now in use in Radio City studios. We also plan to continue our present information service on sound effects problems to all stations affiliated with NBC."



ZALE DILLON

Another of Mr. Kelly's duties will be the supervision of the sound effects shop in New York. The shop will be used entirely for the building of new equipment, research work, and the supplying of ap-

(Continued on Page 15)

## New NBC Radio Center For Hollywood

Ground for the new Hollywood building was broken on January 20 with Vice-President Don E. Gilman wielding the spade that turned the first bit of ground.

The new building, to rise at the intersection of Vine Street and Sunset Boulevard in the heart of Hollywood, is on the same site that not many years ago cradled the motion picture industry. There many silent picture stars produced films for the Famous-Players-Lasky Corporation.

The rapid and growing migration of radio programs from other radio centers to Hollywood has made it necessary to build the new and larger building to replace the present NBC building which has been outgrown in two years.

In addition to several radio stars who were present, Lew Frost, assistant to Mr. Gilman; John Swallow, program manager; A. H. Saxton, division engineer,



and others assisted in the ground-breaking. The NBC radio center will follow a design new to radio construction. Instead of a single building housing a number of studios, the plant will consist of four individual sound stages not unlike motion picture studios. The architecture will be modern-classical.

Ground-breaking ceremonies attended by Hollywood civic leaders and representatives of the radio industry heralded the beginning of construction of the new NBC studios in the heart of the film city. Don E. Gilman, vice-president in charge of the Western Division of NBC, turned the first shovelful of earth. PHOTO SHOWS: Harlan G. Palmer, Hollywood publisher, Otto K. Olesen, president of the Hollywood Chamber of Commerce, and Don E. Gilman.

and others assisted in the ground-breaking.

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## NEW DIRECTORS NAMED TO RCA AND NBC BOARDS

General Charles G. Dawes, former vice president of the United States, author of the Dawes Plan, and subsequently ambassador to the Court of Saint James; and Gano Dunn, noted scientist, engineer, administrator and president of The J. G. White Engineering Corporation, were elected to the Board of Directors of the Radio Corporation of America at the regular meeting of the Board held last month, it was announced by David Sarnoff, the president. They fill the vacancies due to the recent deaths of Frederick Strauss, banker, and Newton D. Baker, former Secretary of War.

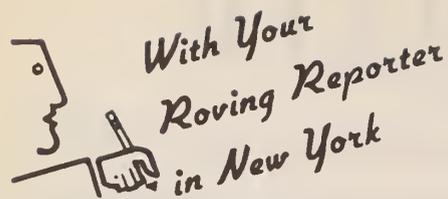
Mr. Sarnoff further announced that at the meeting of the National Broadcasting Company Board, held the same day, Dr. James Rowland Angell, former president of Yale University, and now in charge of educational program development for

## 144th STATION ADDED TO NBC NETWORKS

The rich Pennsylvania trading zone surrounding Wilkes-Barre, Kingston, Nanticoke, Pittston and Scranton became a part of the listening territory of the National Broadcasting Company, January 30, 1938, when WBRE, Wilkes-Barre, became an NBC outlet supplementary to both the Blue and Red Networks. The addition brings the total number of NBC stations to 144.

WBRE is owned and operated by Louis G. Baltimore. It has a frequency of 1310 kilocycles and at present utilizes 100 watts, with the expectation that the daytime power will be raised to 250 watts this Spring.

NBC, was elected a director of that Company. General Dawes and Gano Dunn were also elected directors of NBC.



## NBC CHICAGO

by Rudi Neubauer

The other morning, as he was rushing from the subway station to the News Desk in Radio City, Barry Holloway became conscious of amused stares from a passerby. He was wondering what was wrong when he felt something dangling around his ankles. Shoe strings, he thought, as he looked down at his feet; but it wasn't shoestrings. Flying in the breeze below his trousers' cuffs were his loud-colored pajamas. All poise gone, Barry's quick steps broke into a mild run which attracted more attention, and exposed more and more of the pajamas.

"Must have been in an awful hurry this morning," mumbled Barry as he emerged from momentary retirement and stuffed the bright pajama pants into a filing cabinet.

Walter B. Davison, NBC tour promoter, is selling the idea that, "This is the National Broadcasting Company" be changed to "This is *your* National Broadcasting Company." You got something there, Walter.

Guide Roderick Mitchell was seen the other day proudly showing around a batch of letters he'd received from a bunch of fifth-graders from the Roslyn Heights School, Long Island, who had taken the studio tour with him. This one, particularly, caught our eye—

Dear Mr. Mitchell,

We had a very nice time at the NBC Studios. We saw a lot of things going and a lot of things going back. I liked the way you took us around and showed us things. I liked the Children's room the best. The paintings on the wall looked so real too. The Studios were very big.

Sincerely yours,  
(Signed) Audrey Horton.

Noted for his trenchant humor, Page Supervisor Jack Wahlstrom, while listening to a popular broadcast the other Sunday evening quipped, "What next? The greatest comedian in the country is a dummy."

Someone in Sales is looking for another person who lives in Tudor City to share a cab to work on bad mornings—call extension 822 . . . They say that Horseman D. B. Van Houten took a header during one of the Wednesday evening jumping sessions at Aylward's Riding Academy . . . and that he survived the spill *in toto*.

### 3-0

The NBC Chicago Bowling team took it on the chin from the Merchandise Mart Bank Saturday, January 22. The NBC five was composed of W. O. Conrad, Engineering; Ray Neihengen, Credit; H. Guill, TWX; L. Dutton, Engineering; Ed Davies, Artist. The first game was dropped by only three pins, the second by twenty-two and the third by thirty-seven. A return match is booked for the middle of February.

### Rod and Gun

Howard Luttgens, engineer; John Sample, Sales Promotion, and Arthur Pearson, Purchasing, are members of the Saunders Road Rod and Gun Club. They meet every Sunday morning at the Pearson home. The present high is Art's twenty out of twenty-five. We have not yet found out if these meetings occur before, during or after church services.

### Personals

Russ Sparks left the Sales Promotion Department fold on February 1 to join the staff of Station WOWO, NBC affiliate, in Fort Wayne, Indiana, in a similar capacity.

Miss Vera Maher, secretary to Night Manager Edward Cunningham, is making satisfactory progress on the road to recovery from her accident as reported in the last issue of the TRANSMITTER.

E. G. Cerny, Music Library head, was snow-bound over a recent week-end in Wisconsin, where he had gone to ski.

Miss Judith Waller, educational director of the Central Division, has returned from a trip to New York where she took part in a round table discussion of "Radio" at the meeting of the American Woman's Association.

### Crib Crys

Making her debut at eight pounds on January 15, Barbara Joy, daughter of Mrs. and Mr. Bob (Sound Effects) Opper, scored the unique distinction of being the first baby born in Chicago under the local plan for Hospital Care. Attaches at the hospital report both mother and child to be taking it all very calmly, though they do say that Barbara gets in a few extra "coos" whenever Bob comes near.

Former TRANSMITTER correspondent, William Lawrence, joined the order of amalgamated "I Yawn All Morning, 'Cause I Walked the Floor All Night" society, when James Phillip Lawrence ar-

rived on January 23. Jimmie weighed in at six pounds, sans the tri-cornered trousers. Hobbies: eating and sleeping.

### Exhibitor

R. S. Peterson, assistant auditor, was gratified by the selection of one of his photographs for display at the Fourth International Leica Exhibit in New York City. The fact that company business took him to New York during the exhibit was merely coincidence and not design.

### New Faces

Katherine B. Persons, a member of the WLS Continuity Department for the last two years, has been added to the NBC Chicago continuity staff. She fills the vacancy left by Leslie Edgley, who will devote all his time to writing *There Was a Woman* and *Your Health*. Miss Persons attended Mount Union College at Alliance, Ohio, and took post graduate work at the University of Chicago. She should feel at home in her new surroundings as her desk is opposite that of Bill Meredith, who formerly worked with her at WLS.

The uniformed staff was augmented by the recent addition of Robert W. Jensen to the page force.

### Transfers and Promotions

Miss Gertrude Herbes was recently transferred from the Central Stenographic Division to act as secretary to J. A. McDonald of the Legal Department.

Miss Madelyn Simmonds, formerly secretary in the Night Manager's office, returns to NBC as dictaphone operator in Central Stenographic.

Former Page Captain Bill Weaver replaces Ken Krantz as special officer following Ken's resignation to assume his new duties as manager for Frankie Masters and his orchestra. R. Lichtenberg has been made night captain.

Eric Danielson, employed for the past eight years in the Program Traffic Department, will be confined to the Municipal Sanitarium for the next six months. A severe attack of the flu left Eric in such a weakened condition that the doctor prescribed a long rest. The members of the Indoor Baseball Team particularly are looking forward to Eric's return as they say he is the best umpire money can buy. A postcard or letter addressed to the Municipal Sanitarium, Bryn Mawr and Crawford, Chicago, will reach him.

# WGY SCHENECTADY

by W. T. Meenam

## Bowling League

WGY's staff, augmented by agency representatives and a few whose contact with radio is solely by way of a receiver, have organized a bowling league. The Radio Nuisance League, it is called. The teams bear such names as Ripples, Statics, Whistles, Howls, Squeals and Faders, in fact that's the order in which the teams stand now after three matches. John Howe of Sales is the organizer-president of the pin-toppers. "Tiny" Winslow Leighton of the Leighton & Nelson Agency leads in averages by the grace of a high three of 546 and a high single of 236. Tiny bowled one match and then left for the Bahama Islands. Chet Vedder of the announcing staff is well up among the leaders as is Pete Narkon of the engineering staff. W. J. Purcell, engineer, bowled long enough to discover it wasn't as easy to score as he expected and then quit to take up skiing.

✓ ✓ ✓

## Progress

Construction of WGY's studio building which was proceeding at a snail's pace for a time because of adverse weather, has picked up greatly. Temporary enclosures were built and steel workers and bricklayers are finishing their jobs behind canvas. The building is now being heated in spite of the fact that the front wall is not completed and only the glass front windows have been put in position.

It's a different story out at South Schenectady where WGY's 625 foot antenna pinnacle is daily rising nearer the stratosphere. Last week the *Scissors and Paste* program of the station originated at the antenna site and your correspondent interviewed Le Roy Hamilton, superintendent of construction for the American Bridge

Company, one or two of the structural steel workers and Bill Purcell, WGY's engineer in charge. During the sub-zero days of January, with the mercury hovering around twelve and fourteen degrees below, the steel workers continued on the job at the 400 foot elevation. Wind and snow alone hold up the work.

When completed, the vertical antenna, a nine-by-nine-foot square steel structure which stands on a point, will be as high as the 42-story Waldorf-Astoria Hotel and half as high as the Empire State Building.

✓ ✓ ✓

## Winter Sports

Most of the WGY staff members have taken up winter sports in a big way. Betty King of Sales and Bill Purcell, engineer, are ski addicts and both have made trips to North Creek, in the Adirondacks, on the week-end ski-train. Practically all of the staff have taken advantage of the exceptionally fine skating conditions near here. Chester Rudowski, of Virgil Hasche's accounting staff, Bob Elliott of Sales, Betty Lennox Pike, a Sonja Henie rival, and Silvio Caranchini are

tireless on the blades. Chester Vedder, the announcer-farmer, is spending his off-time in harvesting ice, sawing wood and getting farm equipment ready for the spring planting.

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## Talented Managers

William Fay, manager of WHAM, at Rochester, paid a graceful compliment to his friend and one time boss, Kolin Hager, manager of WGY. Bill, who entered radio via WGY back in 1924, was soloist last Monday evening on the Blue Network show, *Music Is My Hobby*. As his concluding number he announced and sang *Ruler of the Day*, a ballad with verses by Mr. Hager and music by Charles Gilbert Spross. Mr. Spross, also an old friend of WGY, accompanied Bill Fay on the piano.

✓ ✓ ✓

## Stork News

January 18, when the mercury dropped to twelve below zero in Schenectady, a stork took refuge in the home of George White, staff saxophonist and violinist. Mr. and Mrs. White are now cooing to a lively and healthy baby girl.

A son was born January 17 to Mrs. Douglas Smith, nee Patricia Sheldon. Patricia is a member of the WGY Players and was also heard at one time as Betty Lenox on the *Household Chats* program. Later she conducted the *Market Basket* program.

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## Dilettante-Legislator

Folks seeking to be well informed concerning matters legislative have but to call on Caroline Osan, secretary to Kolin Hager. Mrs. Osan, president of the Schenectady Business & Professional Women's Club, with 25 of the members attended the evening session of the State Legislature in Albany recently.

## WGY BOWLING LEAGUE



Front row, left to right: Bob Cragin, A. O. Coggeshall, Jack MacGathan, John Howe, Frank Dunn, Bob Elliott, Alex MacDonald. Second row: Gordon Paul, Pete Narkon, John Sheehan, Virgil Hasche, George Nelson, Bernard Cruger, Radcliffe Hall, Dick Greeley. Back row: Harold Root, Tom Fredette, Ed Flynn, Bill Meenam, Howard Tupper, Raymond Strong and Chester Vedder.

## NAMES IN THE NEWS

### NEW YORK

#### Promotions:

Following the transfer of Charles Rynd from the Sales Traffic Division to the Eastern Sales Division (see New Set-Up in New York Sales, page 8) several promotions have been made in Sales Traffic during January.

John Kucera, who came to NBC from Yale University in January 1932, has been promoted from Local Sales Traffic into the position of assistant to F. M. Greene, manager of the Sales Traffic Division, filling the post vacated by Mr. Rynd.

Willard Butler and Richard H. Close have moved up to handle Local Sales Traffic. Mr. Butler and Mr. Close started in the Company as pages about four years ago. They will be assisted in their new duties by John Cusumano, recently promoted from his post as office boy in Sales.

Ross Martindale, who joined NBC as a page boy in November 1936, has been transferred from the studio set-up staff to Sound Effects.

Lawrence Wagner who came from the University of Minnesota and his home in Madison, South Dakota, to join the NBC page staff last October has been transferred to the Press Division as Press Desk assistant.

#### Newcomers:

Among the latest additions to the Mail and Messenger Staff are the following.

J. Emerson Coyle joined NBC on January 23. Previous to that date he was engaged in real estate work, before which he had received a degree of Bachelor of Science from Harvard University in the Class of 1937. His major subject was Philosophy and he was graduated *Magna Cum Laude*. Emerson's first radio experience came in Brooklyn, while attending Erasmus Hall High School, when he presented a 20-week series of sketches over a local station. He's interested in research and statistics and does some writing.

Robert G. Lange, a New Yorker, has been with us since January 5. He prepared for college at Flushing High School and was graduated from Colgate this past June. While there Bob was a member of Beta Theta Pi and followed his favorite hobby, music, as a member of the Glee Club. He continues his avocation in New

York as one of the Ars Musica Guild. Before joining us, he was engaged in selling on the staff of the Chrysler Dealers News. Here, he wants to follow music in some form, either as a singer or as a member of the Music Department.

Elbert D. Tidd, a native of White Plains, is a graduate of White Plains High School and Lehigh University. Bert had his first radio experience in college, when he acted and directed in plays presented by the dramatic club of Lehigh over WCBA, Allentown, Pennsylvania. During his summer vacations he managed a summer theatre at Bethlehem, Pennsylvania. Bert, who majored in Physics in college, wants to become a radio engineer.

William Abernathy comes to our announcing staff from Washington, D. C., where, for the last four years, he managed his own advertising agency.

Mr. Abernathy started in radio in 1922 at WWJ, Detroit. He directed an outstanding male quartet on the Detroit airlines. Later he sang in the road companies of *The Student Prince* and *Rio Rita*. In 1930 he joined the WRC announcing staff where he remained until 1933. In 1932 Mr. Abernathy tied with Milton J. Cross for second place in the National Diction Awards. He joined the Radio City announcers on January 9 last.

#### Transfers:

Miss Ruth Gould who joined NBC in the Central Stenographic Section last August was transferred to Local Sales Traffic January 3. Miss Gould is a graduate of Barnard College and the School of Business Practice and Speech.

Miss Gladys Cardon of Stenographic is working temporarily in the Engineering Department.

#### Engagements:

Miss Lillian E. Holmlin, secretary to chief announcer Pat Kelly, recently became engaged to Charles T. Anderson. Both are Brooklynites. The wedding date has been set for sometime next fall.

The engagement of Miss Helen Winter of the Treasurer's Office to A. S. Faillace, Jr., of Guest Relations was made last month. Their wedding will take place on February 24.

Although both have been with NBC four years they did not meet until about three months ago. Miss Winter is secretary to Assistant Treasurer R. J. Teichner, whose office is in the opposite end of the RCA Building from where Bud Faillace works in the studio section as assistant supervisor of the guide staff. They met

for the first time not many pay-days ago when Bud called for his check in the Cashier's Office and found Miss Winter behind the wicket where she was pinch-hitting for Miss Mary Lou Irvine who was ill.

#### Marriages:

The Little Church Around The Corner was the scene of another NBC wedding on January 5. The former Miss Evelyne McKibbin, publicity secretary for Civic Concerts Service, was married to George Watkins, former NBC guide who is now a member of Roy Campbells' Royalists, well-known singing group on the radio and stage.

The wedding, attended by many NBC friends of the couple, was followed by a reception given by Roy Campbells' singers.

The bride has been with the Company one year. She hails from Griffin, Georgia, and the bridegroom came to New York from his home in Chawnee, Oklahoma, three years ago. They are making their home in the city.

Edgar F. Higgins, Jr. of the News and Special Events Division and Miss Louisa Davis Ker of Delmar, Delaware, were married January 11th. The ceremony was performed in chambers by County Judge William F. O'Dwyer of Brooklyn, a personal friend of the groom.

Dr. Fremont A. Higgins, an international lawyer of Berlin, Germany, and brother of the groom, and his wife attended the couple.

The bride is the daughter of the Rev. Henry Claude Ker, pastor of the Delmar, Delaware, Baptist Church.

The groom is a member of a colonial New York family and the son of Mr. and Mrs. Edgar F. Higgins of New York. He joined the NBC staff last March after serving on various newspapers for ten years.

Among the papers on which Mr. Higgins has worked are the *New York American*, the old *New York World*, Standard News Association, the N. Y. City News Association, the *Utica Daily Press*, and the *Los Angeles Herald*. He also was city editor of the *News* in San Jose, California, and managing editor of the *Pajaronian*, Watsonville, California, and the *Humboldt Star* in Winnemucca, Nevada. In addition, he served for a time as Berlin correspondent for the Paris edition of the *New York Herald*.

Mr. Higgins attended Hamilton College in the Class of '28 and is a member of the Psi Upsilon fraternity.

Edwin W. Deming of the Mail and Messenger Section was married to Miss Peg-  
(Continued on Next Page)

gie Black in Poughkeepsie, New York, on December 31 last. The wedding was followed by a small informal reception at the home of Mr. Deming's parents in New York City.

Mrs. Deming is a teacher in the Walden Public School. Mr. Deming has been with NBC for four years. His associates in the Mail Room presented him with an electric toaster and breakfast set as a wedding gift.

✓ ✓ ✓

Another Radio City romance came to a happy climax in The Little Church Around the Corner on the morning of December 31 last when a member of the NBC guide staff, Richard D. Barron, married Miss Virginia Cameron who recently came to New York from her native San Francisco. The young couple first met when she took a studio tour conducted by the young man who is now her husband.

Mr. and Mrs. Barron are now at home to their friends in their apartment at 348 East 50th Street, New York City.

✓ ✓ ✓

Oscar C. Turner of the production division of Electrical Transcription Service and Miss Grace Allen Toucey of New York City were married at St. James Church on January 6th. The wedding ceremony which was attended by the families and a few intimate friends of the couple was followed by a small reception at the Carlyle.

The bride's only attendant was Mrs. Carleton Young, wife of a well-known NBC actor. Edward Barret, associate editor of *News-Week* and a friend of the bridegroom since their boyhood days in their native Birmingham, Alabama, was best man. Reginald E. Thomas, director of production in Electrical Transcription Service, was an usher.

Mr. Turner, a graduate of the University of Alabama, has been with NBC almost two years.

✓ ✓ ✓

**Resignations:**

Theodore Church has resigned from the Press Division to become associated with Ted Collins, personal representative of Kate Smith. Before joining NBC in December 1936, Mr. Church was a member of the Republican National Radio Committee and before that he was associated with Station WJSV, Washington, D. C.

✓ ✓ ✓

Read Wilson, who joined the Mail and Messenger staff last September and later became a member of the announcing class, recently passed an audition for an opening on the announcing staff of WAIR, Winston-Salem, N. C. He resigned from NBC on January 31 to go to his new job at WAIR where he will find two other

graduates of Dan Russell's announcing class, Don Gardiner and Roger Von Roth.

Mr. Wilson takes with him many years of experience as an actor on the stage and in radio to his announcing assignment in Winston-Salem. His home is in Springfield, Massachusetts.

Harry Weir who went to Pittsburgh, Pennsylvania, on December 24 last to be married to the former Miss Alba Cremonesi of New York City has resigned from the page staff to go on a honeymoon trip to Europe. After their honeymoon, Harry plans to stay abroad to do newspaper work.

✓ ✓ ✓

At 1:00 A.M. on Saturday, January 15, the announcer signing off WJZ concluded with "... Charles Tramont saying good-night and bidding you all goodbye."

It was Charles Tramont's last sign-off after eleven years of broadcasting, and we want to join his many friends and listeners in wishing him good luck as he begins practice as physician at Mt. Vernon, Ohio.

For the past five years, Dr. Tramont has been heard only at night over NBC networks. Days were taken up with studies at the New York Medical College and subsequent work at the Fifth Avenue Flower Hospital.

✓ ✓ ✓

Miss Elisabeth Woodard who had been with the Company three years resigned from the Central Stenographic Section on January 31 to go abroad on a pleasure trip.

✓ ✓ ✓

**Stork News:**

1938 brought a six-and-a-half pound baby girl to Page Supervisor Jack Wahlstrom on January 2. Mother and child are doing very well, Jack reports.

✓ ✓ ✓

Miss Doris Steen (Mrs. David Williams) who took time out for a blessed



Mr. and Mrs. George Watkins are photographed leaving the Little Church Around the Corner where they were married last month. The bride is the former Miss Evelyn McKibbin of the NBC Civic Concerts Service. (See Marriages.)

event has returned to her desk in Guest Relations. It was a girl, according to Walter Winchell's column.

✓ ✓ ✓

**Sick List:**

J. Foster Dickey, guide, who was confined to the Morrisiana Hospital in the Bronx, following a serious automobile accident last month, is now recuperating in his home.

✓ ✓ ✓

**Miscellaneous:**

A. A. (Abe) Schechter, director of News and Special Events, sailed from New York City on the *Conte di Savoia* January 15 enroute to Cairo, Egypt, where he is making arrangements for the coronation of King Farouk. Mr. Schechter is expected back in Radio City the latter part of this month.

Milton Burgh is in charge of the division during Mr. Schechter's absence.

✓ ✓ ✓

George Engles, director of Artists Service, returned to his office, January 25, following a month's absence caused by an appendectomy.

✓ ✓ ✓

William C. Roux, formerly of the Promotion Division in New York, is now associated with Hearst Radio Inc., as promotion manager.

✓ ✓ ✓

Pat Kelly, chief announcer, was given a surprise party by the members of his staff on the Saturday following his birthday January 4.

The party was given in his home in West Hempstead, Long Island, where the announcing staff and their wives and others had congregated while he was in town keeping a dinner engagement which had been staged to delay his homecoming.

Mr. Kelly was really surprised when he opened his front door and was greeted by a collective shout of "Happy Birthday" from the merry crowd within. There was music by an orchestra, dancing and special entertainment.

The party lasted until five in the morning when some of the boys had to take the milk train into town to start another day of broadcasting.

✓ ✓ ✓

Norman Morrell, assistant commercial program manager, left late last month for the West Coast to confer with program officials in the Western Division. He is not expected to return to Radio City until next month.

✓ ✓ ✓

Jack Wyatt, former NBC guide who made his debut on the NBC networks last winter as master of ceremonies of the  
(Continued on Page 14)

## KOA DENVER

by Charles Anderson



A KOA microphone patiently waits for the first utterances of little "Miss 1938" while she's still in the hospital. The newcomer, born on New Year's Day, is the second child of Ruben Isberg, studio engineer, and her name is Barbara Louise.

Berthoud Pass is just an hour-and-a-half's drive from Denver, which means several KOA staff members enjoy skiing on their days-off. Addicts include Stan Neal, engineer; A. W. Crapsey, commercial manager; Clyde Hoyt, page, and your snow-plowing correspondent.

George McElrath, operating engineer, was a recent KOA visitor. He arrived on Sunday, January 23, for a look-see at KOA's equipment.

Lucille Beideck, office staff, has just returned from her Hawaiian vacation. She says she didn't get seasick during the voyage. Now, it seems to me that since the entire football team that also made the trip did not weather the trip very well, there's some doubt as to that famous "weaker" sex classification. Anyway, Lucy wants to go again next year.

## Accident Silences WEAF

A power failure silenced the transmitting station of WEAF at Belmore, Long Island, for 86 minutes on January 25. The station was off the air from 1:45 to 3:11 P.M. During that period the commercial programs scheduled for WEAF were switched over to WJZ which was scheduled to carry sustaining programs.

The accident was caused by a broken circuit breaker which fell across a high voltage wire in a Belmore automatic substation of the Long Island Power and Light Company.

## NBC HOLLYWOOD

by Noel Corbett

### NBC vs. RKO:

The NBC basketball team invaded the picture industry to lose their first two games of the season to RKO's crack five, 51-33 and 34-26, respectively.

Announcer Ben Gage, lofty center and captain, was high-point man in the second encounter, with 13 digits.

Games with CBS and the different motion picture studios are planned.

The NBC uniforms are royal blue. The pants have red side stripes. Numerals are red, as are the NBC's on the shirts.

Forwards are: Lee Bridgman, Frank Pittman, "Lefty" Lefler, pages, and Joy Storm, announcer. Guards are: Jack Creamer, page, Earl Dixon, Program, Floyd Caton, Hal Dieker, and Virgil Reimer, Sound Effects.

### Ubiquitous:

Don Gilman has been a busy executive lately.

January 18 he was named a director of the All-Year Club of Southern California. January 20 he officiated at the groundbreaking ceremonies on the site of NBC's new Hollywood building. January 26 he was initiated into the Riverside Drive Breakfast Club where he was the only speaker before a group of radio celebrities and the following day he spoke before the Women's Division of the Hollywood Chamber of Commerce. His subject was, "Hollywood's Growing Importance in Radio."

### Oasis:

Talking about Los Angeles city limits extending to such faraway spots as the North Pole, Matt Barr, Press, points out that one of NBC's Hollywood studios is spotted in the middle of a desert over a hundred miles away.

Located in the winter playground, Palm Springs, Amos 'n' Andy broadcast from there, and will until the season closes.

Ray Ferguson is their engineer—the lucky guy.

### Visitor:

Roy C. Witmer, vice-president in charge of sales, gave an interview for the press during his recent visit here.

He pointed out that the Pacific Coast is topped only by New York and Chicago in volume as a radio sales market.

Mr. Witmer also visited the San Francisco office in company with Sydney Dixon, Western Division Sales Manager.

### Gag-Proof:

Fred Dick has proof-read so many con-

tinuity stencils that he believes he could write scripts.

"I'd have the jump on the rest of the gag-writers," claims Fred, "because I'd know which jokes hadn't been used lately."

### Strike!

Walter Baker, Marvin Young, Carlton Morse and others spend noon hours nowadays bowling in the sports pavilion located across Vine Street from the new building site.

Lew Frost is the champ to date.

### Engineering:

Studio and maintenance engineers in Hollywood, under Western Division Engineer A. H. Saxton, now number twenty-one, in addition to Donald De Wolf, engineer in charge in Hollywood, his secretary, Kathryn Phelan and Saxton's secretary, Alice Tyler.

Recent transfers from Radio City are Charles L. Norman and Joseph E. Kay.

### A.W.O.L.:

One of the imported crickets which Walter Bunker had so carefully watched for a week prior to the cricket program, not only refused to sing at air time, but showed his complete indifference by taking French leave during the broadcast.

Buddy Twiss, in charge of special events, is betting the little fellow will start chirping on another program.

### Songwriter:

Announcer Joy Storm's wife, Claribel, never heard her composition *Sonny* until it was played by Jimmie Grier's orchestra recently.

Mrs. Storm, who used to be in charge of music at KGW-KEX, Portland, Oregon, composed the piece without the aid of a piano.

### Mercury:

Announcer John Frazer literally signed off *Your Hollywood Parade* on the run recently.

When he got his cue from producer Ted Hediger, Frazer swung around to make the final announcement, only to see the mike disappearing across the studio in the arms of a stagehand. Latter thought the program was over and wanted to be sure the mike wouldn't be in the way of the closing curtain.

### Author:

A complete manual on radio sound effects is being compiled by Harry Saz.

# KDKA PITTSBURGH

— by Kay Barr —

## Spitalny's Debut:

No question about it, the big news of the past month at KDKA was the debut of Maurice Spitalny, eminent maestro of Cleveland, as director of music for the Pittsburgh NBC and Westinghouse station.

Brother Phil and his all-girl singing orchestra headlined a brilliant two-hour greeting program on the stage of the Stanley Theater. KDKA broadcast the entire show and thirty minutes of it were carried by the NBC-Bluc Network as well as the stations of the Canadian Broadcasting Corporation. Coast-to-coast across two countries!

And if that isn't news, look at the newspaper clippings. From New England to North Dakota and Texas, with a few out on the West Coast.

H. Leopold Spitalny, director of music personnel for NBC, opened the network part of the program with a salute by the NBC Symphony Orchestra from New York. The KDKA Players presented a twenty-minute dramatization. Dot and Pat, Jean Hoff, a new contralto on the KDKA staff; and Billy Sherman, who has sung with Maurice's orchestras in Cleveland, were among the vocalists.

Flood-lights illuminated the gay exterior of the theater. Searchlight beams sent their shafts sweeping over the sky. Huge banners proclaimed Maurice Spitalny in a manner befitting his musical ability.

KDKA sent out invitations and reserved 600 seats to take care of the acceptances. This reserved section was enlarged by 200 and then the station had to buy more than 100 additional chairs in that portion of the house assigned to the box office. Before the doors opened a line of people, standing four abreast, extended two blocks from the theater.

For two hours the packed house sat without the least sign of nervousness or impatience. It was the first broadcast most of them had seen. It was a great show. They were fascinated. And all but a dozen of them stayed another hour and a half to see the feature film.

This climax of weeks of hard work was a definite suc-

cess and one of the most spectacular events of its kind in KDKA's history.

Maurice beamed. Manager A. E. Nelson was radiant. It was a high spot in the musician's career, no question about that. But it was also an achievement for the station and for the man responsible for it all.

Mr. Nelson conceived the plan from start to finish. A loyal staff helped him carry out the details. Hundreds of notables accepted his invitation to the theater party. Millions of listeners enjoyed the broadcast. Hundreds of telegrams poured in, congratulating Mr. Nelson and Maestro Spitalny. Beautiful baskets of flowers also were received.

To get the right pick-up of the Spitalny broadcast from the stage of the Stanley Theater January 13th, KDKA engineers used ten microphones. Chief Engineer Joe Baudino took personal charge of the job. Ted Kenny rode the dials. Glenn Luther assisted.

Dick Powell, Oliva de Haviland and Errol Flynn were among the scores who sent telegrams congratulating both Maurice and KDKA for "getting together." In private conversation Brother Phil paid this most significant and sincere tribute to the youngest of the three famous boys:

"Maurice is the most talented member of the Spitalny family."

Incidentally little Mary Ann Bock, a Pittsburgh youngster and a KDKA discovery, walked away with Phil's part of the entertainment. She has a sort of throat whistle around which Phil built a special arrangement of *Johnny One Note*.

Some day Maurice hopes to be able to do nothing else but compose music—and go fishing. But his musical masterpieces will not have more feeling and his tallest fish story will not bring a bigger smile than Maurice displayed as he autographed his baton after the debut broadcast and presented the souvenir to Mr. Nelson.

## Here and There:

Janet Ross directs the *KDKA Style and Shopping* programs, Bob Saudek writes continuity for the station. But as sidelines both have blossomed out in the oratorical field recently, filling speaking engagements for Pittsburgh organizations.

Her files were already filled to flood stage. Then the new director of music, Maurice Spitalny, began hauling his music from Cleveland to KDKA, an auto trailer load at a time. So Librarian Betty Eisley had to have one grand and glorious house cleaning to make room for the \$40,000-library of the new maestro.

Foreign countries have made many requests for KDKA program schedules since the new 718-foot antenna was put into operation October 30. South American points, particularly Brazil and the Argentine, are receiving the signal as clearly as those of their local stations.

Glenn Riggs, KDKA's senior announcer, recently appeared on the screens of movie houses in and around Pittsburgh in a trailer that told the people of the city of the coming to KDKA of Maurice Spitalny as the station's new musical director. It wouldn't surprise us a bit to see talent scouts around here any day now.



NBC officials welcome two of the famous Spitalny's to Pittsburgh. L. to R.—Maurice Spitalny, KDKA's new musical director; Phil Spitalny, director of the All-Girl Orchestra; A. H. Morton, manager of NBC owned and operated stations; and A. E. Nelson, manager of KDKA.



This is Ellen Louise Gillespie, niece of Ann R. Jockwig, Music Division, N. Y.



Constance Judith, daughter of Engineer William A. Fitch, Radio City, goes out for a stroll.



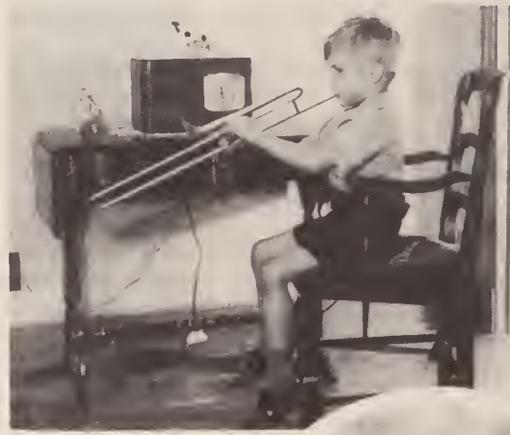
Ho-hum . . . Carolyn Louise sleeps on her Daddy's (John Larson, N. Y. Field Engineer) lap.



Miss Diane Dimene, niece of Maurice Lowell, NBC director in Chicago.

▼ Lynn Morrow, Jr., 5, son of KDKA's promotion and publicity head, tootles with RCA accompaniment.

▼ Nanette, daughter of Sydney Desfor of the N. Y. Photo Section.



This picture of Pat Grine, engineer in charge of prize-winning baby pictures, submitted by A. W. C. of KOA, who will receive the Toscanini Victor recording award from the Victor Company, Inc. of Promotion and Bar of Guest Relations, is picture out of the large graphs submitted.



◀ John William and Laurence Fern, sons of Sydney Dixon, sales mgr., NBC Western Division.



◀ Peter Gordon. Doesn't he look like papa—Jerry Sears, staff conductor in N. Y.?

"Don't get too close, whose papa is news edi



Working his way West. Joseph F., son of Joseph A. McDonald, Legal, Western Div. ▶

◀ Triplets. Raymond, Joan and June, children of Raymond K. Strong, WGY studio engineer.



FOR BA

Next month, by ar Manufacturing Compu MITTER will award a city Victor recordings No. 7 in A Major as p Symphony Orchestra baton of Arturo Tose submitting the best b

1. Do not send smaller than 2 1/2" x 3 1/2"
2. Give the name of the baby to you.
3. Give your name and division.
4. Send your picture to the NBC TRANSMITTER, Broadcasting Company, New York, before Feb. 15.
5. Pictures are judged on appeal, humor, interest and quality.

# WINNER



daughter of C. A. Per-KOA, Denver, is the in this issue of the ture was taken and commercial manager e prize—an album of n the RCA Manufac- idges, Enid Beaupre rmann and Ary Moll rd time picking this er of excellent photo-



Dan Thompson, Jr., Chicago Press.

## ONLY

ent with the RCA s, the NBC TRANS- set of High Fidel- hoven's Symphony y the Philharmonic w York under the e the NBC employ urc.

. Send prints not baby and its rela- rtment and NBC

the March issue oom 284, National ockefeller Center, l, on their popular nd photographic



WGY Engineer H. C. Mosher's son, Charles, two and one-half years.

This is Lawrence J. Abbott's son, Vaughan. Mr. Abbott is Dr. Walter Damrosch's assistant.



Stephaney, photographed by Daddy—Ted Sherdeman of the Program Dept., in Hollywood.



Bruce holds Marilyn up for Daddy's camera. Daddy is Charles M. Butler, Chicago Engineer.

"I wanna drive," says Alvin Robert to Daddy —R. M. Morris, Development Engineer.



A lovely girl in a lovely setting. Michelle, daughter of R. P. Myers of Legal, N. Y.

This is Ronald whose father is Harold P. Jackson, Chicago engineer.



Xmas morning with Sylvia Joy's daughter of Engineer George Greaves, NBC San Francisco.

Sally Martin Cope's daughter of Eunice Adams (Mrs. J. Cope) of N. Y. Sales.



Jerry, 2½-year son of Helen Wendt, Program Dept., Hollywood. Picture by Director Joe Thompson, also of NBC.



# NBC TRANSMITTER

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## Promotions in New York Transcription Service

C. Lloyd Egner, manager of Electrical Transcription Service, has announced personnel changes in his department which became effective on January 15. According to the announcement, C. Otis Rawalt, formerly in charge of billing and traffic, has been moved up into the sales division.

Miss Louise Finch and Norman Ward have taken charge of billing and traffic and Daniel E. Schmidt, 3rd from the Mail and Messenger staff has joined the department as office boy.

Mr. Rawalt who joined NBC in the Traffic Department in 1934 has been in Electrical Transcription Service three years.

## Judge Ashby Feted On Ninth NBC Anniversary

On the evening of January 28 the members of the Legal Department in New York gathered at the Maison de Winter in Radio City for a dinner and reception in honor of Judge A. L. Ashby, vice president and general counsel of NBC. The occasion for the dinner was the celebration of Judge Ashby's ninth anniversary with the Company.

The Chief of the "nine old men" of the Legal Department was wined and dined amidst much merrymaking and all those present had a grand time.

Judge Ashby, recognized authority in the field of radio law, came to NBC on February 1, 1929 when the Company was yet in its infancy. Due to his foresight, fairness and conservative planning of legal policies he has helped to guide NBC to the fore as the greatest broadcasting system in the world.

**GEORGE ENGLES**, DIRECTOR OF ARTISTS SERVICE, GOT HIS START IN SHOW BUSINESS AS AN USHER WHO CHANGED CARDS ON EITHER SIDE OF THE STAGE BETWEEN ACTS IN A N.Y. THEATRE.

A RADIO STATION IS BEING BUILT ON PITCAIRN ISLAND ("MUTINY ON THE BOUNTY") TO RELAY SPECIAL PROGRAMS OF THE PITCAIRN ISLAND EXPEDITION TO THE NBC NETWORKS.

10 YEARS AGO NBC MADE THE FIRST PARABOLIC MICROPHONE OUT OF A WOODEN CHOPPING BOWL (12" DIAMETER).

JAY HAYS '38

## New Set-Up in New York Sales Department

C. E. Rynd, formerly of General Sales Traffic, has been transferred to the Eastern Sales Department. He will work under the direct supervision of I. E. Showerman, assistant manager of the Eastern Sales Department on the mechanical aspects of the department's operations, including options, availability requests, special facilities, estimates and other matters of routine nature. In this capacity he will act as liaison between the Eastern Sales Department and General Sales Traffic.

A former student of Hamilton College and the Massachusetts Institute of Technology, Charles Rynd joined NBC in the Duplicating Room in March 1935. Three months later he was promoted to the Sales Traffic Division as assistant to the manager, F. M. Greene, where he remained until the appointment to his new post last month.

Miss Martha Howard, former secretary to E. R. Hitz of the Eastern Sales Department, has been appointed to coordinate the department's handling of all commercial continuities.

These moves have been made in order to remove from the salesmen's desks a considerable amount of routine operation with a view toward making more time available for active selling.

## Bowling Telegraphers Beat NBC Picked Team

The Bowling Telegraphers of the Traffic Department in New York scored another victory last month. They defeated an all-around NBC picked team in a three-game series at the Radio City Bowling Academy.

The Teletypists, who were reported in the January issue of the TRANSMITTER as having trounced another Traffic team, took two of the three contests in last month's encounter, winning the first, dropping the second and taking the third to win the series.

The scores and line-ups follow.

Bowling Telegraphers:			
	1st	2nd	3rd
L. A. Zangaro .....	161	161	181
J. S. La Touche .....	178	146	145
H. A. Purse .....	161	168	176
C. A. Kelly .....	157	117	154
A. Schneider .....	.....	103	148
<b>Totals .....</b>	<b>657</b>	<b>695</b>	<b>804</b>
Picked Team:			
J. W. Hogan .....	139	180	121
F. R. Heitman .....	123	161	212
H. P. Hayes .....	127	152	163
A. Jiminez .....	190	123	167
Joe Sauer .....	.....	127	120
<b>Totals .....</b>	<b>579</b>	<b>743</b>	<b>783</b>

# NBC SAN FRANCISCO

by Louise Landis

## Quelle Delicateresse:

Announcer James Matthews, Special Events Producer Don Thompson, and Field Engineers George Greaves, Marvyn Adams and E. C. Callahan brought home an imposing souvenir of that broadcast from Sun Valley, Idaho—an elaborate gold-printed, gold ornamented menu from the luxurious resort hostelry. Also a memory of the dinner where the NBC lads, solemnly decked in evening clothes, sat down at the table in the resort, to be greeted by a waiter who looked like the epitome of all of the impeccable, continental waiters they had ever seen in films or on the stage.

Silently, with just the slightest flourish, he placed a menu in each hand, then stood at attention. The NBCites glanced at the card, then looked at each other helplessly. Every item was printed in French, and five pairs of eyes fell in embarrassment. There was a long silence while each tried to unravel the *pommes de terres* from the *poulets*, and got hopelessly lost among the *glaces*. A long five minutes passed while the waiter still continued to stand, immobile as a statue. Suddenly his heart was touched. He bent—again with a continental flourish—but he spoke in purest Idaho-ese:

"Don't worry, boys—just order the dinner—that's all there is on the card!"

## \$100 Worth of Noise:

If suddenly, in the midst of downtown traffic, you hear a train whistling over

your shoulder don't lose your steering wheel grip . . . it's probably just Studio Engineer Jim Summers . . . Jim has just installed a compressed air horn, the exact duplicate of the type used on the new Southern Pacific stream-liner, in his coupe. The equipment costs around \$100 and the installation was a terrific engineering job necessitating construction of air vacuum tanks weighing 50 pounds, and the addition of other items. But Jim doesn't care. On a clear day you can hear the blasts ten miles away.

## Safety Valve:

If you wander into the NBC studios late at night almost any night and hear mighty chords emanating from B studio, you can be sure Lee Strahorn is in there, relaxing with the help of the organ keyboard, from his labors as editor of the NBC news broadcasts.

Lee was a pipe-organist and concert pianist before he entered the world of radio's back-stage, and when the teletype clatter gets too loud, he dives into B studio and makes beautiful music.

## Visitor:

George McElrath, operations engineer at Radio City, paid San Francisco a flying visit the other day with Mr. Saxton, and left a memory of one of the pleasantest smiles seen around here for some time. Knowing Mr. Saxton, it was with little surprise that we learned that the two had stopped off in Yosemite and made miles of colored pictures on the way.

## Talent Scout:

Dick Bertrandias of the Press Department is ever on the alert. So when he had occasion to call an agency several days in succession and each time talked to the same vibrant feminine voice he felt he had made a discovery.

One day after the v.f.v., had given him a complete summary of the next Bennie Walker Amateur Hour talent he said determinedly:

"Look here, young lady, do you know you have a voice with wonderful possibilities on the ra-



NBC San Francisco has acquired a new portable transmitter which is especially designed for use in airplanes. Here are Western Division Engineer A. H. Saxton, and Curtis Peck, engineer in charge of the San Francisco studios, inspecting the new, 100-watt transmitter, which weighs only 100 pounds.

dio? I'd like to hear you in dramatic work."

There was a slight silence at the other end of the line, then the v.f.v. said sweetly, "Well, why don't you listen to Death Valley Days?" and hung up.

Chagrin. The voice belonged all the time to Helen Morgan, charming young NBC actress whose experience as an advertising woman in her pre-radio days makes her in demand among agencies, and who occasionally divides her time, as at present, between acting and script work.

Now Dick and Helen have lunch together several times a week and are seen places together all the time.

## Flash—Flash!

Peter Abenheim, who finds time to draw pictures for the TRANSMITTER between production jobs, had an impressive collection of drawings in the rotogravure section of the *San Francisco Chronicle* a few days ago. . . . Dee Waller of program traffic won the Shrine East-West game tickets which Dick Bertrandias raffled off. . . . Lucille Cummings, who pinch-hit as a hostess so charmingly last summer, is singing over station KGW in Portland . . . the *Woman's Magazine of the Air* cast say they feel just like other folks now . . . released from their long exile on the sixth floor of Hale's Department Store they broadcast from the 111 Sutter studios now. . . . Harry Mayhorn has joined the office staff and treks around town like fleet-footed Mercury delivering letters, continuities and stories for newspapers.



The NBC table at the San Francisco Sales Managers Association's annual dinner at the Commercial Club. Left to right, Sales Traffic Manager Henry Maas (back turned), Salesman Gene Grant, Western Division Sales Manager Sydney Dixon, KPO-KGO Manager Lloyd E. Yoder, San Francisco Sales Manager William B. Ryan, Salesman Glen Ticer, Salesman Edward Barker and Sales Promotion Manager Charles B. Brown.



# 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.



## Loyal L. Lane



Most young boys head for a circus when they run away from home. But Loyal L. Lane's ambitions ran in other channels. He enlisted in the Army. The year was 1917. He was a gangling boy of 16. Two years

earlier he had been "bitten by the radio bug," to use his own words. So it was only natural that he was assigned to the Signal Corps.

Today, he is assistant supervisor of the Master Control Board in Radio City. In the twenty years that have followed since he left his Florida home, he has had an exciting career that reads like a story in an adventure magazine.

After three years of Army life, two of which were spent in France, he joined the Navy. While in the Navy he served as an instructor at the Great Lakes Radio School. Several of the engineers at NBC and RCAC are former pupils of his.

Then he went to sea and served as a radioman on battleships and destroyers. He was present at the burning of Smyrna.

Following his service in the Navy, he returned to civilian life and worked as a railroad operator, agent and dispatcher.

During those years he found an outlet for his interest in radio in the amateur field.

Finally, he could resist the call no longer and in February of 1928 he came to NBC as a studio engineer. He was Cheerio's favorite engineer for many years. Mr. Lane continued to monitor Cheerio's programs even after he had been assigned to the Master Control Room, which was in 1930. He was the first switch-bank operator to use the present Master Control Board in Radio City.

Today, Engineer Lane lives in Bayside, Long Island. He has a son, twelve. His hobbies are golf and stamps. Some day he plans to become a "prestidigitator." We looked it up in the dictionary and it means "one who practices slight of hand, especially that requiring skill with the fingers."

## Kathryn Bauer

Among those whom we are saluting this month on the occasion of their tenth anniversary with NBC is an attractive young brunette in the Sales Department. She is Miss Kathryn Bauer. A New Yorker, she joined the Company shortly after being graduated from high school and business school.

Miss Bauer spent her first three NBC years in the Sales Promotion Division after which she became secretary to George H. Frey, the position she still holds today. Of the other three people in Sales Promotion when she was in that division one is still with NBC—E. P. H. James who is now manager of the Promotion Division. Miss Bauer recalls with fondness those early days when NBC was an infant organization and everyone on the staff knew each other. She even remembers the Happiness Boys when they were NBC headliners.



## C. E. Kilgore

He's tall and broad with dark hair and serious brown eyes that hide the twinkle in them most of the time, and he doesn't talk much.

But if you get big Charlie Kilgore, senior control room supervisor, backed into a quiet corner he may admit that he likes radio so much that a decade in it has passed so quickly that he didn't realize he had been with NBC for ten years, until the sound of that anniversary chime notified him. . . .

And having talked that much he may continue long enough to confess that the full name is Charles Edwin Kilgore, although he has been "Kil" from his grammar school days . . . that he was born in Snohomish, Washington, thirty-eight years ago, and had lived only a few of those years before he decided he wanted to be part of this thing called radio. . . .

He waited just long enough to finish high school then worked as a locomotive fireman and later as weighmaster for a cement plant to earn enough money to finance a radio course in Seattle . . . Obtained



his radio license in 1920 and immediately shipped on a freighter for New York from which port he sailed on passenger and cargo boats as radio operator for six years.

In 1927 Kil, like all sailors, stopped in the port of San Francisco . . . and here found romance. Before long he was telling pretty Miss Acenith Wright, whom he calls "Kitty," that he'd be glad to settle down on shore if he had somebody like her to help in the settling process. Result: a marriage, preceded by another important union—with NBC.

That was in February, 1927, and NBC, just organized, was a folksy place where the whole engineering staff consisted of five persons including Charlie, Division Engineer Saxton and Alice Tyler, his secretary. There were just two studios, and the engineers monitored "blind" from the control room, which also served as the office.

Kil is one of the few engineers who doesn't go home and talk with other "hams" when he has finished at the studios. His motion picture camera, golf and books engross him except during football season—and then nothing else matters.



## Edward Stockmar

On February 15, 1928 a youngster in search of a job wandered into the NBC studios in Chicago at 180 North Michigan Avenue. Frank Mullen, manager of Department of Information of RCA in New York, who was then in charge of the NBC Chicago office, hired this boy and so Ed Stockmar started what has turned out to be a decade of broadcasting.

Eddie was the tenth person to be employed in NBC Chicago and his first official title was "Page Boy". His duties were manifold and given the proper provocation he will reminisce about the time he helped Marshall Rife of our Engineering Department set up equipment in the cab of the *Empire Builder*. This was for the Great Northern program premiere, the first BIG show from Chicago. Ed paints a vivid word picture of Graham McNamee reading his script in the cab by the light of kerosene lamps.

Eddie attended night classes at Northwestern University, matriculating in the School of Commerce and the School of Liberal Arts. In true Hora-



(Continued on Next Page)

**ANNIVERSARY CHIMES**

tio Alger style he successively rose from page boy to the head of the Mail Room, then from there to Commercial Traffic Supervisor, from there to assistant to the manager of Station Relations for the Central Division and from that to his present post as Program Traffic Supervisor.

Eddie was married July 3, 1937 to the former Miss Eileen Grohe of Chicago and settled down amidst his fine collection of symphony records on the northwest side of Chicago. He plays a good game of tennis and has been known to frequent bowling alley. During his career as page boy he used to lock himself in studios during his lunch hour and practice on the piano. In late years he has discontinued this habit and is now one of the better customers of the Blue Plate lunch.

**Evangelo Sangas**

Evangelo Sangas, whose job is keeping the studios in Radio City cool, took up work with the Company in 1928, and has kept NBC cool ever since. Mr. Sangas, himself a cool and collected person, is to be found any of these winter days down in the Refrigerating Room in the sub-basement of the RCA Building, tearing apart some of the four refrigerating machines and putting them in order for next summer's heat.

In the summer time, when the air is warm and humid it has to be put through a process of washing and cooling. The water with which the air is washed is kept at a temperature of 45° Fahrenheit. The same water is used over and over and is constantly recirculated. The business of keeping this water circulating at the right temperature so that it arrives in the spray chamber at 45° F., is what keeps Mr. Sangas and his crew busy during the warm and humid months of the year.

Before joining NBC, he worked for five years in the heating plant of the Seamen's Saving Bank in New York City and before that he served about sixteen years in the field of marine engineering, working at sea for various steamship lines.

Mr. Sangas, a native New Yorker, lives in Woodside, Long Island, with his wife and three sons. When we asked him about his outside interests, he said, "My family and my work are my only interests; there are no others."

**NBC BOSTON AND SPRINGFIELD**

—by Harry D. Goodwin—

**Appointed Sales Manager:**



FRANK R. BOWES

Frank R. Bowes is NBC's new sales manager of WBZ & WBZA. His appointment, dating from January 1, was announced by John A. Holman, general manager of WBZ & WBZA. Bowes is the youngest man ever to hold the post. He was educated at Harvard College and Harvard Graduate School of Business Administration. After completing his education Bowes went to work for the New England Petroleum Corporation as Sales Manager. Later, because radio had always interested him, he joined the sales force of the Colonial Network in Boston. Resigning in 1936, Bowes joined the sales staff of WBZ & WBZA. Frank is an ardent devotee of the candid camera and spends much of his time outside the studio photographing his friends and his three nephews. Bowes was married last spring to Dorothy Healy of Chicago and makes his home on Beacon Hill in Boston.

**Tournament:**

WBZ's atmosphere is tense with an intra-office ping pong tournament. Arch J. Macdonald who is in charge of the swing contest says that everything is under control and as an added inducement to lure staff members to participate he has arranged to have the finals broadcast over WBZ & WBZA by Bill Williams. After the match, Bill will interview both the winner and the loser for the benefit of radio listeners.

**Pisciculture:**

C. S. (Cy) Young, office manager, has added two new members to his staff. The new additions are "Pit" and "Hig," denizens of the deep and commonly known as goldfish. The golden "gillies" derive their names from Cy's secretary, Ruth Higgins and Cora Pittman, Accounting.

**Newcomers:**

Robert B. (Bob) Evans, for three years ace sports reviewer of Station WGAR, Cleveland, has joined the news and promotion staff of WBZ & WBZA. Although only 25 years old, Bob has had a thorough training in reporting and broadcasting news and sports events. Educated at the

University of Pennsylvania, he played varsity football and engaged in other sports. After college, Evans wrote sports and features for two years for the *Cleveland Plain Dealer*. Bob cut short his newspaper career to enter radio via WGAR. He will feel completely at home in Boston. His father is the widely-known Billy Evans, former American League umpire and at present Director of the Boston Red Sox Minor League Clubs.



ROBERT B. EVANS

Christopher B. Sykes and C. Herbert Masse have joined the NBC sales staff in Boston. Sykes, a Harvard graduate, came direct to NBC from Draper & Company, Boston. Masse was formerly associated with the Yankee Network.

**Elected:**

Capt. John A. Holman is the new President of the Boston Signal Post, American Signal Corps Association. Captain Holman, who is also the Generalissimo of WBZ & WBZA, was elected President at the Association's annual meeting held at the NBC studios in the Hotel Bradford, Boston.

**Featured Speaker:**

Miss Mildred W. Carlson, Home Forum Director, was one of the featured speakers at the recent Food Fair held in the Mechanics Building, Boston. The exposition was sponsored by the New England Grocery Market Magazine and many of the Home Forum clients had attractive booths at the fair.

**News Notes:**

Robert E. (Bob) White, popular WBZ announcer, who was recently married to Josephine Tierney of Springfield now lives in Brookline . . . Jack Wright, production manager, and WBZ "finder of finds", claims to have unearthed another likely lady in Lynne Sherman, the Club Mayfair songbird . . . Betty Baker is a new addition to the Program Dept. . . . Arch J. Macdonald has been transferred from the News to the Program Department to handle program promotion . . . Gordon Swan, Traffic Manager, is now completely ensconced in a spacious new office adjoining the Sales Dept. . . .

P.S. Flash: obit—"Pit" has died.

## LET'S GET ACQUAINTED

### Frances Rockefeller King

"I book anything from trained fleas to opera singers for private parties," was Frances Rockefeller King's reply to a question put by a new member of NBC at a business luncheon where several members of the New York staff were meeting each other for the first time. Miss King should have added that she *is* the Private Entertainment Bureau, an adjunct of the Artists Service Department, because she and she alone with the assistance of two secretaries runs the bureau.

To hundreds of business executives who in the past have had to organize private parties or employe dinners and conventions the name of Frances Rockefeller King means good, clean and successful entertainment. Their names are listed in Miss King's files as steady customers. But lest you think business executives are the only people for whom Miss King acts as an agent for talent, we hastily add that she also books talent for children and debutante parties, clubs, political celebrations and others.—"Anything from a clam-bake to an ambassador's dinner," as Miss King put it.

"But," Miss King emphasized. "I will not book any kind of entertainment which is not in good taste and which does not measure up to our high standards. No matter what the occasion might be, there is no necessity for entertainment which is not wholesome and dignified."

And Miss King always succeeds in convincing entertainment seekers that honest-to-goodness talent that is intelligent and at the same time entertaining is what they should have at their parties. It is not prudishness, explains Miss King, it is merely good showmanship.

Miss King draws her entertainers from many different branches of the show business. NBC artists are all listed in her files. She knows them all for she has been in the business of entertainment many years—long before even radio entered the field.

A graduate of Teacher's College, Frances Rockefeller King entered the show business by way of press agency. She was a newspaper reporter and feature writer before she organized and headed the private entertainment department of the B. F. Keith circuit of theaters, with which she was associated for many years before she opened her own independent office. In 1932 George Engles, director of Artists Service, invited her to join NBC. Unable to resist the fascination that radio held for her, Miss King accepted the offer and moved her offices into NBC headquarters.



FRANCES ROCKEFELLER KING  
... do the unusual

The prestige and dignity of NBC go hand in hand with Miss King's high standards for private entertainment; therefore, her association with NBC has been happy and harmonious. And, furthermore, business is good. So good that she is always on the go. An energetic woman, Miss King says that she keeps a twenty-four hour schedule. When not in her office she is available at home for calls from all parts of the country.

As manager of her bureau she is also her own director, property man and lighting expert. Not long ago when she organized a luncheon show for a large company on Staten Island, she was also a human alarm clock, arousing her artists and orchestra men long before dawn and herding them all on the 7 A.M. ferry in order to get there on time.

To those who always want to be sure of success in entertainment, regardless of the audience, Miss King advises them "to do the unusual." That, she thinks, will always hold anybody's attention.

## NAMES IN THE NEWS

(Continued from Page 5)

Brass Button Revue, paid us a visit late last month. He is now a staff announcer of WBEN, NBC—Red Network outlet in Buffalo, N. Y. Previous to WBEN, Mike-man Wyatt announced for WWJ, Detroit. He is a graduate of Dan Russell's announcing class for NBCites.

Paul Owen, talented member of the page staff, is singing on the stage of the Paramount Theatre on Times Square. He has a three-week engagement at that theatre during which period he is on leave of absence.

## NBC WASHINGTON

by Marian P. Gale

Mary Mason our home economics expert can do more than "talk" a good meal on the air . . . The buffet supper she served for the girls in the office at the last knitting club gathering met all the rules of vitamins and calories . . . the fine Italian hand with which she marshalled the savories in the spaghetti was never taught in any cooking class . . . Gladys Murphy with her knitting was the second feature of the evening. . . It would take a candid camera shot to prove to some people how really domestic she has become.

The inter-office ping pong tournament will be getting under way this week . . . Announcer George Gunn and Tommy Knode of News Department are making up the schedules . . . There will be doubles and singles matches for both the men and women teams . . . someone said we might even broadcast the finals from Studio A and challenge local staffs of the opposition stations . . . Inadvertently Bud Barry was divested of his due in the last TRANSMITTER . . . It was Bud who did the writing job on the now VERY famous Procter and Gamble skit at the Xmas dinner.

Tom Knode, formerly of the Washington Bureau of United Press, is taking over the duties of Bob Cottingham in News . . . the latter is now at KYW Philadelphia . . . Knode made a rather auspicious debut when he promptly trimmed the whole staff—at ping pong . . . up to now General Manager Berkeley has been champ . . . Knode whipped him 21 to 1 . . . it's reported that a handsome brochure containing general information about the ATE dance is on sale . . . it is said to contain only exclusive stories . . . never told before . . . and still they come . . . Announcer Dorian St. George is now the latest to undergo an appendectomy . . . Salesman Stanley Bell has just returned after a three-week lay off for the same trouble . . . congratulations are heard on all sides for Rudy Schramm and Fred Shawn's work on turning out the new house orchestra . . . the fifteen piece unit is easily the best in Washington . . . and they seem to sound better with each broadcast.

O. B. Hanson, chief engineer, left Radio City for the West Coast on January 31. He will spend most of his time in Hollywood to make plans for the installation of the equipment in the new NBC studios which are being constructed in that city.

President Lohr left NBC headquarters in New York on February 7 for his annual visit to the Western Division. Mrs. Lohr accompanied him.

**WTAM CLEVELAND**

by Bob Dailey

**WTAM'S New Studios:**

Moving day was a hectic one for WTAM staffers and women. Saturday night, February 5th, office desks were locked and equipment packed into huge boxes. Most of the office furniture and much of the carpeting had been taken from the old studios previously for re-conditioning. But, even so, the halls and offices resembled the rooms of a warehouse.

That night and all day Sunday vans moved between the former studios and WTAM's spacious new quarters in the NBC building. Actual shut-down of broadcasting control in the former studios was not put into effect until after sign-off Sunday night, however.

But in spite of the difficulty always present on moving day, the staff that moved into the new building on Monday morning was a happy one.

The roomy studios, offices and corridors, all constructed in the latest designs and with the best lighting and air-conditioning systems possible, made for a virtual "radio palace" in contrast to the abandoned quarters. The new quarters take up four floors.

Everyone went about his duties with a smile, but the man with the broadest grin was Manager Vernon H. Pribble. For as the organization took over its new working home, he was seeing his dreams come true.

In witnessing the construction of each part of the radio plant, he saw the materials and workmanship that went into the finished job but it was not until his staff

was settled in the new home that the studios really took on life in Mr. Pribble's mind.

It was then that he smilingly walked over to shake the hand of J. J. Arnone, NBC construction engineer-in-charge.

**500 Girls:**

Nearly 500 girl singers jammed their way into WTAM for a personality singing contest jointly sponsored by WTAM, the *Cleveland Press* and the Palace Theater.

With two studios in operation and two sets of judges, it took seven hours to audition the contestants. The winner got a week's stage engagement with Phil Spitalny's All-Girl Orchestra. Production Director Fred Wilson and Program Director Hal Metzger acted as judges.

New program idea handled weekly by Announcer Bob Swan and Maestro Gordon is a thirty-minute program constructed musically and dramatically around a song title. Swan writes the script and Gordon handles the musical end. Broadcasts have captured favorable comment from many sources.

**Notes and Dashes:**

Peg Fitzgerald on a leave of absence to visit her parents in the East . . . Chester Zohn, night program manager, ill in a hospital . . . Manager Pribble and Music Director Walter Logan journeying to Pittsburgh for the ceremonies welcoming Cleveland's Maurice Spitalny to KDKA as music director . . .

**KYW PHILADELPHIA**

by J. A. Aull

The highlight of the past month was the annual Poor Richard Club banquet held in the Bellevue-Stratford Hotel on January 17. It's the town's big event for advertising men and women and practically everybody of importance was present. KYW played host to a number of out-of-towners in the NBC family and a special NBC table enjoyed a front row position to view the elaborate show which went with the dinner. Will Hays, movie czar, was the principal speaker and his words of wisdom were broadcast over the Red Network. KYW's manager, Leslie Joy, was chief handshaker and welcomed the following from headquarters: John F. Royal, A. H. Morton, Ken R. Dyke, Douglas W. Meservey, and James Martin. Others at the table were Curt Peterson,

of Marschalk & Pratt; S. D. Gregory, Westinghouse; John Nevius, of Courtland D. Ferguson; and C. Cottington of N. W. Ayer. KYW representatives, in addition to Mr. Joy, were John Hammann and Dan Park of the Sales Department. Mr. E. H. Gager represented Westinghouse for the station.

On February 1, Burton Lambert, for the past three years Sales Representative for Hearst Radio in New York and Philadelphia, joined the sales staff at KYW. Mr. Lambert, prior to his association with Hearst Radio, was in the editorial and advertising department of *Sales Management* magazine. He will occupy the former office of George H. Jaspert who has resigned.

**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.*

**SUBLET** — Real bargain — three-room, completely furnished apartment, elevator building. Sunshine, nice view. Ideal for two or three. Attractively decorated. Complete equipment, china, glass, linen. Location; 137 East 28th Street, just off Lexington Avenue. Near all transportation lines; 15 minutes from NBC. See Miss A. Lindsey, Room 404, New York.

**SACRIFICE** — 1928 Rolls-Royce roadster. Motor, paint and tires in good condition. 6 wheels. Drive it away for \$250 and feel like a million dollars. Call or write the NBC Transmitter.

**FOR SALE**—Practically new aviator's suit, genuine leather, full-length, one piece, fleece lined, zipper pockets and fasteners. Valued at \$85. Will take first reasonable offer. Call or write NBC Transmitter, Room 284, Ext. 220.

**FREE**—NBC employes may secure from Ashton Dunn in the Personnel office free guest cards to the West Side Y.M.C.A. Guest cards are good for a whole day's visit to the "Y" gymnasium, swimming pools, library and other facilities. Call Ext. 494.

**BARGAIN**—For sale: pair of women's riding boots including boot-jack, hook and saddle soap. Made in England. Size 8. Call or write Robert Devine, Room 626, N. Y., Ext. 791.

**SUBLET**—Until October, 1938, furnished or unfurnished apartment in Tudor City. Living room, bedroom, kitchenette and bath. Call Caroline Gay, Script Division, Ext. 611.

**Ray Kelly Heads New Sound Effect Division**

*(Continued from Page 1)*

paratus to the managed and operated stations.

One of the leading radio sound technicians in the country and a pioneer in the field, N. Ray Kelly has been chief of the Sound Effects Division since it was created in 1929. Until then sound effects had been provided, when at all, by a snare drummer, the traditional sound effects man of the old theater.

After graduation from Knox College, Galesburg, Illinois, Mr. Kelly sought a career in the Western oil fields, continuing his hobby, however, of creating sound. Two years later, he was called to New York to begin radio sound pioneering after a college chum, employed by NBC, had convinced the authorities that the production of sound effects was a full-time job. The friend had remembered Mr. Kelly's keen interest in sound when they both were active in the campus theater.

## KNOW YOUR COMPANY

No. 13 — MACHINE SHOP, ENGINEERING DEPT.

IT is a hot Saturday afternoon in the summer of 1932. The Democratic National Convention is in progress in Chicago. Each day NBC announcers and engineers canvass vast Chicago Stadium with microphones on wire extensions to pick up voices of the delegates for the radio audience.

George McElrath, supervising the NBC engineers, is worried. "It seems to me we could find an easier way to cover this," he muses. "Those wires seem to get in everyone's way." Then he thinks of the parabolic reflector microphone they have brought along at O. B. Hanson's suggestion. The device consists of a bowl-shaped shield mounted in front of the "live" side of a microphone. It may be focused at a distant speaker much in the manner that a searchlight is trained upon a spot, pick up the speaker's words and exclude all other sounds not in its "path."

They try out the three-foot reflector. It works! But it doesn't pick up sounds at the far end of the hall very easily. A larger reflector is needed.

"Well there's only one thing to do now. Get me Bosler on the wire." Soon Gustave A. Bosler, head of the Engineering Department's Machine Shop, and Mr. McElrath are in a huddle via long distance telephone. Mr. McElrath explains that the reflector they have is too small. A larger one is needed. One, say, six feet in diameter. They must have it, at the latest, within a week before the convention reaches its climax.

"It will be there," Mr. Bosler hangs up and turns to his co-workers who are about

to leave for the week-end. He tells them what has come up. Plans for outings at the beach and so on are shelved. Variations of the "I'm going to be detained at the office, dear" story are given over the phone and the work gets under way.

Some of the men pore over the drafting table plotting the curve of the reflector, for it must be an accurate parabolic arc. Another man canvasses mason's supply stores, finally finds one about to close for the night and persuades the reluctant owner to send over an ample supply of sand and cement. These are to make the mould of the reflector. Another man is dispatched to a lumber yard and returns with timber to make the initial mould.

First a wooden mould must be made; then a cement one is made from it. Making the wooden mould is very painstaking work. The work proceeds at a snails pace because it must be cut exactly. Any deviation from the blue-print and it is ruined.

Days pass. Forgotten now is the eight-hour day. The men arrive at the shop early in the morning and work far into the night. Such is the spirit that made NBC what it is today. By Thursday morning the cement mould has hardened sufficiently for the last step. It is laboriously loaded aboard a truck and sped to the special plant where the reflector itself will be made. Once there, alternate layers of flannel cloth and glue are applied to its concave surface. When a dozen sheets of flannel have been put on, the mould is placed in a furnace. It bakes for hours and finally in the late afternoon it is taken out. Risking burnt fingers, the workers



Gustave A. Bosler is shown next to a six-foot parabola microphone with which field engineers can, from the grandstands, pick up the crack of the bat hitting the ball or the thud of the ball in the catcher's mitt during a ball game.

pry the shield from the mould. The flannel and glue is now a hard-surfaced parabolic reflector. It is placed in a well-padded crate and rushed to Newark Airport. There, still warm, it is put aboard a waiting plane and flown to Chicago. On Friday morning it is in service at the convention hall.

This is one example of the assignments that are given the Machine Shop. Most of them are not as exciting as the one we have just related. Generally, the work consists of building equipment from the rough sketches and blue prints that are given to them by members of the experimental, development and maintenance staffs of the Engineering Department. The Top Hat, Beer Mug and Stratosphere transmitters, that enabled NBC announcers and engineers to secure special-event "scoops" are good examples of the shop's handiwork.

Most of the work is done in the Machine Shop on the fifth floor of NBC's Radio City studios. The Machine Shop was installed in 1927. Gustave A. Bosler was its only occupant. The staff grew with the years and today he is assisted by Fred Guber, Clarkson U. Bundick, William Yost, Granville C. Peers and James Breen.



The Machine Shop in Radio City. Pictured are, left to right: Clarkson U. Bundick, Fred Guber and Gustave A. Bosler.

An album of RCA-Victor records of Beethoven's Seventh Symphony played by the N. Y. Philharmonic Symphony Orchestra, conducted by Toscanini, will be given away to the best baby picture submitted to the NBC Transmitter this month.

# NBC TRANSMITTER

VOL. 4

MARCH, 1958

NO. 5

## NBC EMPLOYEES SHOW ACCLAIMED BY LISTENERS

On Saturday afternoon, February 19th, without any advance fanfare, the NBC Employees Show went on the air from Radio City over the Red Network, coast to coast. Delighted listeners from twenty states and Canada wrote over 250 letters complimenting the cast. Newspapers commented that "it was of professional caliber." Excerpts from some of the letters are quoted below.

"Yes! we want some more programs from the employes of the NBC."—Beaverton, Oregon.

1 1 1

"It would be too bad to disorganize your staff and put each and every one of this afternoon's artists on NBC programs regularly, but you could do nothing that would please your listening public more."—House of Representatives, Washington, D. C.

1 1 1

"... and I want to tell you that some of your performers have real talent."—Providence, R. I.

1 1 1

"I thought George Andrews' singing of 'Siboney' was the best..."—J. M. Allen, Bristol-Myers Co., New York.

1 1 1

"... and I am happy to write you and tell you in all sincerity that we thought it exceptionally fine and that, by all means, repeat the show whenever possible."—Crete, Nebraska.

1 1 1

"Your delightful half-hour just came to a beautiful finish, with four male voices admirably blended, and an announcer [E. P. H. James, manager of the Promotion Division] who is in himself a speaking example of how the English language should be spoken. . . . I am seventy, more or less a shut-in, listen to radio many hours a day, and speak feelingly."—Portland, Oregon.

1 1 1

"I was delighted with the lovely composition of 'Fragments.'"—Fort Bragg, California.

("Fragments," composed, and played on the piano by Lewis Lane)

1 1 1

"... the whole show was the best thirty minutes I've heard in a long while."—Troy, N. Y.

(Pictures on page 5)

## NBC Opens New Studios For WTAM Cleveland

WTAM, Cleveland managed and operated station of the National Broadcasting Company, formally dedicated its new \$300,000 studios in the NBC Building Saturday, February 19, with noonday ceremonies which were opened with the chimes of Big Ben and a greeting from London, England, by Fred Batc, NBC British representative.

WTAM has for many years been a key station for the NBC-Red Network. It produces as many as twenty-five network broadcasts a week. Its new facilities, occupying the first four floors of the twenty-two-story building, are expected to make the station an even stronger link in the Network.

During the inaugural ceremonies, 1500 pigeons were released, signifying the earliest means of communication, and 800 bandmen played appropriate music. National Guard planes swooped overhead and fifteen bombs were exploded, one for each year WTAM has been on the air.

An evening dedicatory program featured Margaret Speaks and Mario Cozzi as soloists with a symphony orchestra directed by Frank Black, NBC music director; the signing of Bob Feller's 1938 contract with the Cleveland Indians; a comedy sketch by Arlene Harris, star of *Al Pearce's Gang*, and the music of Lee Gordon's orchestra. Graham McNamee and Tom Manning announced the program.

## NOTED CONDUCTORS TO DIRECT NBC SYMPHONY

Carlos Chavez, noted composer and conductor of the Symphony Orchestra of Mexico City, Artur Rodzinski, Pierre Monteux, Sir Adrian Boult and Bernardino Molinari have been scheduled to direct the NBC Symphony Orchestra following Arturo Toscanini's last broadcast on Saturday, March 5.

This announcement signifies the continuance well into June of the Saturday night concerts by the NBC Symphony Orchestra under world-famous conductors over the NBC networks, the network of the Canadian Broadcasting Corporation, and international short-wave stations.

Sr. Chavez, distinguished Mexican conductor already known to American concert and radio audiences through his former guest appearances in the United States, will follow Arturo Toscanini, directing the broadcasts on March 12 and 19.

## COMPANY DANCE NEXT MONTH

The Dance Committee of the NBC Athletic Association has announced that this year's Company dance will be held on Friday, April 22, at the Hotel Roosevelt, New York City.

According to the announcement, made by Grace Sniffin, chairman of the committee, Peter Van Steeden and his orchestra will furnish the music and radio celebrities will give a floor show. Reservations for tables are now being taken by the Dance Committee.



Members of the NBC staff in Cleveland photographed in the new WTAM quarters during the inaugural ceremonies of the new studios. Left to right: Hal Metzger, program director; Vernon H. Pribble, station manager; Tom Manning, sports announcer; and Walter Logan, music director.

## NAMES IN THE NEWS

### NEW YORK

#### Promotions:



W. H. WILLIAMS

Mr. Williams started in the Company as a page shortly after he was graduated from Dartmouth College with the class of '34. After serving seven months in the uniformed staff he was promoted to Continuity Acceptance where he was an assistant to its head, Miss Janet MacRorie, until his promotion last month.

William B. Paisley has been moved up in the Music Division and is now in charge of the Music Library's maintenance staff. He replaces Wallace R. Magill who resigned from NBC to accept a position as personal representative of Jascha Heifetz, February 15. Mr. Magill's resignation terminated over eight years of employment with NBC.

Frank Heffer of the Music Library has been assigned to Bill Paisley's former duties.

Joseph M. Daly, formerly of the Music Library, is now a member of the Production Division where he is in charge of programming sustaining musical shows and of coaching singers on sustaining programs.

Mr. Daly has been with NBC over a year. Before coming to NBC, he had two acts which were well-known on many vaudeville circuits. He had an all-girl orchestra billed as *Joe Daly and His Coeds* and another feature act called *Joe Daly and His RKO Discoveries*.

Mr. Daly also was known on the stage as a piano accompanist and soloist. He played for many vaudeville stars among whom were Grace Moore, Grace La Rue, Helen Ford, and Jose Collins with whom he appeared in England as well as in this country.

Joe Daly says that one of his most memorable experiences in the show business was the time he played for the Prince of Wales, now the Duke of Windsor, on board ship when the latter was on his way to visit America in 1924.

Richard Diament was promoted from the studio operations staff to the Music Library on February 15. Dick joined the NBC page staff in 1935 and subsequently was promoted to the guide and set-up staffs. He is studying voice.

#### Newcomers:

Miss Blanche Byler, formerly with the American Gas Products Corp., has joined the Publicity Department. At present she is working in the Photo Section. A native New Yorker, Miss Byler has traveled and lived abroad for many years. Recently she returned from Brazil where she lived for four years and learned to speak Portuguese fluently.

Walter D. Scott, formerly with the national sales department of Hearst Radio, Inc., has joined the Local Sales Division of NBC New York. A native of Missouri, Mr. Scott is a graduate of the University of Missouri School of Journalism.

Edward Padula, a graduate of the University of Pennsylvania and Yale University's Department of Drama, has joined the Television Program Division as director. Mr. Padula has had some experience in motion pictures. Last summer he worked with one of the production units of Twentieth Century-Fox in Hollywood. Previous to that he worked three seasons as stage manager of the Westport Country Playhouse in Connecticut.

#### Transfers:

Miss Nancy Baird of the Promotion Division has been named secretary to B. J. Hauser of that division. Miss Baird is replacing Miss Edith Jackson who resigned last month to become Mrs. Raymond B. Price.

The vacancy resulting from these changes is being filled by Miss Irma Gohs who joined NBC in the Central Stenographic Section last December. Miss Gohs brings much valuable experience in the publishing business to her new post.

Members of the Promotion Division presented Miss Jackson with a breakfast set as a wedding present on her departure from the Company.

Miss Ruth Smith who has been with the Company many years was transferred from the Music Division to Chief Announcer Pat Kelly's office on February 15.

Daniel Munster who resigned from the page staff last November 1 to join the

announcing staff of WCAE, Pittsburgh, reports that he is now announcing for KYW, Red Network outlet in Philadelphia. He is another graduate of the NBC School for Announcers in Radio City.

Miss Frances Barbour, formerly of I. E. Showmans office in the Sales Department, is now acting as assistant to John McNeil, who is in charge of new business in that department. A member of the company for many years, Miss Barbour has worked in various departments.

Peter Ratyca has been transferred from the page staff to the Telegraph Division to replace Val Kalligeros who is now doing clerical work in Traffic.

#### Resignations:

Alan Kent resigned from the announcing staff on February 15 to become a free lance announcer and master of ceremonies for a commercial program on WNEW; New York.

Barrett W. Eldridge resigned from the guide staff February 24 to accept a position with Rockefeller Center; Inc., in the publicity department. His resignation terminated three years of service with NBC.

#### Sick List:

Victor van der Linde of the Sales Department who fell and broke his leg during one of the NBC bowling contents last month, has recovered from the resulting operation and is now learning to walk on crutches, according to reports from his secretary, Miss Eunice Adams, who makes periodical trips up to Medical Center to see how the patient is doing. Mr. van der Linde is expected back in his office the latter part of this month.

(Continued on Next Page)



Shortly after the judge pronounced Helen Winter and A. S. Faillace "man and wife" Walter Wiebel snapped this picture of the newlyweds. Looking on is Paul Rittenhouse, best man. (See Marriages.)

**NAMES IN THE NEWS**

(Continued from Page 2)

**Stork News:**

Harry Grelek, studio engineer, became a father on February 6. It's a girl and her name is Catherine Marie.

Emil Dell'Era, audio facilities engineer, is now the father of a baby girl, Jeanne, who was born on January 28 last. Jeanne is the first child of the Dell'Era family.

Emil Corwin, editor of the *NBC News Service*, is another NBC young man who recently became a father. It's the Corwins' first baby and his name is Tommy.

**Marriages:**

William Hillpot, Artists Service representative, finally has joined the society of benedicts. He was married to Miss Rosita Reachi in Metuchen, New Jersey, on February 24. Mrs. Hillpot is the original Rosita of the internationally famous dance team, Ramon and Rosita.

Miss Helen Winter of the Treasurer's Office and A. S. Faillace of Guest Relations were married in Larchmont, New York, on February 24. The wedding, an informal ceremony attended by intimate friends and members of the immediate families of the couple, took place in the home of the bridegroom's sister, Mrs. Sidney Winkel.

The ceremony was performed by Judge W. M. Messersmith. The bride's sister, Miss Lillian Winter, was maid of honor and Paul Rittenhouse, supervisor of the NBC guide staff, was best man. R. J. Teichner, assistant treasurer of NBC, gave the bride (and his secretary) away.

The wedding was followed by a reception at the Loyale Inn in Larchmont, whence the newlyweds started on a honeymoon motor trip to Miami, Florida.

Among the NBCites present at the wedding were Miss Grace Sniffin of the Treasurer's office, Robert C. Armstrong and Walter Wiebel, Guest Relations.

**Miscellaneous:**

Fred Johnstone, former NBC guide, is now announcing for WLVA, Lynchburg, Virginia.

Harvey Gannon, of the Night Program Manager's Office, has been made a member of the Hall of Fame of the West Side YMCA Booster's Club. Booster Gannon, during the month of January, high-pressured fourteen exercise-starved NBCites into joining the "Y." For this, his handsome picture hangs in the Hall of Fame.

Miss Helen Winter was the guest of

**ATHLETIC ASSOCIATION ACTIVITIES**

**BOWLING**

The Athletic Association's Bowling League went into its second series of the season on March 2 with the team captained by Steere Mathew of Traffic out in front.

Mr. Mathew's team won hands down in the first series with a record of 20 won, 7 lost. Not far behind came Henry Hayes and his team with 17 won, 10 lost.

The League has four teams of ten men each. The first of the season's series began last December and ended on February 23. By means of the Round Robin system the different teams played each other in 27 games. At this writing it was undecided whether six or nine rounds would be played in the second series of the season.

Standing at the close of first series, by team captains:

Teams	Won	Lost
Steere Mathew	20	7
Henry P. Hayes	17	10
Dwight G. Wallace	12	15
Charles H. Thurman	5	22

Men who made individual scores of 200 or more were Steere Mathew, J. LaFouche, Courtney Snell, Tommy Dolan, Henry Hayes, Al Frey, Joe Hogan, D. W. Wallace, and Bob Hennig.

The ladies also meet on Wednesday evenings at the Pythian Temple on 70th Street near Broadway. George O. Milne, Eastern Division Engineer, who is chairman of the Bowling League, expressed the wish that more NBCettes turn out for the meetings. Two alleys are held open for them each week.

**BASKETBALL**

On February 23 the NBC basketball team scored its fourth victory of the season by defeating another Rockefeller Center team, American Cyanamid, 32-20.

honor at a party given by her boss, R. J. Teichner, assistant treasurer, at the French Cafe in Rockefeller Center a few evenings before her marriage to A. S. Faillace of Guest Relations. Many NBCites were present at the party. Miss Winter was presented with a set of dinner glasses as a wedding gift from her NBC friends.

Edward Bertero, engineer, has returned from a month's absence caused by pneumonia.

President Lohr has returned from his visit to the Western Division of NBC.

An exhibit booth brought NBC's educational programs and policies to the attention of educators at the convention of the National Association of Progressive Teachers, held at the Hotel Pennsylvania in New York, February 23-26.

High scorers in the fast game against American Cyanamid were John Graham and Jim Von Frank.

To date the NBC cagers have played six games, not including three practice games played during the month of December, of which they won two.

The outstanding features of these games have been the NBCites' excellent teamwork, the deadly shooting of their south-paw forwards, Graham and Von Frank, with Capt. Jack Garland and Ed Blianey ably assisting them, and the great defensive work of Kalligeros, Vernon, McHugh Comidy and Crenshaw.

As this goes to press, Albert Crenshaw, manager of the NBC team, reports that their next game is a return match with the Church of the Intercession Team whom they beat by ten points in the first tussle.

The Company is well represented on the squad, the team being composed of players from Guest Relations, Statistical, Traffic, Sound Effects, P.B.X., and the Executive Offices.

**BRIDGE**

Members of the NBC Athletic Association recently added to their already long list of activities weekly bridge sessions. The group, headed by Edward M. Lowell of General Service, meets one evening a week at Mrs. Grace Brehm's Bridge Club, 250 West 22nd Street, New York City.

NBC bridge players or members who wish to learn how to play this popular card game are urged to come to the weekly games. Cash prizes are awarded. All methods of playing bridge are accepted; Culbertson, The Four Horsemen, Vanderbilt, the catch-as-catch-can and other systems are welcome. Instructions are available for beginners.

Pat Bildersee and William Donovan of the Educational Division, who were in charge of the booth, explained NBC educational activities and distributed pamphlets and bulletins on NBC educational features. They were assisted by Carl Cannon of the Guest Relations Division.

Miss Enid Beaupre of the Promotion Division is being congratulated on the excellence of another Welsh program she organized and produced for the NBC networks. The program, dedicated to St. David, Welsh patron saint, was heard on the Blue Network, February 26.

The program opened in New York with an address by a well-known Welshman, Arthur Hopkins, noted play producer. The Philadelphia Welsh Male Choir and the Cantoresau, a group of Welsh women singers, were heard from Philadelphia.

## WHO'S WHO IN THE NBC NETWORKS

### Clay Morgan

On several occasions since Clay Morgan slipped into the NBC picture a year ago last October, the TRANSMITTER has suggested something in print, but found him amiably adamant. He insisted then he was just going to school trying to find out what this radio thing is all about. When he was appointed Director of Promotion in January, 1937, and took over direction of the Publicity Department, he thought he ought to shake down in the new job before discussing it or himself. Subsequent attempts to pry loose personal information were parried with the urbanity which is an outstanding Morgan characteristic.

However, when approached recently with the hitherto carefully concealed information that his business cards now read "Director of Public Relations," Mr. Morgan broke down and consented to open up. The following facts were gleaned from a highly informal—and enjoyable—interview.

Birthplace—Jersey City. Date—1894. Early history—vaguely theatrical. War record—infantry and pioneer infantry overseas, two years; last year 2nd Lieutenant 54th Pioneer Infantry; Meuse Argonne and six months in Coblenz, Army of Occupation. After the war—three years a 1st Lieutenant, 71st Infantry, N.Y.N.G. Clubs—The Players and Dutch Treat. Member of Council on Public Opinion.

Mr. Morgan joined the French Line after leaving the Army in 1919. In 1923 he became publicity director for the Line, and began a career in public relations which kept him in the same spot for almost fifteen years and won him friends by the mile. His many years of just plain hard work in exploiting his company, its ships and service, culminated in the explosion of publicity that made America and the world Normandie-conscious—concentration of ability and experience on the task of making the new French liner known to everybody as the last word in ocean transportation.

It is a safe guess that Mr. Morgan's success with steamships stems from his love of the sea. He haunted the Jersey waterfront as a boy, and trans-Atlantic travel became part of his duties. There never was any clear dividing line between work and fun, he says. If he had any quarrel with radio (which he hasn't) it would be that you can't ride the air waves.

Traveling in far places and crossing water to get to them still rates with Mr. Morgan as his top hobby. He collects maps and books about Paris of the six-



CLAY MORGAN  
Director of Public Relations

teenth to eighteenth centuries, and snaps an occasional photograph.

"I like people who like the things I like," is the way Mr. Morgan sums up his philosophy of living, and he expatiates upon the number of such people he has met since coming with NBC. Liking folks and having them like you is the basic formula for public relations, as the subject of this interview did not have to explain to your reporter. But a session in his office with time out every few minutes for discussions and decisions on the continuously popping affairs of the Publicity Department showed plainly that there is a lot of know-how to it besides.

Since the publicity department of an organization advertises everything except itself, Mr. Morgan explained the set-up, which wasn't too clear to the TRANSMITTER, and therefore may be somewhat obscure to NBCites in general. The Director of Public Relations reports to President Lohr, and his responsibility, obviously, is the public relations of the company, which ramify all over NBC and far outside. He operates through the Publicity Department, which is in direct charge of the Director of Publicity, Wayne Randall.

The department has two divisions, the Sales Promotion Division, headed by E. P. H. James, and the Press Division, of which J. Vance Babb is manager. The handsome books and folders, the rate cards, sales literature advertising and so on come out of the Sales Promotion Division; the program listings, news stories, pictures and mentions of the National Broadcasting Company you see in the papers and magazines are the Press Division's contribution.

Mr. Morgan said the principal product of his department is headaches, but you wouldn't believe that anybody with such easy-going good-humor ever had one.

### H. J. BOCK APPOINTED WESTERN PRESS MANAGER

Harold J. Bock, for three years manager of the Press Department in Hollywood, was appointed Press Manager for the Western Division of NBC, February 15. The new Western Division Press Manager will continue his headquarters in Hollywood.

Mr. Bock replaces Lloyd E. Yoder who recently became manager of KPO and KGO, NBC stations in San Francisco. Milton Samuel, formerly assistant manager of the Press Department in San Francisco, continues in his present position as head of that department.

When Mr. Bock joined the NBC Hollywood staff in 1935, he was one of only a dozen employes in the Film City studios and the only one in his department. During the past three years the Press Department has been steadily increased in size.

Mr. Bock joined the Company in 1933, taking charge of the news bureau in San Francisco. In addition to handling Pacific Coast news for NBC broadcasters, he did a nightly news broadcast on KYA, then operated by NBC. A year later, he joined the Don Lee System, as their San Francisco publicity manager. After a year with that organization he returned to NBC.

Mr. Bock is one of the youngest division managers in NBC. He is under thirty years old. He was born in Avoca, Wisconsin, and attended school there. When his family moved to Long Beach, California, he attended Polytechnic High, where he was active in student publications.

He also was on the staff of the *Long Beach Sun*. He completed his education at Long Beach Junior College and University of California at Los Angeles, before going to San Francisco where he represented *Variety*, *Broadcasting* and other trade publications.



HAROLD J. BOCK

**T**ALENTED members of the NBC staff in Radio City were featured in their own broadcast over the Red Network on Saturday afternoon, February 19. These candid photographs were taken during the show by Charles Van Bergen of Press.



The Brass Buttons Quartet. Frank Egan, Paul Owen, Richard Diament and Robert Eastman.  
*"Should some sponsor get them as a quartet, he'd have something."*—Buffalo, New York.

The River Avon stood still on February 19 when this streamlined version of *The Merchant of Venice* hit the NBC airwaves. They are, from left to right: Albert Roraback as Antonio; Murdock Pemberton, sound effects; George Brenzel, The Duke of Verona; Tom Di Matteo, Bassanio; Ray Feuerstein, messenger; Bessie Feagin, Portia and Frank Egan as Shylock.  
*"Specially enjoyed the parody on *The Merchant of Venice*, my favorite Shakespearian drama."*—Liberty, New York.



**TOM ELDRIDGE**  
*"I liked the page boy who sang, 'I See Your Face Before Me.'"*  
 —Hollywood, Calif.



M. C. "Jimmy" James introduces Songstress Helen Winter.  
*"We just loved your English accent . . ."*  
 —Stockton, California  
*"Helen Winter has a grand voice."*—Danbury, Iowa



**GEORGE ANDREWS**  
*" . . . whose baritone voice is one of the best I've heard in recent years . . ."*  
 —Chicago, Ill.

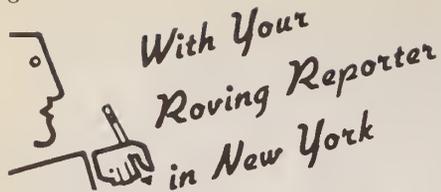


**EMIL CORWIN and AMELIA UMNITZ**

*"Bravo! to all those who participated and I enjoyed most the piano 'duo.'"*  
 —Cleveland, Ohio

**EDWARD NORDHOFF**  
 (Beck)  
*"Such a lovely voice should go far in the radio world."*  
 —San Mateo, Calif.





The most extraordinary thing about the NBC employes' show that went on the air last month is the obvious fact that not more than one or two out of every ten fan letters received by the entire cast were from relatives, girl friends or just friends.

Collaborators Murdock Pemberton and Dom Davis are so pleased with the response they're already scratching their heads for another script idea. . . . And a fairly good agent is saying that Jimmy James should give up printer's ink and turn commentator, after the way he m.c.'d that show. This is what Ben Gross wrote about the show in his *Daily News* column:—

"The result was surprisingly professional—can it be that NBC is planning to become self-sustaining?"

It was a five-and-a-half-pound baby for the George M. Bensons (Sales) on February 11 . . . Her name is Judith and she's blonde. And speaking of marital affairs, they say it was a noisy sound-effect the boys gave Bud Faillacc on the eve of his wedding to Helen Winter.

I hear that someone in Chicago heard a bell ring in his belfry and the next thing he knew he was opening a central casting bureau for radio programs—just like the casting bureau for movies in Hollywood. Sounds like a smart idea, specially with so many script shows being produced for the networks in the Windy City.

The other day I walked into 8-H by mistake (mind you, Mr. Thurman, I said "by mistake") when the NBC Symphony was assembled in that sanctum of sanctuums. Imagine my surprise when I saw—not Toscanini—but guide Carl Cannon waving a baton over the assembled musicians who were chatting away without paying him any attention. There was a bit of commotion up in the balcony. I looked up and saw movie cameramen poised with their machines.

"What the—", I started to mutter to myself when a pussy-footed page popped out of nowhere and firmly ushered me out of the place.

"Cannon is the Maestro's stand-in," he explained, shutting the door in my face.

One of our announcers stopped an elevator on the fifth storey (the English touch) and asked for the fifth floor. The operator reassured him, "This is the fifth floor." Whereupon, the mikeman re-

## WGY SCHENECTADY

by W. T. Meenam

### Won't Be Long Now

As the days get longer there come indications that the staff of WGY will ultimately be transferred to new and larger quarters. Virgil Hasche, office manager, has been touring the various departments plotting desks, typewriters and other furnishings for the offices that are to be. Meanwhile the building contractor is waiting for the frost to leave the ground before starting to landscape the premises of the studio building.

### Ripples Ahead

WGY's Bowling League is now in its final round with the Ripples holding a one-game margin over the Statics and three games ahead of the Whistles. Alex MacDonald and Radcliffe Hall are the mainstays of the leaders, while Announcer Howard Tupper and Salesman Bob Elliot are helping the Ripples keep within striking distance of the top. The season will be concluded with a Hi-Low tournament and a dinner on March 19.

### Persistence

Radcliffe Hall, accompanied by Mrs. Hall, recently journeyed by car to his home in Erie, Pennsylvania. On the return trip, while rolling along at a lively clip, the Hall car encountered a bit of ice on Camillus Hill between Auburn and Syracuse. The machine turned twice on its base, left the road, turned over one and one-half times and stopped against the face of a gravel pit. Both Mr. and Mrs. Hall escaped with a few bruises. The car, except for dented fenders, was little the worse for the accident. Rad had the presence of mind to shut off the ignition. The

peated, "I want the *fifth* floor!" his voice going falsetto on "floor."

In true the-customer-is-always-right fashion the operator ducked the issue, dropped the car to the Main Hall, shot back up to the fifth *etage* and the absent-minded temperament strutted out triumphantly.

Maybe it's this Spring weather.

Page Bill Eliscu's greyhound, Clan Chief, won a blue ribbon and some cash at last month's swanky Dog Show in the Madison Square Garden. Bill's brother is the enterprising young man who was interviewed on the "Smile of Beauty—and Health" broadcast by Fred Allen for having organized the Canine Club which offers all kinds of doggy services for wealthy dog-owners in New York.

car lost gasoline, oil and brake fluid; after these were added at Syracuse, the Halls continued their trip to Schenectady.

### Personal Tid-Bits

Some of the eligible young women of WGY are curious to know whether it's a blonde or a brunette or just the call of home that inspires Bob Elliot to travel New Yorkward every two or three weeks. Bob refuses to tell.

Betty King of Sales is disgusted with New York State weather. Betty recently acquired a pair of shiny new skis but every week-end since her purchase the weatherman has reported no snow.

Al Taylor, WGY salesman, is another winter sports fan. Any Saturday you will find him with Mrs. Taylor and the two Taylor children skating on Iroquois Lake, Schenectady.

Manager Kolin Hager spent the week of February 13 hopping between Washington, Schenectady and Cleveland, attending the NAB meeting in the Capital and the WTAM dedication ceremonies in Cleveland. Mr. Hager reports a splendid achievement in Cleveland and studio facilities that compare with the best in the land.

Bob Rissling, former member of the announcing staff who was compelled to give up his duties at WGY by serious illness last April, visited his friends on the staff recently. Bob is well enough to get around but he is still under the doctor's care. He plans to spend next summer on a farm and concern himself seriously with vocal practice.

Clan Chief is not a member of the Canine Club. Not because he hasn't social entree. It's just because Bill can't afford it.

During a lull down in the Main Hall, an odd-looking person walked up to Guide Bob Armstrong in the Cashier's Booth and tried to fenagle a free ticket for the Studio Tour on the grounds that NBC should entertain him because his initials were W. J. Z.

"That's nothing," snapped Bob Armstrong, "my initials are R. C. A. and I'm not even a vice president of this club."

Speaking of names it wasn't until he left us last month to join another New York station that this column discovered that Announcer Alan Kent's name on his birth certificate is Karl D. Byington, Jr.

## NBC SAN FRANCISCO

by Louise Landis

### Personnel Changes

Things happen fast in NBC's San Francisco studios these days. Glenn R. Dolberg, formerly program manager of KFI-KECA, is the new program chief here. . . . Along with news of the resignation of Ken Carney, who is entering the agency field, came the announcement that Mr. Dolberg had been promoted to the post of program manager. A few days later came notice that Cameron Prud'homme had been made production manager. He replaces Frank Cope who has decided to doff executive duties and return to the artists' side of the fence, reviving his popular *Alarm Klock* program over a San Francisco station.

NBC's pleasant new San Francisco program chief is one of the West's best-known radio personalities, who has been engaged in the industry from its pioneer days, with wide experience in many of its fields. He was program manager at KHJ previous to his KFI affiliation.

Cameron Prud'homme also is a radio and stage veteran, having directed and played with noted stars like May Robson, Leo Carrillo and Marjorie Rambeau before entering radio.

### Songwriting Rancher

NBC folk are enjoying one of their rare visits with a tall, slender lady who has become somewhat of a legend around

the studios . . . for she combines the task of running cattle on the range with song-writing. Her name is Ann Anderson, and she is an aunt of Helen Wills. A few years ago she decided to forswear civilization, took up cattle-ranching, and now runs her cattle over 40,000 acres of land in a lonely part of California where the nearest railroad train is a half-day's ride on horseback over roads impassable to automobiles.

She was disappointed to discover this time that Arthur Ward, formerly on the arranging staff, had gone to Hollywood to arrange music for broadcasts there, for she has a brand-new song, *The Coil in My Riata* which she'd like to have somebody "put down."

### Mikemen

At the sound of the chimes: Announcer Eddie King who had to describe a frog jumping contest on San Francisco's Treasure Island, showed up at the studio hardly able to speak above a whisper. . . . "Must have a frog in my throat!" he says hoarsely. . . . Announcer Larry Keating, who turns into Dr. Puzzlewit every Sunday to quiz hapless contestants on that program, asked a man to define a rame-kin not long ago . . . he thought awhile and finally replied, "A little sheep." . . . Cliff Engle, who m.c.'s *Good Morning Tonite* is on a vacation, his first in years,

which includes a trip to New York. . . . Announcer Grant Pollock is pinch-hitting for Cliff during his absence.

### Professor

Van Fleming, producer of *I Want a Divorce* and other San Francisco offerings, has turned pedagogue. Starting March 10 Van inaugurates a course in radio continuity writing at the University of California Extension Division . . . and any colleagues who are found leering at him from the front row are going to have to write "Don't rib Teacher!" 100 times on the blackboard before they go home.

### Radio Bug

You just can't keep the Press Department out of the news! Besides, here's a good place to relate the harrowing experience of Dick Bertrandias and Commentator Bill Holmes, who came home to their apartment not long ago to find a big hole drilled right through the top board of their radio. Curious, they poked at the hole with a wire and out ambled a long, gray insect with a nose like a miniature sword-fish. They caught him in a glass jar and brought him to Agricultural Director Jennings Pierce. His name is Polycaron Stouti, and he is a solitary wood-borer, Jennings explained. They heaved a sigh of relief at the word "solitary"—"What if he had picked one of us instead of the radio?" Dick wants to know.

## WBZ BOSTON

by Bob Evans

### Vosmik on the Air

Joe Vosmik, latest acquisition of the Boston Red Sox and considered one of the greatest left fielders in baseball history, was officially welcomed to Boston over WBZ and WBZA on Tuesday evening, February 1.

Your reporter was privileged to have the honor of interviewing the heavy-hitting outfielder and it provided a very pleasant re-union as Vosmik and he faced the mike together on numerous occasions when both were in Cleveland. This familiarity made it possible to bring out a great many intimate angles concerning Vosmik that might otherwise have been unrevealed.

Boston audiences were greatly impressed with the cool and unruffled manner in which Joe handled himself on the air. They hope he does the same out at Fenway Park this summer.

Fire Commissioner Reilly, acting in the

absence of Mayor Tobin, issued the City of Boston's official greeting.

### Rotarian Holman

John A. Holman, general manager of WBZ & WBZA, traveled to Portland, Maine, to tell the Rotarians about "Radio, Bulwark of Peace." As part of the ceremonies of the occasion a program of variety entertainment was piped from WBZ to the Rotary Banquet Hall in Portland.

### Ping Pong

The intra-office ping pong tournament progresses with competition being of the keenest. Arthur Feldman, Special Events, still reigns the favorite despite a serious "charley horse" developed when he was struck in the leg by a ping pong ball. Production Chief Wright is being looked at askance for being the only person in the tourney to draw a bye in the first round. Reliable sources say that Wright made the original drawings. We should

be able to hail the champion in this column next issue.

### Sick List

It has been more than a month since Grace D. Edmonds, head hostess at WBZ, was taken ill and confined to a Providence, R. I., hospital. Her absence is keenly felt among staff members and frequent studio visitors.

### Forger Foiled

A pat on the back goes to Miss Marjorie Hall, secretary to Plant Manager D. A. Myer, for her alertness and retentive memory. Because of these qualities, Miss Hall made possible the apprehension of a forger who has been preying on radio stations throughout the country. Miss Hall recognized the man when he called at WBZ. She remembered his description from a letter sent out by other Westinghouse stations some time previous. The forger is now doing a stretch at Deer Island House of Correction.

# NBC WASHINGTON

by Marian P. Gale

## New WRC Transmitter

Construction work on WRC's new transmitter on Ager Road in Maryland, just outside of the District, is progressing rapidly. The new 400-foot vertical radiator is of uniform cross-section from top to bottom. The Engineering Department refers to it as a "high-hat" antenna, because of a huge steel saucer that tops the slender structure.

General Manager Berkeley announced that the WRC transmitter will be moved on March 15, from 14th Street and Park Road, the site it has occupied for fifteen years, to the new location.

The new transmitter is of the most recent design, utilizing class B modulation in combination with "reversed feedback" which makes possible advanced standards of fidelity and absence of background noise. The station power supply is provided in duplicate, incorporating separate buried power cables, transformer substations and metering equipments with an automatic switch which instantly changes power lines in the event of a failure. This "automatic switch man" will change from one power line to the other so rapidly that the program is not interrupted, thus providing better protection against such failures than could be obtained by human operation.



## Here and There

Announcer Jim McGrath and Gordon Hittenmark, "WRC Timekeeper," are not looking forward to the return of Jim (Mobey Dick) Moran from San Francisco, where the latter has been fishing for whales. Moran promised McGrath and Hittenmark before he left Washington, armed with a copy of *Mobey Dick*, an antique harpoon and ten cents, that he would bring them several large hunks of blubber. It has been reported in press

dispatches that Mayor Rossi of San Francisco has given Moran a whale that died some time ago on the rocks of San Francisco Bay. . . . Freda Schmidt, temporary night hostess, who has been filling a secretarial position at the Democratic National Committee in the daytime, has realized a seven-year-old ambition—that of becoming a permanent NBC employee. . . . Freda is replacing Mary Burke as Secretary to Night Supervisor Bill Coyle. . . . Mary Bourke has left NBC for another position.

Harold Thomason, formerly of the News Room, is now in charge of WRC and WMAL commercial continuity. . . . Commercial Manager John Dodge left last Friday for a ten-day vacation in Florida. . . .

While he has been basking in the sun Salesmen Jim Sweet, Ben Baylor, and Stanley Bell have kept up the good work selling NBC programs. . . . In the Engineering Department Don Cooper remarks that programs come and programs go but nothing ever happens . . . except trouble.



## And Everywhere

Engineer Dorson Ullman celebrated his tenth anniversary with NBC last month. . . . Chief Engineer A. E. Johnson announced the addition of a new member in his department—R. W. Chapman. . . . Come news from the announcing staff that John Hurley is busy these days welcoming his folks from California. . . . Lee



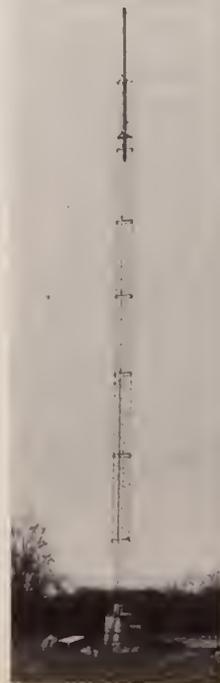
"Grunto," a Fargo, North Dakota piglet, squealed his way into senatorial attention during the NAB convention in Washington last month when he was presented on the *Farm and Home Hour* from the lobby of the Willard Hotel. The little pigsqueak was brought to the NAB convention via plane by Barney Lavin (in costume) of station WDAY, Fargo. Senator Gerald P. Nye, of North Dakota, shown feeding Grunto a bottle of milk, told *Farm and Home Hour* listeners that the saying "Pigs is pigs" is not true. "What other pig from any state has ever entertained in the Willard Hotel Lobby?" drily observed Senator Nye. At the left is Assistant Secretary of Agriculture Harry Brown, who welcomed the piglet. Jim McGrath, WRC announcer, interviewed Grunto with the portable transmitter shown in his hand.

Everett is moving his family from North Carolina to Washington and is now in the throes of house-hunting. . . . Lee is a descendant of Pierre Le Grand, the pirate . . . his real name is James LeGrand Everett. . . . Mary Mason, WRC's *Home Forum* Expert, is expecting a visit on March 4th from Ida Jeanne Kain, noted dietician scheduled for her daily program. . . .

Tommy Knode of the News Desk and Announcer Bill Crage pound out copy twice a week for a new movie gossip and review program, *Your Man About Hollywood*, which is going over very well. . . . Hilmar Baukhage, Washington correspondent and NBC's news reporter on the *National Farm and Home Hour* is presenting a program over WRC now, entitled *Cabbages and Kings* during which he offers a rambling comment about things that turn up in a newspaper reporter's life that he doesn't print.



The new transmitter house and vertical antenna for WRC on Ager Road in Maryland will be placed in operation on March 15.



# NBC Babies

Read about next month's  
Baby Picture Contest on  
Page 10.



Stephen Lee's father  
is Lee B. Wailes,  
M. & O. Stations  
Dept., N. Y.



This is Beverly Cecelia whose  
papa is Roy Holmes of N. Y.  
Traffic Dept.

## PRIZE-WINNING PICTURE



This excellent picture of Elizabeth Ann, taken by her  
father, Carey P. Sweeney of the television engineering  
staff in New York, wins this month's prize in the Baby  
Pictures Contest—an album of Victor Records of Beetho-  
ven's Seventh Symphony as played by the N. Y. Phil-  
harmonic Orchestra under the baton of Toscanini.



"Wonder what we're having for lunch,"  
says Diane Waite, niece of James Harvey  
of the Program Department, Phila-  
delphia.



Introducing Frank whose father is  
Assistant Auditor R. S. Peterson,  
NBC Chicago.

"How's this for a smile?" says  
Patricia May, daughter of Mrs.  
Marian C. Smith, Auditing, Wash-  
ington, D. C.



Deborah Lee, daughter of Elsie  
Bergler of the Sales Department,  
N. Y.



Audrey and Harold ("Chippy")—  
children of the Harold E. Bissons.  
Harold, Sr., works in Radio City in  
the Promotion Division.



Phoebe Mink of the N. Y. Press Di-  
vision has no babies of her own so  
she sent us this picture of herself—  
taken a few years ago.



This is Rhoda. Her father, Reuben  
Metz, plays the viola in the NBC  
Symphony Orchestra.



Robert, son of T. G. Bombaugh,  
engineer at the WENR transmit-  
ter, Chicago.

# NBC TRANSMITTER

Published for and by the employes  
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from coast to coast.

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## TOSCANINI RECORDS FOR BEST NBC BABY PICTURE

Though you can no longer turn your dial and listen to Arturo Toscanini on Saturday evenings via NBC, you can listen to him *any time* on Victor records. And here's your chance to win the valuable album of Victor recordings of Beethoven's Symphony No. 6 (The Pastoral) as played by the Philharmonic Orchestra of New York under the baton of the Maestro. By arrangement with the RCA Manufacturing Company, Inc., the NBC TRANSMITTER is offering this prize to the NBC staff member who submits the best baby picture to the April issue.

So start the shutters clicking, NOW. The baby must be one of your children or a relative—brother, sister, niece or nephew.

### Rules

1. Do not send negatives. Send prints not smaller than 2½" x 4".
2. Give the name of the baby and its relation to you.
3. Give your name, department and NBC division.
4. Send your pictures for the April issue to the NBC TRANSMITTER, Room 284, National Broadcasting Company, 30 Rockefeller Center, New York, before March 22.
5. Pictures are judged on their popular appeal, humor, interest and photographic quality. Judges are Enid Beaupre of the Promotion Division and Barbara Biermann and Ary Moll of Guest Relations.

## LETTERS TO THE EDITOR

Dear Sir:

Noticed a slight error in the Radio-Ana feature of the NBC TRANSMITTER for February 1938 in which it was stated that ten years ago NBC made the first Parabolic Microphone out of a wooden chopping bowl. According to our records, Patent No. 1635568 filed January 25, 1924 covering a sound reception system and issued to J. E. Aiken who was one of our engineers at that time, covers a parabolic reflector for a microphone.

As this patent was dated January 1924, KDKA had Parabolic Microphones some three years before NBC was organized, and I think the credit for the Parabolic Microphone should be given to KDKA rather than NBC.

(Signed) J. E. Baudino,  
Plant Manager—KDKA.

Ed.—Thank you, J. E. Baudino, and we beg your pardon, J. E. Aiken. We should have said, "The first NBC parabolic microphone was made out of a wooden chopping bowl."

## NBC PHILATELISTS TO HOLD ANNUAL BANQUET

The NBC Stamp Club is holding its annual banquet in the Board Room on Monday evening, March 21. The annual election of officers will take place after the banquet.

George M. Nelson, club treasurer, who is making the arrangements for the banquet reports that a large number of NBC stamp collectors are expected at the meeting and that several notable speakers and philatelists will also be present as guests of the Club.

Offices which will be filled by the election and the present incumbents thereof are, President, George O. Milne; Vice President, Walter Koons; Treasurer, George M. Nelson; Exchange Manager, Frank O. Johnson, and Secretary, Frank J. Reed, Jr.

## Royal Receives Medal Award

John F. Royal, vice president in charge of NBC programs, was among those who received medal awards at the Annual Advertising Awards Dinner sponsored by *Advertising and Selling* magazine held at the Waldorf-Astoria, New York City, on Thursday evening, February 24.

Vice President Royal was cited for his "contribution to knowledge or technique of radio advertising" during the presentation of the awards which was broadcast by Station WOR.

Over 200 advertising and publishing executives were present at the dinner.

## WTAM CLEVELAND

by Bob Dailey

Sleep and more sleep was the watchword along WTAM's radio front after the inauguration of the new NBC studios in Cleveland. Exhausted with the strenuous efforts required to stage successfully a week of dedication activities for the station's quarters, practically every member of the staff took the close of Saturday (Feb. 19) night's dedication party as the signal for a much needed rest in bed.

Special previews, parties, luncheons, teas and radio programs during Housewarming Week, February 14-19, were climaxed with the formal dedication of the studios Saturday noon.

An evening broadcast and party featured the performances of Margaret Speaks, Mario Cozzi, Frank Black and a symphony orchestra of 40 members, Arlene Harris, Bob Feller, Tom Manning and Graham McNamee. Alfred H. Morton, general manager of NBC Managed and Operated stations, gave a short address.

Other NBC officials who attended the ceremonies included John F. Royal, vice president in charge of programs; Dr. James R. Angell, educational counselor; O. B. Hanson, vice president and chief engineer; Roy C. Witmer, vice president in charge of sales; Robert H. Owen, manager of KOA; A. E. Nelson, manager of KDKA; Lloyd Yoder, manager of KPO-KGO; Kolin Hager, manager of WGY; Lee B. Wailes, Managed and Operated Stations Department; Maurice Spitalny, musical director of KDKA; Sam Ross of Artists Service in New York and George McElrath, operating engineer.

The entire WTAM staff, which worked night and day to move into the new studios and to prepare a week of gala ceremonies, was extremely gratified with the laudatory comments made by the press, civic and business leaders and friends of the station.

But probably the two persons most thrilled were the young daughters of Mr. and Mrs. Pribble. Betty, 10, and Bunny, 8, stood on a raised platform supporting the 1500 pigeons and gave the signal which sent the swarm of birds winging their way over the NBC Building.

Each clutching a bird between her hands, the girls smilingly and without hesitation, stepped to a microphone, recited a short verse in unison and then released the pigeons. It was one of the proudest days in the lives of Betty and Bunny.



Modernity is the keynote of the new WTAM studios. Pictured above are Hazel Finney and Peg Fitzgerald at the information desk.

# WTAM



These members of the WTAM staff acted as hostesses during the inaugural ceremonies of the station's new quarters. L. to R.—Olga Nichols, Peg Fitzgerald, Edith Wheeler, manager of Traffic; Pearl Hummel, office manager and auditor, and Hazel Finney.



Bunny and Betty, daughters of Manager Vernon H. Pribble, who gave the signal for releasing 1500 pigeons as part of the dedication ceremonies.

NBC's new studios in Cleveland, Ohio, are as modern and as well equipped as those in Radio City. This is the Main Lobby of WTAM.



Bob Feller who signed his 1938 contract with the Indians during the WTAM dedicatory broadcast is shown chatting with A. H. Morton, general manager of NBC managed and operated stations.

Below. NBC's Master Control Board in Cleveland with Engineer John Disbrow at the controls.



## KOA DENVER

by Charles Anderson

### Screen Tests

Buck Owens, star of the Roving Ranger series on KOA, has decided to make his next western picture right here in Colorado. As a result, KOA dramatic stars were screen-tested for the picture. Betty Stulla and Louise Wadsworth took turns at playing the heroine; Jimmy Herrick was tested for a character part and Si Westbrook made a hit as the villain. The tests have been sent to Hollywood and we are awaiting the decision with bated breath.

### Litigation

Little did the judges who picked last month's prize-winner in the TRANSMITTER's baby picture contest realize the problem they foisted upon us out here in Denver when they awarded the prize to our commercial manager, A. W. Crapsey. The picture which won the Toscanini records was of Patricia Peregrine, daughter of KOA's engineer in charge.

It seems that Mr. Peregrine feels that his household has a partial claim on the records—a sort of artist's fee. Therefore, an impartial and self-chosen jury is now trying to decide whether Mr. Peregrine has the right to play the coveted records on Wednesdays or Thursdays. As we go to press the jury is still hung. In the meantime Mr. Crapsey is enjoying the Toscanini records to the utmost.

### "Dunked"

Bill Stulla's baby was "dunked" at St. Thomas Episcopal Church, February 20. The young lady was christened Alice Wentworth Stulla.

### Bowlers Three

A common sight these past few weeks has been that of three men darting from the KOA studios to the bowling alleys across the street immediately after the late newscasts over this station.

The three bowling fiends are announcer Gil Verba, Engineer Walt Morrissey and your correspondent. Walt, who handles the controls for the newscasts and claims to be a beginner at bowling is way ahead of the trio. Gil and I are beginning to doubt his amateur standing.

### Baby Pictures

To the NBC employe submitting the best baby picture for the April issue of the NBC TRANSMITTER, an album of Toscanini recordings will be awarded. Send your pictures to the TRANSMITTER before March 22.

## NBC HOLLYWOOD

by Noel Corbett

### President's Visit

Hollywood will be the western twin of Radio City, NBC's president, Lenox R. Lohr told the entire Hollywood staff at a recent luncheon held in his honor at the Melrose Grotto, adjacent to the studios.

It was the first meeting of Hollywood employes, over a hundred strong.

Before introducing President Lohr, Don E. Gilman, vice president in charge of the Western Division, pointed out the growth of the Hollywood office in the past three years.

Program Manager John W. Swallow, who at one time was the only NBC employe in Hollywood, was at the speakers' table, as was Lew Frost, assistant to Mr. Gilman.

Following the speeches, President Lohr answered questions from various employes on television, company policies, et cetera.

### NBC's Friend and Plug

The next time Buddy Twiss, head of special events, Joe Kay or Bob Brooke, engineers, are out Santa Anita way they're going to look up a nag named Rommy and hand him a bunch of carrots.

Washington's Birthday the boys had a few anxious moments when it looked as though the Santa Anita Derby would get started two minutes before the scheduled transcontinental.

However, Rommy acted so badly the start was held up until broadcast time.

### Traffic Expert

Ever since NBC opened the Melrose Avenue Studios, folks have been denting their car fenders trying to get in and out of the crowded parking lot.

But things are different now. Jack Creamer, former member of the USC intercollegiate tennis champs, is in charge of the lot.

The white chalk lines which came with his second week on the job guide every car into its own space. Also there are incoming and outgoing lanes.

### It's the Truth, Officer

Sydney Dixon, Western Division Sales Manager, and Tracy Moore really brought home the groceries the other night. However, not before they convinced a couple of cops that they had won them at the annual jamboree of the L. A. Advertising Club.

After the jamboree they were loading Dixon's car, which happened to be parked in front of a grocery, when the law descended on them.

### Basketball Victories

Though the basketball team started the

season with a couple of losses, it seems now to have hit its stride. Recent victories have been over Western Costume, California Banks and Pepperdine College. National Schools and the Hollenbeck Chapter of the De Molay cagers copped closely contested games from the NBC boys.

Captain Ben Gage manages to be high-point man at just about every game. However, he gets plenty of support from his teammates Lee Bridgman, "Lefty" Lefler, and Jack Creamer, pages; Floyd Caton, Hal Dieker and Frank Pittman, Sound Effects; Joy Storm and Earl Dixson, Program.

Gage and Storm are generally first out of the showers to make their respective nightly stints at the Coconut Grove and Trocadero.

### Leave of Absence

Ruth Schooler, secretary to Program Manager John Swallow, is on a month's leave of absence due to illness.

Janette White, who joined NBC last November, is taking her place.

### Two Fenders for Two Fingers

Ralph Amato has learned not to monkey around with buzz saws.

Working on a piece of sound effects equipment, Amato cut two fingers.

Nothing was lost, however, except a couple of car fenders. One off Harry Saz' car when he rushed Amato to the hospital, and the other when he tried to take Marvin Young's car along with him.

### Elaine Forbes—Juror

In the past few weeks, Elaine Forbes, secretary to Sydney Dixon, has put in over twenty days of jury duty.

Dorothy Waknetz from Mimeograph has subbed for her.

### Crime Doesn't Pay!

At least it didn't for the two hold-up men who tried to climb into soundman Virgil Reimer's car recently when he stopped at a signal.

Reimer jumped out and tackled the two of 'em.

The one who didn't get away was carted to the emergency hospital.

### Gilman Speaks

"The Growing Importance of Hollywood as a Radio Center," was the topic of Vice-President Don E. Gilman's speech before a gathering of the Los Angeles Electric Club at the Biltmore Hotel February 21.

### Blanche's New House

Blanche Davies, secretary to Lew Frost, has taken a house near Toluca Lake. An NBC veteran, she was transferred here from San Francisco when Mr. Frost was.

# NBC HOLLYWOOD

The pictures on this page were taken at a luncheon given by members of the NBC staff in Hollywood in honor of President L. R. Lohr during his recent visit to the NBC Western Division.

Members of the Hollywood staff. Front row, left to right: Meredith Willson, general music director; Ben Gage, announcer; Myron Dulton, director; Ted Sherdeman, director. Back row: Ken Carpenter, announcer; Karel Pearson, Traffic; Russ Hudson, Traffic; Earl Dixson, Program.



L. to R.—Lew Frost, assistant to the vice president in charge of the Western Division; President Lohr, John W. Swallow (standing), Western Division Program Manager, and Don E. Gilman, V. P. in charge of the Western Division.

Seated, left to right: Margery Wright, Program; Joe Thompson, director; Joan Chapman, Program. Standing: Joe Parker, announcer; Arnold Maguire, director; Buddy Twiss, announcer; John Frazer, announcer; "Lefty" Lefler, page.



Right. Sydney Dixon, Western Division Sales Manager; Roy C. Witmer, Vice President in Charge of Sales, and Don E. Gilman, Vice President in Charge of Western Division.



"I'm not shy," says Studio Engineer Frank Figgins as he pushes his face into the picture between Auditor Frank Dellett (left) and Western Division Engineer A. H. Saxton. To the right is Donald De Wolf, engineer in charge in Hollywood.



Below. L. to R.—Soundmen Floyd Coton, Bud Miller and Virgil Reimer.



Night Program Manager William Andrews and Ruth Schooler, secretary to John W. Swallow, drop their forks for the camera but Helen Wendt, secretary to Marvin Young, is more interested in that steak.

Right. Left to right: Charles Smith and Mae Regan of Artists Service, Bob Moss, studio engineer; David Elton, director, and Honor Holden, Artists Service.





# 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.

✓ ✓ ✓

## Niles Trammell



NILES TRAMMELL

In March, 1928, Niles Trammell joined the National Broadcasting Company. He came to Chicago in May of the same year to manage the NBC Central Division. He was elected vice president the following year.

His assets included infectious enthusiasm, tireless energy and faith that "Marconi's Folly" was a new, powerful sales medium and a tremendous educational force.

When Mr. Trammell arrived in Chicago only a few programs were being broadcast locally and network shows were non-existent. The total Chicago personnel consisted of eleven people. His first job was to engage, train and inspire additional assistants, as there were few experienced men in this new industry. He took this in stride and enjoyed the game. Starting from scratch in 1928 to a billing of approximately \$12,000,000 in 1937 is a record which speaks for itself. Looking back ten years, Vice President Trammell recalls with signal satisfaction the signing of *Amos 'n' Andy*, the leasing and building of the studios in the Merchandise Mart, and the purchase of WMAQ and WENR.

Mr. Trammell is of the opinion that one of our immediate tasks is to create a better and more sympathetic understanding on the part of the radio audience with the complexities of the problems involved in broadcasting.

He also feels that we must, first, continue to tell and convince the public of the tremendous amount of time, effort and money that is being devoted by radio to cultural and educational features; and, second, that we must develop a still better balanced program schedule and keep program costs within reasonable bounds so that the results obtained are commensurate with the investment involved. Looking forward into the next ten years, he envisages a future for radio and television in keeping with the progress made during the past decade.

## Marie Elbs

On March 19, 1928, a small, slender girl with fair hair made her first appearance at NBC. It was Marie Elbs who came from the newspaper and publicity world to work in the newly organized Press Department of NBC in San Francisco.



MARIE ELBS

Lloyd E. Yoder, now manager of KPO-KGO, and a secretary comprised the department at the time. As Mr. Yoder's assistant, Miss Elbs saw stories about radio stars and programs grow from an orphan child of newspapers and magazines to an important position in the news of the day. She was one of the pioneers who helped to batter down editors' resistance to radio news and made them realize that the entire public is interested in knowing what is on the air and who is taking part in microphone entertainment.

Despite her youth, Miss Elbs came to radio prepared for just such a task. In her journalism classes she showed such understanding of news that George Mullaney, former Associated Press executive, who was her teacher broke a lifetime rule and asked an editor friend to talk to one of his pupils. Result: Marie had a job waiting for her when she was graduated. For three years, she was the youngest member of the *San Francisco News* staff, and the most versatile, with drama, music, general news, features and every imaginable story-field as her bailiwick. She never wrote society and she never wrote sports—but any other branch of the newspaper business was hers.

Then publicity called her and the next year or so were devoted to the Ackermann-Harris theatres and to political campaign work. One day she answered a blind ad in the *Examiner*—and it led straight to NBC.

Recently, Miss Elbs's flair for research as well as her wide knowledge of all the subjects that radio continuities cover, led to her transfer to the Continuity Acceptance Division where her deft pencil keeps scripts within the bounds of NBC policies.



MAX BAUMAN

## Max Bauman

Max Bauman was born in Berlin, Germany. When he was eleven years old his parents brought him to America where they settled in New Haven, Connecticut. Later, the Baumans moved to the Bronx in New York. There Max attended the public schools.

After high school, Max framed his diploma and went out into the world in search of a job. He got one in the Mail Room of the National Broadcasting Company. That was in 1928.

He wanted to get ahead, so he studied accounting in the evenings at New York University and a few months after he joined NBC he was promoted to the Accounting Division. Today, Max is still in Accounting. He has worked in almost every section of his division.

When Mr. Bauman celebrates his tenth year with NBC this month he will have two others with whom to celebrate—his wife and four-month old baby, Stephen Michael.

Max Bauman still lives in the Bronx. His hobbies are books and music. He likes history, economics and Beethoven.

## Theodore H. Van Cott

At fifteen, Theodore H. Van Cott joined NBC in New York as a mail messenger. Today, ten years and three promotions later, finds him office assistant to Vice-President and Chief Engineer O. B. Hanson.

Ted, as he is known to his associates, held the job of mail messenger for three months before he was transferred to the page staff. Subsequently he turned in his uniform for a job on the office staff of the Engineering Department.

Ted received his high school education in Roslyn, Long Island, and Jacksonville, Florida. He was graduated from the latter school at a remarkably early age and joined NBC soon after.

Today he lives in his home town of Glenwood, Long Island. It is very difficult to get Ted to talk about himself, but Miss



T. H. VAN COTT

Margaret Primont, with whom he works in Mr. Hanson's office, confided that he is a flash at badminton, a boating enthusiast, and a photographer of no small ability. His favorite photo subject (and he proudly told us this) is little Martha, his two and a half-year-old daughter.

## NBC CHICAGO

—by Rudi Neubauer—

### Conventioneers

Oliver Morton of the Sales Department; W. W. Smith, local Sales manager; M. S. Wetzel, manager of Chicago Electrical Transcription Sales Department, and William E. Drips, Director of Agriculture, attended the special convention of the National Association of Broadcasters in Washington, D. C., last month. Maurie Wetzel attended the meeting of the Canadian Broadcasters in Ottawa.

### Announcer's School

The Announcer's School is again in session, sponsored by Sidney Strotz, and conducted by Chief Announcer Everett G. Mitchell assisted by Lynn Brandt. The enrollment has reached the record high of 26 boys from all departments and offices. Classes are held twice weekly and subjects include vocal exercises, diction and a thorough study and appreciation of lexicography. Interest in classes is keen and the boys report that the stunt introduced this year of having the class voice constructive criticism of fellow students who are "on the mike," is the best yet.

Five graduates of the school have already secured announcing positions due to this training. The most recent graduate is George E. Hooper (Pinkie), who last week accepted a position as announcer and script-writer with station WBEO, Marquette, Michigan.

### Brochure

The third WENR promotional brochure in the series being prepared by Emmons Carlson of the Sales Promotion Department is devoted to the *America's Town Meeting* broadcast heard over the NBC-Blue Network and WENR each Thursday.

### Author

Don Thonipson, director, whose story, *Last Public Appearance*, appeared in the October 16, 1937, edition of *Liberty* magazine, has just been informed that his story was one of five selected for bonus prizes of \$100. He's elated, of course, but says he would have been ten times as happy with the first prize of \$1,000, or five times as happy with the second prize of \$500.

### Crib Crys

Stork news along the NBC front heralds the arrival of two new Junior NBCites during the past few weeks. Future contestants in the TRANSMITTER Baby Photo Contest had better look to their laurels, for it is learned via the grapevine that the newcomers are already being groomed for their debuts in the contest.

Continuity writer William Meredith an-

nounced the arrival of John William Meredith on January 29, wailing in at eight pounds and ten ounces. It's number one for the Merediths.

Mrs. Bay presented John (Duplicating) Bay with an armful of little Bonita Marie on February 17, with Bonita balancing the indicator at an even seven and one-half pounds. The Bays will now cut their pies in five sections.

### Hail and Farewell

For seven consecutive years anyone calling the NBC Chicago offices received their customary—"Good Morning—this is the National Broadcasting Company," from one of five girls, but on February 1 the reign of this quintette ended when Operator Bernice Bydalek decided to chuck the Chicago slush for the California sands—and for keeps! Bernice leaves a host of friends who join with your correspondent in wishing her the best of luck in her new home.

The second seven-year reign of these 'Hello' Hapsburgs begins with the addition of petite Margaret Catherine Dunnett, who replaces Miss Bydalek. Miss Dunnett comes to NBC with a diversified experience in PBX work, after having completed her primary work at the local 'phone company's main office.

### Tropical Trips

Ken Carpenter, sales manager, is vacationing in Nassau; Esther Ludwig, Continuity, in Florida and Ken Hicks, Engineering, in Hollywood.

### NBC Enters Naval Race

Bob Brown, announcer, has recently purchased a 28-foot cutter. He has named it the *Apache*. This swells the Chicago NBC navy to eight craft of assorted sizes. Skipper Brown drily commented, "this looks like a tough season for the Coast Guard."

### Miscellany:

Paul Millen has been added to the page staff . . . Vera Maher back at work after a prolonged absence due to an auto accident . . . Bill Ray, Press Manager, moved to the wilds of Deerfield. He has quickly learned to fall asleep on the train and ride past his station . . . Paul McCluer, assistant sales manager, is building a home in Libertyville. Send him your suggestion for a name. Medals will be awarded to the heroes who refrain from submitting "Liberty Hall". Visitors to NBC Chicago during February were Vice Presidents O. B. Hanson and Roy C. Witmer.

## 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 service 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—1931 Master Buick Sedan, 6 white-wall tires, seat covers, fancy radiator cap. Complete with crankhandle and can of white-wall tire paint. \$125. See Dixie in Mail Room, New York.

SALE or RENT—Modern 8-room house, restricted section lower Westchester. Thirty minutes from Grand Central Station. Large corner, trees, garden, two-car garage, hot water heat, fireplace. Near school. Reasonable rental to desirable tenants. Call or write the NBC Transmitter.

FOR SALE—Ford 5-passenger convertible cabriolet, September 1936. Chromium trimmings and wheels. White-wall tires. Perfect condition throughout. Driven 10,000 miles last summer. No winter usage whatever. Great bargain \$550 cash. Phone Elsie Illingworth, Ext. 433, New York.

FOR SALE—Girl's fencing equipment. Almost new. Jacket, size 12; white mask; two foils, one Spanish—one French, and a glove. All in good condition. Call Dorothy Lewis, Ext. 802.

BARGAIN—1928 Rolls-Royce roadster. Motor, paint and tires in good condition. Make an offer. Call or write the NBC Transmitter.

### Bowling

The NBC Bowling Team lost a tough match to the Merchandise Mart Bankers on February 19, by the score of 2674 to 2592 pins. The NBC team was composed of Gale Swift, Music Library, H. Guill, TWX, L. Dutton, Engineering, Ed Davies, artist, and R. Neubauer, cashier. Guill was high man with scores of 232, 181, and 165.

### Mickey, the Meandering Mouse

Mickey, the pride of Bloomington, was to appear on a recent singing-mouse broadcast, but true to the tradition of mousedom, Mickey escaped her trap, and sought refuge in a hollow tile wall in the Receiving Room. Service Man Herman Boettcher, true to the tradition of the theatre that the 'show must go on', rushed in to effect the capture, which was accomplished by poking a wire through the wall and chasing the mouse into a cage held at the other end by Mickey's owner. Mickey was hurried into a nearby studio just in time to make the broadcast, and though a trifle nervous, acquitted himself nobly.

# KDKA PITTSBURGH

by Kay Barr

## Morrow to Sales



LYNDEN MORROW was transferred from Sales Promotion to the Sales Department, on February 9.

Following several years of newspaper experience, Morrow joined the KDKA staff to handle publicity in 1933. Later his activities expanded to include sales and station promotion and for the past two years he has devoted all of his time to those phases of station activity.

In announcing the transfer, Manager A. E. Nelson said, "I feel that a man with such a comprehensive background has ideal equipment as a radio salesman. Mr. Morrow has a thorough knowledge of Pittsburgh, its business and its problems. He is equally well grounded in radio work from the broadcasting of programs to the planning of advertising campaigns."

In addition to his regular work in exploiting KDKA and its various programs, Morrow has had much actual microphone experience on news broadcasts and in the minute interviews which were a popular feature of KDKA's programs last year. He also has conceived and planned a number of outstanding special events broadcasts for the station.

## In Charge of Sustainings

Clarence M. Pettit, a business man with years of successful experience to his credit, joined the KDKA staff February 15.

In his new position, Mr. Pettit will have charge of the programming of sustaining presentations. He will emphasize programs having a maximum of local interest and he will devote much of his time to special events programs.

Derby Sproul will continue to have charge of commercial programs, this division of duties being one of the important objectives in Mr. Nelson's reorganization of station functions.

Before coming to KDKA, Mr. Pettit was with the Baldwin Piano Company in Denver, Colorado, for fourteen and one-half years as general

manager of a territory including five states for most of that time.

While he has not been actively identified with radio, Mr. Pettit has been closely identified with numerous entertainment projects and has worked closely with radio stations in the presentation of programs. Many of these were in cooperation with Mr. Nelson while the latter was manager of KOA Denver.

Mr. Pettit has arranged and managed concert programs for various Denver organizations. He has helped the University of Colorado with many of their productions.

Driving East from Denver, Mr. and Mrs. Pettit arrived in Pittsburgh early last month accompanied by their Siamese cat and German Police dog.

## The "Bookworm" Returns

There is an interesting story behind the weekly *KDKA Bookworm* broadcasts which started March 2nd.

In 1927, G. Dare Fleck, now traffic manager, went on the air anonymously as the "Bookworm," and from then until 1931, when the program was discontinued, he reviewed more than a thousand books.

A short while ago, Charles Urquhart of Production heard of the old broadcasts, read some of the scripts, and recommended a resumption of the series.

Manager Nelson approved the idea but Fleck had to go through the regular audition ordeal just like any ambitious unknown before he could get back the program he had once conducted so successfully.

## Boy Scouts Run KDKA

KDKA tossed a challenge to the Boy Scouts and did they accept!

It was a stunt in connection with National Boy Scout Week. For days in advance the Pittsburgh Troops had kept some of their camp equipment on display in KDKA's lobby.



G. DARE FLECK

Then KDKA said, "Boys, if you run the station for a day we'll let you put on half a dozen programs."

The challenge was accepted. They took over Manager A. E. Nelson's office, although three boys were required to swing that job. Others invaded the news room and press desk. And so on all around the place.

Six programs were presented during the afternoon and evening by Scouts and Bubs and the broadcasts, together with the lobby display, attracted many visitors to the KDKA studios.

## Hat Designer

KDKA proudly hails its new creative genius in the field of millinery, Engineer Charley Bickerton, whose remarkable talents for hat designing were undiscovered until he came forth recently with his latest creation, a tin topper for Janet Ross of the *KDKA Shopping Circle* program.

This is how it happened: During a creative moment, Engineer Bickerton thought it would be fun to present Janet with a tin hat so he went to work in the shop. He emerged with a hat made of tin and shaped like a bird.

Amused and touched by the gift, Janet paid suitable tribute to her new hat stylist in her next broadcast.

Since that time much of her fan mail, many telephone calls and scores of visitors to her programs and the studios have mentioned the remarkable head-dress and asked to see Bickey's creation.

Want to buy, sell or trade something? Advertise in the Exchange Corner, page 15.



Pittsburgh Boy Scouts had a camping exhibit in the KDKA studios as a feature of the National Boy Scout Week. The Scouts presented six programs on February 8 when the station was turned over to them by Manager A. E. Nelson.

# NBC TRANSMITTER

VOL. 4

APRIL 1938

NO. 4

## F. E. MASON APPOINTED TO DIRECT NBC

### SHORT-WAVE



FRANK E. MASON

Short-wave radio has assumed such importance both technically and as the voice of American culture and ideals beyond our borders, that Lenox R. Lohr, president of NBC has as-

signed his assistant, Vice-President Frank E. Mason, to superintend all of the Company's activities in this field.

Mr. Mason will have complete direction of the increasingly numerous NBC broadcasts of news, entertainment and other programs transmitted to Europe and South America, and the short-wave operations of the Company.

Mr. Lohr said:

"While the licenses under which short-wave stations operate are experimental and carry no public obligation per se, the National Broadcasting Company feels that it, along with other private broadcasters, must see to it that the United States does not lag behind other nations in international short-wave broadcasting.

"In this period of world stress and widely conflicting political ideologies, it is especially important that NBC be alert to the needs of the United States for communicating its policies and actions to all parts of the world.

"Short-wave radio has become increasingly important, as improvements effected over the period of the past twelve months at Station W3XAL increased the range, and consequently the audience, which could be reached by American broadcasts.

"With his background of experience as former president of International News Service, and as Vice President in charge of NBC's Station Relations for a number of years, Mr. Mason is exceptionally well-qualified to guide our short-wave plans and their development.

"Mr. Mason has held newspaper positions of importance in various European capitals over a number of years, and, speaking several languages, he is an apt interpreter of the American viewpoint to foreign listeners.

"Since the principal feature of short-wave broadcasting is news, his experience as a journalist, and his seven years with the National Broadcasting Company, will enable him to give these highly important activities such direction as few others could bring to radio's newest sphere."

## WEAF RECEIVES PLAQUE FOR EXCELLENT SERVICE

The General Electric Company plaque, awarded annually for the best "on the air" record among stations owned and managed by the National Broadcasting Company was presented to the transmitter staff of Station WEAf, 1937 winners, at Bellmore, Long Island, on March 11. The trophy, presented by Chester Lang, General Electric Company executive, was accepted by Gerald Gray, station engineer at WEAf.

The silver plaque is awarded on the basis of the least time off the air due to equipment failures or errors of station operating personnel. In 1937 WEAf, key station of the Red Network, was off the air 3 minutes and 29 seconds, of which only 10 seconds were chargeable to personnel errors. WEAf's total time on the air during the year was 6,380 hours and 24 minutes.

The WEAf transmitter staff comprises Gerald Gray, station engineer, A. V. Giammatteo, W. A. Haerer, M. D. Holland, J. J. Lombardi, W. W. McKinley, J. A. Miller and Thomas Smith.

Competition for the General Electric plaque is limited to stations owned and managed by NBC because these observe uniform methods of computing time on, and off, the air. Competitors are WEAf and WJZ, New York City; WRC and WMAL, Washington, D. C.; WGY, Schenectady; WTAM, Cleveland; WENR and WMAQ, Chicago; KOA, Denver, and

(Continued on page 7)

## ATHLETIC ASSOCIATION OFFICERS REELECTED

At the first annual meeting of the NBC Athletic Association held in Studio 3F, Radio City, on March 10, members of the Association unanimously reelected all the officers for another year. The election followed the reading of a report by George McElrath, president, in which he summarized the activities and accomplishments of the Association during its first year of existence from March 2, 1937 to March 10, 1938.

He pointed out that over a dozen different sport activities were organized by members of the Association and several social affairs were successfully conducted. Most successful of the latter was the Company Dance held at the Hotel Roosevelt on May 7, 1937. Attended by approximately 1,200 people, the dance was a huge success—socially and financially. The receipts from that dance filled the otherwise empty coffers of the A.A., thus making it possible to finance other activities including an all-day outing for A.A. members at the Sewane Country Club on September 16 last. Another highlight of the year was the golf tournament last summer in which over fifty golfing members and their guests participated.

The resignation of Gordon H. Mills as chairman of the Rifle and Pistol Shooting Committee was announced by the President. Mr. Mills' successor will be elected at the next meeting.

Edward M. Lowell, temporary chair-

(Continued on page 7)



The WEAf transmitter staff and the General Electric Company plaque they received for having the best record for 1937 among the stations owned and operated by NBC. Left to right: J. A. Miller, Thomas Smith, J. J. Lombardi, J. M. Flynn, A. V. Giammatteo, Gerald Gray, station engineer; W. A. Haerer, M. D. Holland, W. W. McKinley.

## WHO'S WHO IN THE NBC NETWORKS

### George Engles

His three imposing titles, vice president of the National Broadcasting Company, managing director of NBC Artists Service and president of Civic Concert Service, rest lightly on his shoulders. To the galaxy of celebrities whom he manages he is just "our boss." That is what Schumann-Heink, grand old trouper, first called him, and the name has stuck.

It is just ten years since George Engles came to the National Broadcasting Company. His artists decided among themselves that this was something that should be celebrated. Recently Gladys Swarthout and her husband, Frank Chapman, invited him over to their apartment. He thought it was to be a business conference.

When he got inside the door the sound of a serenade burst upon his ears. He found himself surrounded by some of the world's greatest concert and operatic stars. With Dr. Walter Damrosch at the piano they were singing, "Du, du liegst mir im Herzen,"—that time-honored folksong whose title means "You are close to my heart." It turned out to be a surprise party in honor of Mr. Engles' tenth anniversary as managing director of NBC Artists Service.

Considering the box office value of this impromptu gathering, Mr. Engles had been greeted with a million-dollar serenade. There were Kirsten Flagstad, Walter Damrosch, Efrem Zimbalist, Giovanni Martinelli, Lauritz Melchior, Elisabeth Rethberg, Gladys Swarthout, Marjorie Lawrence, Mischa Levitski, and a score of others. From Europe came congratulatory

messages signed with the illustrious names of Fritz Kreisler, Sergei Rachmaninoff, Ignace Paderewski. From the Coast came another from John Charles Thomas.

Dr. Walter Damrosch, representing this amazing collection of musicians, presented "our boss" with a silver plaque on which were reproduced all the artists' signatures in facsimile under the inscription: "Presented to our friend and manager, George Engles, on the occasion of his tenth anniversary as Managing Director of NBC Artists Service, in appreciation of his tireless and sympathetic work in our behalf."

Which gives you a pretty good idea of what his artists think of George Engles.

Under the guidance of its managing director, NBC Artists Service in ten years has become a seven-million dollar organization,—the largest talent agency in the world. Mr. Engles and his staff look after the destinies of more than 350 artists,—that number including everything from prima donnas to trained seals and magicians. They are booked for radio, stage, screen, concert, night clubs, hotels,—anywhere that talent is used. But that's another story. This is supposed to be about George Engles.

He was born in Albany. His first job was in Proctor's Vaudeville Theater in New York. He was the boy who changed the cards on either side of the stage between the acts. Later he was made assistant treasurer of the theatre. Then he became secretary to Walter Damrosch, who at that time was conductor of the New York Symphony Orchestra. It wasn't long before Mr. Engles progressed to the position of manager of the orchestra.

The next step was organizing his own concert bureau, which soon boasted such attractions as Paderewski, Marion Talley, Schumann-Heink and others of world-wide reputation. In 1928 when the National Broadcasting Company was looking for someone to organize an artists department, it decided the best person for the job was George Engles. He accepted the invitation. The rest is history.

His job of looking after these 350 artists isn't an easy

## TWO DIRECTORS PROMOTED IN WESTERN DIVISION

Two NBC Hollywood directors were appointed to executive positions in the Program Department of the Western Division of NBC during the month of March. They are Marvin Young, who was named Assistant Western Program Manager, and Walter Bunker, Jr., who was appointed Production Manager for the Hollywood Studios.

Mr. Young, who will act as aide to John W. Swallow, program manager of the Western Division, joined NBC in 1932, coming from KFI, NBC affiliate in Los Angeles. Although he is just thirty-three years old, his experiences in radio and the theatre have been many and varied. He has managed and directed several West Coast stage productions, written three plays, directed two silent motion pictures, and written a number of NBC and *First Nighter* dramas.

Mr. Young is married, is a Captain of the U. S. Army Reserves, and lectures weekly at the University of California Extension Division on advanced Radio Writing and Producing.

Walter Bunker, Jr., who has been with NBC since 1936 as an announcer and producer will have charge of all production activities in Hollywood. A pioneer in radio and the theatre, he has been in radio since 1925 when he started as a singer on a small station in Oakland, California, following his graduation from the University of Oregon. He was identified with San Francisco stations for several years as an announcer, prior to joining Anson Week's orchestra as business manager.

Mr. Bunker has appeared in musical and dramatic stock companies in Honolulu and elsewhere, and has collaborated on several motion picture stories and radio scripts.

one. It requires patience, tact, intelligence, fortitude—and the combined talents of a diplomat, salesman and professional father. In fact it's a job that requires someone exactly like George Engles.

Everybody is going to the NBC Dance at the Hotel Roosevelt, New York City, April 22.



MARVIN YOUNG



WALTER BUNKER, JR.



George Engles, vice-president and managing director of Artists Service, is honored on his tenth anniversary with NBC. The picture shows him receiving from Dr. Walter Damrosch a silver plaque bearing the signatures of many of the world's greatest musicians. Left to right: Efrem Zimbalist, Gladys Swarthout, Dr. Damrosch, Mr. Engles, Lauritz Melchior, Elisabeth Rethberg and Frank Chapman.

## ATHLETIC ASSOCIATION ACTIVITIES

### Center Bowling League

With the close of the season of the Rockefeller Center Bowling League this month, tentative plans for the expansion of NBC's activities in the League during the 1938-1939 season have been announced by George O. Milne, Eastern Division Engineer and chairman of the NBC bowling group.

If the proposed line-up materializes according to Mr. Milne's plans, there will be a consolidation of eight or ten NBC teams competing in the League instead of two as now. At present NBC bowling activities are divided among the Rockefeller Center League on Friday nights, and the NBC Bowling League (intra-company) on Wednesday nights. A consolidation would mean greater and stronger NBC representation in the outside league.

As the season of three series of nine weeks each nears its close, NBC's record is as follows: In series one, Team Number Two, captained by Operating Engineer George McElrath, tied with three others for second place; in series two, Team Number One, with Captain Milne, tied for fourth place; and at present, as series three draws to a close, Team Number One is in third place, just a few games behind the league-leading RKO team.

Individual records ran high with Alexander D. Nicol, Accounting, and Magnus Opsal, Engineering, each achieving a season average of 176; and with Joseph D'Agostino, G. O. Milne, M. Opsal and A. D. Nicol among those bettering the 200 mark. Nicol's 243 is "tops" for single scores.

### The Last Round-Up

The last round-up of the Winter season for NBC's "horse" set, held Wednesday night, March 23rd in the ring at Aylward's, proved to be only a teaser. The dozen-odd equine enthusiasts who were to complete a series of ten jumping lessons at that time, clamored so insistently for more that the activity was extended two more weeks, to April 6th.

The final celebration was postponed, but at a pre-celebration held at Child's, 59th Street, NBCites in full riding regalia startled the orchestra by prancing around the floor a-shaggin' and a-truckin', just as though they hadn't just finished a full hour of a-postin' and a-cluckin'. The final ride on Wednesday, April 6th, brought to a close a most successful season.

NBC's Jersey riding group inaugurated its summer season with an outing held at Closter, April 2.

The riding enthusiasts of Long Island have found the Sunday morning breakfast ride most popular, and expect to start an evening group shortly.

### Telegraphers Beat Traffic

The crack bowlers of the Telegraph Room gave the Traffic Team another thorough trouncing in a return match at the Radio City Academy on March 5th. The Teletypists won all the three games of the series. The total score in games now is, 6-0, the Traffic Team having also lost all the games in the first encounter last December.

L. A. Zangaro, lead-off for the Telegraphers, took high honors by scoring 247. Al Schneider, team-mate, ran a close second with a score of 217. Both high scores were made in the first game of the return match.

Total scores for each of the three games in their order were: 992-707, 768-752, 860-759.

The lineup: TELEGRAPH: L. A. Zangaro, Al Schneider, J. S. La Touche, C. A. Kelly, H. A. Purse.

TRAFFIC: W. B. Frederick, Steere Mathew, B. F. McClancy, E. B. Lyford, T. J. Dolan.

### NBC ACE REPORTER



MAX JORDAN, NBC European representative, who, last month, thrilled American listeners with descriptions of Chancellor Hitler's coup in Austria and climaxed a special short-wave broadcast with the voice of Der Fuehrer making his first victory speech on Austrian soil in Linz on Saturday afternoon, March 12.

## NEW MEMBERS OF N. Y. GUEST RELATIONS STAFF

Five new men have joined the uniformed staff in Radio City to fill vacancies made by recent promotions. The new pages are: Alfred H. Temple, A. Ward Fenton, William H. Kennedy, Jr., Richmond L. White and Raymond H. Rheaume.

Alfred H. Temple, possessor of a deep, pleasant southern voice, comes to us from Newport News, Virginia, where he announced for Station WGH. Before that he had been salesman for an ice cream concern in Norfolk, Virginia, and guide and lecturer at Natural Bridge, Virginia. He was graduated from the Coconut Grove, Florida, High School in 1931.

Ward Fenton, a native of Cleveland, Ohio, was educated in New York City schools, at the MacJannet School in Saint Cloud, France, and at Lenox Preparatory School, in Massachusetts. He has worked in the export business both at home and abroad, and here at NBC he aspires to the announcing staff.

William H. Kennedy, Jr., another young man with announcing ambitions, was born in Indiana and attended Princeton University. He also has travelled and studied in Europe where he learned to speak French, German, and Italian.

Richmond L. White, born in Utica, New York, and graduated from preparatory school in Berkshire, Massachusetts, comes to NBC with some experience in stock companies. He is primarily interested in sound effects.

Raymond H. Rheaume worked in the acoustical department of Bell Telephone Laboratories, Inc., before coming to Radio City. He is a graduate of Stevens Institute of Technology with a degree in mechanical engineering.

### Eight Pass Audition For Announcing School

The Spring term of the NBC Announcing School in Radio City, conducted by Dan Russell, began on April 1 with eight students enrolled. The members of the announcer's training class were picked from over twenty applicants from different departments of the Company who were auditioned by Chief Announcer Pat Kelly on March 23.

All those who passed the audition are members of the Guest Relations staff. They are: Roderick Mitchell, Richard Hogue, Albert Roraback, George Brengel, Alfred H. Temple, Paul Owen, A. Ward Fenton, Jr., and William H. Kennedy, Jr.

Buy your tickets and make your table reservations for the NBC Dance NOW. Hotel Roosevelt, New York City, April 22.

## NAMES IN THE NEWS

### NEW YORK

#### Promotions:

Thomas Velotta, formerly of the Commercial Program Division, has been appointed an assistant to Phillips Carlin, sustaining program manager. A member of the Company for many years, Mr. Velotta replaces William L. Card who resigned from NBC last month in order to accept an executive position with another firm.

Robert E. Eastman has been promoted from the page staff to the Program Department where he is now assistant to Norman Morrell, assistant commercial program manager. A graduate of Ohio Wesleyan, Mr. Eastman came to New York City last summer with a scholarship in music. He joined NBC in November, 1937.

David Garroway, former guide, is now a member of the announcing staff of KDKA, Pittsburgh. His appointment was made on March 3, following an audition in which over thirty applicants were heard. (See KDKA Pittsburgh, Page 6)

Miss Louise Greene, formerly secretary to a faculty member of the Howard Medical School, who joined the Central Stenographic Section last spring is now a member of Miss Janet MacRorie's staff in Continuity Acceptance.

Miss Amelia Umnitz, former assistant fashion editor, has been appointed NBC Fashion Editor, following the resignation of Mrs. Betty Goodwin, who left the Press Division on March 31, exchanging her variegated publicity activities for domesticity.

Formerly fashion editor of Pathe News, Miss Umnitz joined NBC in March, 1937. She has had many years experience as newspaper and magazine writer and is the author of a book on music for children.

Mrs. Goodwin, who is well-known pictorially to the public as NBC's "television announcer", had been with the Company four years.

Miss Virginia Blachly, formerly of Guest Relations and a member of the Press Division since a year ago, will assist the newly appointed fashion editor.

Austen Croom-Johnson has been transferred from the production staff and made

an assistant of Phillips Carlin. He will assist the sustaining program manager in building up sustaining programs featuring light popular music. A former member of the British Broadcasting Corporation, Mr. Croom-Johnson came to NBC about two years ago.

#### Newcomers:

Guy C. Hickok, a European correspondent of many years experience, has joined NBC as a member of the Publicity Department.

Fresh from Oberlin College in Ohio, Guy C. Hickok began his newspaper career on a metropolitan New York daily at the outbreak of the World War. Three years later he went to Europe where he remained fifteen years as correspondent of the *Brooklyn Eagle*. In 1935 he went over to the McClure Newspaper Syndicate. Then he spent a year as foreign editor of the *Literary Digest*. His last affiliation before coming to NBC was with *News-Week*.

Mr. Hickok has written many articles on foreign affairs for various newspapers and magazines. He was co-author of *Arms and the Men* in *Fortune* which caused quite a furor not long ago.

Miss Alice Bradford, who has been working in the Central Stenographic Section on a temporary basis since January 1, has been made a permanent member of the Company. Formerly with Time Inc., in the promotion department, Miss Bradford is interested in writing. She has worked as a reporter for a newspaper in her home town, New Rochelle, and also has worked for a magazine called *Sports Illustrated*. Miss Bradford is a graduate of Lawrence College, Wisconsin. She is an enthusiastic horsewoman and is a member of the Athletic Association's horseback riding group.

Newest addition to the NBC announcing staff in Radio City is William E. Spargrove who comes to us direct from the Iowa Broadcasting System.

During his six years with the I.B.S., Mr. Spargrove was announcer, program director of WMT in Cedar Rapids, and director of special events for KSO, Des Moines, where he also did production work and commercial announcing.

He was born in Belle Plaine, Iowa, December 10, 1908, and studied medicine at Ohio State University where he received a B.S. degree in 1931.

Last summer, during a vacation trip to New York, he met Pat Kelly, Chief Announcer of NBC, who invited him to guest-announce several dance-band programs. He returned to Des Moines, convinced that Radio City was the spot for him, and when Alan Kent left NBC to join WNEW, Mr. Kelly sent for him to fill the vacated position.

Announcer Spargrove is single, likes good music, high-powered rifles and Scotties. He has raised Scotties for many years and has won several ribbons.

Miss Virginia Kelly of Brooklyn has joined the stenographic staff. Before coming to Radio City, she did secretarial work for a foreign trade publication, *American Exporter*.

She received her education in Brooklyn schools and St. Joseph's College.

William Bush who joined NBC in January as a temporary employee has been made a permanent member of the stenographic staff, replacing Reginald Stanborough who is now working in the Night Program Manager's office. Before coming to NBC, Mr. Bush was in Venezuela for over a year as a member of the geological department of the Venezuela Gulf Oil Co.

Joseph J. Lilley who has been indirectly connected with NBC during the past three years as a coach of several NBC stars, among them being Dorothy Lamour, Neila Goodelle and Jean Sablon, has joined the Company in the Program Department. Under a new setup, Mr. Lilley will work with Austen Croom-Johnson (See Promotions) of the Sustaining Program Division in building up NBC sustaining programs and vocalists.

In addition to acting as chief of the staff of arrangers, he will coach NBC vocalists.

Eugene Speck, former foreign correspondent for the *Chicago Tribune*, has joined the staff of the Press Division.

A newspaper writer of many years experience, he started his career in journalism with the Associated Press after attending Northwestern University. From the A.P., he went to the *Chicago Tribune* where he worked for eight years, five of which were spent as the paper's foreign correspondent in Paris and London. He covered many of the major political and sporting events in England and on the Continent during that period.

He was assistant to the head of the *Chicago Tribune's* bureau in London when he was assigned to cover the story of Samuel Insull in Greece and Turkey. He trailed the utilities magnate for months and even took the same boat that brought Mr. Insull back to the States.

Last year Mr. Speck decided to leave the newspaper business for radio, resigned from the *Chicago Tribune* and came to New York.

A native of Texas, where he was a cowpuncher before going to college, Eugene Speck, who still talks like a Texan, says it's good to be back in the States again.

**Transfers:**

Sidney Robards, former assistant news editor in Press left NBC on March 8 to join the RCA Department of Information in Radio City. A native of Kentucky where he was educated in public schools, Mr. Robards was Day City Editor of the *Louisville Courier-Journal* before he came to NBC a year and a half ago. He got his start in newspaper work on the *Daily Gleaner* of Henderson, Kentucky, in 1925.

Noel Jordan was transferred from the Mail and Messenger Section to Central Files, March 15. Mr. Jordan joined NBC last summer, shortly after he was graduated from Harvard College with the class of 1937.

Robert E. Dennison who was transferred from the page staff to the Program Department last November is now working in the Music Library.

John F. Anderson, formerly in charge of ticket distribution in the Program Department, is now working in the News and Special Events Division.

**Resignations:**

Bill Bailey has resigned from the announcing staff in order to do free-lance work. However, Announcer Bailey's voice continues to be heard over the NBC networks as a commercial announcer of various shows. He also has commitments on other New York stations.

Kelvin Keech, veteran NBC announcer who resigned from the staff in 1935 to do free-lance announcing and fulfill commercial commitments here and elsewhere, has returned to Pat Kelly's crew to fill the vacancy created by Mr. Bailey's resignation.

Robert F. Devine who did clerical and other office work in the Legal Department resigned from the Company on March 25 to enter the rookie school of the New York Police Department. A former member of the page staff, Mr. Devine had been with NBC four years.

**Marriages:**

Miss Victoria Geiger, former secretary to O. W. Farrier, television coordinator, and James Wood, Jr., engineer, who announced their engagement in February are to be married on April 23 in the chapel of St. Bartholomew's.

Miss Geiger resigned from NBC on March 23.

Einar S. Johnson, maintenance engineer, and Miss Howella McCurdy were married in the Good Shepherd Church, Brooklyn, on March 5. The wedding was a small informal affair attended only by members of the families of the bride and groom. Among those present were Mr. and Mrs. A. W. Christopher. Mr. Christopher is maintenance supervisor in the Engineering Department.

The newlyweds spent their honeymoon in Atlantic City and are now residing at 145 95th Street, Brooklyn.

Miss Helen Fencel of Stenographic was married to George R. Schleier at the Jan Hus Presbyterian Church, New York City, on Sunday afternoon, March 13.

The newlyweds went on a honeymoon trip to Florida. They returned to New York last week and Miss Fencel—Mrs. Schleier—is now back at her typewriter in Central Stenographic. Mr. Schleier is a member of the New York Fire Department.

The bride received a set of folding bridge table and chairs as a wedding present from her NBC friends.

**Stork News:**

Robert Meachem, former NBC Guide who is now at Cornell University, became the father of a baby girl on March 11.

Thomas Velotta, recently appointed assistant commercial program manager, became the father of a baby girl, Virginia Rose, on March 7. It is the Velotta's first child.

An eight-pound-nine-ounce baby boy, Eric Cushman, was born to the Howard (Announcer) Petrie's on March 30. Mrs. Petrie is better known to NBCites as Alice Wood, one-time NBC hostess.

**Miscellaneous:**

Dr. Franklin Dunham of the Educational Division, Program Department, will travel several thousand miles during this and the next three or four months to fulfill speaking engagements in various cities including, St. Louis, Kansas City and Philadelphia.



DOROTHY LEWIS (Stenographic) up during a meeting of the riding group in New Jersey. P.S. Miss can also ride a horse—and ride!

On April 1 Dr. Dunham addressed the Music Educators National Conference in St. Louis, and on April 10 he will speak on "Radio As Good Influence in Life" before the Brooklyn Alumni Sodality. His future speeches will be on various phases of the influence of radio as an educational factor.

Gordon J. Strang, Robert F. Schuetz, Edward Nolen and Joseph J. Arnone of the Engineering Department in Radio City are in Hollywood assisting in the supervision of the construction of the new NBC studios in that city.

O. B. Hanson, vice president and chief engineer; George McElrath, operating engineer; and George O. Milne, Eastern Division Engineer, were guests of honor at a dinner given by the staff of WEAJ at the transmitting station in Bellmore, Long Island, on March 23. The dinner banquet, given in the transmitter house so that the entire staff of the station might be able to attend, was in celebration of WEAJ's winning of the General Electric Company plaque for excellent service during 1937 (see story on Page 1).

Raymond Feuerstein, German-speaking guide, has been promoted in the announcing class and is now pushing buttons and making station breaks. As part of his training, he also announces an occasional early-morning program.

Miss Margaret Maloney, Chief telephone operator, has returned from two weeks' illness.

Miss Florence Schwarzer who was absent three weeks on account of illness has returned to her desk in the Photo Section in Press.

Victor van der Linde, NBC general sales counsel, returned to his office on March 30, following a month's absence caused by a broken leg resulting from a fall while bowling in the NBC Bowling League.

Guide Roderick Mitchell and Page Murdock T. Pemberton are vacationing in Florida. They motored down, planned to cross the new bridge at Key West and promised us they'd come back with a real tan. Rod, particularly, is very anxious to do something about his "Snow White" complexion.

John F. Royal, vice president in charge of programs, sailed for Europe on the Normandie on March 31 for a month's vacation abroad.

## LET'S GET ACQUAINTED

Alfred H. Saxton, Western Division Engineer, has never given a thought to any other profession but his own.

In 1936 when NBC celebrated its tenth anniversary, the young executive, who now is still under forty, chalked up a decade of service also.

Born in Babylon, Long Island in 1899, Mr. Saxton was educated at the William L. Dickson High School in Jersey City where he studied electrical engineering. He had always lived in and around New York until NBC decided to expand to the Pacific Coast and he was appointed engineer in charge of the San Francisco studios and stations.

When he was nineteen he joined the Navy. At twenty he entered the United States Radio Training School. There he learned much about the profession which was to lead him to success.

From 1919 to 1921 he was with the engineering department of the Western Electric Company. Later he became an instructor for a New York radio school where he taught wireless theory and code.

During the time Mr. Saxton worked for NBC in New York he held many posts in the Engineering Department, finally being assigned to the main control room as supervisor of operations.

As Western Division Engineer, Mr. Saxton heads a staff of seventy, including Curtis D. Peck, engineer in charge in San Francisco, and Donald DeWolf, engineer in charge in Hollywood.

Though his headquarters are in Hollywood, Mr. Saxton spends much of his time in San Francisco where NBC owns and operates Station KPO and operates the General Electric Station, KGO.

Mr. Saxton and his wife have a home in West Los Angeles, half way between the studios and the ocean. They have one daughter, Dorothy Ann, eleven.

Engineer Saxton's chief hobby is photography but when probed for further details on his diversions from radio, he admits to owning a set of golf clubs.

## NEW STUDIO FOR NEWS

The News and Special Events Division in Radio City now has its own studio in Room 404. The new studio, designed for sports announcers and news commentators who require last minute news from the teletype machines, is located only a few feet from the News Desk.



ALFRED H. SAXTON

## KDKA PITTSBURGH

by Kay Barr

### Safety Program

Dr. Ben Graham, Superintendent of Pittsburgh Public Schools, and Father Paul E. Campbell, Superintendent of Parish Schools, head a safety program which is heard over KDKA every Friday.

The program is the first in the Junior Patrol series, which will be heard on successive Fridays under the direction of Bill Sutherland, KDKA announcer. With increasing attention being paid child safety work, the series aims at giving additional incentive to safety patrols operating in the schools. The program will not be offered for commercial sponsorship but will be presented in the interest of civic and community progress.

### KDKA Heralds Post-Gazette

KDKA reached the climax of a series of thirty special broadcasts dedicated to the *Pittsburgh Post-Gazette* on March 8. It was a series conceived and arranged by Station Manager A. E. Nelson in connection with the opening of the newspaper's modern new \$1,500,000 home.

So it was also a climax for the *Post-Gazette* as well as a step forward in cementing a friendly and co-operative relationship between radio and newspapers. As the final broadcast was on the air, the presses were rolling on the first official edition from the new plant.

### New KDKA—Press Studio

Special programs were broadcast on the week of March 21 to celebrate the opening of a KDKA studio in the editorial department of *The Pittsburgh Press*. The idea was developed jointly by Edward Leech, editor-in-chief of *The Press* and Manager A. E. Nelson of KDKA.

By having a studio ready for instant use just off the news room of the newspaper, it will be possible for *The Press* to present many special broadcasts that have been physically inconvenient if not impossible in the past. Frequently the society editor, the sports editor, the dra-



DAVID GARROWAY

matic editor and other department heads will have interesting stories to tell and Radio Editor Si Steinhauser also plans to present interviews from time to time with celebrities who visit *The Press*.

From the KDKA viewpoint it will give the station's listeners a new service to news and feature stories, it will enable Dale McFeatters, the Press newscaster, to include more up-to-the-minute news in his twice-a-day broadcasts and it will give the invisible audience close touch with many happenings almost as they occur.

### Introducing Announcer Garroway

David Garroway was added to the KDKA announcing staff on March 3 and will be heard in his regular turn on station programs.

Dave comes from NBC New York where he was page, guide and guide trainer for several months. He has had announcer training under the skilled Dan Russell and was approved for the KDKA staff by the station manager, A. E. Nelson, following an audition.

Garroway is a native of Schenectady, N. Y., a graduate of Washington University, St. Louis, Missouri, and has taken extension courses from Harvard. At present his family resides in Boston. He is the author of a book on pronunciation and sounds much like the well-known Ford Bond over the air.

### Here and There

Senior Announcer Glenn Riggs used red ink in his date book when he was invited to emcee a show way out in Fort Wayne, Indiana, March 24. The entertainment was in connection with the annual meeting of the Fort Wayne Transportation Club. Delegations from Chicago, Detroit, Cleveland, Indianapolis and numerous other mid-western cities were present.

Bob Saudek, scriptwriter, recently made a speech before the Pittsburgh chapter of the American Pen Women. It was such a hit they have asked him to repeat the oration at the Radio National Forum of the National League of American Pen Women, in the Willard Hotel, Washington, D. C. at 10 P.M., April 25.

Personnel changes in Press Department, KDKA; Gertrude Schaming resigned to get married. Francis Fitzsimmons is now at the copy desk, editing the news broadcasts.

KAY BARR, KDKA Press Chief, inspects *The Daily Gleaner* in Kingston, Jamaica, during his vacation cruise to the West Indies. The picture was air-mailed to Radio City.



**WTAM CLEVELAND**

by Bob Dailey

**Florida Booster Pribble**

Florida sunshine has received a great many testimonials. But the most enthusiastic praise to be heard in these parts in some time came from Vernon H. Pribble, WTAM's manager, on his return from a vacation trip.

Bronzed and pounds heavier, Mr. Pribble was back at his desk ready to resume his duties where he left off following the strenuous dedication week and studio-moving activities.

Not only did Mr. Pribble praise the sun's rays in Florida, but in modesty he had to admit that the fishing was excellent and the golf course one of the best in the country. He caught 21 kingfish and two black groupers in one day and lowered the Pribble golf score to 75. Is there any wonder that WTAM's manager is singing the praises of Florida?

Mr. Pribble spent most of his time on the keys near St. Petersburg and was accompanied by his wife and Bob Oatley, station librarian. Oh yes, even Mr. Oatley broke his golf score of 100.

**WTAM Flashes**

Harold Gallagher, salesman, riding with the sheriff in the latter's new black maria at the head of the St. Patrick's Day parade . . . Walter Logan spending four days in New York on business . . . Soloist Jerry Brannon journeying to KDKA for a commercial St. Patrick's Day program . . . Ray Steck taking over Bob Oatley's duties as librarian while Bob was in Florida . . . Staff Pianist Dorothy Crandall getting a network solo program . . . It was a seven-pound boy, James F. Jr., at the James F. Hackett's on February 27 . . . Papa Hackett formerly was field engineer in New York before he was transferred to WTAM in 1936.

**ATHLETIC ASSOCIATION OFFICERS REELECTED**

(Continued from page 1)

man of the Bridge Committee, was unanimously elected to the head of the group which he had organized during the preceding month.

Alexander D. Nicol, treasurer, gave a very favorable financial report, declaring that the Association had weathered its first year with \$390.64 in the till.

President McElrath brought the meeting to a close with the appeal that as many members as possible come to the April meeting of the Association in order to elect new chairmen to the various standing committees.

Officers of the A.A. who were reelected are the following. George McElrath, president; Rudolph J. Teichner, vice president; Frances Barbour, vice president; Alexander D. Nicol, treasurer; and Grace M. Johnson, secretary.

**Spot News**

Derek Caplane, who has been a valuable member of WTAM's staff for eight years, resigns to take over an insurance position. It was Caplane's wit and humor that kept our spirits high, and his excellence at ping-pong that kept us trying month after month without success to capture his crown.

Eddie Leonard, WTAM's engineer-in-charge, is smiling these days. In addition to having new studios and many improvements in the broadcasting pickup system, two of the most recent developments in radio transmission have been installed in the station's transmitter at Breckville.

A marked reduction of distortion and betterment of quality resulted from the installation of a "reversed feedback" system and a compressor modifier. The improvements have completely modernized the transmitter, according to Leonard.

WTAM was the third NBC station to be equipped with the "reversed feedback" system. WEAf and WJZ getting the improvement earlier. Lester A. Looney, NBC engineer of the Radio Facilities Division in New York, made the installation

Another smile at WTAM is on the face of Walter Logan. The station musical director takes over the important network hour of 10 to 10:30 p.m. beginning Sunday, April 17, with his popular *Symphonic Variations* program.

**NBC ATTORNEYS HOLD RADIO CITY CONFERENCE**

On March 31st NBC attorneys from all the branches of the Company convened at Radio City for a two-day conference called by A. L. Ashby, vice-president and general counsel.

The conference was held to consider legal problems affecting the operations of the Company with the idea of so synchronizing the work and thought of the members of the Legal Department that uniformity of the Department's operations will be insured throughout the various divisions of NBC. The conference, stated Judge Ashby, has, as in previous conferences of the same nature, produced gratifying results in the interests of the Company.

Those who attended the conference besides the Vice President and General Counsel were E. G. Prime, Ira L. Grimshaw, Henry Ladner and Robert P. Myers of the New York office, P. J. Hennessey, Jr. of Washington, Joseph A. McDonald of Chicago and Frederick Leuschner of the Hollywood branch. R. H. Graham of NBC Hollywood was unable to attend.

**WEAF Receives Plaque For Excellent Service**

(Continued from page 1)

KPO and KGO, San Francisco. The 1936 winner of the trophy was station WGY, Schenectady.

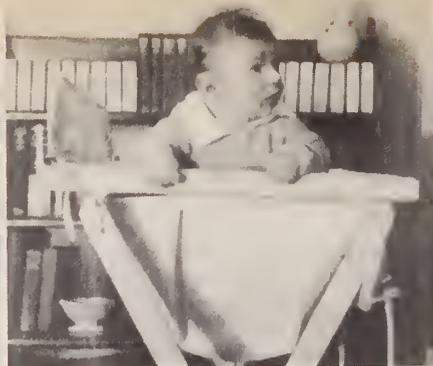


NBC ATTORNEYS HOLD A CONFERENCE IN RADIO CITY. Seated, left to right: P. J. Hennessey, Jr., Washington, D. C.; A. L. Ashby, vice president and general counsel; E. G. Prime, N. Y. Standing: R. P. Myers, N. Y.; J. A. McDonald, Chicago; I. L. Grimshaw, N. Y.; Frederick Leuschner, Hollywood; Henry Ladner, N. Y.

# WINS VICTOR RECORDS



PHIL KNEISLEY, JR.—To this interesting study of his nephew, photographed by Joe Thompson, Hollywood director, the judges of the Baby Pictures Contest awarded the third and last album of Toscanini records in the series. Through the courtesy of the RCA Manufacturing Co., Inc., Mr. Thompson will receive a complete Victor recording of Beethoven's Symphony No. 6 as played by the Philharmonic Orchestra of New York under the baton of Arturo Toscanini.



"What goes on?" wonders Stephen Michael as daddy aims the camera. Daddy is Max Bauman, accountant in NBC New York.



Dennis Alan demonstrates his boarding-house reach while Brother Aryl looks on during their double birthday celebration. Dennis was a year old on March 10 and Aryl was 3 on March 11. They are sons of A. D. Aldred, WMAQ engineer.

(Below)  
ing 1  
daddy  
Curtin  
N.Y. I



This is Gene Welsh. Her brother, Wilbur Welsh, works for NBC in Radio City in the Traffic Dept.



(Above) Robert F. Fister, nephew of Marguerite Loubiere, N. Y. Music Division.



Marie Dolan's niece, Ginger Connolly. Miss Dolan is secretary to C. W. Horn, Dir. of Research and Development.



(Above) Richard Duane Cottingham, stepson of News Editor Bob Cottingham of KYW Philadelphia.

(Right) Martha Ann, daughter of T. H. Van Cott, N. Y. Engineering Dept.

(Below) Michael must be laughing at one of his daddy's scripts. Father is Scriptwriter Edmund Birnbryer of N. Y.

(Below) "Whoopee! The water's fine." —Alice Joy Stewart, niece of Barbara Biermann, N. Y. Guest Relations.



(Below) Jack goes for a spin. His father is KOA Engineer Ruben Isberg.



Simple Simon went a-fishing For to catch a whale; All the fish that he could get Was in his mother's pail. (Fisherman Robert Judd, Electrical Transcription S

**HONORABLE MENTION**

introduc-  
whose  
dwin P.  
or of the  
Division.



"The first of the Merediths"—Jackie, 2 months old. His father is William Meredith, Chicago Continuity Writer.



Puppy Love. Believe it or not—the Don Juan (right) on the wheelbarrow is Emil Corwin before he started wearing long pants. That little amorous Emil has grown up to be editor of the NBC News Service is Hollywood's loss.



Leslie W. Joy, Jr., whose father is Station Manager of KYW Philadelphia. This picture stood out among the many pictures received for this issue and was given Honorable Mention.



C  
ES



(Above) Nancy Joan, daughter of F. C. Ahlgrin, WENR engineer.



Joseph Merkert tries out his new kiddy-kar. He has a cousin in NBC—Dorothy Michel of Traffic in Radio City.



(Left) "Tinky" is her father's favorite subject. He took this picture with an old battered camera discarded by a fellow television engineer. Her father is also a good cartoonist (see page 10). His name—Bill Eddy.



NBC Chicago Engineer Ray Bierman's daughter, Marianne.



This young lady is Sally Jane Decker. Her uncle is Howard E. Wheeler, Control Room Engineer, WGY Schenectady.



(Left) This handsome fellow is Jerry Wilson. His father is W. W. Wilson, NBC engineer in Phila.



(Below) Dick's in hot water and his father, J. D. (Scoop) McTigue is in the Press Division in New York.

ephew of Norman Ward,  
N. Y.)

# NBC TRANSMITTER

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## RECOGNITION AT LONG LAST FOR RADIO'S GREAT

The motion picture industry with its Academy Award has a tangible way of designating those of the art that have achieved excellence in their chosen field. The French Government has its Legion of Honor and the Nobel Foundation has its numerous Nobel Prizes. The NBC TRANSMITTER, not to be outdone, has decided to establish its own "NBC Hall of Fame," dedicated to the perpetuation of the achievements of the heroes—and heroines—of radio.

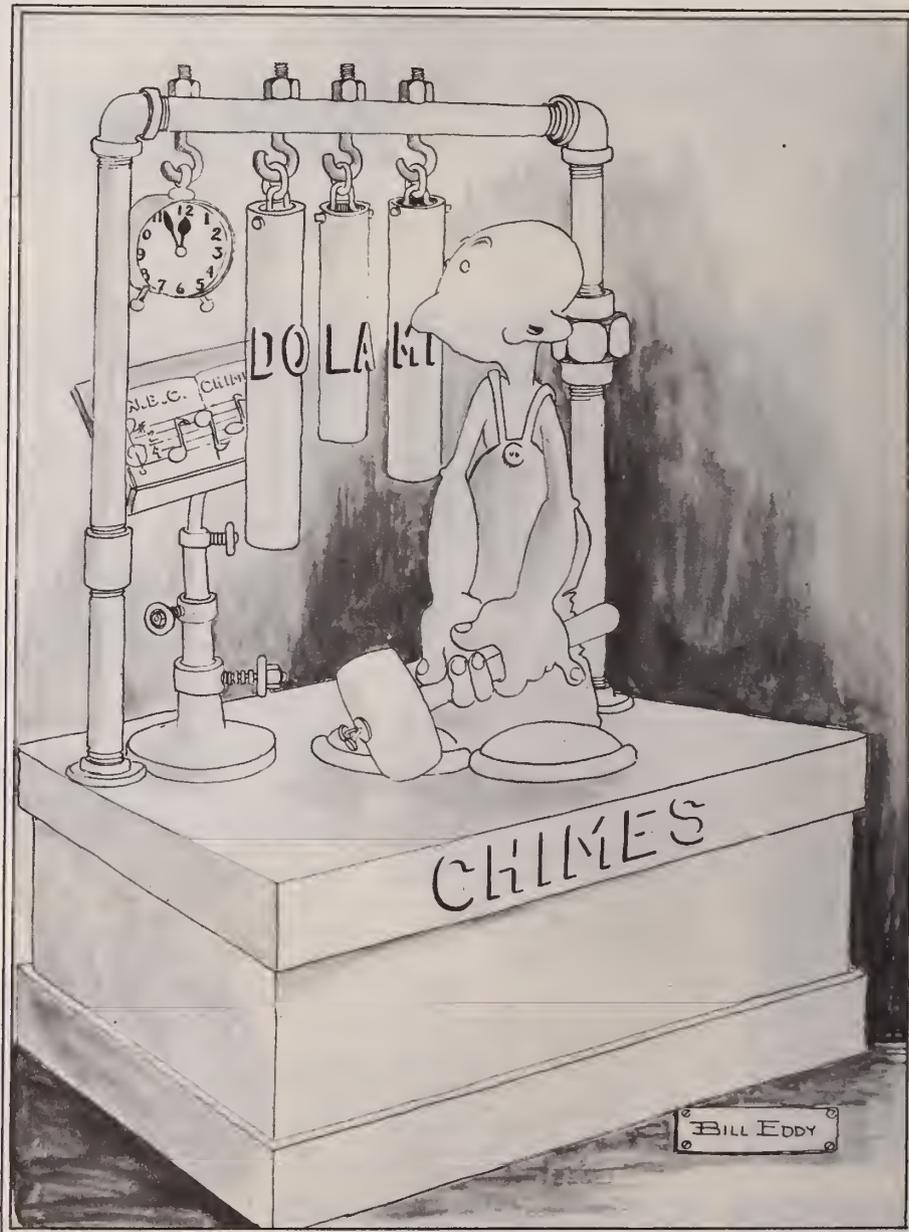
Not only do we hope to compensate in our small way the performance of duty above and beyond the requirements of the industry but we also hope to add our own mite to the new studio projects, recently completed or now nearing completion, by NBC.

Bill Eddy, television engineer and "abstract artist de luxe" has suggested a project for the construction of statues commemorating the great in Radio which would be used to grace and ennoble the interiors of NBC radio centers throughout the land.

A drawing of his first proposed statue appears on this page. In succeeding issues other cogs in the gear train of commercial broadcasting will be similarly honored until, it is hoped, all branches of the art will have their permanent memorial transcribed in stone and marble and unveiled in all their glory in the rotundas, lobbies and auditoriums of the NBC studios.

The NBC Dance is on April 22. Have you bought your ticket and made your table reservations?

## NBC HALL OF FAME



PROPOSED NBC STATUE No. 1 AND CITATION PLAQUE

In every machine there must be incorporated a limiting device—be it a relief valve or an emergency brake. The chime ringer stands alone as broadcasting's recognition of this need for termination.

Without him programs would continue ad infinitum — networks would lock and interlock at random, while vice-presidents grew grey with worry.

And so—we salute the NBC chime ringer—the essence of completion—the elixir of finis—the omega of all alphas—and join with him in another station break—"DO LA MI".

## LETTERS TO THE EDITOR

In the March issue . . . I noticed an error on top of an error in a letter from J. E. Baudino, Plant Manager of KDKA, to the Editor of the TRANSMITTER, in which he made a correction concerning the first Parabolic Microphone.

If you want the whole truth—the patent for the Parabolic (Directive-Reception) Microphone was applied for January 2, 1924, and patent No. 1732722 was issued to ME October 22, 1929. This was while I was Manager of Radio Operations for the Westinghouse Electric and Manufacturing Company, and before I came with NBC.

Therefore, the credit can be shared by NBC and Westinghouse, although the patent was filed before NBC was formed. If this controversy gets hot, I can furnish you with a copy of the patent. The first Parabolic Microphone was made out of a solid piece of concrete which weighed several tons, and required additional bracing in the studio at KDKA, and was the cause of a row between the Broadcasting Division and the Westinghouse Plant Maintenance Department who accused us of trying to wreck the building.

(Signed) C. W. Horn,

NBC Director of Research and Development.

Ed.—This matter, we must confess, has gotten out of our control. It may be necessary to have an official investigation to clear the whole matter up. And it all started because we innocently published in the February issue that "Ten years ago NBC made the first parabolic microphone out of a wooden chopping bowl."

—(Radio-Ana)

## WHO SHOULD GET IT?



Rather than commit the original drawing of the Proposed Statue No. 1 on the opposite page to the ignominy of a waste basket or a filing cabinet—there to accumulate unworthy dust—the artist, Bill Eddy, has offered to have it beautifully framed and presented to the NBC chime ringer who, in the opinion of his constituents, is worthy and deserving of its possession.

Therefore, we entreat you readers of the TRANSMITTER to drop us a card, memo or what-have-you naming the announcer whom you nominate to this honorable recognition. Each NBC signature will count as one vote.

See the next issue of the NBC TRANSMITTER for the name of the lucky man.

## KYW PHILADELPHIA

by J. A. Aull

### Esso Scoops Again

Last month the sales staff of the Standard Oil Company of Pennsylvania had a surprise first-hand opportunity of seeing how their Esso Reporter in this city ticks with "up to the minute United Press headline news." At the last session of a three-day meeting in the Ritz Carlton Hotel, Philadelphia, KYW, now broadcasting Esso news, moved its entire news department into the hotel and put on the 12:45 broadcast direct from the meeting. United Press shipped a teletype machine all the way from Chicago for the occasion. All other equipment, including personnel and typewriters, were carted over from the KYW studios.

The delegates were not told about the show until a few minutes before it went on the air. Then curtains were pulled aside revealing the miniature news room. The story break came 15 minutes before air-time when word was received of a fire in the Bellevue-Stratford Hotel directly across the street.

### 500 Cars Burn

KYW participated in the campaign for National Used Car Exchange Week by making an exclusive pick-up of a bonfire of 500 used cars. Thousands of gallons of gas were poured on the cars before they were touched off with the result that billows of smoke and soot poured over the populace. Leroy Miller, who carried on the patter during the spectacular blaze and George Haggerty, engineer for Westinghouse, were prepared with gas masks furnished by the Philadelphia Fire Department.

### New Building

Local papers are already heralding the forthcoming opening of the new KYW building on or about May 16.



KYW was on the spot with a microphone when 500 used automobiles went up in smoke and flames during the celebration of National Used Car Exchange Week in Philadelphia. Photographed during the exclusive broadcast of the bonfire are, left to right: Al Watton, Program; Jack Hammann, sales manager, and Leroy Miller, announcer.

## KOA DENVER

by James Lehmann

### Farewell Anderson

Fanfare! KOA salutes Charles Anderson. We depose our former correspondent with this issue in order to tender him congratulations and a farewell slap on the back.

Charles Anderson, popular KOA announcer and production man, has been awarded a Rockefeller Foundation Fellowship for the study of production techniques in educational radio.

Charley has been with KOA since 1936 when he left California radio to its own devices and joined the NBC staff in Denver. He received his A.B. degree from the University of Denver in 1932, and has since continued with his graduate work at that institution. For the past year he has produced the university's educational program each week over KOA.

He will begin his leave of absence the latter part of April. He knows we'll miss him so we won't mention it.

### "HO" Gauge

Add screwy hobbies. Model railroading in those diminutive proportions so popular now. Among the devotees of "HO" we note Bill Stulla, scriptwriter; Anderson and Lehmann, announcers and Carl Schuknecht, engineer.

Carl is a renegade, however, having deserted "HO" for "O" Gauge. Thus far none has had the temerity to tackle the construction of a locomotive . . . PICTURE! Several assorted freight cars serving as mantel decorations.

### Sukie Shiela O'Larry

Announcer Joe Gillespie's dog, Sukie Shiela O'Larry, Irish Setter, which is the proud mother of ten three-month old puppies, walked away with a first prize in the American-bred class at the Thirty-third Annual Show of the Colorado Kennel Club. Dogs were entered in the show from all over the country. Oh, yes—the puppies are for sale and they're registered in the field dog Stud Book (Adv.)

Sukie also won second prize in the Novice Class at the Denver Kennel Club Show last October.

### Wanted: Script for Operetta

Carl Wieninger, musical arranger for KOA, makes his appeal with this issue for an original script for a half-hour radio musical comedy or operetta.

Mr. Wieninger, whose original melodies have been aired from time to time on the networks with success, wants to thicken the plot of some clever script with music of his own composition. No lyrics necessary, says Carl; he makes them up to fit the songs and situations as he goes along.

So to any NBC scriptwriter with an extra plot or two aimlessly wandering around, here's your chance to have the waif adopted and "done right by," we're sure.

**WBZ BOSTON**

by Bob Evans

**Like Father, Like Son**

Although he's not sure whether he wants to follow in his father's footsteps, young Nat Benchley, son of the famous humorist, Robert Benchley, and student at Harvard, gave indications that he's equipped for that type of career when the song preview of the Harvard Hasty Pudding Club show was aired, coast-to-coast, from WBZ and WBZA on March 23.

A husky young man, bearing some resemblance to his father, Nat wrote and played the principal role in two sketches prepared especially for the broadcast. Despite it being his first radio appearance, young Benchley was distinctly unruffled. His script had the Benchley type of humor.

**Ping-Pong**

As promised in the last issue of the TRANSMITTER, we are now able to reveal WBZ and WBZA's ping-pong champion. From out of nowhere, came Gordon "Babe" Norris (Sales) to grab top honors after a gruelling finals match with Art Feldman (Special Events). Feldman has been pleading for a return match, but so far Norris has stalled him off with, "Go out and get yourself a reputation first."

**Mrs. Edmunds Returns**

The staff of WBZ was most happy to welcome Mrs. Frace D. Edmunds upon her return to duties as head hostess. Mrs. Edmunds was ill for six weeks and her absence keenly felt. On her first day back at work, the girls of the staff gave her a "surprise tea" in the tea room of Floor Five-and-a-Half.

**All the Way?**

Speaking of embarrassing moments, the blush exhibited by Arch MacDonald (Program) is still providing heat for the studios. Joe Lelliot, District Manager of RCA, was in the studios displaying the new RCA-Victor Symphony Radio to Office Manager "Cy" Young. To test its tone, Mr. Elliott asked for a couple of records to play on the turntables and pipe into the speaker. Young called Arch MacDonald. A few moments later, MacDonald rushed into the audition room with the two records, and just as Mr. Elliott was about to offer his thanks, he noticed that one of the records was a Brunswick, the other a Decca. Exit MacDonald slightly pink.

**Spring Fever**

While you're in the mood . . . George Harder, in charge of News and Sales Promotion, returning from Bermuda with a monogrammed "swizzle stick" . . . Bob Duffield, studio supervisor, practicing tying a white tie for his forthcoming duties as best man for Bob Morris, once of WBZ . . . everyone in general with a swell case of spring fever . . . your reporter, unable to find anything else to tell you about in this issue.

**NBC CHICAGO**

by Rudi Neubauer

**Newcomers and Transfers**

George A. Bolas joined the Advertising and Sales Promotion Department on March 1. He was formerly employed by Swift & Co., in Defiance, Ohio. His Alma Mater is the University of Michigan, where, we understand, he was a mainstay of the football eleven.

Miss Marge Kerr has joined the Press Department as writer, replacing Phil Fortman who resigned owing to ill health. Miss Kerr comes to NBC from the Fizzle Publicity organization; prior to that she served on the editorial staff of *Radio Guide*. In private life she is the wife of Phil Davis, WLW orchestra leader.

Newcomers to the Central Stenographic Division are Margaret E. Huffman, Lucille Hagen and Mary Jean Franzen.

Mary Kelly recently was transferred to the Artists Service Department as secretary to Alex Robb.

Arnold Johnson has taken over the duties of Lincoln Douglass as accountant in Artist Service following the transfer of Douglass to serve as assistant music librarian.

Ernest Schaper has been moved into the spot vacated by Arnold Johnson.

William B. Saddin has been added to the Mail and Messenger staff.

**Fore!**

C. L. Menser, production manager, and W. W. Smith, Local Sales manager, inaugurated the 1938 golf season. Playing in the rain on Saturday, March 21, they report that a good time was had by everyone except the caddies.

**Travelling Salesman**

Maurie Wetzel, manager of Electrical Transcription Service in Chicago, is now on an 8,000-mile trek through the South and Southwest, calling on NBC Thesaurus prospects and subscribers to sell them the recorded WXYZ Lone Ranger program. Maurie's car is equipped with a six-volt dictaphone, and every morning the Special Delivery Mail brings in a cylinder with the latest orders. So far we have been unable to detect the gurgling of a brook or the snapping of fish on these cylinders.

In Mr. Wetzel's absence Bill Young and Bob Ewing are keeping the home fires burning.

**WMAQ Anniversary**

April 13 marks the sixteenth birthday of WMAQ. The call letters originally were WGU. Miss Judith Waller of the Educational Department was the station manager at that time.

WILLIAM E. DRIPS, NBC Director of Agriculture in Chicago, displays his catch while J. T. Hopkins, Jr., manager of NBC affiliate WJAJ, Jacksonville, looks on. Picture was taken by Frank Schnepfer, Chicago field engineer, during a recent Farm and Home Hour pick-up from Florida. (P.S. Find the fish.)

**Crib Cries**

Father Stork visited NBC Chicago on March 10 and confined his one-day stop-over to the homes of two studio engineers, George Maher and Joseph Conn. He left a seven-pounds-and-one-ounce baby boy, Peter Staniford, at the Mahers and a lighter package, weighing five and one-half pounds and containing a young lady, Miss Carolyn, at the Conns.

Peter Staniford is the third son in the Maher dynasty while Carolyn is the first child of the Conns.

**Personal Items**

Glenn Webster, studio engineer, is back on the job after an absence of three weeks because of a broken ankle. He is quite pleased at getting back into harness as he had read all the mystery stories at home.

Friends of Eric Danielson chipped in and bought him a radio to help pass the time while he is convalescing at the Chicago Municipal Sanitarium. The boys from the Engineering Department helped out by adding head phones. Of course, it's an RCA set!

Charles Hotchkiss, Local Sales, announced that from April 2 on he will be out of circulation. On that day he is to be married to Miss Carol Jaquith of Los Angeles.

Ted Schreyer, operations supervisor, is threatening to dye his hair and grow a beard for disguise. Passing a party of visitors in a corridor, Ted was accosted by a sweet young thing with an autograph book: "Aren't you Charles Lyon, the announcer?" Two days later he was passing the door of a studio where a wild west show had just concluded and the studio audience, mostly school children, was just leaving. Suddenly he found himself surrounded by a crowd of ten-year-olds wanting to know "Are you one of the Indians?"

## WGY SCHENECTADY

by W. T. Meenam

### Statics Win Bowling League

The Statics have captured the championship of WGY's Radio Nuisance Bowling League. The team which included announcer Howard Tupper and Bob Elliot of Sales, withstood a last minute drive by the Ripples and finished two games in the lead. A feature of the final clash of the season was the surprising reversal of form shown by Elliot. Bob hadn't been able to exhibit any of his reputed skill all season and then in the final match he turned in a fancy and convincing 607 to take the high-three prize for the season. Starting from scratch, that is from absolutely no experience on the alleys, he closed with an average of 144.

The season of bowling finished in a blaze of glory with a high-low match and a dinner. Joseph Fredette and announcer Radcliffe Hall carried off the honors with a team total of 1052. Bob Elliot and Howard Tupper were in third position. John Howe, of Sales, secretary of the League, presided at the dinner and distributed the season's prizes. Mr. Hager arranged for a special prize donated by WGY.

### Announcer Tom Martin

There's a new announcer on the staff—Thomas Emmet Martin, a native of Carthage, N. Y., and a graduate of the School of Business Administration and School of Journalism, Syracuse University. Tom was managing editor of the University paper *The Daily Orange* in his

senior year and acquired membership in a group of Greek-letter societies that almost run the gamut of the Greek alphabet. He admits membership in Beta Theta Pi, Sigma Delta Chi, Phi Delta Epsilon and Tau Theta Upsilon and has all kinds of keys to prove it. While at Syracuse, Tom gave a weekly commentary of campus news from Station WSYR and that experience set his ambitions on radio. Upon graduation, he got a job with WSYR as announcer and news editor. Later he joined the staff of WIBX in Utica where his duties included announcing, news editing, special events, a street quiz program, production and continuity writing.

### Announcer-Engineer Caranchini

Silvo Caranchini, a member of WGY's announcer staff has been transferred to W. J. Purcell's engineering personnel and is now taking a daily assignment in the control room. Silvio's first love is the technical side of radio. Before coming to WGY he was chief engineer at Station WDEV, Waterbury, Vermont.

### Grover Whalen Appoints Hager

Kolin Hager, manager of WGY, has been appointed a member of the National Advisory Council on Radio for the New York World's Fair. The appointment was made by Grover Whalen, president of the Fair. By the way, both Grover Whalen and John S. Young are familiar with WGY's setup as they were in Schenectady a few months ago to take part in a short-

wave broadcast addressed particularly to the countries of South America.

### New Studios Soon to Open

With the halmy days of Spring the thoughts and hopes of the WGY staff center on the new studio building which is rapidly taking shape within fifty feet of the present studios and offices. Manager Hager is particularly interested in the dedicatory ceremonies which it is now hoped will take place the last week in May. Just at present, workmen are engaged in "floating" the studios and in running in wires.

### In Charge of G. E. Short-Wave

John Sheehan, a former heating contractor who joined the staff of WGY several years ago as announcer and singer, later becoming one of the radio broadcasting staff of General Electric, has been made manager in charge of the short-wave broadcasting activities of that company. General Electric is now broadcasting on four short-wave channels with directional antennas to Europe and South America. Two of these channels are restricted to non-sponsored programs and it is to these John Sheehan is giving most of his attention.

### Bob Elliot's Birthday

Bob Elliot, Sales, had a birthday Saturday, March 19, and he made it an occasion for a week-end visit to the family in New York City.

## NBC WASHINGTON

by Marian P. Gale

### Senate Broadcast

Passage of the Government reorganization bill by the Senate recently had commentators Earl Godwin and H. R. Baukhage on the hop. Inasmuch as the Senate, unlike the House of Representatives, has always refused to allow microphones in the chamber, Godwin and Baukhage were stationed in the Senate press gallery three floors above. They worked their broadcast in relays — one remaining in the Chamber while the other talked. When the vote finally came one of the commentators rushed up stairs to the "mike" position with the final tally. Incidentally NBC had the only broadcast of the vote on the bill.

### Kaleidoscope

George (Wheels) Wheeler, former studio guide who made his announcing debut on the WMAL *Night Watchman* program several weeks ago, is taking mikeman Bud Barry's place . . . Barry sailed for Germany on the Europa March 17 . . . He will return to this country in about four months with his bride . . . Jack Roney,

"Montana Jack," is the latest addition to the announcing staff . . . When the competitive announcers' auditions were held for the Tommy Dorsey network show recently, Dorian St. George and Bryson Rash copped the judges' decision.

Bill Crago spent a week-end in New York visiting Frank Fenton, Gertrude Lawrence's leading man in *Susan and God* . . . Gordon Hittenmark has launched a drive on his early morning *Your Time-keeper* program to raise \$5,000 for a new camp recreation building for the youthful members of the Boys Club of Metropolitan Police . . . Hittenmark is directing his appeal to the various state societies in the District . . . Night supervisor Bill Coyle made three A's and two B's in his mid year law course exams.

It's Unbelievable: Gladys Murphy is reverting to her peasant ancestry—farming window boxes for her apartment . . . Jim McGrath "Brought down the house" when he made his entrance at the Gay Nineties Ball, wearing a knee-length pink beaded evening dress . . . Helen Mobherley won \$26 on the daily double at Tropical.

### Visiting V.P.'s

NBC V.P.'s held a rump convention in Washington on March 12. Occasion was the White House Correspondents Association dinner to President Roosevelt. Attending were: Chicago's Trammell; Treasury's Woods; Program's Royal; and Washington's Russell. Prexy Lohr was at the head table.

### "Little Congress" to Radio City

Manager Berkeley's title has been changed to "Barker" Berkeley. He personally conducted 300 odd members of the "Little Congress" (secretaries to members of Congress) on their annual trip to NBC New York on April 1st.

### "Hoofprints of 1938"

Spring Fever among the feminine contingent of NBC is taking a strong equestrian bent. The young ladies who weren't able to assist at the opening of the Bowie Track on April 1 were among those present at the la-de-da socialite "Hoofprints of 1938" over at Fort Meyer, on Saturday.

# NBC SAN FRANCISCO

by Louise Landis

## Gilman Speaks

San Francisco's Commercial Club turned out en masse to greet its former president and long-time member when Mr. Gilman attended a luncheon recently as guest of honor. Almost a thousand persons filled the club's enormous dining hall to hear him talk on "Behind the Scenes in Broadcasting". Speaking, as he always does, extemporaneously, Mr. Gilman talked casually, informally and pleasantly, as unmindful of the microphone which was carrying his words out on the air as if it were not there.

One of the highlights of his talk was his description of the music lover of a few years ago, as "a man who stood in a box office line several hours in order to buy opera tickets, then hurried home to don tails and eat a hurried dinner, and in cab or whatever conveyance he used, to get to the opera house, make his way through the crush to his seat, listen to the opera and then spend perhaps several hours getting home again."

"This he did twice or at best several times a year," the NBC western chieftain said. "Now that same man goes home at night, puts on his slippers, turns the dial of his radio and writes us an indignant letter if he doesn't get at least the Metropolitan Opera!"

## Audience Mail's Friend

Wanda Woodward, sparkling-eyed head of Audience Mail ("The Duchess" to us old-timers) corresponds cheerfully with folks in all walks of life. One of her most regular writers is a prisoner at San Quentin. He is a former singer on vaudeville stages who is called upon frequently for entertainment of his fellow inmates.

With the prison "grapevine" his only source of information about late songs, he writes to Wanda for aid in unravelling some of the names of titles and publishers. Kind-hearted Wanda, of course, usually commandeers copies of the songs he wants from NBC musicians. Here are some of San Quentin's recent request-numbers: "Sing-Song in Sing Sing", "The Joint Is Jumpin'", "Lord and Lady Whoosis" and "Mrs. Lowborough, Good-bye", by Cole Porter.

## Flood Heroes

Not all the heroes of the Los Angeles flood disaster were found in Southern California. NBC is lucky to have a large assortment of "hams" on its engineering staff, and it was largely due to their efforts in conjunction with the army of amateurs in the Los Angeles area that, when all other means of communication were washed away by the flood, the big sponsored shows went on uninterrupted.

GLENN DOLBERG, new program manager of NBC San Francisco, has had wide experience in many fields of radio, in the Northwest, in Southern California, and in San Francisco.



The San Francisco emergency corps which stood by for 48 hours included George McElwain, Ed Parkhurst, Bill, McAuley, Dick Parks, Jimmy Ball and Al Aldridge. Company business, word cues for programs and numerous other details were sent and received by the amateurs who used their own sets and gave their own spare time to the job.

One of the freaks of the flood situation was the message Freeman Gosden (Amos) got through to his family in Los Angeles although he was marooned in Palm Springs. He got a telegram through to Denver, which telephoned it to NBC, San Francisco, where KGO Transmitter Engineer Dick Parks relayed it on his own short-wave set to a Los Angeles ham who telephoned the Gosden home, got a return message and sent it back to San Francisco which sent it to Denver which telegraphed it to Amos! The message traveled 6,000 miles to cover a distance of less than 100 miles.

## Named Musical Director

Walter Kelsey, violinist and conductor on the NBC staff for several years, has been named Musical Director in San Francisco.

## New Announcers

Three new announcers on Dick Ellers' staff. Euel Labhard, formerly of KFBK, Sacramento; Emerson Smith, formerly of Denver, and John Grover, who enters the announcing field after having had experience as an actor on the NBC staff here.

## Wedding Bells and Denials

Those wedding bells will ring this summer for one of the handsomest bachelors left in the Engineering Department—Buddy Sugg (oh, all right, Control Supervisor P. A. Sugg, if you want to be technical). The lucky girl is a lovely peninsula socialite, Betty Ross Taylor.

Wedding bells will NOT chime, she announces firmly, for Ruth Chapel (Press Department) and she is NOT on her way to Honolulu despite all those stories in the ship news columns of local papers. Ruth, who is the kind of subject ship cameramen will walk a deck-mile for, any day, was busily engaged seeing a friend

off to Honolulu the other day on the Titibu Maru, when one of the other members in the farewell party got a bright idea. He told the ship news men confidentially that Ruth was a passenger on the ship and that she and the departing guest of honor, George L. Meyers, were to be married in the Islands. Ruth unsuspectingly posed for pictures, and now she's still sending out denials.

## Personnel Changes

Promotions and changes are still coming thick and fast. Stanley Smith and Robert Sandstrom, formerly of the office staff, have joined the ranks of receptionists. Stan relieves Jane Burns and Ruth Miller on the studio reception desk at night, and Bob presides over the second floor desk in the daytime. Elinor McFadden has left the hostess staff for the Production Department where she is now secretary for Cameron Prud'homme.

## More Newcomers

More new faces of 1938: In the Sales Department, C. L. Blonsness, handling network sales, and hailing from KGW, Portland. In Audience Mail, Dorothy McGaha, and on the office staff Calvin Edgerton and David McNutt.

## KPO Improvements

Joe Baker, in charge of the KPO transmitter, is a busy man these days, for KPO is undergoing face-lifting and streamlining operations. Lester A. Looney, a member of the NBC Radio Facilities Division, is supervising the addition of technical equipment and other improvements which will mean higher quality transmission and an increased signal strength at Belmont. Included is an RCA limiting amplifier which will allow programs to be transmitted at a higher level of volume with even greater fidelity. By the ingenious method of feeding background noise back into the transmitter, out of phase, such noise will be virtually eliminated.

San Francisco Manager Lloyd E. Yoder and Curtis Peck, Engineer in charge of the San Francisco studios, point out that the modifications being made are part of a series of such changes designed to keep KPO up to date.

## Delectable Gadget

June Shaw of Press wears the world's most delectable gadget which is eyed with envy by every other NBCette . . . It's a tiny clip of green leather from which hang two tiny green sandals which would fit a foot about half an inch long.

Have you tried the Exchange Corner? It brings results—and it's free.

## FIVE ADDITIONS RAISE NBC STATIONS TO 150

During the month of March, NBC announced the affiliation of six additional stations with its networks; thus increasing the total number of NBC associated stations to 150. Three of these stations, KSEI, Pocatello, Idaho; KTFI, Twin Cities, Idaho, and KPFA, Helena, Montana, have already been linked with the North Mountain Group. The other new stations KGKO, Fort Worth-Dallas, Texas; KTOK, Oklahoma City, Oklahoma; and WALA, Mobile, Alabama, will be connected with the new Southwestern Group during the next two months.

KSEI, owned and operated by the Radio Service Corporation of Idaho, became available to both the NBC-Blue and the NBC-Red Networks on March 12. The station operates full time on a regional channel of 900 kilocycles with a day power of 1,000 watts and a night power of 250 watts.

KTFI, whose affiliation has been delayed by the installation of transmission circuits which is now under way, is owned and operated by the Radio Broadcasting Corporation. It broadcasts full-time on a regional frequency of 1,240 kilocycles, with a power of 1,000 watts day and night.

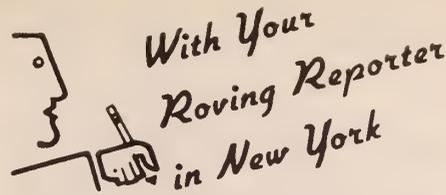
KPFA is owned by the People's Forum of the Air, and operates full-time on a frequency of 1,210 kilocycles. Daytime power is 250 watts; night power 100 watts.

KGKO, owned by the Wichita Falls Broadcasting Company, at present is located in Wichita Falls, Texas, but is being moved to Fort Worth-Dallas, where it will operate full-time on 570 kilocycles with 5,000 watts daytime power and 1,000 watts at night. Its new location will enable it to give concentrated coverage of the Fort Worth-Dallas area, the Southeast's largest market.

KTOK is owned by the Oklahoma Broadcasting Co., Inc., and operates full-time on a frequency of 1370 kilocycles with 100 watts power.

KTOK and KGKO will be hooked up with NBC on May 1.

WALA is owned and operated by W. O. Pape. It operates on a frequency of 1,380 kilocycles with a day power of 1,000 watts and a night power of 500 watts. The only station in Mobile, WALA will be linked to the networks on June 1.



Sixteen NBC guides and pages in their neat blue uniforms startled commuters at 9 a.m., on March 24 when they marched into the Grand Central to greet the great "Love in Bloom" Benny upon his arrival from Hollywood for one Radio City broadcast.

"Shucks", said one of the boys after the hubbub, "he didn't even crack one joke."

Only crack made was by southern-accented Guide Joe Allen when a photographer popped a flash bulb: "Shoot him agin, pappy, he's a revenuer!"

Robert Covell of Music Research, sang with the Schola Cantorum in the *Requiem* played by the NBC Symphony Orchestra under Toscanini's baton at Carnegie Hall last month before the Maestro sailed for home. We knew that he (Bob) played the cello but we didn't know he sang too until we spotted him in the chorus.

It's a small world. A man in North Ireland whose brother, he writes, works in the Rockefeller Center Parking Lot wrote announcer Jack Costello a fan letter of which the latter is very proud. Costello's admirer says he heard him reading news items via short wave.

A postscript requests Costello to look up the writer's brother in the Parking Lot and give him his best regards.

Soundman Manny Segal is going around impressing people with his new gold badge—captain of the Dick Tracy Secret Service Patrol.

Juan de Jara Almonte one of radio's most popular veterans, completed his eleventh year with NBC last month. One-time evening manager of the Radio City studios, he is now assistant to President Lohr.

That tenor who sang at the New York City Advertising Club Dinner on March 16 was Don Meissner . . . and the pianist was Phil Jeffries . . . both of Artists Service. Don, you remember, was once a page who gained momentary fame by placing second in one of Major Bowe's amateur programs and then going on the road with one of the gong master's units.

Some wag mailed Director Lester Vail a phoney letter asking him to act as a stooge to a temperance lecturer in a summer campaign against liquor . . . The March of Time people recently took shots

## EXCHANGE CORNER

This classified ad section is available, free of charge, to all NBC employees. Rules: forty-five word limit; no regular business or professional service may be advertised. Address ads to NBC Transmitter, Room 284, RCA Building, New York.

WANTED—A portable electric sewing machine. Call or write Suzanne Cretinon, Room 412, Ext. 736, New York.

FOR SALE OR TRADE—Portable Victrola phonograph. Barbara Buck, New York Sales Department.

SUBLET — Four-room modern, completely furnished, studio apartment, 15 minutes from Radio City, until October. Large living room, fireplace, French windows overlooking cool garden with fountain. Two bedrooms with modern opaque glass walls. Suitable for two or three persons. Apply to the NBC TRANSMITTER.

BARGAIN—For sale 1937 RCA console, model 9K, radio for A.C. Brand new tubes, mechanically perfect, finish exceptionally preserved. List price \$150—will sell for \$50. Audition on request and perhaps even terms. Call Otto Brandt on Ext. 301 in New York.

WANTED—The following back numbers of "Communication & Broadcast Engineering"—1936: Feb., Mar., Sept., Oct., Nov.; and 1937: Jan. Call or write Philip Sullivan, Guest Relations, New York.

FOR SALE—Practically new Royal typewriter at half price. Call Edna Mustor on Extension 802, New York.

FOR SALE—100-watt amateur transmitter. CW and phone. Entire equipment just two months old. Thordarson parts, RCA tubes. Single button carbon microphone. 807's in the final, modulated by 6L6's. Mounted on single sub-panel, portable type, in black crackle finished metal cabinet. Operates beautifully. E. Hammersley, NBC, 1625 California St., Denver, Colorado.

of the News Room on the fourth floor . . . John F. Royal and Abe Schechter were starred in a scene about NBC's coverage of the Austrian coup by Der Fuehrer. NBC philatelists are still talking about their annual banquet held in the Board Room last month . . . The NBC Stamp Club will soon announce the names of its 1938 officers who are being elected as this goes to press.

Kay Barr (KDKA Press Manager) and the Mrs., stopped to say hello to Radio City friends while on their way back to Pittsburgh from a West Indies cruise.

You Have A Date On  
April 22

NBC Athletic Association  
Dance

Peter Van Steeden and His Orchestra  
Hotel Roosevelt, New York

## NBC HOLLYWOOD

by Noel Corbett

### San Juan Capistrano

NBC's broadcasts of the going and coming of the golden-breasted swallows of San Juan Capistrano have made the birds so popular that at the recent homecoming over 4,000 people were in the gardens of the historic mission.

A nationwide audience heard "Buddy" Twiss, in charge of special events, give a description of the spectacle. Announcer Joe Parker produced the program, and Bob Brooke was the engineer.

Others from NBC who made the trip with their families and friends were John Swallow, Western Division Program Manager; Hal Bock, Western Division Press head; A. H. Saxton, Division Engineer; Walter Baker, Manager Building Maintenance; Bill Andrews, Night Manager; Frances Scully, Press; Murdo McKenzie, Engineer; Karel Pearson, Traffic; and Carlton E. Morse, author of *One Man's Family*. The latter spent most of the time shooting colored motion pictures.

Three years ago, at the first broadcast, there were less than twenty-five to welcome the swallows. These included Father Arthur J. Hutchinson, pastor of the mission church. Buddy Twiss, Hal Bock and Bob Brooke.

For the past 162 years flocks of these swallows have flown in, promptly on the Feast of St. Joseph. In the Fall, on the Feast of St. John, they fly away again to a destination which never has been found.

Father Hutchinson, who has watched these birds come and go for many years, has a warm friendship for NBCers, and after the program entertained them and their friends with luncheon and refreshments. Speaking for NBC, John Swallow presented the good Father with the latest model RCA combination radio and phonograph.

### Basketball

Three successive victories in the Southern California Third Annual Open Basketball Tournament have put the NBC boys in runner-up position for the championship.

Each of the games, in which Lee Bridgman, "Lefty" Lefler, Jack Creamer, pages; Ben Gage and Joy Storm, announcers; and Hal Dieker and Frank Pittman, Sound, played fast ball with perfect teamwork, were won by two lone points.

### Formerly of Radio City

In case the boys who were transferred out from Radio City haven't been writing home regularly, here's what a few of them have been doing.

Bob Moss, engineer—Is looking for daylight assignment. Somebody lifted the headlights off his car. Otherwise, he and a couple of friends are sharing a house several blocks from the studios.

Harry Saz, sound effects chief—Has proven he hasn't gone Hollywood, and that his heart is still in his work. It was his heartbeats which listeners to the dramatization of "The Telltale Heart" heard on Chase and Sanborn recently. Has a new car which his little daughter Marquette tried to wreck the other day when she pulled the gear-shift into reverse and gave 'er the gas.

Joe Kay, engineer—Has a typical California home in Beverly Hills with a fish pond and a patio. His wife is renewing old acquaintances and Kay is making new

ones—this is her hometown.

Ed Miller, engineer — Is rolling up plenty of mileage trying to see all of Los Angeles before Summer.

Carl Lorenz, engineer—Is also touring the countryside. Has gone in for deep-sea fishing.

Charlie Norman, engineer—Likes the Hollywood studios and says the small personnel reminds him of the old "711 days" back in New York.

Wendell Williams, Continuity Acceptance—Is being shown Hollywood and the beaches by fellow-worker Andy Love.

### Funny Salesman Sells Self

Wynn Rocamora, Artists' Service, recently did a good job of selling his own acting ability.

Rocamora arranged for a screen test at Republic Studios for Barbara Jo Allen, in which she was to do her Vera Vague characterization.

As he knew the theme of the character thoroughly, Rocamora agreed to play stooge before the camera and feed the straight lines.

Whether Miss Allen gets a contract is hanging fire—Rocamora, though, was offered a comedy role immediately following the showing of the test film.



These men lost hours of sleep, saw a lot of excitement when, headed by Western Division Program Manager John Swallow, they got together and put special programs on the air to tell the nation all about the recent flood that drenched Southern California. Standing, left to right: Marvin Young, Assistant Western Program Manager; A. H. Saxton, Western Division Engineer; Matt Barr, Press; Harrison Holliday, manager of KFI-KECA; Walter Bunker, Jr., production manager. Sitting: Joe Parker, announcer; "Buddy" Twiss, announcer in charge of special events; John Swallow, Jimmy Vandiveer, KFI announcer.

### Quick Pix

With summer just a matter of weeks away, Walter Baker, Manager of Building Maintenance and General Service, is again planning noontime trips to the beaches . . . Helen Aldrich, Sales, has taken up fencing . . . Rudy Vallee presented Ted Hediger, Producer, and Harry Jackson, music contractor, with handsome stop watches before he went east . . . Murdo McKenzie, Engineer, entertained Alice Tyler and Kay Phelan recently at the Brown Derby . . . Frances Scully's recent loss of voice due to a bad cold, caused Andy Devine to inquire if she were trying to run him competition.

Bill Sabransky, staff pianist, hasn't had the top up on his new cabriolet since he bought it a few weeks ago.

# NBC TRANSMITTER

VOL. 4

MAY, 1938

NO. 5

## NBC EXPERIMENT IN EDUCATIONAL TELEVISION

Television and educational history were made at Radio City on April 27 when the first demonstration of television's applications to educational work was broadcast before Dr. James Conant, president of Harvard University; Dr. Harold Dodds, president of Princeton, and Dr. Livingston Farrand, president emeritus of Cornell University.

The three distinguished American educators, as guests of President Lohr, saw the first television program designed specifically for educational purposes in the series of experiments being conducted by NBC into possible uses and applications of the new art.

Five prominent figures in educational fields appeared in the screen of the receiving set as performers in the program. They were: F. Trubee Davison, president of the American Museum of Natural History, Dr. Roy W. Miner, the museum's curator of living invertebrates, and his associate, Herman Mueller; Dr. Clarence C. Clark, of New York University, and Ambrose Lansing, Egyptologist of the Metropolitan Museum of Art.

The demonstration was probably the first in American television in which ideas and suggestions for the educational use of the new art materialized. It proved the success of combining film, laboratory experiment and expert running commentary into a single program designed for adult education. Each medium contributed its special qualities to illustrate and clarify the others and gave an indication of what the American public may expect in education by radio in the future.

## TWO STATIONS ADDED TO BLUE NETWORK

Two additions to the NBC-Blue Network on May 1 brought the total number of broadcasting stations affiliated with NBC to 152. The new affiliates are WMFF, Plattsburg, N. Y., and KMA, Shenandoah, Iowa.

WMFF operates full-time on 1310 kilocycles, with daytime power of 250 watts and night power of 100 watts.

KMA, located in a rich agricultural section, operates on a frequency of 930 kilocycles, with daytime power of 5,000 watts and night power of 1000 watts.

## General Service Holds Informative Discussions

The General Service Department in New York has just terminated an experimental informative course on personnel and management problems which was tested among some of its members. According to the various executives of the department, the experiment, which was started last November and extended over a period of five months, has produced favorable results in the interests of the Company and the employees.

The experiment, some of its main objects being the education of new employees in regard to the structure, functions and personnel of all the NBC departments, the improvement of employe relationships and a better handling of employe readjustments by supervisors, was divided into three series of round-table discussions, one for division managers and their assistants, another for section supervisors and their assistants and the third for new members of the department.

The executives met at least once a week in groups of five or more to discuss their problems. The director of the department, Walter G. Preston, Jr., presided at some of these meetings and participated in the discussions and the settling of theoretical

*(Continued on Page 9)*

## 25,000-WATT STATIONS FOR NBC SHORT WAVE

Two new 25,000-watt transmitters, enabling American radio programs to penetrate every country of Europe and all parts of South and Central America, have been installed and will go into operation in the short-wave station, W3XAL, Bound Brook, New Jersey.

Designed and built by NBC engineers, the new transmitters will operate through four directive beam systems and two non-directive antennae, occupying twenty-four acres at Bound Brook. Plans are under way to sharpen the directive beams so as to concentrate radio energy even more toward European and South American countries covered by NBC's transmissions in six languages.

Incorporating the latest developments in high frequency transmission, the new NBC short-wave transmitters will deliver international programs with higher field strength and greatly improved fidelity. The output stage of each of the transmitters consists of two water-cooled tubes delivering a maximum of 12,500 watts each to any one of the seven antenna systems. These tubes are excited by two other high frequency tubes newly developed for this purpose. The modulating stage consists of

*(Continued on Page 9)*



*NBC Photo by Desjar*

Television's place in adult education was demonstrated for the first time in America on April 27 when a special program devised by NBC was shown before the heads of three of the leading Eastern universities. Following the Radio City demonstration, Lenox R. Lohr, president of NBC, guided the visitors through the television studios. Left to right: Mr. Lohr, Dr. Livingston Farrand, President Emeritus of Cornell; President James Conant of Harvard, and President Harold Dodds of Princeton.

## WHO'S WHO IN THE NBC NETWORKS

### Vernon H. Pribble

Vernon H. Pribble, energetic manager of WTAM, can trace back most of the highlights in his life to the fact that the state of Illinois operated a rifle range within a few miles of his home and that he would rather shoot at targets than eat — even at the tender age of 16.

For it was to get the chance of using the rifle range that young Pribble got the written permission of his parents to join the National Guard while still in high school. His home then was Ridgefarm, Illinois, near Chicago.

When his enlistment was up, Pribble entered the University of Illinois. On March 26, before the United States entered the War in 1917, Pribble was in a rhetoric class half-heartedly listening to the professor. A long distance telephone call interrupted his reverie.

It was the captain of his former National Guard company. "Vern, we've been ordered to East Alton with as many recruits as we can muster. It looks like war! Will you enlist?"

Pribble stopped only long enough to tell the professor, "Sorry, I'm going to war. I didn't have my theme anyway." He was the first student on the campus to enlist.

Starting as a private, he worked up the promotion ladder during two years and eight months service and finally was made an infantry captain in command of a company of 84 men and 450 German prisoners. He was then only 24 years old.

Mr. Pribble fought in the second battle of the Somme and the Meuse-Argonne engagement. Like many Army men, he attributes his understanding of men to active service as an officer. He believes that this valuable insight, obtained indirectly because of his earlier ability with a rifle, has assisted him materially in business.

Back in the United States, the young ex-soldier joined a stock company in Danville, Illinois, but his stage career suddenly ended when he was hospitalized for a major operation. Work was scarce when he emerged from the hospital so he tried his hand at house-to-house selling of washing machines and vacuum cleaners. He was successful; and later turned salesman for Remington Rand.

His Army experience again came in handy when the *Chicago Tribune* was looking for a man who understood "army



VERNON H. PRIBBLE  
Manager of WTAM

paper" work and who could work on a promotion plan in connection with the soldier's bonus. But Mr. Pribble soon realized that a newspaper by-line was not eatable, and directed his energies toward the more lucrative business departments.

Over a course of years he worked through the classified, local, merchandising, business survey and national sales departments and when the publishers looked around for a man to manage the newspaper-owned station, WGN, they decided that Mr. Pribble had gained the necessary experience to handle the job.

Under his direction, WGN developed from a pioneer station to one of the foremost broadcasting institutions in the country.

Mr. Pribble left WGN to open a radio department for the advertising agency of Stack-Goble. From there he came to NBC in December 1934 as manager of WTAM. Though the depression was then at its worst Mr. Pribble tackled the job of building up WTAM. His ambition to make a bigger and better station was realized in February of this year when WTAM was moved into modern four-floor studios in the NBC Building.

Mr. Pribble was married in 1925 to Agnes Clark, a fellow worker on the *Chicago Tribune*. They have two children, Bunny, 9 and Betty, 11.

✓ ✓ ✓

Vacation or sports pictures of NBCites are wanted by the NBC Transmitter. Prizes for the best pictures. Read the rules of the Photo Contest on page 11.

## TELEVISION TESTS NOW ON THE AIR WEEKLY

A four-week period of experimental television transmissions from the RCA-NBC station, W2XBS, in the tower of the Empire State Building, New York City, began on April 19. The schedule calls for five full-hour broadcasts a week.

Having resumed field tests after being off the air for several months, NBC is now radiating two series of telecasts, one at an afternoon hour and the other during the evening. The evening series, composed of living talent shows and selected films, are broadcast from the NBC studios in Radio City on Tuesday and Thursday evenings between eight o'clock and nine o'clock. These television programs, although strictly experimental, are being broadcast under conditions as near as possible to those governing a regular public service.

The afternoon broadcasts, on Tuesdays, Wednesdays and Thursdays beginning at three o'clock, consist entirely of intricate test charts and still pictures. Of no entertainment value but of great assistance in judging quality of transmitted pictures and testing performance of receivers, these images are put on the air for the sole benefit of television experimenters.

Although the present series of television broadcasts is primarily for the use of NBC and RCA officials and engineers with receivers in their homes, it is reported that amateurs in the Metropolitan area also are receiving the telecasts with home-made receivers.

Good reception of the broadcasts is limited to the area north of the station, because the programs are being broadcast from an experimental antenna array on the north side of the Empire State tower. The steel and masonry of the tower itself act as a shield and prevent the ultra-short waves from penetrating directly to the south. The only signals received south of the transmitter are those reflected by tall buildings of the north. This results in multiple images at the receiver, each image overlapping the others. NBC engineers, therefore, are using receivers in the northern area.

The antenna array regularly used, mounted on the top of the Empire State tower, is being redesigned to incorporate several engineering changes in the array itself and the associated transmission lines connecting it with the transmitter on the eighty-fifth floor level. When the work is completed the station's normal service range of about fifty miles in all directions

(Continued on Page 10)

The NBC Athletic Association held its annual dance at the Roosevelt Hotel, New York City, on Friday evening, April 22. These pictures, by Guide Walter Wiebel, were taken at the dance attended by over 500 NBC members and their friends. Responsible for the success of the dance was the Social Committee composed of Miss Grace H. Sniffin, chairman; Miss Frances Sprague, Albert W. Protzman, Thomas Tart, Frank Lepore and Dom Davis.



The President of the Athletic Association, George McElrath (left), awards the first prize to the winners of the waltz contest, which was one of the highlights of the NBC dance. The winning couple are Miss Helen Sheehan and Robert Russell, of the Accounting Dept. The prize was donated by Kaufman-Bedrick Pharmacy, well patronized by NBC employees and stars in Radio City.



In between dances. Left to right: Thomas M. Reilly, Miss Mae Donovan, Robert Russell, Miss Dorothy Smith, all of Accounting, John Duggan and Miss Helen Sheehan.



Members of the Legal Department and their friends. Left to right: Harry Edwards, Miss Charlotte Boden, Rudy Wasvary, Miss Agnes Locherer, Andrew Young, Miss Cecilia McKenna, Mrs. Harry Edwards and Lester Richie.



Left to right: Guide Walter Wiebel, who took the rest of the pictures on this page; Miss Florence Schwarzer (Press); Carl Plock, Charles Van Bergen (Press); Miss Isabelle Marie Hardman, Fred Walworth (Engineering), Miss Betty Glenn, radio singer; Jack MacDonald and Miss Gertrude Pailthorp.



The judges of the waltz contest: William B. Miller (Night Program Manager), Miss Helen Walker (Accounting), George McElrath (Operating Engineer and President of the NBC Athletic Association), A. H. Morton (Manager of M. & O. Stations) and Mrs. John Bell whose husband is an NBC program director.



At this table, clockwise, from left to right: Miss Emma Little (Engineering), Mrs. Morton, A. H. Morton (Manager of M. & O. Stations), Mrs. Guy, Mrs. W. A. Clark, C. W. Horn (Dir. of Research and Development), Raymond F. Guy (Radio Facilities Engineer), George O. Milne (Eastern Division Engineer), Gustave A. Bosler (Engineering), Mrs. Milne and W. A. Clarke, back turned, of Engineering.

## NAMES IN THE NEWS

### NEW YORK

#### Promotions:

Miss B. Jean Smith has been transferred from the Promotion Division to the office of Clay Morgan, director of public relations. She is replacing Miss Grace V. Ballou who resigned from the Company last month in order to accept a position with H. Souvaine, radio producer with offices in Radio City.

Miss Smith has been with NBC three and a half years. Before going to the Promotion Division as assistant to J. K. Mason, merchandising expert, she did promotion work for Congoleum Narin Inc., and was in charge of the correspondence and shopping-by-mail departments of Bloomingdale's for almost two years.

Miss Ethel Gilchrist of the Sales Department, has been appointed to replace Miss Smith in the Promotion Division. Formerly associated with the Crowell Publishing Co., in the advertising department, Miss Gilchrist has been with NBC one year.

Edward N. Beck, formerly of the Duplicating Section, is now secretary to Music Editor Walter Koons in the Publicity Department. He is replacing Lee Blanchard who has been transferred to the Executive Offices. Mr. Beck came to NBC last December from San Francisco, where he was secretary to Alfred Hertz, well-known symphony conductor.

A newcomer is taking Mr. Beck's former post in the Duplicating Room. His name is George Robbins, a graduate of the University of Michigan, who worked in a stock brokerage firm in Detroit before coming to New York.

Gordon G. Vanderwarker, a graduate of Wesleyan University, who came to NBC from R. H. Macy, Inc., last Spring, has been moved up from the uniformed staff to the Statistical Division. He replaces John R. Carnell who resigned from the Company last month to go to Europe.

Raymond H. Rheume has turned in his page uniform for a desk in the Building Maintenance Division of General Service. A graduate of Stevens Institute of Technology with a degree in mechanical engineering, Mr. Rheume entered the employ of the Company in March.

Ary R. Moll, one-time associate editor

of the NBC TRANSMITTER, has been promoted from the office staff of Guest Relations to the International Program Division where his work will be connected with program operations. A former member of the uniformed staff, Mr. Moll has been with the Company since January 1934.

Birger Hagerth, assistant supervisor of the guide staff, has been appointed to the place vacated by Mr. Moll's promotion; and Robert C. Armstrong will take Mr. Hagerth's place on the staff.

#### Marriages:

Announcer Jack McCarthy and Miss Elinor Crafts of Oakland, California, were married in the City Magistrate's Private Chamber on April 14. Peter Bonardi of Guest Relations was best man. The bride's mother, Mrs. Elizabeth H. Crafts, flew east from California to attend the wedding.

Immediately after the civil wedding the young couple left for Florida where they were married in the famous St. Augustine Church.

Mr. and Mrs. McCarthy returned to New York from their honeymoon in the South on April 28 and are making their home in the city. Mrs. McCarthy teaches school at Woodmere, Long Island.

Guide Hugh A. Savage will be a married man when he returns from his vacation on May 12. He and Miss Viola Gannon of St. Paul, Minnesota, were married in the New York City Hall Chapel on Saturday, April 30. A religious wedding followed at St. Francis Church. Guide and Mrs. George Olenslager attended the bride and groom.

The newlyweds are residing at 39-88 49th Street, Sunnyside, Long Island, where they are at home to their friends.

The groom, who is also from Minnesota, was starred in last year's *Brass Buttons Revue*. A recent throat operation prevented him from participating in this year's pages' and guides' show which is being rehearsed as this goes to press.

#### Stork News:

John H. Baxter of the publicity staff in Artists Service recently press-agented the arrival of a new star on the Baxter horizon—a nine-pound baby girl. Friends of the Baxters who have seen the newcomer say that she is a very well behaved and quiet baby for a press agent's child.

George McElrath, operating engineer and president of the NBC Athletic Association, became the father of his first child—a nine-pound boy named Robert—on April 15.

A baby girl was born to the Tom Riley's on April 11. That makes two for the Rileys—the other is a boy.

There are three Tom Rileys in NBC. This bit of news is about the one in Press.

William Haussler, NBC photographer, became the father of a baby girl on April 20. She's the Hausslers' first. Need we say that she'll probably be the most photographed baby in NBC?

A baby girl tipping the scales at 8 pounds and 12 ounces was born to the Lester Vails on April 22. Two more girls and Director Vail will be in the same class with Eddie Cantor.

#### Resignations:

Miss Charlotte Holden resigned her position as a correspondent in Audience Mail last month in order to enter the New Jersey Civil Service. Miss Holden, who came to NBC in August, 1937, is going with the State Board of Children's Guardians as a social worker.

Miss Lorraine Fetridge (Mrs. David Ferguson), booking clerk of Artists Service, resigned on April 15 in order to devote all her time to her home and family. Miss Fetridge had been with the Company four years.

#### Engagements:

The engagement of Miss Doris Ruuth and Charles L. Townsend, both of the Engineering Department, was announced on April 10. The wedding date has not been set.

Miss Ruuth has been with the Company since 1934 and is now secretary to Development Engineer R. M. Morris. Mr. Townsend, former studio engineer in NBC Chicago, came to Radio City last fall to join the television staff. A native of Oak Park, Illinois, Engineer Townsend has been with NBC since 1931.

Jere Baxter 3rd, formerly of Guest Relations and now of the Sales Department became engaged to Miss Rowena Eloise Staats of Greenwich, Connecticut, on May 3rd. The announcement of the engagement was made by Miss Staats' parents, Dr. and Mrs. Kingsley Roberts.

Miss Staats was graduated from the Knox School, Cooperstown, N. Y., in 1933 and attended Sarah Lawrence College. Mr. Baxter was graduated from Yale last year and has been with NBC one year.

#### Miscellaneous:

William L. Card, who recently resigned from the Program Department where he was assistant sustaining program man-

ager, has returned to NBC to assist Vice President Frank E. Mason in the handling of program traffic for NBC's international short wave stations.

Engineer Robert Thatcher of the Radio City staff, who has been in Philadelphia, supervising the installation of the equipment in the new KYW studio building, recently underwent an appendectomy.

Miss Janet MacRorie, head of Continuity Acceptance, is at her home, recovering from a major operation.

Sports Announcer and Mrs. Bill Stern have returned from a brief vacation in Bermuda.

A group of about 90 members of the New York Filing Association and students of filing from Columbia University came to NBC on May 3 to inspect our filing system as part of an educational course. The NBC Central Files, which is considered one of the most modern filing systems in the city, is headed by Mrs. Myrtle Wesenberg.

Charles Anderson, former announcer and director at KOA, Denver, is in Radio City with a Rockefeller Foundation fellowship for advance study in radio broadcasting. He is concentrating on the educational phases of broadcasting and expects to be with us several months. Mr. Anderson is well-known to readers of the TRANSMITTER as their former correspondent for the NBC studios in Denver.

Miss Edna Swenson and Murry S. Harris, both of Continuity Acceptance, won the tintype contest conducted at the Athletic Association Dance on April 22. For having posed in the funniest tintype taken that night, Miss Swenson and Mr. Harris each will be presented with an album of Victor records, donated by the RCA Manufacturing Co., Inc.

### Transfers:

Miss Katherine B. Sturgess, who came to NBC from her native Vandalia, Illinois, in February has been transferred from Central Stenographic to the Personnel Office staff. Before coming to New York, Miss Sturgess taught high school in her home town. She received her college education at Webster College, St. Louis, and the University of Illinois and took a postgraduate course at Cornell University. Miss Sturgess attended business school for a short period after she gave up school-teaching and while she looked for a job in New York City.

Miss Lisa Lundin, formerly of the Personnel Office, is now secretary to Wayne

Randall, director of publicity. Since she joined NBC a year ago Miss Lundin has worked in Central Stenographic, and in the offices of W. G. Preston, Jr., head of General Service, and Dwight G. Wallace, personnel manager.

David B. Van Houten has been appointed manager of the Building Maintenance Division in General Service. He has been with NBC almost eight years.

Miss Dorothy Jorgensborg, who has been in the Traffic Department almost two years, is now secretary to Roy H. Holmes, supervisor of the Program Transmission Division.

Miss Claire Conway was transferred from the office of Douglas W. Meservey, Program Department, to that of Ernest La Prade, director of Music Research, on April 15. Miss Conway is filling the post vacated by Miss Eleanor Kent (Mrs. G. T. Duane) who resigned from the Company to devote more of her time to her home. An accomplished pianist, Miss Conway has been with NBC since last August.

Miss Helen B. Mescal, from the office of C. W. Fitch, business manager of the Program Department, is now secretary to Mr. Meservey.

Mrs. Dorothy O'Neill replaces Miss Mescal as secretary to Mr. Fitch. A native of Cleveland, Ohio, Mrs. O'Neill is a graduate of Western Reserve University and was formerly associated with the Chicago world's fair, A Century of Progress.

Miss Dorothy Allred has been transferred from the General Service Department to the Production Division of Program where she will act as secretary to program directors.

Miss Helen M. Hedeman, formerly of the Production Division, is now secretary to Thomas H. Hutchinson, director of television programs. Her place in the casting and booking office is being filled by Miss Harriet Holiday.

Miss Laverne Heuer of Stenographic is replacing Miss Marguerite Loubiere as secretary to Frank Vagnoni, assistant manager of the orchestra division, until Miss Loubiere returns from a six-month leave of absence. Miss Loubiere plans to go to Europe during her leave.

### Newcomers:

Lathrop Mack, formerly with the Associated Press in various American cities for eight years, has joined the Company as a member of the news editing staff in News and Special Events. A graduate of the University of Illinois, he also has had

two years' experience in the entertainment field as booking agent for the Music Corporation of America.

Mr. Mack is a native of Nazareth, Pennsylvania, is married and his avocation is music — especially if it swings.

Newcomers to the Mail and Messenger staff:

Robert Day, a graduate of Harvard College, comes to NBC with some experience in the real estate business. His home is in Laytonsville, Maryland.

Edward Shippen Geer, who is interested in scriptwriting, is a graduate of Princeton, class of 1937. In college, he wrote for the "Teatre Intime," a dramatic group.

A newcomer to the uniformed staff in Radio City is Efreim Zimbalist, Jr., 19-year-old son of the famous violinist. Mr. Zimbalist comes to us directly from Yale University where he has been majoring in English for the past two years.

He was born in New York City and but for two short trips abroad has been a steady resident of New York. Before entering Yale, he attended St. Paul's Preparatory School at Concord, New Hampshire.

He says his interests have always inclined to the theater and he is here at NBC to try to get a broad understanding of the radio business as a whole, with his ultimate aspiration the production staff.

Except for one summer job with Time, Inc., this is his first real job. Asked the ever-present question, he said he is not musically inclined and will not attempt to tread in his father's footsteps.

John C. Corbett, a graduate of St. John's College in his home city, Brooklyn, and a student at New York University's School of Law (evening course), has joined our Legal Department. He has had some experience with other law offices in New York.

J. E. Burrell comes from the NBC engineering staff in San Francisco to join the television staff in Radio City.

Gustav F. Hettich, formerly with the Mack Truck Corp., has also been added to the television group as mechanic and driver of the new RCA-NBC telemobile unit.

Miss Alice Purvis, although a newcomer to the Central Stenographic Section, is not a stranger to NBC. She comes to NBC from the Certified Contest Service where she worked on the NBC Tenth Anniversary Slogan Contest.

Miss Purvis is a native of Monticello, Illinois. She came to New York after graduating from high school.

## ATHLETIC ASSOCIATION ACTIVITIES

### NBC Nine Beats RKO

Baring their creaking joints to the blustery winds of Washington Heights, the NBC baseball team inaugurated the Motion Picture Baseball League with a win of 6 to 4 over the RKO nine on April 25. Behind the masterful pitching of Jim Von Frank the team managed to give four opposing pitchers the blues. Von Frank allowed only one hit and three walks in the five-inning twilight game. He pitched ten strike-outs.

The first inning opened with NBC scoring two runs. In the second they gathered one and in the third, with two men on base, Bill Hannah slammed out a triple to bring in two men, Hannah coming in on a hit by Al Williams.

In the first three innings only eleven men faced Von Frank. Every man on the squad made at least one hit which certainly looks good for the NBC team, considering the fact that no practice preceded the game.

Going into the fifth and with one man on base the RKO boys, through a series of errors, made three runs before Von Frank could stop the carnage. At this time the players were playing in the dark so the game had to be called.

Starting line-up for NBC:

Frank Crowley (Guest Relations) . . . 2b  
 Ed Nathan (Guest Relations) . . . . 3b  
 Capt. Jack Wahlstrom (G.R.) . . . . cf  
 Pete Bonardi (Guest Relations) . . 1b  
 Jim Cody (Accounting) . . . . . 1f  
 Bill Hannah  
 (Duplicating) . . . . . c  
 Al Williams (General  
 Service) . . . . . ss  
 Jim Shellman  
 (Announcing) . . . . . rf  
 Jim Von Frank (Guest  
 Relations) . . . . . p  
 NBC replacements:  
 Allan Henderson (Mail  
 Room) . . . . . 3b  
 Hugo Seiler (Mail  
 Room) . . . . . 1f  
 Joe Baricak (Guest  
 Relations) . . . . . cf

### A. A. Bowling League

The 1937-38 season for the NBC Athletic Association Bowling League came to a close on Wednesday night, April 27, at the Pythian Temple in New York when the four participating teams played their final

meet in the second series, which was won by the team captained by Henry Hayes of the General Service Department (see cut). Hayes' team placed third in the first series of the season, which was headed by Steere Mathews' team.

As we go to press two teams are being picked from the A. A. bowlers to play against the two NBC teams which have been competing in the Rockefeller Center Bowling League.

The standing of the teams in the order of their final scores is as follows:

Team (by captains)	Won	Lost
H. Hayes . . . . .	19	8
D. G. Wallace . . . . .	15	12
S. Mathew . . . . .	14	13
C. H. Thurman . . . . .	6	22

The honors for the three-game series high went to Al Frey with the total of 583. Single-game high score of 222 was taken by J. S. LaTouche.

The members of the Wednesday night group who have had outstanding scores of 200 or over during the season are Al Frey of the Mail Room; J. S. LaTouche, chief telegraph operator; Henry Hayes, General Service; Coulson Squires, Central Supply; Anthony M. Hennig, Treasurers Office; Thomas J. Dolan, Traffic; and Charles H. Thurman, manager of Guest Relations.

### Chairmen Elected

At the last meeting of the members of the Athletic Association, held in Studio 8-H on May 2, all the 1937 chairmen of the various committees in charge of different sports and activities were reelected for another year with the exception of three chairmen who were elected or re-elected at the April meeting. Vacancies in chairmanships were also filled.

The following are the chairmen who were re-elected:

Jack Wahlstrom (G. Relations) Baseball  
 Suzanne Cretinon (Sales) Gym-Women  
 Harvey Gannon (Program)—Gym—Men  
 Albert Grenshaw (Executive Off.) Basketball  
 E. M. Lowell (Gen. Service) . . . . Bridge  
 Jack Mills (Guest Relations) Ping Pong  
 Helen Winter (Treasurers) Skating  
 Katherine Hoffmeir (Sales) Badminton—Women  
 Lee B. Wailes (M&O Stations) Badminton—Men  
 A. Frank Jones (Artists Service) Golf  
 Ashton Dunn (Personnel)—Membership (Selma Wickers, Program, and C. H. Thurman, manager of Guest Relations, are also on the Membership Committee)

Henry Hayes of General Service was elected to a vacancy in the Social Committee, resulting from the resignation of Grace Sniffin. Dwight G. Wallace, personnel manager, was elected chairman for the handball group; Donald H. Castle, engineer, was elected to head the rifle and pistol shooting group and Dou Meissner of Artists Service was appointed chairman for swimming activities. Those interested in swimming were not present to elect a chairman for their group.

It also was decided at the meeting that, henceforth, twenty-five instead of thirty persons shall constitute a quorum.

Those elected to chairmanships in the April meeting were George O. Milne, Eastern Division Engineer, for bowling; Serge A. de Somov, Engineering, for tennis, and D. B. Van Houten, Building Maintenance, for horseback riding.

(Continued on Page 18)



THE WINNERS OF THE SECOND SERIES OF THE NBC BOWLING LEAGUE. Front, left to right: Joseph Hogan, Henry Hayes, George Luther. Back: Howard Selger, Al Frey and Martin Devine. John Gasko is also a member of the team, all of whose members are in the General Service Department.

# NBC HOLLYWOOD

by Noel Corbett

## Hollywood's Radio City

Construction on Hollywood's Radio City is progressing at a lively pace, and Gordon Strang, job superintendent and engineer on the project recently transferred from New York, reports that the time lost during recent heavy rains and flood has been made up.

One block down Sunset Boulevard, CBS is already installed in its new plant—bag and baggage.

NBC got off to a good neighborly start by tossing out all rivet hammers on the job and having the Austin Company weld all steel construction in a nice quiet manner.

Foundation work, which started immediately after Vice President Don E. Gilman broke ground, was finished the latter part of April and at present scaffoldings and elevator towers are jutting high above the modernistic fence built around the property.

Dedication of the new broadcasting center is set for the fall.

Other New York engineers working on the project are J. J. Arnone, who is responsible for the architectural details; R. F. Schuetz, who is in charge of the installation of the broadcast, electrical and other mechanical equipment, and Edward Nolen who is assisting Mr. Schuetz.

## Tennis Tournament

Tennis is holding the spotlight around the Hollywood studios nowadays with



**FOR SALE.** Ed Ludes, Hollywood Sound Effects, in the sail boat which he, Jack Wormser and "Bud" Miller had to paddle half way from Catalina to the mainland. Ludes had sent the sail to the laundry and relied upon an outboard motor to make the trip. The motor suddenly went dead in mid-channel. The boat is now for sale.

more than one employe pointing toward the handsome silver trophy which will be awarded the winner of the NBC Tournament being played at the Los Angeles Tennis Club.

Those competing are Lew Frost, assistant to Mr. Gilman; Walter Bunker, production manager; Ken Carpenter, Joy Storm and Ben Gage, announcers; Donald DeWolf, engineer in charge in Hollywood; Murdo MacKenzie, "Denny" Denchaud, Steve Hobart, Ray Ferguson and Paul Greene, engineers; Max Hutto, mimeograph; and Jack Creamer, general maintenance.

## Bohemian Club

Sydney Dixon, Western Division sales manager; Walter Bunker, production manager; Harrison Holliday, manager KFI-KECA; J. Anthony Smythe, Michael Raffetto and Barton Yarborough, the latter three of the cast of *One Man's Family*, spent the last weekend of April in San Francisco where they attended the 2nd Annual Los Angeles Night at the Bohemian Club.

Mr. Bunker and another club member worked out a Charlie McCarthy act to climax the evening's entertainment, which Mr. Dixon and the other Hollywoodians admitted was worth travelling five hundred miles to watch.

## Don't Give Up the Ship

Let's hope that sea-going NBCites have more luck this summer than did Ed Ludes, Jack Wormser and "Bud" Miller, soundmen, who recently set sail in Ludes' boat.

Inasmuch as the boat was up for sale, Ludes had sent the sail out to be cleaned, relying on his outboard motor to keep the craft in motion.

The motor did all right until half way over to Catalina. Then it suddenly became about as lifeless as that parrot Fred Allen tried to make talk on his program some time ago.

Worse luck developed when Ludes discovered somebody had previously relieved him of his emergency oars. Finally when it began to get dark, the boys yanked loose a couple of seats and paddled back to the mainland.

## Page Boy System

The first major step in patterning the NBC page boy system in Hollywood after the New York staff, was made when Norman Noyes was appointed Supervisor of Pages.

Seward Spencer will act as Noyes' assistant in this department which is so vital in public relations, and which has been designed by the Company to train young men to fill important openings in the different departments.

## Quick Pix

Nadine Amos, secretary to Mr. Gilman, and Madaline Lee, who plays Genevieve Blue with Amos 'n' Andy, managed to get in a pleasant weekend at Boulder Dam before the hot weather set in.

Now that the blackface boys have abandoned the desert resort, Ray Ferguson, their dial-spinner, is back in Hollywood . . . redder'n an Indian and covered with freckles.

Lew Frost, assistant to Mr. Gilman, recently spoke at a Sunday breakfast given by The Westerners, a group of 20th Century-Fox employes who meet once a month. Mr. Frost spoke on broadcasting in general and Donald DeWolf, engineer in charge in Hollywood, enlightened the gathering on the technical side.

Frances Scully, Press, was recently presented with an official police reporter badge by Chief of Police James E. Davis, at a luncheon gathering of fifty, at which she was the only lady present.

Andy Love, in charge of literary rights, addressed the Pasadena Junior Shakespeare Club recently at a gathering of fifty women.



**WINS "CHIME RINGER" AWARD.** Announcer Ken Carpenter of NBC Hollywood strikes a fitting pose as he receives news that the NBC TRANSMITTER, after conducting a poll among NBCites, has awarded him the original drawing in which Bill Eddy has immortalized the "Chime Ringer." (See Transmitter, April, 1938.)

## KOA DENVER

by James Lehmann

### Calling All Cars!

Your reporter turned thief-thwarter the other night by aiding in the recovery of four silver fox furs for a large Denver furrier (which merchant, by the way, buys KOA time). While conducting a late evening recorded program, your announcer was roused from that lethargy that creeps on about sign-off time by the sound of crashing glass. And it wasn't from the sound effects department, either. Two enterprising felons who had chosen the midnight hour to supplement their wardrobe with some silver fox scarves, were gingerly picking their way through the splintered glass of furrier's display window.

All this, visible from the sixth floor studio window, was quickly phoned to the police radio dispatcher. Meantime thieves A and B proceeded leisurely down the street with loot C draped grotesquely about their necks . . . They reckoned, however, without factor X, (i.e. one pop-eyed announcer) who was awkwardly hanging out of a window, his eye on them and 'phone in hand describing to the police their progress down the street. Police cars, arriving within two minutes, recovered the furs but the burglars escaped. P.S. Crime Never Pays (when you pick on a KOA client) . . . Just another NBC service.

### KOAGrams

The banns have been posted by Announcer Gilbert Verba and Miss Helen Spelman. The nuptials are programmed for late Spring.

KOA played host recently to charming Olympe Bradna, a young Paramount star, who visited Denver for a personal appearance at a theatre here.

Several dinner parties preceded the recent A.F.R.A. midnight dance. One such, recorded in these files, included Mr. and Mrs. T. Ellsworth Stepp, Miss Lucille Beideck, Miss Jane Weller'd, Miss Thelma Erickson, Mr. Ed Sproul and Mr. Berry Long.

### Fashion Note

Honors go to Engineer Bill Williams for bravely wearing the first white shoes of the season. Bill, defying imminent bad weather, appeared with a little pre-Easter finery (including the shoes) on one of those deceptive early spring days when every one was looking forward to Easter with raincoats and umbrellas. Result: Dishevelled engineer lost to snickering weather forecaster.

## NBC CHICAGO

by Rudi Neubauer

### Bats in the Belfry

Bill Joyce, sound technician, took a busman's holiday, when he came down to work on his day off to see the Boris Karloff *Lights Out* show. His visit was repaid when he found out how to reproduce the sound of bats flying about. The sound effect, never before attempted, was achieved by flapping leather gloves in the air.

### Engineers Fight Blizzard

During the blizzard of April, unable to pass the outskirts of Downers Grove in an automobile, the day engineering crew of WENR fought its way on foot, three and a half miles through the howling storm, to reach the transmitter building. W. R. Lindsay, station engineer of WMAQ, was forced to employ a team of horses to get his car out of the drifts and on its way to the transmitter at Bloomingdale. Marooned at WMAQ for several days were George Maki, R. A. Mingle and W. R. Lindsay. At WENR, A. R. Johnson, J. Allen, W. J. McDonnell and W. R. Crane. Emergency rations stored at the transmitters insured all hands of three squares a day.

### 27th Anniversary

C. P. McAssey entered Local Sales one day during Easter Week, exclaiming, "Well, I got it!" Questioned as to the nature of the "it," he confided that it was a present for Mrs. McAssey — the occasion being their 27th wedding anniversary. Mac received the congratulations of the entire Local Sales Department, and their wishes for 27 more happy years.

### Here and There

Ray Kelly, sound chief from New York, was in Chicago on a tour of NBC M. and O. stations.

C. L. Menser, production manager, was toastmaster at a meeting for alumni representing 26 Ohio colleges at the Hotel Sherman, on April 9.

Eddie Stockmar, Program Traffic, turned down an invitation from his colleagues to play poker one Thursday night. Friday night he was held up by three ruffians and had to give up thirty-five dollars to the boys with the rod.—Very selfish of Eddie not to let his co-workers have first crack at him. Don't you think?

Now all Everett Mitchell, senior announcer, needs is a horse. The veteran NBC Farm and Home Hour announcer has received many odd gifts from listeners during the 15 years he has been in radio. He has assembled quite a collection of Americana as a result; but his latest gift, a home made hand-knotted fly net such as horses wore during the summers of a bygone age, takes the cake.

Miss Gentile of Central Files was surprised on her birthday, April 22, with a corsage presented to her by the girls from the General Office . . .

Miss Frances Dixon of the production department received two dozen roses the other day, but, she won't tell who sent them or why . . .

Miss Gertrude Schmidt, Central Stenographic, has definitely committed herself to a July wedding. David O'Connell of Chicago is the lucky man.

E. G. Eisenmenger, studio engineer, was married on April 30th to Miss Phyllis Regan of Chicago.

### Newcomers and Transfers

Thomas G. Hargis replaces Howard Keegan, who resigned from the Production Division . . . H. Gilbert Martyn, Jr., former California announcer and more recently with WLW, Cincinnati, has joined the announcing staff . . . Leslie Edgley back on the Continuity staff after an extended "leave of absence" . . . Additions to the engineering force as Vacation Relief Engineers are George J. Maki, assigned to the WMAQ transmitter, and Woodrow R. Crane assigned to the WENR transmitter . . . Jack Ryan, former newspaper and public relations man, has been added to the staff of the Press Department . . . Verl K. Thomson acted as temporary replacement for Charlie Lyon, during Charlie's "leave of absence."

### Fingerprinted

Marcelle Mitchell of Network Sales was elected publicity chairman of the Women's Advertising Club of Chicago and editor of *Ad Chat*, the monthly paper of the Club. Miss Mitchell has just returned from an eastern vacation, during which she visited Radio City and also the NBC studios in Washington, D. C. In the latter city she was fingerprinted in J. Edgar Hoover's Department of Justice. Watch your step, Marcelle! It pays to be good.

## WBZ BOSTON

by Bob Evans

### "Lefty" Gomez

Guests at the Hotel Bradford and people hurrying home through the rain after work were brought to abrupt attention about 6:00 P. M., Monday, April 18, by the wail of a police siren and the screeching of brakes as a big green sedan came to a stop in front of the hotel's marquees. Four large men, clad in tan polo coats, emerged from the car. Camera bulbs flashed, and the crowd immediately recognized the celebrity of the foursome which was comprised of Don Langan

of Newell-Emmett agency, Arthur Flynn of *The Sporting News*, your own reporter, and Vernon "Lefty" Gomez, star southpaw of the world champion New York Yankees.

Autograph seekers, who somehow or other, always seem to be equipped made a dash for the southpaw pitching ace, but Gomez had no time for them on this occasion. He was in a hurry to join Paul Douglas in the studios of WBZ where the first Chesterfield Sports Broadcast of 1938 hit the coast to coast lines at 6:30 P.M.

The show went on without a hitch, with Gomez turning as good a performance before the mike as he does on the pitching mound.

### NBC Trounces CBS

The good old honor of NBC was strongly upheld Tuesday evening, April 26, when the WBZ varsity ping-pong team, accepted the challenge of, and decisively defeated a team from WEEI, CBS Boston outlet. The match, played on neutral tables at the Towne Table Tennis Club, saw the WBZ outfit whitewash the opposition, winning five matches to WEEI's none. Gordon "Babe" Norris (Sales) and WBZ champion, Arthur Feldman (Special Events), Chris Sykes (Sales) and Wright Briggs, staff musician, were all in tip-top form and won handily. However, the worst blow to the CBS paddle wielders was the defeat handed their sterling George Dunham. Your reporter was originally scheduled to face Dunham, but was unable to play because of sickness. After talking the matter over, Captain Norris decided to substitute Miss Ruth Higgins, secretary to Office Manager Cy Young, and the decision proved a stroke of genius. Miss



Vernon "Lefty" Gomez (right), ace New York Yankee southpaw, tries to pitch himself out of a tight spot on the inaugural coast-to-coast Chesterfield Sports broadcast with Paul Douglas (left) from WBZ studios, April 18. Bob Evans, NBC Boston sports announcer, appears amused at Lefty's plight.

Higgins completely overwhelmed Dunham, three games to none. Any other teams wishing to cross racquets with WBZ will please contact yours truly, and we'll see what kind of a financial settlement can be made.

### Moonfish Bowes Gives

Goldfish seem to have captured the staff's fancy these days. A couple of weeks ago Josephine White, Traffic, merely dropped a remark that the Traffic office might be greatly enhanced if they had a bowl of goldfish. Little did she realize that her casual statement would take form immediately, but upon her arrival at the office the next day, there was Traffic Manager Gordon Swan diligently trying to arrange various species of seaweed in the newly purchased aquarium. There were also three almost microscopic fish swimming around the tank. That was three weeks ago. Now there are more than a dozen goldfish and three snails residing in the glass house. It seems that a number of the boys and girls had rushed down to a pet shop and bought their own entries. Each fish is named after the person who purchased it. We can't see where there's anything odd about that, but explanations were in order when the cute little moonfish, bearing the name of Frank Bowes, sales Manager, gave birth to three young ones.

### News Flash

Discovered between broadcasts: While home for a week-end in Little Falls, N. Y., Special Events Feldman wined, dined and took his lady fair to the movies all for a dollar and sixty-five cents — tips included. (Those steaks must have been cut with a razor.)

## General Service Holds Informative Discussions

(Continued from Page 1)

and actual problems dealing with personnel and administration. The case system was used to solve problems dealing with the handling of difficulties with subordinates, associates and superiors.

Discussions were conducted with the object of bringing about a closer and more efficient coordination of the functions of the various divisions and sections of General Service. Subjects dealing with employees that were studied and discussed were leadership qualities, job satisfaction, security and the handling of grievances.

The meetings of supervisors and their assistants were led by Ashton Dunn of the Personnel Office. Their discussions covered various subjects including theory and principles of administration, administration problems and actual operating problems.

The informative educational courses for new members which were conducted by Mr. Dunn are still being given whenever new employees are engaged. Small groups of five or more are formed for this course which lasts about a week for each newcomer to General Service.

The course, whose primary purpose is to acquaint new employees with the set-up of his and other departments, includes a study of the history of RCA and NBC, the regulations and policies which affect the employees and other general subjects pertaining to radio and NBC.

Mr. Preston is satisfied with the results, to date, of the experiment and plans to resume the program in the fall as an all-inclusive and permanent part of the General Service Department.

## 25,000-Watt Transmitters for NBC Short Wave

(Continued from Page 1)

two great water-cooled tubes, each doing the work previously done by six tubes. Design of the transmitters will greatly reduce background noises in the short-wave transmissions.

Completion of the new transmitters by NBC follows closely on the announcement of Frank E. Mason, NBC vice-president, as director of all of the Company's activities in the field of international short-wave broadcasting. Added to the recent enlargement of the NBC International Short-Wave Division, these developments indicate that NBC intends "to see to it that the United States does not lag behind other nations in international short-wave broadcasting."

Vacation or sports pictures of NBCites are wanted by the NBC Transmitter. Prizes for the best pictures. Read the rules of the Photo Contest on page 11.

# NBC TRANSMITTER

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

VOL. 4 MAY, 1938 No. 5

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NBC TRANSMITTER

Room 284, RCA Building, New York  
 Circle 7-8300, Ext. 220

## TELEVISION TESTS NOW ON THE AIR WEEKLY

(Continued from Page 2)

will be restored. W2XBS has occasionally been picked up as far away as seventy miles.

During the period that W2XBS was off the air, new program techniques and devices were developed by the NBC television production staff while the engineers made important changes in the system of transmission. The results of these changes and developments are now being observed.

With definite technical standards yet to be established for common use of television transmitters, the experimental period will enable associated NBC and RCA research men to obtain engineering data for assistance in the formulation of such basic standards. Television will probably be a competitive activity in the United States and broadcasters recognize the necessity of adopting uniform technical standards in the interest of the home audience. A single receiver must be capable of being tuned to all television stations in a locality.

The all-electronic system to be used in the tests was developed by the RCA laboratories. It transmits pictures in 441 lines at 30 frames a second. Picture signals are broadcast on a frequency of 46.5 megacycles and accompanying sound is on 49.75 megacycles.

## NBC HALL OF FAME



Proposed NBC Statue No. 2 and Citation Plaque.

## TRANSMISSION ENGINEER

*The modern counterpart of the Dutch Boy at the dyke with an unlimited flood of syllables and monosyllables at his finger tips . . .*

*His is the province to cross-connect fireside chats with radiator programs or introduce a bar of swing into Beethoven's 9th Symphony —*

*His future depends on his getting in a plug at the proper time — a function common to radio —*

*And so — to this constable at the intersection of the airways we bend in humble salute, dedicating this meager ton of granite to the perpetuation of his memory.*



*Take It  
Away*

Letters to the Editor:

### "DO-LA-MI"

All musicians who read the NBC TRANSMITTER (April, 1938) will be conscious of the horrible mistake which Engineer-Artist Bill Eddy has made. The NBC chimes are not DO-LA-MI, but SOL-MI-DO, and the key is not G but C. Besides, the picture shows the chime ringer looking at music which contains the notes LA-SOL-DO in the key of G. Perhaps that accounts for the fact that he looks as if he were in a perplexing dilemma, and ready to strike the alarm clock instead of the chimes.

LAWRENCE ABBOTT

Ed. — Below is Mr. Eddy's reply. The Editor refuses to become involved in this musical schism.

My dear Mr. Abbot,

So that is what all those little dots mean on sheet music—I've often wondered.

To be brutally frank, Mr. Abbot, I am surprised at your immediate condemnation of my new swing arrangement of SOL-MI-DO. Possibly this modern version, DO-LA-MI, might have more umph—I wouldn't know.

I feel, however that until my arrangement has been tested on the air any further discussion would tend to stultify the inventive genius of the younger generation who read the TRANSMITTER. Yours truly in the key of G,

BILL EDDY

### Radio City Hospitality

Hailing, as I do, from that portion of the South where real hospitality and friendliness reputedly begin, it is with real pleasure that I recognize those same qualities up here in Yankeeland.

Virginia can offer no finer spirit in any of its organizations than that I have seen demonstrated here at NBC. Though I have been here but a short time, to date I have encountered nothing but real friendliness and sincere efforts to assist me in becoming part of, in my opinion, the finest organization in the radio world.

Such fraternity is really refreshing in this otherwise rather arid city.

FRED TEMPLE (Guest Relations)

Prizes for candid pictures of NBCites and their activities. Send your pictures to the NBC Transmitter before May 24.

## WTAM CLEVELAND

by Bob Dailey

### Paul Whiteman's Visit

Walter Logan was host to Paul Whiteman and a group of friends at a dinner party following a network broadcast May 1st during which Whiteman appeared as guest conductor of Mr. Logan's 50-piece orchestra. The famous orchestra leader was in Cleveland for a benefit show.

Mr. Logan has been more than busy these past days. He was conductor for the International Water Follies' orchestra at the Arena, and has started rehearsals for a new Sunday network program.

### WTAM Notes

Program Secretary Edith Wheeler showing the town to Al Rickenbacker . . . of the Indianapolis Speedway and brother of Flier Eddie Rickenbacker . . . Bob Dailey returning from trip to New York Press Department . . . Announcer Russell Wise being nominated as station's most versatile story teller . . . Salesman

Harold Gallagher getting only a couple hours of sleep nightly while his three young children have the measles.

As usual, the first real spring days found WTAM's golfing enthusiasts out on the courses. They include Vernon H. Pribble, Tom Manning, Bob Oatley, Russell Carter, Alvin McMahon—and two amateurs, Jane Weaver and your correspondent.

Derek Caplane, who left WTAM, after eight years, to work for an insurance firm, receiving a traveling bag from the staff . . . George Hartrick, WTAM announcer, wearing goat-skin chaps while singing in the Rodeo at the Arena . . . Salesman Russell Carter spending two weeks ill in the hospital and at home.

The mother of Hal Metzger, program director, died in Hazelton, Pennsylvania, April 23rd, after an illness. Many of the station's staff attended the funeral in Lorain, Ohio, where Mrs. Metzger made her home.

## WIN THIS ARGUS CANDID CAMERA ENTER THE NBC TRANSMITTER PHOTO CONTEST



Beginning next month the NBC TRANSMITTER will conduct a photo contest in which you may win an ARGUS candid camera (worth \$12.50) or a copy of the beautiful NBC SYMPHONY ORCHESTRA book (see review on page 12) which recently was published by NBC. The Argus camera is being donated by PARKER & BATTERSBY, Radio City camera shop, well-known to NBC employes and artists for their excellent work in printing and developing.

### READ THESE RULES

You don't have to be an expert photographer to enter this contest; pictures taken with a box camera will have as many chances of winning as those taken with one of those two-hundred-and-some-dollar candid cameras. Just send us pictures that will comply with the rules below. Type of pictures wanted:

1. Candid shots of NBC personalities (maybe one of your boss biting into a ham on rye).
2. Pictures of NBC activities or buildings.
3. Vacation pictures of yourself or other NBCites.
4. Pictures of NBC sporting events.

### Specifications:

1. Do not send negatives. Send prints not smaller than 2¼" x 3½".
2. Give names of persons in picture and their NBC titles or departments.
3. Give your own name, department and NBC division.
4. Send your pictures for the first contest to the NBC TRANSMITTER, Room 284, National Broadcasting Company, 30 Rockefeller Center, New York, before May 24. Pictures received after the deadline will be held for subsequent contests.
5. Three judges will pick the winning pictures. Pictures will be judged on their popular appeal, humor and photographic quality.

SEE THE JUNE ISSUE FOR THE WINNING PICTURES.

## NBC SYMPHONY BOOK IS ARTISTIC, INFORMATIVE

Let it be made clear at the very outset that this is strictly "sustaining" copy. The commercial plug lurks at the bottom of this column in the editor's footnote.

The real object of this piece is to give a little blast to the book on the NBC Symphony Orchestra which has just been published by the National Broadcasting Company. A *little* blast because we don't have room for one big enough to do it justice. It's a nifty little first edition—very nicely turned out, tastefully bound and with illustrations and drawings that are a major part of the book's charm.

Hendrik Willem van Loon has written the foreword, in which he outlines the progress of musical history from the zing of the first arrow (the bow was the original stringed instrument) right down to the last word in symphony orchestras—the NBC Symphony Orchestra, "the first full-time, full-sized symphony orchestra established by and for radio in the United States."

NBC Music Editor Walter Koons' contribution to the book is an account of the why, wherefore and how of the orchestra and biographies of its conductors which are thoroughly good reading.

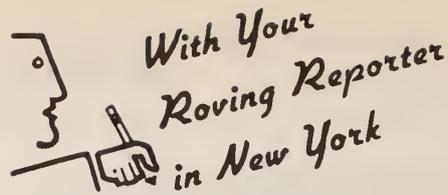
Then, there are compact and informative little sketches on the personnel—colorful glimpses into the personalities of those excellent men who make up the orchestra. Philip Kerby (NBC Sales Promotion Division) merits special commendation for his clever handling of these brief biographies.

The bulk of the book contains the splendid charcoal portraits by Bettina Steinke who has turned out some exceptionally fine work in her studies of Toscanini, Monteux, Rodzinski and the members of the organization. Many of her sketches were based on camera studies made by Ray Lee Jackson, NBC portrait photographer. William Haussler and Sydney Desfor, NBC staff photographers, have contributed striking shots of Maestro Toscanini in action, as well as other pictures of the orchestra and conductors in rehearsal.

All in all, the book is eminently worthwhile. And now for the plug.

Ed.—New York members of NBC may obtain copies of the first edition of the NBC Symphony Orchestra book by applying in person to Anthony M. Hennig in Room 313, NBC New York. NBCites not in New York are requested to place their orders with their local station managers. The retail price of the book is \$1.00 per copy, but the Company is absorbing the cost of distribution to employes, thus reducing the price to 90c per copy.

Every member of NBC is a reporter of his or her newsmagazine — the NBC Transmitter.



## NBC AIDS IN GREATER NEW YORK FUND DRIVE

Walter G. Preston, Jr., Director of General Service, has been appointed a member of the Committee on Employee Solicitation of the Greater New York Fund which recently launched a campaign to solicit contributions to supplement finances of private welfare and health agencies. Firms and employe groups throughout New York City are being organized to solicit contributions to the \$10,000,000 campaign. Mr. Preston is responsible for the solicitation of employes in the radio, entertainment, chain store, movie, export and import and maritime industries.

The campaign is New York's first united appeal to business interests and employes in behalf of all private welfare and health work and is similar to campaigns which have been carried on successfully in other large cities.

The employe organization is to be represented in each factory, warehouse and office by a local committee headed by a company chairman and including a group of volunteer canvassers. Committees of executives are being formed to canvass firms in each trade and industry.

The Employes Committee of the Fund has suggested a common basis of contribution by employes of one day's pay. Under the Fund plan, New York employes will be able to budget for a single annual gift to all forms of charity and health work in place of the unpredictable number of appeals to which employe group contributions have been requested in the past.

Horine who, according to newspapers last month, attended the School for Prospective Fathers at the Maternity Center Association in New York City is none other than our own Agnew H., of the sound effects staff—we know because we saw his picture in the *Daily News* showing him in a perplexed pose attempting to diaper a baby doll.

This corner recommends the *March of Time* picture depicting NBC's scoop of the Nazi coup in Austria, "the world's biggest news story since the World War days" . . . it's definitely four-star stuff. And it features almost every member of News and Special Events, including John F. Royal, Abe Schechter, Milton Burgh, Pat Kelly, Don Goddard (whose close-ups were excellent), Francis McCall, Bill Stern, pretty Virginia Latimer and others.

A group of theatrically-minded NBCites are banding together to form a drama group . . . rumors are that it promises to be slightly better than amateurish . . . CURTAIN!

This reporter has found the biggest fish in NBC. It's in the Sales Department behind a glass door marked "F. M. Thrower, Jr." You should see it. It's a handsome ninety-pound tarpon, over five feet long and beautifully mounted. Startles a lot of people, says Secretary Florence Marin.

Salesman Thrower has an affidavit to back his story that he himself caught it in the Gulf, off the Florida coast. He brought the fish to his office not because he wanted to show it off but because Mrs. Thrower wouldn't have the thing in the house.

Page De Vere Engelback has been guesting on the *Easy Aces* program . . . he also wants to sing opera some day . . . Leonard Braddock, recently made head of the new Information Division and Dwight B. Herrick of Guest Relations were seen and heard discussing engagement rings displayed in the window of a Radio City jewelry shop. When queried, both gentlemen denied anything but academic interest in the sparklers . . . "Just killing a lunch hour," they explained. Yet, we can't help thinking that Spring might have had something to do with it.

Oddities: NBC employs two gardeners—Thomas Sprague for the grounds of the WEAJ transmitter at Bellmore, Long Island, and Joseph Stemple to whom is entrusted the horticultural beauty of the NBC Blue Network transmitter in Bound Brook, New Jersey.—WJZ.

If you see News Editor Francis McCall wearing a new spring suit its probably a present from his wife who recently won \$1,400 at Bingo while vacationing in Miami, Florida.

Dame Fortune has also favored this writer—the other day while waiting for a subway he guessed his weight and got his penny back from the weighing machine—plus a little card with Marlene Dietrich's picture saying that he gets along with people who like him and that some day he'll be famous and rich.

Ho . . . hum . . .

Otto Brandt of Station Relations wants it known that he is NOT the same Otto Brandt who placed a recent ad in the Personal Notices column of a metropolitan newspaper: "Not responsible for debts of my wife, Sophie, . . ." "Why, I'm not even married," explained NBC's Otto Brandt . . . On the other hand the Agnew

# KDKA PITTSBURGH

by Kay Barr

## "Admiral" Nelson

Some of the newspaper boys started it. But the idea has caught on. KDKA's manager is now "Admiral" Nelson. They never would have picked such a monicker if "A. E." was not qualified to have it. Ever since he took command last September he has been winning one battle after another.

His latest conquests have been of the annual show of the Electric League of Pittsburgh, the launching of the baseball season and of the visit of the RCA pullman exhibit of sound amplification equipment.

Two or three preliminary programs heralded the opening of the Electric Show at Motor Square Garden April 16. Mayor Scully headed a list of notables and May Singhi Breen and Peter de Rose came in to head the entertainment personnel for a big show at the Garden the night of the opening.

On April 18 KDKA practically moved to the Garden. A special broadcasting stage had been set up and before the Show closed, April 23, KDKA had put on 41 broadcasts and more than a dozen stage shows from the Garden.

Al Pearce, Arlene Harris, Andy Andrews and others of the "Gang," brought it all to a climax the last two days and packed the place with customers.

Meantime the baseball season busted wide open and the Pittsburgh Pirates got off to a running start. Mrs. Barney Dreyfuss, Mayor Scully, all the sports editors and other big shots extended greetings on

a program the night before the Pirates got home. Next morning KDKA greeted the players with a broadcast at the Pennsylvania station, there was a parade of floats and things and then the first home game that afternoon, April 22.

And five special programs were presented by KDKA from the RCA car during its three-day visit in Pittsburgh.

Almost 133 years ago Admiral Horatio Nelson made history by declaring that "England expects every man to do his duty."

"Admiral" A. E. Nelson of KDKA has not said anything like that to his staff. Such a remark is unnecessary on the good ship, KDKA. The whole crew knows what is expected.

From "Captain" Bill Jackson down the line to the humblest seaman, they're layin' heavy on the ropes and steering a straight course. "Commander" Clarence Pettit is sustaining his chief with a variety of versatile talent; "Lieutenant Commander" Dave Dickson is proud of his business log; Joe Baudino, "Lieutenant, Senior Grade," has charge of communications.

Derby Sproul, "Lieutenant, Junior Grade," is setting new sales (programs) every day or two; "Ensign" Charley Urquhart is riding high as always with his six-foot-four altitude above sea level. As warrant officer, "Chief Gunner" Ted Kenney is assisting Baudino in throwing out the lines; "Chief Petty Officer" Bob Sauddek is on the continuity dog watch, and "First Class Musician" Maurice Spitalny

spends his spare time scanning the heavens (and the earth) for new stars.

"Navigator" Dare Fleck plots the course from the traffic desk, and "Pilot" Bernie Armstrong keeps the craft in the wind with his genius for production, music and showmanship. The rest play important parts like all good sailors whether it be as look-outs, tooters of the publicity whistle, deck-scrubbers or lowly midshipmen.

## Tid Bits

Chief Engineer Joe Baudino of KDKA passed the blessed event cigars April 25. It was a girl and No. 4. Eddie Cantor please note.

Eleanor Ondek, Program Department, has inaugurated a sort of bulletin service that is proving most valuable to the staff. Several times a day she sends out memos of program additions, changes and new bookings. Which makes her a sort of clearing house for all program information.

Dare Fleck, the "KDKA Bookworm," has received many letters of favorable comment since he started his weekly book reviews some time ago. One of the best comes from Mrs. Ada M. Weston in Maracaiba, Central Venezuela, South America. Mrs. Weston and her husband are the only Americans among 5,000 Venezuelans on a sugar plantation more than 100 miles from any city. She writes, "The reviews you give are just what we, who live far from civilization, need and appreciate."



Bread makers over the country are launching a publicity campaign exploiting their product as a harmony food. The idea is to take a bite of bread, then a bite of meat, then a bite of bread, then a bite of salad, then another bite of bread, etc. The bread harmonizes the other tastes and makes the meal more palatable. Evelyn Gardiner, director of the KDKA Home Forum programs, was the first person to take the test and smiles her approval.



KDKA is using one of the new "Gatling Gun" microphones with much success on certain types of pick-up broadcasts. Station engineers took the "Gun" made of 52 small aluminum tubes to the roof of the Grant Building and trained it on a steamboat down on the Monongahela River. Viola Frazier, KDKA singer, put on the earphones just in time to hear the towboat whistle.

# NBC SAN FRANCISCO

by Louise Landis

## Engineers' Dance

Those handsome, dancin' engineers are planning another party, and it promises to be as much fun as that slick affair of last fall, which is still remembered as a high spot in the year. The A.T.E.'s spring dinner dance (evidently the boys are going to make their parties seasonal) is set for May 20; the place, Sir Francis Drake Hotel. The Empire and French rooms have been reserved for dining and dancing, and the Walnut Room, the cocktail lounge, also will be exclusive NBC property for the night.

Jimmy Walsh's orchestra which was a big item in the success of the last dance, will supply the music. The hospitable engineer sponsors of the dance again invite all of NBC to come.

Genial Tommy Watson is chairman of the A.T.E. committee arranging the dance, and George Greaves, Frank Fullaway, Cliff Rothery, Ed Callaway and others are handling some of the details.

## NBC Fire

NBCites whose hobby is chasing fires might just as well stay in their own bailiwick after this. Two fires in two weeks make a pretty good record in the excitement line, besides making the Press Department's job easy. The first conflagration took place Good Friday when most of the NBC staff was out to lunch or engaging in devotional service, but it drew a big audience just the same, and completely wrecked, ruined and devastated three offices, Educational Director Arthur Garbett's, that of his assistant, Helen Stewart, and the Audience Mail Department.

The following Friday, at almost exactly the same hour, sirens howled again and a corps of firemen appeared on the scene in time to cancel another merry blaze in the same spot. Painters engaged in refurbishing the space had discovered the walls on fire, probably from spontaneous combustion.

In the first fire, Mr. Garbett lost valuable manuscripts and notes relating to his work for the Rockefeller Foundation, records of his Standard Symphony broadcasts and a quantity of original music as well as the manuscript of a book upon which he has been engaged for several years. Cheerfully, he

sat down the next day and wrote a complete synopsis of the book, which is on the development of radio, particularly as regards music. Out of the ashes of his music he recovered most of the themes, and that Garbett memory brought back all the essentials of his system for teaching music composition to school children for which he was awarded the Rockefeller Foundation fellowship.

Manager Lloyd E. Yoder didn't fare so well, either. His office is directly below that of the fire scene, and one of the painters who discovered the second fire nimbly slid down a scaffold to an inner court and broke one of Mr. Yoder's windows with a shoe in order to get to an alarm box.

## Transfusion

Janet Baird, pretty NBC interviewer, is smiling again; her beloved mother is recovering from an attack of pneumonia that made things look pretty dark for awhile . . . but one of the things that made anxious moments just a bit easier to bear, Janet says is the way her radio pals rallied around in the emergency.

Doctors attending Janet's mother suddenly ordered an immediate blood transfusion, and within fifteen minutes a group of loyal friends was speeding across the bridge to the Paralta Hospital in Oakland, to be tested for the transfusion. Among them were Kitty Morgan of Program Traffic, Bette Marino (Mrs. Yoder), John Wolfe of the *Jingletown Gazette*, Don

Thompson, Press Manager Milton Samuel and Blue Network Publicist Dick Bertrandias.

Dick's blood proved to be the type matching Mrs. Baird's and he donated a pint and a half . . . and in less than an hour was back at his desk, hammering out KGO program copy.

## Personnel Changes

Lots of job shifts this month. Dorothy Dumerais from the Sales Promotion Department to the production secretarial desk, with Doris Mathisen, formerly of Music Rights, replacing her as secretary to Sales Promotion Manager Brown . . . Bob Sandstrom, who was a page boy for a month, to Traffic to fill the vacancy left by George Fuerst's promotion; George is now assistant to Traffic Supervisor Paul Gale, and Juan Trasvina, formerly of the office staff, replaces Bob as page boy . . . pretty Eleanor McFadden who left hostessing to become secretary to Production Manager Cameron Prudhomme, moved upstairs to the Continuity Acceptance Division . . . and Lola Camaches, who used to make those mimeograph machines stand at attention, has been transferred to the Sales Promotion Department.

## Trivia

Worst observation of the week by Bob McAndrews, Press: "1838 marked the passing of the buckskins; 1938 the passing of the buck."

## Newcomers

New face in the Sales Department that of Ray Rhodes, 24, blond, handsome and a bachelor. Formerly with the Sterling Engraving Company. Mr. Rhodes is a University of California graduate and a member of Alpha Delta Sigma, national advertising honor society. He was business manager of the *Daily Californian* at U. C., and is handling local sales here.

More new faces: pretty, dark Ferne Martin who secretaries for George Greaves, supervisor of the Field Group. She hails from Seattle; is enjoying her first radio work and thinks she likes it and San Francisco just fine.

Also Robert Bishopp, on the office staff, another radio convert.



When Walter Kelsey, new Musical Director of NBC San Francisco, returned to his office after his recent illness he found it adorned with handsome "murals" done by Producer Peter Abenheim who used to be a painter before microphones lured him away from palettes. Every member of the Kelsey Design for Music orchestra has his portrait included in the sketches, with a striking "portrait" of Walter on the podium, in the center.

## WGY SCHENECTADY

—by W. T. Meenam—



Vice President Frank E. Mason, who was recently appointed to direct NBC's short-wave activities, and A. A. Schechter, director of News and Special Events, recently came to Schenectady to confer with officials of General Electric, International General Electric and Manager Kolin Hager (WGY) to discuss wider use of G.E.'s powerful short wave stations.

Pictured, seated, are John Sheehan, short wave program manager for G. E., and Edward Roosevelt, commissioner for South American countries participating in the New York World's Fair. Standing, left to right: Kolin Hager, A. A. Schechter, Chester Lang, Boyd Bullock, W. V. B. Van Dyck, W. J. Purcell, engineer in charge of WGY; Frank E. Mason, W. J. Decker and W. T. Meenam.

### New Studios Open in June

When power machinery was put to work landscaping around WGY's new studio building and when workmen began polishing windows and burnishing the bronze and chromium trim, members of WGY's staff took heart in belief that the day of occupancy was at hand.

However, these proved inaccurate outward manifestations and the word has gone forth that we won't move in before July. The inaugural program once scheduled for May 28 has been tentatively fixed at July 9.

Extra work, outside of the NBC line of duty, caused two recent WGY casualties. A. O. Coggeshall, trying to do a bit of remodeling in his home, picked up a splinter in his hand which caused a painful infection. John Howe of Sales gave up an hour to washing his car and spent two days at home nursing an attack of grippe.

Announcer Philip Brook is the father of a husky son who has been named David Sanborn.

Allen Taylor of Sales, accompanied by Mrs. Taylor and their children, a boy and girl, passed the Easter week-end in New York, visiting, among other places, the zoo, the aquarium and the planetarium.

Horton Mosher of the control staff is recovering from a major operation performed at the Hassett Memorial Hospital

at Cooperstown. "Mosh" had his friends pretty worried for about ten days but he's coming through in fine shape now.

### Historical Programs

Two WGY staff members are delving deeply into New York State history and are passing the results of their research on to radio listeners. Radcliffe Hall, on behalf of the Troy Savings Bank, has a weekly historical program under the title *History Is Made Where You Live*. He does a dramatic monologue with sound effects and everything, and is winning heavy applause from listener and client.

Robert Wilbur of Press is sponsored by New York State. He has a quarter hour dialogue with Lithgow Osborne, commissioner of the New York State Conservation Department. Each week listeners are taken to places rich in historic lore and natural beauty.

### Springtime Sports

The springtime emergence of magnolias, daffodils, tulips and blossoming shrubs has forced WGY outdoor lovers to hang up their skis and skates and polish up the golf clubs. Already W. J. Purcell, Pete Narkon, Rad Hall and Betty King are exhibiting hand callouses, most of them in the wrong spots. Each, if you will listen, will give a stroke by stroke story of their progress from tee to green over an eighteen-hole course. Others of the staff are looking forward to a renewal of soft ball rivalry carried out last

## STAMP CLUB NOTES

Members of the NBC Stamp Club in New York have reelected their officers for another year. The officers are, George O. Milne (Engineering), president; Walter Koons (Press) vice president; George M. Nelson (Personnel) treasurer; Frank O. Johnson (Accounting), exchange manager; and Frank J. Reed, Jr. (Traffic), secretary.

At the last meeting it was resolved to have a permanent exhibit of NBC stamp collections in the lobby of the fourth floor, studio section.

The Club participated in the three-day exhibit of the Associated Business Stamp Club Association held last month in the Metropolitan Life Insurance Building in New York City. NBC was represented in the non-competitive class.

### NBC EXHIBITS TELEVISION PICTURES AND RECEIVERS

The NBC display of experimental television, portrayed in photographs and an exhibit of experimental television receivers, was one of the most popular spots in the recent First International Photographic Exposition at the Grand Central Palace, New York City.

The photographs, illustrating various phases of television, were taken by William Haussler and Sydney Desfor, NBC staff photographers.

In another part of the Exposition, Ray Lee Jackson, also of NBC, exhibited many of his portrait studies of famous radio stars.

The entire NBC display, which was handled by Burke Crotty, picture editor, and the Photo Section staff, has been taken to Philadelphia to be exhibited at the NBC-KYW studios there.

season to a point just short of assault and battery. John Howe has been commissioned to arrange for a spring outing.

### "Arizona" Balks

Chester Rudowski has taken up horse-back riding in serious fashion and one recent Sunday experienced the humiliation of having to walk home. His steed bears the name "Arizona," a gentle beast that responds to the touch and whim of its rider. Chester was galloping Arizona at a lively clip when, five miles from the riding academy, he came to an intersection with roads to right and left. Chester wanted to go right and Arizona favored the left road. Both had their wishes. The rider was pitched into a patch of blackberry brambles. Arizona and Chester walked home, but not together.



# 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.

## I. E. Showerman



I. E. SHOWERMAN

That radio does not always have to draw from other fields for capable men to steer its ship through its ever changing path is exemplified in the person of I. E. Showerman who completes his tenth year with NBC this month. Coming from NBC Chicago where he was assistant sales manager until 1936, Mr. Showerman is now assistant manager of the Sales Department in the Eastern Division.

He was born in Port Huron, Michigan. He received his early education in the West. In 1917 the War interrupted his schooling when he enlisted in the Army.

Mr. Showerman served with the 15th Field Artillery of the Second Division whose one-time commander was General James G. Harbord, chairman of the Board of Directors of RCA. He was overseas nineteen months and participated in five major engagements. At Verdun he was in charge of the wireless station which maintained liaison between the airplane observers and his artillery battalion.

A member of the Veteran Wireless Operators Association, Mr. Showerman is a descendant of Army communications men. His father was a military telegrapher in the Spanish-American War and his grandfather was in the signal corps of the Union Army during the Civil War.

After the War, he finished his scholastic education at the University of Illinois where he majored in journalism. There he became a member of Chi Psi and Sigma Delta Chi, journalism fraternity.

From college he went to Chicago to work for an advertising agency and, later, for the *Chicago Herald & Examiner* from which he resigned in 1928 to join the newly organized staff of the NBC branch in the Windy City.

Mr. Showerman is married, has a six-year-old son, Peter, and has a home in Tuckahoe, N. Y. His hobbies are golf and writing. He confesses that his writing to date has produced nothing but rejection slips.

## Mary Coyne

Mary Coyne, gracious secretary to E. P. H. James, manager of Sales Promotion, is a native of Flushing, Long Island. She attended the public schools there and upon graduation from Flushing High School, she went to work for a local firm.

Six months later she entered NBC and was assigned to the Sales Department. In those days work was not as specialized as it is today. Miss Coyne's activities ranged from showing clients through



MARY COYNE

the studios to typing scripts. Looking back, Miss Coyne said, "You had to be an all-round person then."

In 1934 she was appointed to her present position. She spends her spare time designing and making her own clothes. Her favorite indoor sport is broiling two-inch steaks. She is a member of the Athletic Association's badminton group and as we go to press she is preparing to make her first flight as a member of the newly organized Radio Flying Club, an independent organization, the membership of which is composed principally of NBCites.

## Alexander Haas

Alexander Haas has been associated with NBC Artists Service in New York since it was known as Artists Bureau ten years ago. At that time the department had been formed to keep tabs on the various NBC radio artists who were giving concerts throughout the country, in order to ascertain their whereabouts for future bookings. Since then the department has developed many and widely diversified interests in almost every field of entertainment, not the least of which is Mr. Haas' own task of preparing bookings from Birmingham, Alabama, to Vancouver, B. C., for NBC concert artists.



ALEXANDER HAAS

The artists who have been represented by him run the gamut of talent in the concert world. Chaliapin, Pavlova, Schumann-Heink, Elman, Jeritza, Alma Gluck and Flagstad, to mention a

few, have had their itineraries prepared and supervised by Mr. Haas.

His most recent trip this Spring, took him to various universities in the South which are going to book Artists Service talent during the 1938-39 season.

"Business is definitely picking up for our type of work despite the recession," states Mr. Haas. "Our concert bookings grossed \$1,200,000 for the last calendar year, an increase of twenty per cent over the previous year."

Mr. Haas was born in New Milford, New Jersey, and at the age of four was sent abroad to receive his education. He came back to America when he was fourteen and had to learn to speak English all over again, having lost his native tongue in Europe. He was graduated from high school and then attended New York University. His first business position was that of secretary to a Wall Street banker. From there he went to the New York Symphony Orchestra as assistant to George Engles, the manager, and while engaged in this new position met Walter Damrosch. When the New York Symphony Orchestra was amalgamated with the Philharmonic Orchestra, Mr. Haas went with Mr. Engles to NBC. Mr. Engles is now a vice-president of NBC, and director of Artists Service; Dr. Damrosch is NBC Musical Counsel and Mr. Haas is in charge of the Southwest and Pacific Coast territories in the Concert Division.

Mr. Haas is married and the father of two children — a girl, who is a junior at the University of Michigan, and a boy in high school. His home is in Tuckahoe, in Westchester County, New York.

## Clifford F. Rothery

Clifford Rothery is new to the NBC engineering staff in San Francisco but May 1 starts his eleventh year with NBC.

Most of the ten years he has spent in the company were in Washington, D.C., where he began his radio career at NBC Station WRC in 1928. Before that however he had four years in the United States Navy and a year as reporter on the *Washington Times*.

Radio had been his hobby all along, and he was an up-and-coming, if very youthful, radio amateur when the World War came along and forced all the "hams" of that day off the air temporarily.



C. F. ROTHERY

Aside from radio "Roth" has two principal interests in life; his family which includes a four-year-old son, Derek, and his hobby, which is raising hybrid flowers, particularly of the lily and iris family. Since he became a San Franciscan last fall he has purchased some land in Marin County where he expects to build a country home.

### A. W. Kaney

Ask A. W. (Sen) Kaney what he knows about radio and he'll tell you how a free-for-all graduated into an industry. How radio programs grew from haphazard somewhat social events into mechanized split-second perfection.

And if he weren't so modest, he could tell you how Sen Kaney himself rose from announcer to program director and to his present job as assistant to the vice president in charge of the Central Division of the National Broadcasting Company.

Born in Cincinnati, Sen got his public school education in Oak Park, Illinois, later attending Northwestern University where he studied law. While managing a brokerage house on La Salle Street, he heard about this so-called radio and wandered into the studios of KYW, where he was taken on immediately as an announcer. That was in 1922 and Sen has been in radio ever since.

Mr. Kaney joined NBC on May 16, 1928 as an announcer and has worked at everything in the business with the possible exception of engineering. He is vitally interested in television. He was married in 1925 and has one daughter, Peggy May, 11 years old. His hobby is yachting and his unbreakable habit is twelve cigars a day.

### John R. Miller

J. R. Miller came to NBC's Engineering Department on May 24, 1928. As operator of NBC Chicago's first central control board, he has seen the control room grow from eight racks to approximately 40. As a youngster of 13, Mr. Miller was granted his amateur radio operators license to station W9CP in 1919.



JOHN R. MILLER

His call letters are still the same. In 1920 he received his commercial license and before he joined NBC was

radio operator on lake boats. During the 1933 Convention of the American Relay League, Miller was one of the eight, out of 250 entrants, to qualify for the finals in the world's championship code speed contest. Finalists were required to receive and type perfect copy at 40 words a minute.

He is married and the father of two youngsters, Nancy Jean 7½ years and Charles Ralston 3 years old. His hobby, you guessed it — amateur radio.

### Lewis Lane

Lewis Lane's first job with NBC was in the Music Library where he served three years before he was commissioned to organize the Music Research Section. When the NBC headquarters was moved from 711 Fifth Avenue to Radio City, Music Research and Lewis Lane were transferred from the Music Division to the Script Division. More and more, the bulk of his work was for the scriptwriters. However, Music Research was and still is, to all the departments of NBC, the source of any kind of information pertaining to serious music.

Before coming to NBC, Lewis Lane toured the country as a concert pianist. And even today, whenever his NBC tasks allow him, he gives an occasional concert in and around New York City. He also has been heard on the NBC networks and various New York stations. He played his own composition, *Fragments*, which has just been published, on the *NBC Employes Show* last February.

If you look in *Who's Who in New York* you will find many interesting facts about this quiet talented gentleman. There, you will see that he studied at the New York College of Music and the New School for Social Research. He also studied with Edwin Hughes and the late Rubin Goldmark. His life has always been in and for music since his early childhood. He started to play the piano at seven and at fifteen he gave his first public concert.

At the age of twelve he unwittingly prepared himself for the job he now holds by starting a collection of books, articles and newspaper clippings relative to all phases of music. Today, his music collection, which includes over 4,000 recordings, fills his New York apartment. His library often comes in handy for his work in NBC because he possesses many rare books which are out of print.



LEWIS LANE

A composer in his own right, Musicologist Lane belongs to many musical organizations and clubs among them being the Beethoven Association, MacDowell Club and The Bohemians. He is a bachelor, and defiantly hopes to remain one.

### Gerald Sellar

One hot day, back in 1925, three young men from a ship, one of them the telegraph operator, were strolling along an apparently peaceful Shanghai street when there suddenly appeared before them a group of well-armed and rather menacing Chinese "student strikers." The three young men came to a cautious halt. As the armed band moved slowly towards them, and they were about to make a retreat, a squad of U. S. marines came to their rescue. Before they could move, the air in this confined "no-man's land" was filled with rocks, rifle slugs, and miscellaneous missiles. As a rock hit one of them, they took to their heels, and with the telegraph operator leading the way, flew without further casualties back to the ship.

Today, that same fleet-footed telegraph operator can be found at the NBC Master Control Board in Radio City. He is Master Control Supervisor Gerald Sellar, who this month, completes ten years with NBC.

The Shanghai incident took place soon after Mr. Sellar graduated from Oakland, California, Technical High School. For five years he worked at sea, in the Orient, in Alaskan and Australian waters, and ashore for the Federal Telegraph Company and the Independent Wireless Telegraph Company in ship-to-shore work. He left the latter company at East Hampton, Long Island, in January, 1928, and four months later joined NBC at its 711 Fifth Avenue studios.

His first work here was in studio engineering — the technical handling of programs. He did this work for three years and was then assigned to the Master Control Board.

Today, Mr. Sellar, a native of Tacoma, Washington, is thirty-two, and an ex-president of the Association of Technical Employes of NBC. He lives, with his wife and five-year-old son, Gene, in Sunnyside, Long Island. And as a hobby — yes, a "believe it or not" — he operates a radio station — his own, W2ALB.



GERALD SELLAR

## TENTH ANNIVERSARY CHIMES

### Thomas Smith

Thomas Smith, WEAf transmitter engineer, was born in Allegheny City, Pennsylvania, in July, 1878.

Tom, as he is affectionately known in Bellmore, was graduated from high school in his home town. Then he went to Scotland, the land of his forefathers, to complete his studies. Returning to the United States, he went to work for the Long Island Express Company. His next job was with the Skinner and Cook Construction Company, the builders of WEAf. Work on the transmitter opened new horizons to him and in the Spring of 1928, he joined the staff of the station he had helped to build.

He and Mrs. Smith live in a comfortable home on the Jones Beach inlet waterway at Freeport, Long Island. Tom follows the trend of his sea-faring ancestors and spends his spare time sailing in his boat. Ashore he works in his garden, which is said by many to be a showplace of Long Island's South Shore.

### John Penaz

John Penaz was born on September 3, 1900, in Racine, Wisconsin. He became interested in wireless during 1917. The owner of a rotary spark gap, crystal detector, and other necessary equipment, he was all set to operate when war was declared and all amateur stations were shut down by the government.

While working as a messenger for the Postal Telegraph Company, he perfected himself in dots and dashes and soon secured a job as a full fledged telegrapher. He worked at this trade until 1920 when he enlisted with the U. S. Army Signal Corps and was sent to Alaska, where for two and a half years he acted as radio operator and engineer, at Fairbanks, Tanana and Nulato. From Alaska he was transferred to serve on a cable ship and to act as cable operator in the Seattle office of the U. S. Army.

He received an honorable discharge from the Army on April 28, 1923. From this time on he worked as a telegrapher



THOMAS SMITH

until he joined NBC ten years ago. John has been with the communications department since that time with the exception of one year, 1934-1935, when he served at the WENR transmitter.

He is married. His hobbies are amateur radio and gardening.

### Elizabeth Todd

Elizabeth Todd's present output of 3,000 words a day and a five-times-a-week script serial are a far cry from her (and NBC's) modest beginnings at 711 Fifth Avenue. Almost before the ink was dry on her N. Y. U. diploma, she joined the three other typists of which NBC boasted in May of 1928.

Possibly inspired by the scripts of others which she had to type, but probably because she had a natural flair for scriptwriting, Miss Todd soon was typing her own radio plays. She called her first program *Margie, the Steno* and it was one of the earliest dramatic programs known to radio.

Soon she was writing all sorts of dramatic shows. Among the more noted are her adaptations of A. A. Milne's *Winnie, the Pooh* and Fannie Kilbourne's *Dot and Will* and her own *Sue Blake*.

At present her serial, *Mother-in-Law*, keeps her busy. Her thesis is to discredit the unpleasant conception of the mother-in-law popularized by the comic strips.

In private life she is Mrs. Lewis Kagel. Mr. Kagel is in the advertising field. They have a two-year old son, Colin.

### George Greaves

You are likely to meet George Greaves, dark and handsome young field supervisor in San Francisco, anywhere that things are happening—in an army plane, on a bridge which is being dedicated, on a destroyer during fleet maneuvers or at a ski jump—it's all part of the daily job to George.

May 7, 1928, which is the day he joined the NBC engineering staff in San Francisco, was his birthday, and evidently the stars conjoined to wish him an active, successful career in radio.

One of George's first field assignments was the installation of NBC's first



ELIZABETH TODD



GEORGE GREAVES

## ATHLETIC ASSOCIATION

(Continued from Page 6)

### Women Bowling Champs

Dorothy Smith of the Accounting Department got the highest score for three games in the women's division of the A. A. Bowling League. Her score was 466.

Dorothy Michel of Sales Traffic copped the honors for the highest single-game score with 181.

### NBC Wins Bowling League Prizes

The Rockefeller Center Bowling League came to the end of its third and final period of the season last month with the NBC Teams Number 1 and 2 placing fifth and sixth for the season, respectfully. In the third period, NBC Team Number 1 placed third and Team Number 2 placed ninth.

Cash prizes were awarded for high scores during the third series, and NBCites garnered a goodly share of the awards. The NBC Team Number 1 took third prize for the series; Team Number 2 took the high-game award; Alexander D. Nicol won second prize for individual game score, and also the third prize for individual season record.

The NBC Team Number 1 was composed of George O. Milne; Eastern Division Engineer, captain; Frank R. Heitmann, Building Maintenance; Joseph D'Agostino, Engineering; Alexander D. Nicol Accounting; Magnus Opsal, Engineering; Russel E. Humfreys, Accounting; Peter J. Gallant, Engineering, and William J. Kelly, Engineering.

The players on the Team Number 2 captained by Operating Engineer George McElrath, were Elmore B. Lyford, Traffic; Albert W. Protzman, Engineering; R. J. Teichner, Treasurer's Office; Raymond F. Guy, Engineering; Dwight G. Wallace, Personnel; Louis A. Zangaro, Telegraph; Jarrett L. Hathaway, Engineering; H. Brockman, General Service; B. F. McClancy, Traffic; J. S. La Touche, Telegraph, and C. A. Snell, Engineering.

Hollywood studios, on the RKO lot. He handled Amos 'n Andy's first Hollywood broadcasts, sailed to Honolulu on the *Shell Happytime* cruise to handle the first schedule broadcasts from a ship at sea, flew in the Macon, and journeyed to Sun Valley, Boulder Dam and other remote spots. Biggest assignment to date he believes is the San Francisco-Oakland Bay Bridge opening when seven pick-up points had to be kept open all the time.

Happily married, and finds time to photograph his pretty wife and little Sylvia Joyce Greaves, three, from unusual angles.

## KNOW YOUR COMPANY

No. 14 Artists Service Department — Part I



GEORGE ENGLS

It's an old, old story.

At some time or another, you've heard a singer, and someone near you has made the remark: "Why, I can do better than that!"

It's nothing new.

They've said the same thing about jugglers, trapeze artists, magicians, actors, opera stars, comedians—practically everyone who has ever faced an audience.

The difference is this: The professional has created a demand for his talents. Creating a demand for talent is the job of Artists Service, a department of the National Broadcasting Company. The organization, which is the largest of its kind in America, sells \$7,000,000 worth of talent every year to more than 5,500 talent buyers throughout the country.

Head of Artists Service, and an NBC vice president, is George Engles. He is ably assisted by Daniel S. Tuthill in his job of managing Artists Service. Together, they head a staff that handles more than 350 artists, ranging from Kirsten Flagstad, who was sold to pictures last year at the highest sum ever paid a single performer, to Dunninger, the "Mentalist," who will read your mind or expose a spiritualist for you, at the drop of a coin.

The Artists Service, as Mr. Engles explains it, is like a huge department store. "Just as a store manager displays his wares on the counter, we try to display our wares," Mr. Engles says. "The only difference is that we make use of radio as a sales counter and show window."

"But like every other salesman," he goes on, "we must get our merchandise somewhere. And our products must always be fresh and new. So, to help us find these people we have our Audition Division."

This division is headed by Robert E. Smith. Usually, the people that come to him have had some sort of professional experience. However, if your cousin Bertie from Buffalo thinks he has talent and wants an audition, tell him to put it in writing and drop it in the mail. Tell him not to do as some people who call up Artists Service long distance and sing over the telephone — that's been tried.

And tell him not to stand in the street, as one woman did, and sing so loudly that everyone can hear him. NBC Artists Service is calloused to stunts and ruses.

They even had a fellow barge in their offices one day who attempted to sell them exclusive broadcasting rights to a revolution he was planning to start in South America!

Last year, out of 1,987 auditions, only three singers and one team made the grade. The ones chosen for stardom were Thomas L. Thomas, George Griffin, Jean Ellington and Lucille and Lanny. You've heard them on the air many times because the Artists Service is in the process of building them up.

Thomas L. Thomas got his audition through the mail: he was a member of a large chorus on a commercial show. George Griffin is an example of how an artist can fail to pass an audition and still be picked up later and given another try. Mr. Smith happened to visit the Little Church Around The Corner one day and heard him sing. He gave him an audition, even after finding out that another member of Artists Service had turned him down a year before.

Jean Ellington got her chance after making good on the *Air Breaks* program. Lucille and Lanny had already established themselves on WNEW before they were taken under the Artists Service wing.

"The difficult job of the Audition Divi-

sion," said Mr. Engles, "is finding someone different. There are too many performers who sound too much like some star already big in the business. What we want is novelty — something new to offer."

Invariably, when a program or performer makes good, Artists Service has a flock of imitators knocking at its doors. Last year, when Minnie, the singing mouse, was a radio sensation, people flocked to them with talking parrots, singing cats—even a talking dog. The dog's master turned out to be a ventriloquist, and the dog was strangely silent when he wasn't around.

Nowadays, with Charlie McCarthy topping the radio polls, they're besieged with dummy acts. Runner-up is the "Quiz" program. Practically every one and his brother has submitted a "sensational" idea for this type of show. Then, too, they've been bombarded with 57 varieties of the "sidewalk interview" type of broadcast.

Of course, it's easy to detect an imitation. Finding something new — and getting a sponsor to buy it — is something else again. Gertrude Berg's "The Rise of the Goldbergs" is an outstanding example of this. Sponsors were convinced that a

(Continued on Next Page)



NBC Artists Service receives more than 4,000 requests for auditions every year. Out of these, more than 2,000 are actually heard. It is sometimes possible for NBC's 1134 New York employees to listen in, for often an auditioner's voice is transmitted, to loudspeakers in every part of the building. Seated in the control room listening to the audition above are, left to right, Daniel Tuthill, Assistant Managing Director of Artists Service, and Robert Smith, head of Music Auditions. One of Mr. Smith's assistants, Philip Jeffreys, stands behind him while his other assistant, John Collins, remains in the studio to instruct the singer.

## KNOW YOUR COMPANY

(Continued from Page 19)

Jewish dialect program was not general enough in its appeal for radio. They felt it might offend too many people — Jews and non Jews — and would appeal only to a limited Metropolitan audience. It took more than seven years to overcome that belief. Today, it is one of the most successful shows on the air, and has commanded a radio following second only to Amos 'n Andy.

Edward MacHugh, "The Gospel Singer," is another example. This singer of hymns was on the air 13 years before he got his commercial. Said sponsors: "You can't mix religion with sales." However, after five years of vigorous promotion. Artists Service sold him to Proctor & Gamble, makers of Ivory Soap. His success for that sponsor has made radio history, and his fan mail has run as high as 2,000 letters a week.

Late in 1935, an unknown singer from New Orleans was signed by Artists Service. They felt that she had what most radio singers lacked — the appeal of a lovely voice combined with beauty and a glamorous personality. Most sponsors, however, felt differently. They turned deaf ears on her. Today, after a persistent and determined sales job on the part of Artists Service, she is rated as one of radio's and Hollywood's most promising stars. Advertisers vie for the honor of having this lovely and popular lady endorse their products. Her name?—Dorothy Lamour.

Jean Dickenson is still another example. This talented soprano from Denver's Lamonte School of Music was discovered by George Engles in 1935. He felt that she had tremendous possibilities — but it took him three years to prove it. You can hear her now on the popular *American Album of Familiar Music* program.

—JOHN H. BAXTER, Artists Service

*Ed. How is a demand created for programs and stars? What is the story behind the successful radio shows you hear on the air today? The TRANSMITTER brings you the answer in a future issue.*

FREE PASSES — Good for one day's visit and use of facilities at Y.M.C.A.'s in Brooklyn and Queens. Also available is full information on permanent residence and membership rates for NBC Employees. Apply to the New York NBC Personnel Office, Room 308.

## NBC WASHINGTON

by Marian P. Gale

### Animal Expert

Lee Everett is fast gaining the title of "bring'em back alive." Lee recently did an interview with two dachshunds in connection with National Capital Kennel Week; and now he has been assigned to conduct the Washington end of NBC's parrot contest.

Armed with a copious memo from the New York News and Special Events Division to the effect that the "vernal season is at hand" and parrots once more can venture out of doors, Lee is urging all Washington to bring its parrots down so he can check their vocabulary. The Washington end is part of a contest to be broadcast over the network near the middle of May.

### Day Off for Wedding

John Hogan of Engineering doesn't believe in asking for too much. Recently John called A. E. Johnson, engineer in charge, and asked for an extra day off. Johnson asked why. "Well," said John, "it's this way. I don't want to inconvenience you but I'm going to be married and I'd like awfully much to get an extra day off — if it's possible, of course," John added . . . He got it.

### Safety First

WMAL is laying claim to one of the most unique special event broadcasts of the year. Cooperating with the House of Representatives' district sub-committee on traffic safety, microphones were set up in the Emergency Room of Emergency Hospital. Broadcast included an actual description of an injured traffic victim being treated, a tour of the emergency room, interviews with nurses and internes, and a warning for drivers from a policeman. The broadcast was arranged and produced in conjunction with the District of Columbia Medical Society. The broadcast is thought to be the first of its kind in the history of Washington.

### For Unemployed Only

A unique effort to obtain work for Washington's unemployed is being used by Gordon Hittenmark on his *Timekeeper* program. Hittenmark has arranged with the District of Columbia Unemployment Center to send persons from the Center's rolls to the NBC studios for interviews. By explaining their qualifications to prospective employers, it is hoped positions will be obtained for the persons interviewed. At the end of the first week Hittenmark had placed five persons in jobs.

## 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 service may be advertised. Address ads to NBC Transmitter, Room 284, RCA Building, New York.*

FOR SALE—Kodak No. 116 in excellent condition. F. 6.3 lens. Also leather case. Barbara Buck, N. Y. Sales, Ext. 735.

FOR SALE—1937 Pontiac, two-door touring sedan, de luxe model. Complete accessories. Excellent condition. Run only 7,000 miles. Beautiful black finish with red trimming. Worth \$1086 new; will sell for \$700; terms or cash. Apply to the NBC Transmitter.

WANTED—Used roadster or convertible coupe, preferably a Ford. Must be in good running condition and must not cost over \$100. Vintage negligible. Write or call NBC Transmitter. Interested party is in NBC Philadelphia.

FOR SALE—Remington rifle, 38 calibre, repeater. In excellent condition. Edna Turner, N. Y. Music Division, Room 293, Ext. 439.

WANTED—Girl's bicycle. Call or write the Transmitter.

YACHT CLUB—Would you like to organize a yacht club? Call or write F. Tilden Brown, N. Y. Sound Effects, Ext. 366.

WANTED—Used Johnson or Evinrude outboard motor, 4 or 5 horsepower. Herman M. Gurin, Room 1052, N. Y. Ext. 711.

### Notes:

Ed Rogers baritone for Mary Mason on her *Home Forum* program . . . Mary Mason and Gordon Hittenmark describing the Washington Easter parade along Connecticut Avenue . . . Bryson Rash and Bill Coyle with an Easter vacation from the law tomes . . . Announcer Jack Roney exhibiting his collection of photos . . . Dorian St. George waking up the other morning without a voice . . . Dorian's fellow announcers helped him out by telling of their experiences with people who have lost their voices for months at a time.

Rudy Coldenstroth, auditor, has found it doesn't pay to procrastinate in case of jury duty . . . Coldenstroth has been subpoenaed to serve on five occasions and each time he has been released . . . Only Houdini could get Coldenstroth off this time . . . It's grand jury duty and the NBC auditor has been appointed "foreman."

# NBC TRANSMITTER

VOL. 4

JUNE, 1938

NO. 6

## PRESS VIEWS PROGRESS MADE IN TELEVISION

Recent developments in the RCA-NBC all-electronic television system were revealed to members of the press on May 17 in demonstrations by NBC at Radio City. The demonstrations were designed to show the progress made in technical and program development during the seven months elapsed since the system was last shown to the press.

While no startling innovations have been introduced in the RCA system during the last year, steady advances have been made toward technical perfection of the medium. David Sarnoff, president of RCA, in reviewing results of two years of experimentation and research in electronic television, said, "Our experiments with television in the past 18 months have improved the system by increasing its capabilities and efficiency, thus enabling it to move closer to the inauguration of a television service for the American home."

NBC's activities in television at the present time are still strictly experimental. Since 1936 field-test transmissions have been undertaken periodically by RCA and NBC, under the direction of R. R. Beal, RCA research director, and O. B. Hanson, NBC vice-president and chief engineer.

The demonstration, arranged by C. W. Farrier, NBC television coordinator, and consisting of a dramatic production drawn from one of the regular evening programs, was broadcast over Station W2XBS, in the Empire State tower. The drama, *The Mysterious Mummy Case*, was adapted from a Tom Terris adventure script by Thomas H. Hutchinson, television program director. Its presentation required three studios and four distinct techniques to portray the misfortunes attendant upon the purchase in Egypt of an ancient mummy case. The main action took place in Studio 3H where the actors were located, but auxiliary media in the form of slides, motion pictures and special television effects were contributed from two other studios.

Five sets were used in the live talent studio by a cast of nine players. Slides and motion pictures were scanned in another studio, two floors above, and all the effects, constructed and operated by Engineer Bill Eddy and his staff, were televised in a special studio nearby. More

(Continued on Page 13)

## NBC Receives Awards For Educational Features

Educational features presented by NBC were honored signally last month when five out of nine possible first awards were made to NBC programs by the Ninth Annual Institute for Education by Radio at the final meeting of the Institute at Ohio State University, Columbus, Ohio. In addition to the five principal awards, representing the greatest number awarded to any station or network, honorable mentions also were given two NBC educational programs.

Nine programs were entered by NBC in the Second American Exhibition of Recordings of Educational Radio Programs, a competition established by the Institute for the purpose of encouraging the broadcasting of educational programs by calling attention to the "most meritorious ones of each type."

The winning NBC programs included, *Science in the News* produced by the University Broadcasting Council, *Story Behind the Headlines*, produced by the American Historical Association and NBC. *NBC Home Symphony*, produced by NBC under the direction of Ernest La Prade, *America's Town Meeting of the Air*, produced by Town Hall, Inc., and NBC. *Your Health*, produced by the American Medical Association and NBC.

Honorable mentions were awarded to the *University of Chicago Round Table*, produced by the University Broadcasting Council, *The World Is Yours*, produced by the U. S. Office of Education.

## AMATEUR DRAMA GROUP FORMED BY EMPLOYEES

The curtain soon will rise on another enterprise of the NBC employees in Radio City. This time the curtain will rise literally, because the enterprise is an amateur theatrical production to be produced, directed and acted by members of the New York staff. The play, *June Moon*, a Broadway hit written by Ring Lardner and George S. Kaufman, will be the first attempt of the group which shall be known as The Stagecrafters.

The opening night, which will probably take place in one of the large studios in Radio City, has not yet been announced. However, the play is now being cast and the rehearsals are expected to begin this month.

(Continued on Page 13)

## NBC AND WESTINGHOUSE OPEN NEW MODERN STUDIOS FOR KYW

On the afternoon of May 20, while a squadron of Navy planes droned overhead in tribute, KYW's new modernistic studios in the heart of Philadelphia were officially dedicated as ex-Senator Pepper of Pennsylvania opened the main door with a gold key flown by air-mail from KGU, Honolulu, NBC's most distant station.

This was the signal for a three-day celebration which terminated in a banquet held at the Ritz-Carlton Hotel. Outstanding feature of the banquet, which was attended by NBC officials from New York, KYW and Westinghouse employees and leaders of Philadelphia's business and social world, was the presentation of a large American flag to KYW by the Betsy Ross Association of Philadelphia. The presentation was made by William A. Carr, president of the Association and accepted in behalf of NBC, by A. H. Morton, manager of NBC managed and operated stations. The ceremony was broadcast over a coast-to-coast hook-up of the NBC-RED Network.

One of the highlights of the celebration was a race by three convoys of carrier pigeons on Saturday, May 21. Released by U. S. Signal Corps officers, one group sped to NBC President Lenox R. Lohr in Radio City, a second to Frank McNinch, Chairman of the Federal Communications Commission in Washington, D.C., and the third to the Seaboard Homing Club at Fort Monmouth, New Jersey.

The new NBC studios are a striking example of what engineering and radio science have made possible in the past few years. Technicians and specialists from Westinghouse RCA and NBC and others contributed equipment especially designed to meet the needs of broadcasting in the Philadelphia area. In various details of design and construction they surpass NBC's famous Radio City studios, built only five years ago.

The building contains seven studios occupying four floors and is the first on record to have a studio in the basement. This sub-surface studio is built along the lines of a theatre and seats 225 people. The two top floors are reserved for future television activities, for which the station is admirably located, being close to the

(Continued on Page 13)

## WELL-KNOWN WRITER JOINS NBC SCRIPT STAFF



ERNEST BOYD

Ernest Boyd, well-known writer and editor, has joined NBC as scriptwriter. Although he has had no previous radio experience, Mr. Boyd comes to us with a rich background in litera-

ture and a speaking knowledge of a dozen languages. He also has had years of experience in the British foreign service. He is an associated member of the Irish Academy of Letters and was editor of the *American Spectator* in 1932.

Born in Dublin, of Scotch-Irish parents with a "smattering of Spanish," he received his early education from a French tutor who taught him French literature thoroughly, particularly Moliere and Racine. At sixteen he continued his education at continental schools where he learned Spanish, Italian, German and modern Greek.

At twenty-three, he became a member of the editorial staff of the *Irish Times* in Dublin and contributed articles both on political subjects and on the Irish theatre to London papers.

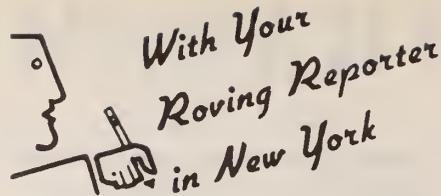
Having studied abroad for the British consular service, he entered the service in 1913, and came to America as British Vice-Consul in Baltimore, Maryland. He continued in the consular service until 1920, serving also in Barcelona, Spain, and Copenhagen, Denmark. When he was in Baltimore, he made the friendship of Henry L. Mencken, editor of the *American Mercury*, and whose biography (*H. L. Mencken*) he wrote, years later.

In 1920, Mr. Boyd resigned from political service and returned to America to stay.

From 1920 to 1922 he wrote editorials on foreign politics for the *New York Evening Post*. He also contributed to the *Literary Review*. Subsequently he served as a reader and adviser on foreign literature for the publishing house of Alfred A. Knopf, read plays for the Theatre Guild and acted as literary editor of the *New Freeman*.

Mr. Boyd is the author of several books, among them being *Contemporary Drama of Ireland*, *Studies in Ten Literatures* and *Guy de Maupassant*. In addition, he has written many translations, criticisms and magazine articles.

Referring to his air-conditioned office in NBC, Mr. Boyd remarked, "As a writer I think NBC has done a great humanitarian act by furnishing conditioned air."



Double Mystery. The sudden appearance of an unexplained and unexpected hairy arm in a close-up scene of a recent television production, *The Mysterious Mummy Case*, intensified the mystery of the show for representatives of the press who were viewing the demonstration and added two wrinkles to Director Tom Hutchinson's already furrowed brow.

It seems that during the shooting of a mechanized television effect scene in which a book should tip and knock down a bottle, out of which is spilled a liquid which produces poisonous fumes, the bottle merely leaned. Impulsively, the mysterious arm appeared and knocked the bottle down.

Through careful roving, this writer found the owner of the hairy arm. It was in the television effects studio where it was busily carving a miniature battleship out of wood — another television effect. The arm belongs to none other than, "The Show Must Go On" Walter O'Hara who is an assistant to Engineer Bill Eddy, in charge of constructing and operating the mechanized effects for NBC television productions.

Baritone Webb Tilton, whose rendition of *The Marching Song* from *Naughty Marietta* on the Brass Buttons Revue early last month brought him many plaudits, kept marching on till he copped the top honors at the finals of an amateur contest for young singers at the opening of the Japanese Garden at the Ritz Carlton on May 24. Webb's prize will be a radio audition for the J. Walter Thompson advertising agency.

Bill Gordon, who attracted the attention of a movie talent scout during the pages' and guides' show in Studio 8G, is now being groomed for a Paramount screen test. A tall athletic Apollo, Bill has a well-trained baritone voice.

Did you notice that Friday, May 13th, was also pay day . . . Guide and Apprentice Announcer Roderick Mitchell says it was a lucky day for him . . . Chief Announcer Pat Kelly assigned him to his first network show on that Friday, the 13th . . . And Vice President John F. Royal, returning from his vacation in Europe, landed safely in New York on that same day.

Nelson's Good Deed. A recent Rudy Vallee broadcast found George M. Nelson (Personnel) backstage with his ever-pres-

## PAGES' AND GUIDES' SHOW NETS 3,000 LETTERS

More than 3,000 audience cards, letters and telegrams were received by the members of the Guest Relations staff in New York who took part in the Brass Buttons Revue of 1938, Saturday afternoon, May 7. The letters were received in response to a request made during the show, which was broadcast over a coast-to-coast Red Network hook-up. Listeners were asked to vote for their favorite performer.

The fan mail combined with the votes of three NBC judges was used to determine the best performance in the show. The result was a tie between two tenors — Paul Owen who sang *Beautiful Dreams* by Bill Paisley of the NBC Music Division, and Richard Barron who sang *One Song* from the picture, *Snow White and the Seven Dwarfs*. As prizes for their performances, Page Owen and Guide Barron will get a week's vacation with pay in addition to their regular vacations from the Company. The prizes were given by Charles H. Thurman, manager of the Guest Relations. The judges were Joyce Harris, assistant personnel manager; William S. Rainey, manager of the Production Division, and E. P. H. James, manager of the Sales Promotion Division.

The Revue, consisting mostly of musical talent and emceed by North Carolinian Joe Allen of the guide staff, received favorable notices from listeners and the

(Continued on Page 11)

ent autograph book. A member of the supporting cast for THE star, whose signature Mr. Nelson was waiting to capture, suddenly missed his spectacles. The actor was frantic. He couldn't read his lines without them.

Had he witnessed the incident, it would have warmed the cockles of Dan Beard's heart, to see Mr. Nelson calmly take his glasses off and save the situation with, "Here, son, try these." The show went on without a hitch and our hero got his glasses back, plus the coveted signature.

More about Brass Buttons Revue stars. Guide Frank Egan sang at the recent N. O. M. A. (National Office Management Association) banquet — got *paid* for the act! Page Dwane Stewart, composer and arranger de luxe, shared the fee. He played the piano accompaniment.

The latest accomplishment by one of the Guest Relations stars was Tenor Paul Owen's recent guest-spot on Larry Clinton's RCA-Victor program from Glen Island Casino. It was heard over WJZ.

# NBC CHICAGO

by Rudi Neubauer

## Horses Horses Horses

Marge Kerr of the Press Department returned to the office with a stiff back after her first horseback ride. She says she asked for a sway-back and they gave her a camel.

Bill Rosee is planning a week-end trek via horseback. He'll carry a blanket, a mosquito net and a side of bacon. The horse carries Bill.

## Coming and Going

W. J. McEdwards, Sales Promotion, returned to work from his vacation in Mexico, bitterly complaining about the greasy food. He has not committed himself about the tequilla and the pulque.

A. R. Johnson, station engineer at the WENR transmitter, sailed with his wife and youngster from New York, May 28, on the Gripsholm, headed for Stromfors, Sweden, for a visit with relatives. His itinerary includes visits to Norway and Denmark. Johnson returns to his job August 1.

Niles Trammell, vice president in charge of the NBC Central Division accompanied Lenox R. Lohr, president, on the latter's recent trip to Texas to participate in the ceremonies marking the affiliation of Station KGKO, Fort Worth, with NBC.

Your correspondent plans to be on the high seas, en route to Havana, when you read this. He expects to return from his vacation in time to make the next issue of the TRANSMITTER.



Members of the reception staff in NBC Chicago in their new uniforms. From left to right, they are Arthur Berg, Robert McGinnis, Paul Millen, Gordon Loff, Charles Whipple and Ray Snyder.

## Sweet Revenge

By whipping the Merchandise Mart Bank, 12 to 5, the NBC Chicago baseball team gained a measure of revenge for the two bowling defeats suffered by NBCites during the winter. Every member of the team got at least one hit, with Neihengen getting three and Kasper two. Bolas' one hit was a homer with two on. The team lined up as follows:

Bolas (Sales Promotion) . . . . . ss  
 Flowers (Service) . . . . . ss  
 Stedman (General Office) . . . . . 2b  
 Neihengen (Credit) . . . . . cf  
 Soule (Reception) . . . . . 1b  
 Kasper (Reception) . . . . . 1f  
 Millen (Reception) . . . . . c  
 Neubauer (Cashier) . . . . . p  
 Whipple (Reception) . . . . . 3b  
 Hellman (Program Traffic) . . . . . rf

## NBC Navy News

Bob Brown and Norman Barry, announcers, recently set out to sail Bob's new boat from Milwaukee to Chicago, over the week-end. The sailors stood out from Milwaukee with a fresh favoring breeze. A little later the wind continued to shift and, according to Bob, "Boxed the compass in the space of two hours." After 12 hours of bouncing around they reached Kenosha, Wisconsin. Putting in the harbor, they moored the shiny new craft and decided to continue the Odyssey some other week-end.

Fort Pearson, announcer, came to work last week in his new cabin cruiser and parked on the river in front of the Mart. She's a beauty.

A. W. (Sen) Kaney is looking forward to lunches and dinners on board his 31-foot cabin cruiser during the hot weather.

## Here and There

C. L. Menser, production manager, flew Continuity Writer Bill Hoddap and Continuity Editor Ken Robinson to Churchill Downs to see the Kentucky Derby. Other Chicagoans who saw the race were Paul McCluer, assistant sales manager, and Evelyn Partridge, Mr. Whalley's secretary. Reports are that only Ken Robinson



Two NBC executives pose beneath an "N.B.C." sign during a recent trip to Nassau. But the sign does not refer to the National Broadcasting Company. It advertises the Nassau Bicycle Company. The picture shows Niles Trammell (left), vice president in charge of the NBC Central Division, and Ken Carpenter, sales manager of NBC Central Division. Picture was taken by E. Flint Swift of Chicago who was also vacationing in the Bahamas.

had the winner. M. W. Rife, Field Engineering Supervisor, returned safely from his Cuban holiday. He passed around some Cuban cigarettes that were knockouts.

M. W. Wetzel, Transcription Manager, has returned from his southwestern trip after piling up a mileage total of 8200 miles. He called on 82 NBC affiliated stations and transcription subscribers.

## Crib Cries

The stork delivered a second daughter to the Leonard (General Office) Andersons on April 30.

A boy, Edward Fenton, tipping the scales at seven and one-half pounds, was born to the Ed Holms on May 15. The newcomer is Engineer Holm's first child.

## Such is Fame

Jack Reese of the mail and messenger staff has been handling other people's fan mail for many, many months. Now he knows how it feels to receive fan mail. Recently his picture was published in *Radio Guide* as part of the illustration for the NBC announcers' school and he received two letters commenting on it. Both were from girl admirers — one in Milwaukee, and the other in Indianapolis.

## NAMES IN THE NEWS

### NEW YORK

#### Promotions

Raymond E. Feuerstein who has been a member of the NBC school for announcers since last December was appointed to the announcing staff by Pat Kelly, supervisor of announcers, on June 2. He turned in his guide uniform and assumed his new duties as an NBC announcer immediately after the appointment.

Ray came to NBC in October, 1936, as a messenger in the Mail Room from where he was later transferred to the Guest Relations staff.

He was born in Germany twenty-two years ago and came to this country with his family in 1924. He speaks German as fluently as he does English. He is a graduate of Staunton Military Academy, Virginia, where he was Cadet Major; and he is now a second lieutenant in the 312th Infantry. The year before he came to NBC he was in Europe studying languages in various countries.

#### Newcomers

Miss Deirdre P. Camp, formerly secretary to the personnel director of Loft Inc., has joined NBC as secretary to our personnel manager, Dwight G. Wallace.

Miss Camp is from Campbell Hall, New York. She is replacing Miss Lisa Lundin who was appointed secretary to Wayne Randall, director of publicity, in April.

Donna Adams of Warren, Ohio, and a graduate of Ohio Wesleyan University, in the class of 1936, is a new member of the stenographic staff. She did secretarial work for the Republic Steel Corporation in Ohio before coming to New York.

Miss Adams is interested in dramatics and is a member of the newly-formed NBC theatre group.

James Smith, former cadet with the U. S. Army Corps for eight months, is a new member of the NBC staff of porters. A native of Jewell, Kansas, Mr. Smith was formerly with the National Life Insurance Company in Des Moines, Iowa, as cashier, and more recently with the Holmes Electric Patrol Co.

The following are new members of the Mail and Messenger staff:

Bruce B. Davidson, who attended Rutgers and Antioch Colleges, is from Perth Amboy, New Jersey. He says his only experience in radio before coming to NBC was a single appearance before a WHIO, Dayton, Ohio, microphone as a baritone in an opera presented by the Antioch Glee Club.

Charles H. Newton, Jr., Harvard '36, comes to Radio City with some experience as a cub reporter on the *Los Angeles Examiner*. He is interested in production work. Mr. Newton is replacing Robert Day, another Harvard man, who, after be-

ing with NBC two months, resigned from radio to accept a position as cub reporter for the *Washington Evening Star* (D.C.).

John F. Graham, former newspaperman, has joined the Press Division as a writer. He comes to NBC from the *New York Sun* where he was a rewrite man. Before the *Sun*, he was with the *N. Y. Daily Mirror* for a year as a reporter.

A native New Yorker, Mr. Graham attended New York University. Then he took a post-graduate course in journalism plus courses in speech and history at Wisconsin University. While at N. Y. U., he made his only appearance before a radio microphone as a competitor in a collegiate speaking contest. He took first prize which, incidentally, was a book on public speaking.

Before going into the newspaper business, Mr. Graham spent a year as an actor for Educational Pictures in Astoria, Long Island. The nearest he got to fame in movies, he says, was as a stand-in for Ernest Truex and Joe Cook.

Miss Mildred E. Sutton who has been doing statistical work in the General Library since April is among those who have been engaged to work in the Statistical Division during the summer. A freelance statistician and market research expert, Miss Sutton has worked for the Columbia Broadcasting System and various publishing firms and advertising agencies in New York.

#### Transfers

Miss Gerry Bicking, former secretary of Norman Morrell, assistant commercial program manager, is now secretary to Music Editor Walter Koons of Publicity. She replaces Edward N. Beck who has been transferred to the International Program Division.

A graduate of Miami University, Ohio, and formerly associated with an engineering firm, Miss Bicking joined NBC in the Central Stenographic Section about a year ago. She speaks Spanish fluently and has traveled extensively in South and Central America as an interpreter aboard liners of the Grace Line. She also has some knowledge of French and German. Her avocation is music and she plays the piano.

Miss Anna Louise Eberle has been transferred from Central Stenographic to the office of Pat Kelly, supervisor of announcers.

Miss Jean Gerrard, formerly of the Music Division, is now secretary to Austen Croom-Johnson, who was recently made an assistant to Sustaining Program Manager Phillips Carlin. Mr. Croom-John-



Members of the Guest Relations staff in Radio City who aired their talents on the Brass Buttons Revue of 1938 over a coast-to-coast network, May 7. Front, left to right: Richard Barron who tied with Paul Owen for the prize of a week off with pay; Frank Egan, Paul Owen, Pat O'Connor, Tom Eldridge. Back: Webb Tilton, Joe Allen, Robert Eastman, Norman Cloutier, NBC staff conductor, and Bill Gordon. (See story on page 2)

son's temporary office is in the studio section, fourth floor.

Miss Gerrard who has been with NBC in the Program Department about nine years was, at one time, secretary to Roy Shield, NBC musical director in Chicago.

**Engagements**

Burton M. Adams of Station Relations and Miss Ramona Jean Flagg of the Public Relations Department of Rockefeller Center Inc., became engaged last month. Both are from Springfield, Massachusetts, but they never met until they came to Radio City. The engagement was announced by Miss Flagg's parents in Springfield. The wedding date has not been announced.

**Marriages**

Miss Martha R. Howard of the Sales Department and Edward M. Lowell, manager of the Office Services Division, are being married on June 10. The wedding, which will take place in the home of the bride's parents in Jersey City, New Jersey, will be a small informal affair attended only by the families and intimate friends of the bride and groom.

They are going to Florida on their honeymoon and will make their home at East Rockaway, Long Island, when they return. Miss Howard and Mr. Lowell are well known to many NBCites, both having been with the Company several years.

**Stork News**

Robert P. Myers, Legal Department, became the father of a baby boy, Robert P. Jr., on May 8. It's the Myers' second child; the elder one is a girl.

Ashton Dunn, of Guest Relations and the Personnel Office, passed around cigars on May 12 when Mrs. Dunn presented him with a baby girl weighing seven pounds and eleven ounces. That makes two for the Dunns — the other is a boy, aged two.

**Resignations:**

Harold K. Haklik has resigned from the Central Stenographic Section in order to join his family in Hollywood, California. He joined NBC in the Mail Room about a year ago.

**Correction**

John H. Baxter of the advertising and publicity staff of Artists Service says that the TRANSMITTER erred in the Stork News column last month. His baby is not a girl — it's a boy; and he weighed "only" 8 pounds and 10 ounces when he was born — not 9 pounds as reported by the TRANSMITTER

reporter, against whom, Mr. Baxter will be pleased to know, disciplinary action has been taken by the Editorial Board.

**Reunion**

Members of the Production Division gave a party for their friends and families on May 6. It was held in the spacious Greenwich Village apartment of Director Thomas Riley. Among the seventy-odd guests at the get-together were many ex-members of the Production Division who are now in other departments or with other companies. Some of the "alumni" present were:

Frank Chase of Chase and Ludlam, radio writers and producers; Arthur Daly, free-lance director; Alberta Hackett, Program Department; Helen Hedeman and her new boss, Thomas H. Hutchinson, television program director; Austin Croom-Johnson, assistant to Sustaining Program Manager Phillips Carlin; Kenneth MacGregor, of the radio department at Benton and Bowles; Polly Polzin, of Lord and Thomas; Soundman John Powers, Betty Quinn, who is now secretary to the president of the Schick Razor Co.; and Gregory Williamson, head of the radio department of Pedlar and Ryan.

**Returns**

Mr. and Mrs. James Wood, Jr., have returned from their honeymoon trip to the West Indies and South America. Mrs. Wood is the former Miss Victoria Geiger who resigned from the Company shortly before her marriage on April 23. Mr. Wood is a member of the Engineering

Department. They are making their home at the Parc Vendome Hotel in New York City.

Miss Ada Mullen, secretary to Daniel S. Tuthill, business manager of Artists Service, has returned to her desk, following an appendectomy early last month.

Alvin Foster, who left the Company last October, has returned to work in the Statistical Division this summer. He did free-lance work as a statistician for various firms during the interim.

Miss Frances Sprague, head of the General Library, is convalescing from a severe head injury caused by a fall from a horse. The accident happened in Closter, New Jersey, during one of the rides of the NBC riding group. Miss Sprague fell when her horse stumbled while going up a steep rocky trail. She is expected to return soon.

**Miscellaneous**

George Brengel, who distinguished himself as an announcer on the Brass Buttons Revue last month, was the lucky guide chosen to take part in a recent Rush Hughes broadcast which took listeners on a microphonic tour of the NBC studios in Radio City. George, a former actor in college and various stock companies, is a student in Dan Russell's announcing school for NBC employees.

Vice President Frank E. Mason, whose duties as assistant to President Lohr include the supervision of NBC's interna-

*(Continued on Page 9)*



Among the 72 entries at the RCA Invitation Golf Tournament held on May 25 for executives of RCA and its subsidiaries were, left to right, Charles A. Wall, NBC Treasurer's Office; Walter Roe of RCAC, C. W. Horn, NBC Director of Research and Development, and George McElrath, NBC Operating Engineer. Only NBC man to win a prize at the Tournament was Treasurer Mark Woods who scored the greatest number of par holes.



The Top Hatters Orchestra, with Jan Savitt directing, on the stage of KYW's auditorium studio which has a seating capacity of 225. Located in the basement of the new seven-story NBC building in Philadelphia, this studio is the first sub-surface theatre built especially for broadcasting. In size and design it resembles Studio 8G in Radio City.

# K Y W



Fingerprints of various NBC and Westinghouse officials were included in the archives of Station KYW when the documents were deposited in a vault as part of the inaugural ceremonies of the new NBC-KYW building. Pictured, left to right, are A. H. Morton, manager of NBC managed and operated stations; A. B. Leckie (G-Man), head of the Philadelphia office of the Federal Bureau of Investigation; George Wharton Pepper, Jr., son of ex-Senator Pepper and architect of the new building, and Leslie W. Joy, manager of KYW.



Right. The Master Control Room of the KYW studios



**THE KYW STAFF.** Front row, sitting and kneeling on the floor: Howard Cook, Irving Leschner, Gabriel Galinas, George White, Carl Bubeck, Buddy Kearns, Harry Roberts, John Warrington, Charles Jensen, Nathan Snader, Martin Gabowitz, J. C. Hanson, Joseph Druian, Maury Evens.

Second row, sitting: Burton Lambert, Jan Savitt, music director; Lambert Beeuwkes, sales promotion manager; James P. Begley, program manager; Leslie W. Joy, general manager; J. S. K. Hammann,

sales manager; James A. Aull, director of publicity; Joseph F. M. Proulx, auditor and office manager; Daniel C. Parks.

Standing, first row: Arthur Hinett, Leroy Miller, Emma May Lyle, Ethel Korn, Helen Pearce, Evelyn Dewees, Kathryn Ullman, Esther Cravens, Betty Dickert, Marie Dixon, Janet Millman, Anna Anderson, Agnes McCabe, Gordon Heyworth, John Thorpe, Robert Cottingham.

Standing, back row: James Schultz, Wm. Collins, James Harvey, Audrey Mills, Daniel Munster, Betty Parker, Mary Wilcox, William Lang, A. M. Wattón, Harry Wood.

# KDKA PITTSBURGH

—by Kay Barr—

## Replacements

Three of four recent additions to the KDKA staff are chargeable to that mischievous marksman, Dan Cupid.

Lorraine Scott became secretary to Joe Baudino, chief engineer, replacing Sara Boyd who resigned to get married.

Ann Kendlehart became secretary to Business Manager Dave Dickson in place of Mildred Reuter, who married Paul Sloane, one of the station engineers, May 14.

And Mary Kenney took over secretarial duties in the Press Department as the result of Gertrude Schaming's marriage.

Francis Fitzsimmons, "Fitz," joined KDKA as the result of a re-arrangement in the Press Department.

## "You Don't Say!"

KDKA's new Sunday evening program, Pronunciation Bee, conducted by Announcer Dave Garroway, is based on a book, "You Don't Say! — Or Do You?", of which he is co-author. Contenders in the Bee are selected from the studio audience. The winner gets a five dollar bill, others get copies of the book.

## Program Notes

KDKA joined the other four broadcasting stations in Pittsburgh, Tuesday night, May 24, in a three-hour broadcast to raise funds for the Salvation Army. Just another co-operative activity with worthy movements.

Officially, Johnny Shiliano is a sound effects man. But he stepped out in a *Round-Up* program the other night. He sang about 46 verses of *The Martins and the Coys* and accompanied himself with sound effects. A one-man feud.

## KDKA Notes

KDKA and *The Pittsburgh Press* went to town in broadcasting the Pennsylvania Primary election returns Tuesday night, May 17. Staff members were assigned to cover the headquarters of the numerous candidates and to assist in the tabulation as well as in announcing the results from the KDKA studio adjoining the editorial department of the Press.

Walter Horn, of Sales, who had charge of all the political accounts during the campaign, was so frazzled when it was over that Manager Nelson ordered him to take a five-day rest.

Librarian Betty Easley had an enforced "vacation" of two weeks — jury duty. It was her first experience as a juror — or



In the KDKA News Room, Kay Barr, manager of the station's publicity department, is shown using the special equipment with which news bulletins from the teletype machines can be conveniently and rapidly broadcast, particularly when it is necessary to interrupt a program on the air to broadcast an important news flash.

would you say juress?

Marie Gregoire, formerly secretary to "Admiral" Nelson when he was manager of KOA, visited her old boss at KDKA on May 21 on her way home from visits in Montreal and New York.

✓ ✓ ✓

Marcella Campbell, of the Continuity Department, started the 1938 vacation routine for KDKA with a motor trip to Detroit and Canada, visiting relatives. C. O. Wyman, night supervisor on the Westinghouse side of the house, is vacationing in Chicago and Memphis.

✓ ✓ ✓

Maurice Spitalny and his KDKA orchestra have blossomed out in new summer uniforms. Combination green and grey, coats double-breasted and shoes white. Very natty.

✓ ✓ ✓

The Paul Sloanes are back from their honeymoon. Paul is a KDKA engineer. Mrs. Sloane is the former Miss Mildred Reuter, secretary to Dave Dickson, KDKA business manager.

✓ ✓ ✓

Announcer Bill Hinds and Francis Fitzsimmons, Press, were guests of Esso for a full day in New York on June 2. A special movie, luncheon, a boat ride, inspection of a big refinery, a television demonstration, a big broadcast and a tour of the RCA Building and Radio City were some of the items that they took in that day.

✓ ✓ ✓

You can win an Arqus Candid Camera or a copy of the beautiful NBC Symphony Orchestra book by sending pictures of NBC members at work or at play, to the NBC Transmitter Photo Contest.

## NBC WASHINGTON

By Marian P. Gale

### Philanthropy

One of Gordon Hittenmark's philanthropic ambitions is nearing reality these days — namely, to build a summer recreation camp for the young members of the District's Police Boys Club.

"WRCTimekeeper" Hittenmark brought his drive to raise \$5,000 for such a building to a successful close recently. The climax of his campaign, "The Dance of the States" held at the Willard Hotel, was not only one of the biggest dance sensations ever held in the District, but was an even greater financial success than was expected.

Complete returns from the dance have not yet been received but it is estimated that more than 3,000 people danced to continuous hot swing music by three orchestras. The event was co-sponsored by 20 State societies represented in the District.

### National Press Club

Several NBCites were guests of the National Press Club at the newspapermen's annual barbecue party on May 21. Inasmuch as it was a stag affair here's a first hand description of the shindig as reported by News Editor Bill McAndrew: "In addition to the writer, NBCites present included Assistant Manager Carleton Smith, Gordon Hittenmark, George Gunn, Engineer in Charge A. E. Johnson, Field Supervisor Keith Williams and A. R. McGonegal, engineer. Hittenmark who handled a 'beer mug' transmitter became very well acquainted with Governor Harry Nice of Maryland and Mayor LaGuardia of New York, both of whom were present . . . Assistant Manager Smith, handicapped by a severe cold, insisted he had a wonderful time . . . Festivities included a real old-fashioned barbecue prepared by an expert from Texas . . . a baseball game umpired by Gene Tunney . . . and a 'silver tongued oratory contest' between Senator Tom Connally of Texas and former Senator Jim Watson of Indiana . . . The latter, presided over by Speaker of the House Bankhead, was declared a draw but almost resulted in a loss for NBC when both participants were delayed by a traffic jam . . . During the afternoon a parade of Kentucky Colonels was held but Colonels Smith and Hittenmark (they're really colonels) were too busy broadcasting to join the line of march."

### Here and There

Bryson Rash and Dorian St. George are the lucky announcers selected to represent

(Continued on Next Page)

# NBC TRANSMITTER

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

VOL. 4

JUNE, 1938

No. 6

## EDITORIAL BOARD

DOM DAVIS ..... Editor  
CARL CANNON ..... Associate Editor  
RODERICK MITCHELL ..... Staff Writer  
GEORGE OLENSLAGER ..... Staff Writer  
CHARLES VAN BERGEN ..... Photographs  
BILL EDDY ..... Staff Artist

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MORTON G. BASSETT ..... Mail & Messenger  
JOHN C. CORBETT ..... Legal  
MURDOCK T. PEMBERTON ..... Guest Relations  
FRANK EGAN ..... Guest Relations  
OTTO BRANDT ..... Station Relations  
MARY T. KENNEDY ..... Production  
ROBERT W. WEST ..... Guest Relations

## NBC WASHINGTON

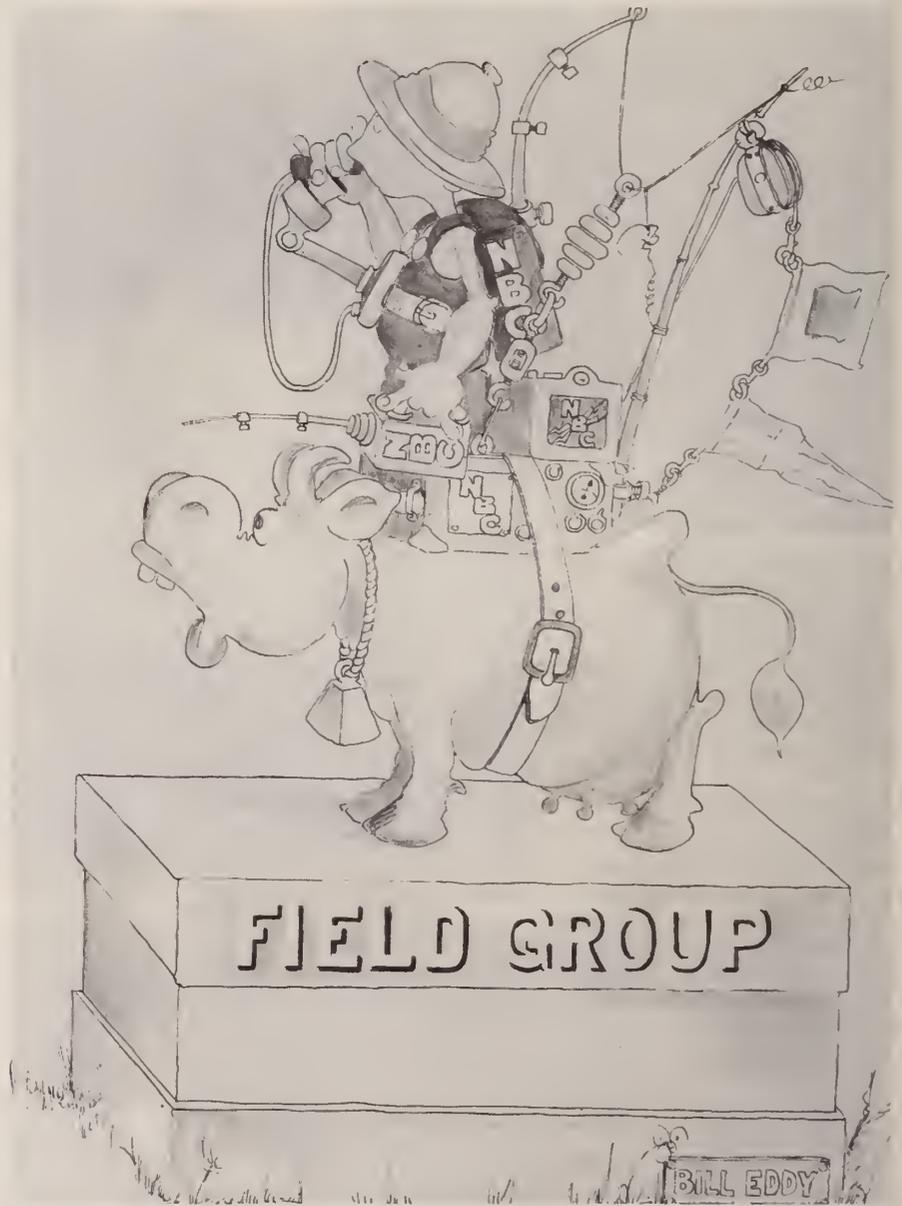
(Continued from Page 7)

Station WRC as guests of Esso Marketers in New York, June 7th . . . Bill Crago, first of the announcers to take his summer vacation, has returned from Cleveland . . . While mentioning first things first . . . NBC lost the annual golf tournament to the CBS boys out at Indian Springs Country Club for the first time in seven years . . . The losing team had no alibis except that someone said the opponents had a new man on their team.

### Visiting Firemen

There were several visiting firemen in the studios during May: Vice President Frank E. Mason, Sheldon B. Hickox, Station Relations; Vice President and General Counsel A. L. Ashby; Announcer Ben Grauer; Clem McCarthy, who incidentally had a special police escort service to the studios following the Preakness in Baltimore; and President Lohr. We mention Mr. Lohr last in order to elaborate a little on his trip. His visit to Washington to address the Chamber of Commerce meeting, May 4th, reminds many of us of an eventful evening. The girls in the office had planned a surprise house-warming for Gladys Murphy, Vice President Russell's secretary, on the evening Mr. Lohr arrived. The surprise party took place, but it was on all of the girls. No sooner had the echo of "surprise" died down than Mrs. Murphy herded and hustled everyone off to the office to prepare Mr. Lohr's speech for distribution to the press. Rose Ewell, receptionist, had the most pleasant surprise that evening . . . she had a hurried trip to New York to make sure the completed manuscript reached the New York Press Department safely.

## NBC HALL OF FAME



Proposed NBC Statue No. 3 and Citation Plaque.

## THE FIELD ENGINEERS

*The Field Group — the bucolic offspring of the otherwise cosmopolitan radio industry, the exemplification of the pioneer spirit that exists in us all — bringing to the airways anything from a submarine excursion to a stratosphere flight.*

*With equipment ranging from pay stations to megaphones, this group of Marco Polos — like the Mounties — always get their man — on the air.*

*And so to the Field Group we present this chiselled monolith of field stone depicting a typical "variable moo" transmitter in action.*

## NAMES IN THE NEWS

(Continued from Page 5)

tional short-wave operations, discussed "International Short Wave Broadcasting—Radio's New Frontier" at the Broadcasting Day Luncheon of the Cleveland Chamber of Commerce on May 17.

The luncheon was broadcast by local stations in Cleveland. Mr. Mason's address traced the history of short-wave broadcasting and its development into a steadily increasing factor affecting international relations. He also explained how NBC is striving through short-wave radio to cement international friendship, particularly with our South American neighbors.

Emil Corwin, editor of the NBC News Service, spoke on radio drama before the Massachusetts State College on May 27. Mr. Corwin is an alumnus of Massachusetts State College where he was a member of the dramatic society.

Lewis Lane of Music Research was featured as a pianist on the *Music Is My Hobby* series, Monday evening, May 23. A well-known concert pianist, Musicologist Lane played Mendelssohn's *Hunting Song*, Edward MacDowell's *To The Sea*, and compositions by Bach and Kullak.

N. Ray Kelly, head of the Sound Effects Development and Maintenance Division, made a tour of inspection to various NBC managed and operated stations early last month. He returned to Radio City on May 16 after having gone as far west as Hollywood and San Francisco.

Charles W. Horn, director of research and development, was elected president of the New York Electrical Society at its annual meeting, May 20. Mr. Horn, who has served as first vice-president of the organization for the past year, succeeds Arthur H. Kehoe, vice-president of the Consolidated Edison Company of New York.

Bettina Steinke, who drew the charcoal portraits in the NBC Symphony book, has contributed several of her oil and water color sketches to the Station Relations Department for use in the department's new Guest Office. The office is used by visiting officials of NBC's associated stations.

Guides Carl Cannon and Charles Jones were among those who went from New York to Philadelphia to assist in the opening ceremonies of the new NBC studios for KYW.

## WGY SCHENECTADY

by W. T. Meenam

### Antenna Dedicated

WGY's cloud-tickling antenna tower has been officially dedicated with speech, fireworks and halloons. Ceremonies were arranged by General Electric in cooperation with NBC.

In the afternoon of Saturday, May 7, 500 gas-filled balloons were released from the South Schenectady transmitter site. Two of the balloons carried prizes for their finders, one to the lucky person locating the one farthest from the transmitter and the other to the captor of the balloon bearing a special yellow label. One of these balloons was returned two weeks later from Goderich, Ontario, on the shore of Lake Huron, 540 airline miles from Schenectady.

The dedication ceremonies were broadcast by WGY. Radcliffe Hall performed as commentator and master of ceremonies introducing two speakers, W. R. G. Baker, managing engineer of General Electric's radio department, and Kolin Hager, manager of WGY for NBC.

### The New Studios

The next big event at WGY will be the dedication of the station's studio building. Decorators are now getting in their final licks and the studios, offices, and spacious reception hall are all beginning to blossom forth in colorful splendor. Landscaping is well underway and should be completed, with the installation of an electric fountain, in time for the official opening July 9. In another month WGY should have a new Schenectady showplace to attract the vacation tourist.

### Triplets and Balloons

In connection with the antenna dedication of WGY, the triplet offspring of Raymond String, control room engineer, were enlisted to pose for a publicity yarn. Jean, Joan and Junior, now about to celebrate their fifth birthday, were taken out to the transmitter field to be photographed amidst a mass of gas-filled balloons. Each youngster was tied to a bunch of 25 balloons which was about all they could handle and keep their feet on the ground. It was the plan to give each a balloon or two in return for their services, but when the pictures were com-



Photographed at the dedicatory ceremonies of WGY's new 625-foot vertical antenna, left to right, Radcliffe Hall, announcer; W. R. G. Baker, managing engineer of the G-E radio department, and Kolin Hager, manager of the station for NBC.

pleted it was impossible to convince them that anything less than 25 balloons apiece was enough. As a result, your correspondent, acting as chauffeur, was compelled to drive home in a small sedan bulging with 75 inflated balloons and three delighted youngsters.

### Blue Prints and Golf

Willard "Bill" Purcell, chief engineer, who has been spending twelve hours a day reading blue prints and wiring diagrams for the new studio building, has been seeking relaxation weekends on the golf course. Ever since George McElrath, NBC operating engineer, took Bill to the cleaners at the MacGregor links at Saratoga, our Bill has been applying himself to brassie, putter and niblick and now has his game down to where he is flirting with 99.

### Play Ball

Practically the entire male personnel of the station, except for a skeleton operating crew, enjoyed the first softball outing of the 1938 season on Wednesday, May 11. Members of the Program, Engineering, Sales and Accounting Departments, augmented by artists, gathered at Eudries' Grove a few miles from the city where baseball, quoits and golf were engaged in.

The first of the season's picnics, open to all members of the staff, their families and friends, is hooked for June 8 at White's Bathing Beach, an attractive resort operated by one of WGY's clients. The beach is located on Ballston Lake and the premises afford room for baseball, swimming, horseback riding and dancing.

## ROCKEFELLER FELLOWSHIP STUDENTS COME TO NBC



In Radio City with Rockefeller Foundation fellowships, left to right, Gerald Bartell, Charles Anderson, Shackleford Bauer and Jack Baird.

Continuing a policy of co-operating with the Rockefeller Foundation in accepting fellowship students for training in network broadcasting procedure for the third year, the National Broadcasting Company has enrolled four new students for the five-month term, from May 1 to October 1.

The fellows are Charles Anderson, announcer for four years at NBC Station KOA, Denver, who is being trained to become program manager of the Rocky Mountain Radio Conference, an organization with headquarters in Denver set up to create educational programs; Jack Baird, a graduate of New Mexico State College where educational programs are presented through Station KOB, NBC outlet at Albuquerque; Gerald Bartell, a member of the program department of Station WHA, Madison, Wisconsin, who will be trained for increased duties at the station; and Shackleford Bauer, Yale University '37, for several Summers past an attache at the League of Nations, Geneva, who will be trained to assume the position of radio director of the National Peace Conference.

The students will be assigned to all departments of NBC for varying lengths of time, concentrating, however, in the divisions where the most aptitude and interest is shown by the individual. A separate course of study is set up for each fellow, devised by Franklin Dunham, educational director of NBC.

Since the procedure was adopted, NBC has "graduated" six fellows all of whom are now successfully engaged in educational broadcasting.

You can win an Argus Candid Camera or a copy of the beautiful NBC Symphony Orchestra book by sending pictures of NBC members at work or at play, to the NBC Transmitter Photo Contest.

## NBC SAN FRANCISCO

by Louise Landis

### June Moons

Pretty soon you won't be able to find a bachelor around the KPO transmitter . . . Bob Barnes and his bride, the former Miss Margaret Doble, return June 4 from their honeymoon—just in time for Bob to act as best man for Morton Brewer, also of the Belmont crew, who supported him in a similar capacity March 31.

Brewer's fiancée, Miss Marion Smith of Morgan Hill, California, is a graduate nurse. The young couple will go to Yellowstone National Park for three weeks.

### Vacation Notes

Other June vacationers who are NOT honeymooning:

Field Engineer G. W. (Andy) Anderson, who plans to meander around San Diego and Mexico with a camera and colorfilm . . . Studio Engineer Frank Fullaway who expects to take his vacation in style, on a battle-ship — he belongs to the U. S. Naval Reserves . . . Studio Engineers George Dewing (to Boulder Dam), Lee Kolm (to Portland) and Dave Kennedy (to Hollywood. He denies there's a film test awaiting him there; says he just wants to see some of his pals).

And . . . Announcer Abbott Tessman who left for Detroit by train, to buy a new car and drive it back to San Francisco, with a stop-over at his home town, St. Paul . . . KPO Transmitter Engineer Joe Baker, who is sunning himself at Santa Cruz; Announcer Mel Vickland, who is golfing his vacation away . . . KPO Engineer Frank Barron, ditto . . . Control Supervisor T. B. Palmer and KGO Transmitter Engineers Addison Eldredge and Richard Parks ditto, ditto, ditto . . . Assistant Agricultural Director Anita Bolton who says "Fie upon golf" and hies herself to the High Sierras, where she and her husband are camping under the stars.

### "Yukon Kitty"

As for pretty Kitty Morgan of Program Traffic, she's having one of those vacations you dream about . . . four months long, with Alaska as the locale and Mary Joyce, famous feminine "musher" of the Taku Glacier, as her hostess . . . Kitty met the charming little lady who owns and operates Taku Lodge on the glacier near Juneau, when Miss Joyce, who is a former Californian, visited San Francisco a few months ago and was interviewed on the *Woman's Magazine of the Air*. The noted Alaskan woman, who inherited a fortune with the Lodge, invited Kitty to spend her vacation with her and suggested she make it a good

long one, so Kitty obtained leave of absence and sailed from Seattle May 21. She was to be met at Juneau by Miss Joyce and transported to Taku Lodge either by plane, which Miss Joyce pilots, or on the river steamer she operates for Lodge guests.

Besides seeing most of Alaska from the air — Miss Joyce plans to fly her guest over a large section of the country Don Thompson visited on the NBC expedition there two years ago — Kitty will have as fellow visitors at the Lodge Father Hubbard, famed priest-explorer who expects to arrive in July with six Indians he is bringing from Kodiak Island, and an entire motion picture company engaged in filming *Spawn of the North*.

### Welcome to NBC

Dan M. Weldon, who has joined the Sales Department, coming from KYA and the Hearst Radio Broadcasting Company . . . Before that, he was associated with several California stations and also with two outdoor advertising firms, Foster and Kleiser, and Thomas Cusack of Chicago.

James (Jim) Parker, who joined the San Francisco production staff a few weeks ago, leaving a financial career in Los Angeles to embark upon a microphone one here.

### Exposition Calls

Jack Lyman, NBC producer, is on a month's leave of absence, helping to start the wheels of the San Francisco World's Fair turning . . . Lyman, who learned about expositions at Dallas, Texas, and San Diego, where he and Art Linklater, now publicity director of the San Francisco Fair, were in charge of radio, has rejoined Linklater for a whirlwind campaign over 29 radio stations, to sell season tickets for the 1939 event.

Filling the vacancy in the Production Department until his return will be Jack Edwards, gracefully stepping out of the thespian staff to that of the producing field for the next few weeks.

### Third NBC Fire!

NBC's third fire within a month had its silver lining — Curtis Peck, engineer-in-charge of the San Francisco studios, has a practically new office as a result of the blaze that started there in the wee hours due to what firemen ruthlessly pronounced "defective wiring." Luckily, the flames didn't reach the portrait etchings of Puccini and Brahms which are the pride of the Peck heart. And Mr. Peck would like to point out that the wiring was NOT done by NBC engineers.

**A.T.E. DANCE IN SAN FRANCISCO**

There were many hosts, only one hostess, at the Spring Dance of the Association of Technical Employees of NBC San Francisco, held at the Sir Francis Drake Hotel on May 20. Here she is, Miss Jane Burns of the studio reception staff, being swamped with invitation cards being presented at the door by guests arriving at the dance. They are, L. to R., Engineers Frank Fullaway, Guy Cassidy, Cliff Rothery, C. E. Kilgore, Tommy Watson and Ed Callahan. Leaning over Callahan's shoulder is Jimmy Walsh, leader of the orchestra which supplied the music.



Above. Picture of a handsome young sound effects man entertaining a beautiful radio actress. They are Miss Ruth Sprague and Keith Wadsworth.



Upper left. Miss Betty Ross Taylor and Control Engineer P. A. (Buddy) Sugg pictured at the dance before they became Mr., and Mrs., on June 4. They are now honeymooning in Yosemite.

Left. Announcer Frank Barton and his bride-to-be, Miss Margaret Heilig. Mr. Barton formerly was trumpeter and comic singer for Tom Coakley's and Carl Ravazza's orchestras, and director of St. Mary's College Band.



One of the many gay tables at the dance. They are, l. to r., Mrs. Gyula Ormay, George Ross, Miss Valerie Ormay, Milton Hayes, Mrs. Lloyd E. Yoder, KPO-KGO Manager Lloyd E. Yoder, Pianist Edna Fischer, Gyula Ormay (Good Morning Tonite's music director), Actress Phoebe Clark and Radio Editor Claude A. La Belle of the San Francisco News.

**S P O R T S**

**Baseball**

After opening the season with a victory over RKO, the NBC nine lost the next two games and recovered in time to win the fourth, played against the International Projector Corporation team. The two losses were to the Skouras Theatres Corporation team, by a score of 4-2, and the Consolidated Film Industries, 8-5.

The game with International Projector opened with the movie boys scoring two runs in the first inning and one in the third after which NBC's ace pitcher, Jim Von Frank, held them down to zero for the rest of the encounter. NBC did not score until the sixth when the opposition's pitcher walked a man with bases full. In the seventh the Radio City boys went to town and scored six runs. The merry-ground started when Bill Hannah hit a homer with Ed Nathan on second base. Jack McCarthy slid home to score the sixth run in the inning. The final score was 7-3.

**Skating**

Now that Summer is here NBC roller-skaters have a standing date every Tuesday evening at the Skateland rink on 66th Street, New York City. Over 50 NBCites and their friends were present at the first meeting of the skating group from eight to eleven o'clock on the evening of May 17.

Helen Winter, chairman of the skating group, and her husband, Bud Faillace of Guest Relations, were the winners of two free passes to Skateland in a numbers contest. Had there been a prize for the fanciest fall of the evening, it is reported that it probably would have been taken by Frances Barbour of Sales.

**Pages' And Guides' Show Nets 3,000 Letters**

(Continued from Page 2)

press. Said *Variety*, "Smoother than the average air show by amateurs . . . the show had polish."

It was not altogether an amateur program. The supporting orchestra was composed of NBC staff musicians directed by Norman Cloutier who, for one number, relinquished his baton to red-headed Page Dwane Stewart who led the band in one of his own arrangements.

The auditions for and the production of the Brass Buttons Revue were handled by a committee composed of Earl Harder, supervisor of the studio operations staff; Jack Wahlstrom, page supervisor; Paul Rittenhouse, guide supervisor; DeVere Engelbach, page, and Dom Davis, editor of the NBC TRANSMITTER.



# 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.

## C. Harold Campbell



C. H. CAMPBELL

Radio has been the motivating influence in the life of C. Harold Campbell, field engineer, since his boyhood. At the age of 15, he was the youngest person to hold an operator's license in the United States. After attending high school and Trinity College at Hartford, Connecticut, he immediately followed up his learning and became associated with a few other radio "hams" in the operation of WCWS, a portable transmitting unit, with which they barnstormed the New England states. The idea was to anchor in a town and persuade the merchants to sponsor a program for a month. And that was 13 years ago!

After the New England junket, he joined WICC at Bridgeport as an engineer. NBC in New York claimed his services two years later and, after having completed a year in a studio control booth, he moved into Field Engineering and has been there ever since.

As field engineer, Mr. Campbell has covered many of the big special event broadcasts during the past few years. He has handled most of the boat races and U. S. naval reviews broadcast by NBC. He was the first radio man to arrive on the scene of the Morro Castle disaster off the coast of New Jersey. Engineer Campbell happened to be in that part of the state, and when the NBC special events crew arrived to broadcast the news he had much of the technical foundation for the transmission ready for the hookup.

Mr. Campbell is married and lives in Mount Vernon. His principal hobby is his own "ham" station W2IP.

"Secondarily," says he, "I play a rotten game of golf, but I like it."

## Helen Kellie

You might say that Helen Kellie was psychic or that the Goddess of Fate looked upon her with favor when in June of 1928, the year before the stock market crash, she resigned a position with a Chicago stock brokerage firm to cast her lot with

a few others who were then organizing an infant industry — radio.

She joined the newly-opened branch of the National Broadcasting Company in the Windy City as secretary to Niles Trammell, vice president of the Central Division of NBC. Since then "NBC Chicago" has grown to be one of the largest broadcasting centers in the country and Miss Kellie, along with all the others, can look with justifiable pride upon the great organization she helped to build. Today, after ten years, she continues as Mr. Trammell's secretary —



HELEN KELLIE

industrious and poised.

Born in Cleveland, Ohio, Miss Kellie went to Chicago in 1926. She worked for a LaSalle Street brokerage firm until she gave up stocks and bonds for radio broadcasting.

Her hobbies are many, but her favorite is golf. And if she handles her clubs with as calm and capable a hand as she does her vocation, Old Man Par must take an awful beating when she is on the links.

## William K. Storrs

Among the many veterans of radio on the engineering roster of NBC who received their early training as marine radio operators is William K. Storrs of the transmitting staff at WJZ, Bound Brook, New Jersey. Following his graduation from the Marconi Wireless Telegraphy School, Mr. Storrs sailed the seas for ten years before he turned landlubber in 1927 as operator of Station WBNY which is no longer on the air.

From WBNY he went to RCA as a member of communications staff at Rocky Point, Long Island; thence to the NBC Blue Network's key station for New York in June 1928.

Engineer Storrs was born in the Bronx at the turn of the century. There he attended the local schools before studying wireless telegraphy.



WM. K. STORRS

Mr. Storrs is married, lives in Plainfield, New Jersey, likes to fish, and in the summer often goes swimming in the waters of his old haunt — the Atlantic Ocean.

## Marion McGovern

When Marion McGovern started as a telephone operator with NBC ten years ago at the old 711 Fifth Avenue studios, she was one of three operators on duty at a three-position switchboard. In four years she saw the Company grow to the point where it required a thirteen-position switchboard; and if things had gone on under the old manual system then employed there would have to be a thirty-position board to handle the tremendous telephone demand of the present NBC headquarters in Radio City.

But before NBC moved its studios to Radio City the old telephone system was changed to the dial system which operates automatically. However, NBC's PBX still requires six operators during office hours.

Miss McGovern who is now assistant to the chief operator, Margaret T. Maloney, declares that her job becomes increasingly exciting as it keeps abreast of the progress of radio in the world today.

Her most memorable experiences at the switchboard have been those concerning special event broadcasts of nation-wide importance, such as the election and re-election of President Roosevelt; the abdication Speech of King Edward VIII, the present Duke of Windsor, and the various transatlantic flights. They bring back to Miss McGovern memories of long hours spent at a switchboard that screamed for attention.



MARION MCGOVERN

Back in the old days when an S.O.S. came in from a distressed ship all stations had to cease broadcast activities; and Miss McGovern recalls many an instance when the Coast Guard would call up, give the operator the simple instruction, "Get off the air," and hang up.

Odd calls are innumerable. One day Miss McGovern got a call asking her to have someone paged at the corner of 50th Street and Sixth Avenue.

A native New Yorker, Miss McGovern  
(Continued on Page 13)

## TENTH ANNIVERSARY CHIMES

(Continued from Page 12) worked in the central office of the New York Telephone Company and in the New York Clearing House before joining NBC.

### Blanche Davies

A world traveller and a ten-year veteran in the broadcasting business at the age of 28 is the record of Blanche Davies of the Hollywood Office.

Mrs. Davies who was Blanche McLaughlin when she came to NBC, San Francisco, ten years ago the twentieth of this month, was born in Lawrence, Indiana, November 7, 1909.

Inasmuch as her father was a government civil engineer whose work demanded considerable travelling, Blanche saw quite a lot of the world before she reached her teens. Three times the family settled in the Hawaiian Islands.

When she was nine with as much globe-trotting behind her as the average person experiences in a lifetime, Blanche came to San Francisco. There she attended the Lowell High School, whence she was graduated in 1927.

NBC had less than fifty employes when she joined the organization as a typist. As the Company expanded she was transferred to Traffic, and when C. L. McCarthy was appointed assistant to Don E. Gilman, she was moved into the executive offices also. She was secretary to the late H. J. Maxwell until he resigned, and for the past couple of years has been secretary to Lew Frost.

Mrs. Davies moved to Hollywood when the executive offices were transferred several months ago.

She likes the change, as does her husband, Hugh W. Davies. Their home is near Toluca Lake a few blocks from the homes of Bing Crosby and Jimmy Fidler.

Mrs. Davies is a brunette with black eyes. Her hobbies are reading, gardening and knitting. Her one pet is a white cat named "Baby Snooks."

### William Andrews

Ten years ago when William Andrews applied for a position with NBC in San Francisco, his application boasted of years of radio experience.

Only 21 at the time, he had already worked as an operator, an announcer and



Blanche Davies, secretary to Lew Frost, and William Andrews (right), night manager, celebrate their tenth NBC anniversaries this month with Ken Carpenter who rings out their "Tenth Anniversary Chimes" on his special set of chimes presented to him by President Lenox R. Lohr for his superlative work as an announcer and chime ringer. Picture was taken by Announcer Joe Parker.

a radio expert in a large mail order house.

Mr. Andrews, who is now Night Manager in Hollywood, was born in Oakland, California, April 5, 1905, and educated there. He built his first radio set when he was in grammar school, and his interest as an amateur during his high school days led him to enroll at the Western Radio Institute upon graduation.

Later, with an operator's license in his pocket, he joined the Naval Reserve where he gained valuable experience.

As chief operator of an Oakland station, Engineer Andrews often found himself pinch-hitting for announcers. Soon he began to receive fan mail, and before long came an offer to devote his full time to the mike, at a substantial salary increase.

Up until last September Mr. Andrews was supervisor of NBC announcers in San Francisco.

Last fall when the need for a night manager became apparent in Hollywood, Mr. Andrews was chosen and transferred.

### Press Views Progress Made In Television

(Continued from Page 1)

than twenty switches of action were made from one studio to another during the 25-minute performance. All were made in the main control room, adjoining Studio 3H, where both picture and associated sound were monitored.

Headed by Clay Morgan, director of public relations, and Wayne Randall, director of publicity, members of the Press Division staff acted as hosts to more than a thousand representatives of the press who attended the demonstrations.

### Amateur Drama Group Formed By Employees

(Continued from Page 1)

The Stagecrafters began to take form several months ago when a small group of NBC members, headed by Dorothy Allred, then of General Service and now of the Production Division, started a drive to form a drama group. Last month, after a committee of ten, assisted by George M. Nelson of the Personnel Office, had canvassed the Company for the names of employes interested in taking part in the venture and completed preliminary organization steps, election of officers took place at an open meeting in Studio 3G.

Those who were elected are Dorothy Allred, president; George M. Nelson, vice president; Gilbert Ralston, director; Hubert V. Chain, business manager; Kirk Quinn, play reader; Miriam Hoffmeir, treasurer; Helen M. Korday, secretary; Frank C. Lepore and Dom Davis, publicity agents.

As of June 1, more than fifty NBCites have joined The Stagecrafters. Initiation membership fees are one dollar.

Most of the officers of The Stagecrafters have had previous experience in dramatics, either as amateurs or professional actors. The important post of Director is held by Gilbert Ralston who is a member of the production staff in the Electrical Transcription Service Department. Before entering the employ of NBC over a year ago, Mr. Ralston worked in the theatre for several years as actor, manager, writer and director. Assisting Mr. Ralston is another member of Electrical Transcription Service, Hubert V. Chain, script-writer, who will act as business manager of the group. Mr. Chain was director of the Cornish School in Seattle for three years before coming to NBC last fall. He also has had experience as an actor in college and on Broadway.

Dorothy Allred, president, taught college dramatics and music in her home state, Kansas, and was associated with various professional acting groups in Chicago before coming to Radio City.

The Stagecrafters are also fortunate in having George M. Nelson as one of their officers. In him they have a devoted follower of the theatre and a playwright.

### NBC And Westinghouse Open New KYW Studios

(Continued from Page 1)

RCA laboratories in Camden, New Jersey, and also along the route of a proposed television coaxial cable line between New York and Washington, D.C.

Managed by Leslie W. Joy, KYW is now one of the most modern and complete broadcasting stations in the country.

# NBC HOLLYWOOD

by Noel Corbett

## Results of Tennis Finals

Rounding out the annual NBC Tennis Tournament on May 7, Lew Frost, assistant to Vice President Gilman and Jack Creamer, of the maintenance staff, took the doubles 6-3, 6-4, from Jack Stewart, Sales, and Paul Greene, studio engineer, before a crowd of 200 at the La Cienega Courts in Beverly Hills.

In the singles finals Creamer won from Stewart 6-3, 6-2.

A three-year silver trophy was presented to Creamer by A. E. Nugent, and a three-year gold trophy was given to the winners of the doubles by Walter Norris, representing the Randall Motor Club.

Tom Harrington, of Young and Rubicam, donated a couple of handsome sweaters and the Town Lounge added two money orders.

Other NBC employes entered in the matches were Joy Storm, announcer, who won last year's tournament, Walter Bunker, Jr., production manager, Ken Carpenter and Ben Gage, announcers, Donald De Wolf, engineer in charge in Hollywood, and Ray Ferguson and Murdo MacKenzie, studio engineers.

## The Play-Back

Frances Scully really proved to be a loyal press agent when she recently visited the new CBS building with a group from the Los Angeles Advertising Club.

Hal Rorke of CBS arranged for each visitor to speak into a microphone and

have his or her voice recorded.

In the midst of the play-back, Miss Scully's voice suddenly boomed out amongst the others—"My name is Frances Scully, and I'm a member of the Press Department of the NATIONAL BROADCASTING COMPANY!"

## Wedding Bells

Producer Bob Reed and Gogo DeLys both well known to NBCites in San Francisco, and also in Radio City, New York, where Miss DeLys sang on the Lucky Strike and other programs, were granted a marriage license May 26.

By the time this is read, the couple will be honeymooning at Ensenada, Mexico. When they return they will make their home in Beachwood Canyon in the Hollywood Hills.

## NBC Wins Golf Trophies

It was field day for NBCites in Hollywood's Annual Radio Golf Championship Tournament played at the Midwick Country Club on Sunday, May 30. Claude Sweeten, musical director of KFI, NBC affiliated station, won the gold cup donated by NBC for having the lowest net score of 65. The NBC trophy was presented by Vice President Don E. Gilman.

Bob Kimic, NBC staff trumpeter, won the CBS trophy.

Among those from NBC who participated in the tournament were Don E. Gilman, John Swallow, program manager of



Among those at the recent Annual Radio Golf Tournament were, left to right: John Swallow, Western Division program manager; Harrison Holliday, manager of NBC Stations KFI and KECA, and Don E. Gilman, Vice President in charge of NBC Western Division.

the Western Division; Bob Brooke, studio engineer; Joe Arnone and Bob Schuetz of the N. Y. Engineering Department who are in Hollywood supervising the construction of the new NBC studios.

## Vacation Days

The only snag which Bob Brooke, studio engineer, struck during his 6,000-mile vacation jaunt, was in the form of a blizzard in Yellowstone. For the first time in history he had the top of his car up . . . Bob Moss, studio engineer, vacationed to New York. He's driving a new car back from Detroit . . . Charlie Smith, Artists Service, left for parts unknown . . . Matt Barr, detained his trip to Yosemite by three days so that he could attend Hal Bock's surprise birthday party.

## Quick Pix

Myron Dutton, producer, arranged a benefit for the Beverly Hills School scholarship fund, at which several stars appeared. Dutton is president of the Alumni . . . Andy Love, in charge of Literary Rights, recently spoke before 400 ladies and one gentleman at a Tuesday Afternoon Club of Glendale luncheon . . . Charlie Norman, studio engineer, caught a six-pound Rainbow Trout at Big Bear Lake which measured 22 inches . . . Don E. Gilman, vice president, was the principal speaker at the Annual College of Commerce Banquet at USC . . . Donald DeWolf, engineer in charge in Hollywood, told Southern California Metermen all about the insides of radio at a dinner at Huntington Park.

Arnold Maguire, producer, and Carl Lorenz, studio engineer, have organized a rifle and pistol team . . . A. H. Saxton, Division Engineer, is in New York at the Annual Meeting of the Division Engineers.



Winners and runners-up in the NBC Hollywood Annual Tennis Tournament. Left to right, Paul Greene, studio engineer; Jack Stewart, Sales; Joe Stauffer, of Young & Rubicam, who presented some of the prizes; Walter Norris who presented the winners of the doubles with a gold trophy given by the Randall Motor Club; Lew Frost, assistant to Vice President Gilman, and Jack Creamer of the maintenance staff. Frost and Creamer won the doubles; and Creamer took the singles from Stewart.

**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 service may be advertised. Address ads to NBC TRANSMITTER, Room 284, RCA Building, New York.*

**BARGAIN**—1931 Ford sport coupe. Rumble seat. New brakes and motor recently overhauled. Just what you need for your vacation. Make an offer. Call the NBC TRANSMITTER.

**SUBLET**—One room, kitchenette and bath. Completely furnished. Cheerful, cross ventilation and cool. Available June 1 to October 1. 41 West 54th St., N. Y. C. Call Mary Coyne, Ext. 561.

**FREE PASSES**—Good for a day's visit and use of facilities at Y.M.C.A.'s in Brooklyn and Queens. Information on permanent residence and membership rates also available. Apply to the N. Y. Personnel Office, Room 308.

**FOR SALE**—Auto Graflex press camera. 4" x 5". Zeiss 155 mm. F. 5 lens. Focal shutter 1/10 to 1/1000 sec. Old model but in perfect condition and a bargain if you can use it. E. B. Lyford, Ext. 844, New York.

**FOR SALE**—At sacrifice, eight-room house on Hudson River front property in the zoned village of Grand View, N. Y. 17 miles from the George Washington Bridge. All improvements, garage, unusual grounds and magnificent trees, waterfall, brook, pool, ivy-clad garden wall, outdoor fireplace. Three miles from Rockland Country Club. For further details and photographs call Ext. 231.

**WANTED**—To rent or borrow camping tent for two weeks beginning July 16. Please call Bill Robotham, Ext. 704 or Mail Room, N. Y.

**SUBLET**—Modern two-room apartment with kitchenette. Attractively furnished; cross ventilation; exceptionally fine library. Elevator building on 11th St., near Fifth Avenue. Available now until October 1. Call Ext. 715, N. Y.

**PHOTO CONTEST WINNERS**



THIS CANDID picture of Announcer Ben Grauer shaving with an electric razor wins this month's prize — an Argus Candid Camera donated by Parker & Battersby, camera suppliers in Radio City. The picture was taken with Grauer's camera by Program Director Norman Sweetser of New York. In view of the complications involved, the NBC TRANSMITTER will let them flip for the prize.



**"OUTSIDE LOOKING IN"**

Left. This interesting picture of a window cleaner was taken by E. B. Lyford who was inside looking out from his office in the Traffic Department in Radio City. It wins this month's second prize — a copy of the new NBC Symphony Orchestra book which contains charcoal portraits, photographs and biographies of Arturo Toscanini, other famous conductors, and members of the NBC Symphony Orchestra.

**"WE TAKE YOU NOW TO . . ."**

Below. Among the many pictures of NBC people at work and at play submitted to the TRANSMITTER's photo contest was this of Engineer Paul Herrold at the Master Control Board in New York. Taken and submitted by Frank J. Reed, N. Y. Traffic Dept.



**PHOTO CONTEST**

Next month the NBC TRANSMITTER will give another Argus Candid Camera to the best NBC picture submitted in the photo contest. The second prize will be a copy of the beautiful NBC Symphony Orchestra book. The Argus camera (worth \$12.50) is being donated by one of the leading camera shops in New York City, Parker & Battersby, in Radio City.

This contest is open only to staff members of NBC in all its branches and offices. Pictures must be of NBC people, events, studios, buildings or equipment. The pictures will be judged on their humor, popular appeal and photographic quality. The judges are Florence Marks, Press Division; W. B. Parsons, Sales Promotion, and Carl Cannon, Guest Relations, in New York.

**READ THESE RULES CAREFULLY**

1. Do not send negatives. Send glossy prints not smaller than 2 1/2" x 3 1/4".
2. Give names of persons in pictures and their NBC titles or departments.
3. Give your name, department and NBC division.
4. Send your pictures to the NBC TRANSMITTER, Room 284, National Broadcasting Company, Radio City, New York, before June 23. Pictures received after June 23 will be held for subsequent contests.

# KNOW YOUR COMPANY

No. 14 Artists Service Department — Part II



DAN S. TUTHILL

white limousine, tossing tiger orchids to her adoring public.

Up in NBC Artists Service, they'll give you another picture — one that is notably different from the Hollywood version. They'll tell you that stardom is no overnight proposition. It is a carefully-timed, step-by-step climb that takes anywhere from one to four years — if achieved at all.

If a talented newcomer is deemed worthy of management by NBC Artists Service, he or she is immediately placed in the hands of a well-chosen expert who acts as his or her personal representative. Artists Service employ fifteen such experts. They work closely with Daniel S. Tuthill, assistant managing director of the department. They take care of everything the starlet does, from advising her what clothes to wear to what fee to take for an engagement. It is also their duty to see that the artists under their wing are sold — to the right people.

For example, an artist who hadn't been on a commercial program for some time was advised to turn down an offer of \$450 a week. There naturally followed some misgivings on the artist's part, but the NBC representative won out, and the following week, the artist got a job at \$700. The artist had failed to consider that taking the first offer would remove him from his sustaining show and out of the public eye, an advantage not to be sacrificed for anything less than \$700 a week.

However, before an artist can be sold, he must be publicized and advertised. NBC Artists Service has two distinct promotion divisions for this job. One, headed by Edward de Salishury, is devoted to promoting talent sales in radio, stage, screen and night club entertainers. The other, supervised by Helen Mobert, tackles the job of publicizing concert artists. With a combined staff of eight people, they turn out more than a thousand pieces of publicity, promotion and advertising a year. Some of their booklets, sales presentations and folders have won international awards and commendations in art director's shows here and abroad. Many of the news items on stars which you see in newspapers and fan publications are the publicity brainchildren of Artist Service's Promotion Di-

vision. Through the medium of the printed word, no stone is left unturned in an effort to build up a performer's name, thus enhancing his commercial value.

In the case of the French singer Jean Sablon, for instance, they are currently capitalizing on his romantic appeal. Countless "ladies' man" stories and advertising pieces have been distributed. "Jean Sablon Fan Clubs" have been organized in girls schools throughout the country. Photographs of Sablon with Marlene Dietrich and other acknowledged charmers have been taken and sent to feminine publications. The result is that today Sablon *IS* a ladies' man. Whenever he appears on a broadcast, scores of girls clamor outside the studio fighting for a chance to get his autograph or a peek at their new idol.

Amanda Snow, "The Hometown Girl," is a case in the opposite extreme. If this 283-pound singer of hymns and old fashioned songs has ever visited a night club, her adoring public has never heard of it, nor is she allowed to take part in frivolous publicity stunts. Every article that is written, every picture that is taken emphasizes her small-town background.

While this build-up process is going on, the artist's personal representative is busy tracking down jobs for him to fill. In exchange for these jobs, the artist pays a commission. In this way, Artists Service makes a revenue large enough each year to enable it to build its stars and show a profit.

No longer do talent salesmen poke their heads into a client's office and shout, "I've got the most colossal act in the world!" The talent business today has developed along more subtle salesmanship lines. Artists Service salesmen study the needs of a client or prospective talent buyer, and then build and offer an artist to fit this need.

Sometimes it isn't always easy to discover what a radio sponsor wants. There is a classic example in the case of a client who wanted a tenor for his radio program. Artists Service auditioned seven different singers, but the client

did not like any of them. That evening as the client was going home, he turned on his auto radio and heard a beautiful tenor voice that completely enthralled him. He couldn't wait to get home, so he dashed into a drug store, phoned Artists Service and demanded, "Who is that fellow singing on the air right now? I want him for my show. He's terrific!"

Artists Service tuned in on the program and happily discovered that the tenor was under NBC management. In fact, he was one of the seven tenors the client had rejected that afternoon!

In addition to finding radio jobs for its artists, Artists Service is constantly on the lookout for engagements for them in other fields. The department is in direct contact with more than 5,500 talent buyers in the United States. They book their entertainers into hotels, night clubs, resorts, private parties, recording jobs, theatres and concerts.

They are also on the alert to find motion picture talent among their managed radio artists. Alice Faye got her start in pictures through them. In the past few years, they have sold to the screen such NBC Artists Service names as Kirsten Flagstad, Dorothy Lamour, Gladys Swarthout, Warren Hull, Fibber McGee and Molly, Walter Cassel, Doris Weston, the Vass Family, the Kidoodlers and scores of others.

They are now at work — believe it or not — on building up television stars.

—JOHN H. BAXTER, *Artists Service*

Send your vacation pictures with complete captions to the NBC Transmitter Photo Contest. Prizes for best pictures.



Edward de Salishury (center) goes over plans for an Artists Service promotional piece with his two assistants, Edythe de Takacs and John Holt Baxter.

# NBC TRANSMITTER

VOL. 4

JULY, 1938

NO. 7

## WGY OPENS NEW STUDIO AND OFFICE BUILDING



KOLIN HAGER  
Manager of WGY

The new broadcasting headquarters at Schenectady, New York, of General Electric station WGY, local outlet of the Red Network of the National Broadcasting Company, were opened officially on Saturday, June 9.

Embodying the most recent technical and structural developments, the building stands on a triangular plot at the junction of two main highways and overlooks the main East-West Highway through the Great Western Gateway. The building contains five studios.

Studio "A", largest of the five studios, all representing the latest ideas in sound-proof construction, lighting and air-conditioning, will accommodate an audience of approximately 150 people. All of the studios are isolated completely against shocks and vibrations through the use of a suspension system, creating the effect of a floating compartment or a room within a room. There are no windows in the studios which are ventilated by a modern air-conditioning plant.

One of the unusual features of the new General Electric building is a modern kitchen, completely equipped for broadcasting. The first floor includes, in addition to the studios, a room for artists and offices for the program manager, continuity writers, production men, engineers and announcers. Special audition and file rooms and offices of the sales and press departments are located on the second floor.

Studio equipment includes both velocity and uni-directional microphones of the latest type, assuring fidelity and purity of signal. At least one transcription turn-table for local programs will be located in the large control rooms overlooking each of the studios.

WGY'S new headquarters were put into use not long after the station's 625-foot vertical antenna was put into service. Aided by this new radiator, the 50,000-watt General Electric station is reaching a wider area than ever before.

## ENGINEERS READ PAPERS AT I.R.E. CONVENTION

NBC engineers presented four of the forty-nine technical papers read at the Thirteenth Annual Convention of the Institute of Radio Engineers in New York City last month. The NBC representatives who presented their papers during the convention, which was attended by more than two thousand engineers from different parts of the country, are all members of the New York staff.

The papers they read are as follows:

"Further Developments in the Design and Technique of Operation of Field Intensity-Measuring Equipment," by W. A. Fitch of the Radio Facilities Division of NBC.

"RCA-NBC Television Mobile Units," by John Evans and C. H. Vose of RCA Manufacturing Company, Inc., and H. P. See, engineer in charge of the television mobile unit.

"The Operating Characteristics of Radio-Frequency Transmission Lines as Used With Radio Broadcasting Antennae," by C. G. Dietsch, Radio Facilities Division.

"Design and Tests of Coaxial-Transmission-Line Insulators," by W. S. Duttera, also of the Radio Facilities Division.

## NBC EMPLOYEES COMPETE IN GOLF TOURNAMENT

NBC golfers descended on the greens of the Queens Valley Golf Club in Long Island one day last month and competed in the NBC Athletic Association Golf Tournament consisting of two major events, an eighteen-hole qualifying round in the morning and an eighteen-hole championship handicap match in the afternoon, in addition to several novel special events and competitions planned by a committee headed by that perennial organizer of NBC golf tournaments, A. Frank Jones of Artists Service. There were 51 entries in the tournament which was followed by a banquet in the club house during which prizes were awarded to the winners in the different competitions.

The most important event of the day, the championship handicap, was won by Engineer D. C. Shultis whose gross score was 102, his handicap being 37 and the net score 65. Announcer Graham McNamee and Network Salesman D. R. Buckham tied for second place with scores one stroke higher than that of the winner; therefore, they were requested by Mr. Jones to play three holes for the runner-up prize. Mr. McNamee won the deciding

(Continued on Page 14)



The world of yesterday salutes the world of tomorrow — a "horseless carriage" of thirty-odd years ago passes in review before the new RCA-NBC telemobile unit, which is now being used for experimental outdoor pick-ups in and around New York City. The vehicles participated in the colorful parade held in New York as a preview to the New York World's Fair of 1939. Public demonstrations of television broadcasts are planned for the Fair.

## THE STAGECRAFTERS PRESENT JUNE MOON

In the studios of the world's greatest broadcasting center footlights and spotlights will shine for the first time on a legitimate dramatic production. The Stagecrafters, newly formed NBC employe group, is turning one of the largest studios in Radio City into a theatre for the presentation of the rollicking comedy about song-pluggers, *June Moon*.

Two performances will be given in Studio 8G; the first on July 19, in the evening and the second on July 21. Because of the limited capacity of the studio, Dorothy Allred, president of The Stagecrafters, has announced that admission will be by invitation only.

*June Moon* is considered an ideal vehicle for the group's initial presentation. Written jointly by Ring Lardner and George S. Kaufman, the comedy opened on Broadway in October of 1929 and ran for 273 performances. One well-known critic referred to it as a "three-act circus with song-pluggers as the ring masters."

If the director and the cast give the production a professional touch, there will be a reason. Nearly the entire cast has had experience behind the footlights. The director, Gilbert Ralston of the production staff of Electrical Transcription Service, has directed his own stock company for the past four years and was associated with the Barter Theater in Abingdon, Virginia, as production manager during the summer of 1935. Before coming to NBC he appeared on Broadway as an actor in four plays, including the whimsical fan-

(Continued on Page 13)



DONNA ADAMS of Stenographic and HUBERT V. CHAIN of Electrical Transcription Service who are playing the leading roles in *June Moon*, the forthcoming production of The Stagecrafters, newly formed NBC employe group.

## WGY SCHENECTADY

—by W. T. Meenam—

### Dedication of New Studios

At this writing the WGY staff is moving from its outgrown quarters to take possession of the spacious and beautifully appointed studio building which will have been officially dedicated when this is read.

While Manager Kolin Hager grapples with the infinite detail of the transfer and prepares to welcome officialdom, the program staff is arranging nearly two weeks of high-lighted and distinctive programs that should make the dedication memorable for every listener. The engineers too are familiarizing themselves with the new and handsome control system.

Mayor Robert Baxter of Schenectady has issued a proclamation making Saturday, July 9, "WGY Day" in recognition of the dedication of the new building and the station's sixteen years of service.

The Schenectady Chamber of Commerce, also in tribute to WGY, has organized a Carnival Parade of children for Dedication Day. Preliminary plans indicate there will be four musical units, three of them junior groups, 500 Boy Scouts, 200 Girl Scouts, large units from each of the city's playgrounds, groups in the native costumes of Czecho-Slovakia, Italy, Germany and Poland, clowns, acrobats and twenty-four gigantic papier mache caricature figures.

### Special Dedicatory Programs

The children's parade, which will be described on the air during its programs, will be scheduled to conclude at the new building in time for a feature broadcast — the transmission of the letter "S" from Rome, Italy, by Giulio Marconi, son of Senator Guglielmo Marconi. This transmission will detonate sixteen powerful bombs, one for each year of WGY's life.

In the evening NBC and G-E officialdom, augmented by state and city officials, prominent educators, publishers and leading Schenectady officials, will participate in the dedication reception and dinner at the Hotel Van Curler. At 10:00 p.m., a program originating at the Hotel, will be fed to Red Network stations. Speakers will include Mr. Lohr and Owen D. Young, chairman of the Board of Directors of the National Broadcasting Co. Dr. Frank Black will direct the orchestra. Other program features will be selections by Thomas Thomas, baritone, Doris Doe, soprano, the Tune Twisters and a dramalogue *WGY Through the Years*, produced by Radcliffe Hall and Waldo Pooler.

### WGY Entertains NBC Engineers

NBC engineers, after a serious session in New York, came to Schenectady as the guests of the General Electric Company. Chester H. Lang and Boyd Bullock of G-E, aided by WGY's chief engineer, W. J. Purcell, entertained the group which consisted of George McElrath, operating engineer; G. O. Milne, Eastern Division engineer; both of New York; A. E. Johnson, engineer in charge of NBC-Washington outlets; S. E. Leonard, engineer in charge of WTAM in Cleveland; H. C. Luttgens, Central Division engineer, Chicago; C. A. Peregrine, engineer in charge at KOA, Denver and A. H. Saxton, Western Division engineer, Hollywood, California.

The men visited the Research Laboratory and some of the factory buildings. There was a luncheon at the Mohawk Golf Club and later the attractiveness of the beautiful greens and smooth fairways overcame the resistance of several of the visitors who happened to have brought their clubs along with them, and they made a thorough investigation of the terrain, traps, bunkers, rough, ponds and wooded areas.

### WGY Outing

The entire staff of WGY, including artists and orchestra, enjoyed the first outing of the 1938 season, June 8 at White's Bathing Beach on the northern end of Ballston Lake. It was an afternoon of soft ball and swimming, and an evening of dinner and dancing. A team of softballers captained by Howard Tupper succumbed to the batting prowess of the engineering crew led by Albert Knapp. During the dinner, Mr. and Mrs. A. O. Coggeshall were presented with a handsome silver gift in recognition of their twenty-fifth wedding anniversary.

### Personal Notes

Alan Taylor of WGY's Sales Staff recently was elected President of the Schenectady Advertising Club.

A. O. Coggeshall traveled to Manlius recently, to attend the graduation ceremonies at Manlius Military Academy, where his son Robert was among the graduates.

Horton Mosher of the Control Staff is back at the gain controls after a lengthy absence due to serious illness.

# WGY SCHENECTADY



The Main Entrance Hall, 152 feet long, 14 feet deep and 23 feet high, on one side of which looms a high wall of glass blocks and on the opposite are separate entrances to five studios.



The Auditorium Studio which has a seating capacity of 150.



The WGY Staff pictured in their new building. On the staircase, they are, from top to bottom and left to right: Albert Knapp, John Howe, Paul Fritchel, Chester Rudowski, Robert Wilbur, Raymond Strong, Howard Wheeler, W. T. Meenam, Ione VanDenplas, Tom Martin, Silvio Caranchini, Radcliffe Hall, Chester Vedder, Elizabeth Foy, Robert Elliot, Philip Brook, Allen Taylor, Peter Narkon, Bernard Cruger, Betty King, Horton Mosher, Kenneth Durkee, Caroline Osan and Paul Adanti.

On floor, left to right, Alexander MacDonald, Howard Tupper, Virgil Hasche, Madoline Neff, Kolin Hager, station manager; W. J. Purcell, engineer in charge. A. O. Coggeshall was unable to pose.



The Main Entrance of the new WGY Building in Schenectady.

## NAMES IN THE NEWS

### NEW YORK

#### Promotions:

Al Robinson has been promoted from junior announcer to senior announcer. He has been a member of the announcing staff since December 1936 and is also an assistant to Pat Kelly, supervisor of announcers.

Mr. Robinson, who is one of the youngest members of the staff, is a graduate of Dan Russell's announcing school and a former member of the Guest Relations staff. Before coming to NBC he was an announcer for KVOO, Tulsa, Oklahoma, for two years.

Jere Baxter 3rd who was married to Miss Rowena Eloise Staats at St. Bartholomew's Church on June 17 probably did not get a better "wedding present" than the one he received from his boss when he returned recently from his honeymoon trip to Colorado. Mr. Baxter has been promoted in the Sales Department and is now a salesman in the Local Sales Division. A graduate of Yale University in the class of 1937, Mr. Baxter has been with NBC since last summer when he joined the Guest Relations staff.

Mr. and Mrs. Baxter are residing in Greenwich, Connecticut, until the end of summer when they plan to make their home in New York City.

G. Thornton Steil has been promoted from the page staff to the Music Division where he is now an assistant to Richard Bannier who is in charge of music rights. A graduate of Trinity College where he studied accounting, Ted, as he likes to be called, came to NBC in May. Although he is still in his early twenties he has had considerable experience as a musician and radio announcer. He has worked in various capacities — pianist, scriptwriter, announcer, program director — for WDRC, Hartford, WAPI, Birmingham, Alabama, and KMPC, Beverly Hills, California.

While in college he formed his own orchestra with which he crossed the Atlantic several times playing on ships. Ted's hobby is songwriting. He has fourteen compositions doing the rounds and hopes that, someday, he will have the pleasure of clearing the rights to his own songs for NBC programs.

Howard Selger, who has been with NBC since 1934, was promoted from the Mail and Messenger Section to the Sta-

tistical Division on July 1. He was in charge of the account and record books in the Mail Room and has also done clerical work in the past for the Personnel Office and the Engineering Department.

#### Newcomers:

Warren Wade, radio producer, has joined the Program Department as a television program director. Formerly he was producer and writer for a radio road show which toured the Middle West and West Coast and was sponsored by the Kellogg Company and Ford dealers in the West. From 1928 to 1935 he was with WTAM, NBC station in Cleveland, where he was a producer and talent representative.

Among the shows Mr. Wade produced at WTAM which are now popular network programs are *Gene and Glenn* and *Lum and Abner*. He also wrote scripts for *Gene and Glenn*.

Miss Harriette Hermann, formerly with George A. Hormel and Company, has joined NBC as secretary to Norman Morrell, assistant commercial program manager. She is a native of Austin, Minnesota, where she worked at the main office of the Hormel Company for five years as secretary to one of the directors. From there she was transferred to the company's branch in New York as secretary to the manager, and was there a year before coming to Radio City.

Miss Hermann is a graduate of the University of Minnesota where she was a member of the glee club and the drama group. Although she is a graduate commercial teacher Miss Hermann has never taught in school, preferring to be in business. She is a member of the Delta Gamma Sorority.

E. W. Dinga who was on the WJZ transmitter staff several years ago has returned to the NBC family as relief engineer for WEAJ at Bellmore, Long Island. Mr. Dinga has just completed an extended airplane trip throughout South America as co-pilot and radio man for a private plane. Since he left NBC about eight years ago he has worked as development and research engineer for Warner Brothers in their Long Island City plant, United Research Corporation.

F. Kenneth Fees, formerly of Station WIP, Philadelphia, where he was an engineer for eight months, has joined the Mail and Messenger staff. He is a graduate of Bordentown Military Institute in New Jersey and of a radio school in Kansas City, Missouri, where he studied radio and television engineering. He holds a first class radio operator's license.

Joseph Cassel, formerly with the RCA Manufacturing Co., Inc., as an accountant for several years, has joined the NBC Accounting Department where he has found two of his former associates at RCA, Alexander D. Nicol and Norman Tyson. Now that he is in Radio City Mr. Cassel is moving his home and family, his wife and a five-months-old baby, from Camden, New Jersey, to Staten Island.

Roger J. Wood, a native New Yorker educated in Manhattan schools, has joined the Duplicating Room staff. He is a graduate of Textile High School and is now taking an evening pre-law course at New York University. When he was in junior high school he won a city-wide oratorical contest conducted by the New York Times for students in the Metropolitan area.

George F. Anderson, Jr., has joined the Engineering Department as a member of the staff in the Radio Set Repair Shop in Room 581. He comes to NBC from his home town, Norwalk, Connecticut, where he has had five years experience in the line of work in which he will be engaged here.

#### Resignations:

Philip Sullivan, who joined NBC in April 1936, resigned from the Guest Relations staff last month in order to accept a position as radio operator with American Airlines, Inc. He received his first class radio telephone operator's license last December after having studied at Johns Hopkins University and the RCA Institute.

#### Transfers:

Engineer T. D. Christian, who has been with the Company three years, has been transferred from the Maintenance Division of the Engineering Department to the television staff in the Development Laboratory. Several years ago he was studio engineer for six months at the old NBC headquarters at 711 Fifth Avenue.

#### Marriages:

Studio Engineer Robert Bigwood joined the rank of benedicts during his recent vacation when he and Miss Marion Cooney were married in Burlington, Vermont, the bride's home, on May 26. For best man Mr. Bigwood had a close friend and a former associate, Jack Tierney, program director of Station WCAX, Burlington, where the bridegroom was a member of the engineering staff before he joined NBC in July 1937.

Mrs. Bigwood resigned a secretarial position with the Federal Housing Administration office in Burlington in order to come to New York with her husband. They will make their home in Jamaica.

Miss Bethany Mather, secretary to Attorney Robert P. Myers of the Legal Department, and George Schuster, a security analyst well-known in downtown financial circles, were married in the chapel of the Friends' Meeting House in New York, on Friday, June 24.

The couple went to the Berkshires on their honeymoon, and have now taken up their residence in New York City.



With two weddings to its credit, the Accounting Department more than balanced Cupid's books for the month of June. Wedding bells rang out twice as two brides of the department were feted by their friends.

On June 11, Miss Marjorie Thomson, of Montclair, New Jersey, was married to Harry Lee Barton, Jr., in the rectory of St. Cassian's Church, Upper Montclair, by the Rev. John T. Brown. Before the wedding, Miss Thomson was tendered a luncheon by her NBC associates.

Following the ceremony and a reception at Marlboro Inn, Mr. and Mrs. Barton left for a honeymoon at Buck Hill Falls, Pennsylvania. Upon their return they will reside at Forrest Hills, N. Y. Mr. Barton is associated with the General Electric Company in New York.

Joan Fitzgerald was the other bride of the month and she walked to the altar on June 26. She, too, was given a luncheon before the ceremony, by the girls of her department. She was married to Gerald A. De Mott, who is associated with United Features, Inc.

The nuptials took place at the Ascension Church in Elmhurst, N. Y. After a honeymoon at Virginia Beach the newlyweds will make their home at Rego Park, Long Island.

**Stork News:**

James V. McConnell, assistant to the vice president in charge of sales, became the father of a nine-pound boy on June 22. It is the McConnell's first child.



A baby girl was born to the Harry Mallens on June 14. Mr. Mallen, who is a member of the studio patrol force, is now the father of three children.



Soundman Agnew Horine can now put to practical use what he learned a few weeks ago at the School for Prospective Fathers at the Maternity Center Association. It's an eight-pound girl, Frances Jane, and they say she can make more noise than papa can when she wants to.

Evening Press Representative John D. McTigue's most prideful story for visiting reporters on June 8, and for nights afterward, was the birth of his second child, a girl. The elder one is a boy.



Mrs. Robert Sharpe presented her husband, who is a supervisor in the Guest Relations Division, with a baby boy on June 9.

**Miscellaneous:**

Miss Mary Draxwell, who is in charge of the stenographic staff at WTAM, Cleveland, visited Radio City during her vacation last month and had a busman's holiday inspecting the Central Stenographic and Audience Mail sections in New York.

**CRITIC APPOINTED  
NBC MUSIC CONSULTANT**

Samuel Chotzinoff, well-known music critic, was appointed music consultant for the National Broadcasting Company on June 14.

As music consultant, Mr. Chotzinoff will be available to all departments of the Company for advice and conference on matters of interest in the field of music. Mr. Chotzinoff's long experience as a musician, music critic and journalist will enable him to render advice on matters concerning serious music and the Company's press relations concerning musical programs of a classic nature.

Mr. Chotzinoff who is now music critic for the *New York Post* was a noted pianist and accompanist before he turned to journalism. He was also music critic for the *New York World* for five years before he joined the *Post*.

He was born in Vitebsk, Russia, and came to America with his parents at the age of seven. He attended New York schools and Columbia University; and studied piano with Oscar Skach and Daniel Gregory Mason.



SAMUEL CHOTZINOFF  
NBC Music Consultant

John D. McGhie, former NBC guide and staff photographer of the NBC TRANSMITTER, married Miss Lillian M. Archer of Norwalk, Connecticut, on June 5. Mr. McGhie is now staff photographer of the *Greenwich Times*, in his home town, Greenwich, Connecticut.



O. O. Bottorff, vice president and general manager of Civic Concert Service, sailed on the *Georgic*, June 25, for a vacation trip abroad. Mrs. Bottorff accompanied him. They plan an extensive trip through England, France, Belgium, Holland, Germany, Switzerland, Italy and Greece.



Marks Levine, head of the Concert Division of Artists Service, is accompanying Kirsten Flagstad as her manager on a four-month trip to Hawaii and Australia. During the voyage Mr. Levine will plan trips abroad for other NBC artists.



Juan de Jara Almonte represented President Lohr at the formal ground-breaking ceremonies for the RCA exhibit building in the New York World's Fair of 1939. Major Lohr is director of RCA's exhibit at the Fair.



Several members of the Electrical Transcription Service Department recently went on a piscatorial expedition off the coast of Freeport, Long Island, and hooked ten good-sized weaks, two flounders, a blackfish and three eels. The NBC Isaac Waltons were Reginald Thomas, Hubert Chain, Ranald MacDougall and Danny Schmidt. Charles Facer, of Artists Service, and Bill Wirges, conductor of the Rainbow Rhythm Orchestra, also had a hand in the catch.

Being zealous workers in radio, they even had a receiving set aboard; and they almost forgot the fish when someone tuned in an Electrical Transcription production with music by Bill Wirges.



Charles H. Thurman, manager of Guest Relations, has returned from his vacation in Sawyer, Michigan, where he maintains a summer home. He was accompanied by Mrs. Thurman.



PARKER & BATTERSBY, Radio City camera shop, is donating another Argus Candid Camera to be awarded to the NBC employe submitting the best picture to the next Photo Contest of the NBC Transmitter. Read the rules on page 12.

## WTAM CLEVELAND

by Bob Dailey

### Checking Listener Reaction

Staff members of WTAM are having a lot of fun these days driving around Ohio and into adjoining states on Sundays and holidays. WTAM'S new 470 foot vertical antenna is in operation, and some of the staff are unofficially checking listener reaction at points from 150 to 200 miles from Cleveland.

### Newcomers

Two additions have been made to the staff. Selma Schuller has taken over the musical rights desk, and Bob Liggett has joined the office force. Liggett decided to spell his given name Robertt (correct) when he learned that there were already eleven Roberts on the staff.

### Author and Narrator

Waldo Pooler, production man and head of WTAM'S dramatic department, is writing a portion of the script to be used for WGY'S dedication in July. Pooler will also be heard in one of the dedicatory network programs. He was formerly a staff member of WGY.

### WTAM Notes

Vernon H. Pribble, WTAM'S manager, has a golf date with Ralph Guldahl, na-



Hal Metzger, WTAM's program director, has inaugurated a "sky-gazers" program which is broadcast every Sunday night during the summer from the roof of the 22-story building housing the NBC studios. Mr. Metzger, right, is shown here taking a peek at the skies while Dr. O. L. Dustheimer, professor of astronomy at Baldwin-Wallace College, rehearses his part for the evening broadcast. Cleveland's Terminal Tower is in the background.

tional open champion, when the golfer comes here in August for a local tourna-

ment . . . Information Clerk Olga Nichols came back from her vacation with such a deep tan that she was hardly recognized . . . Musician Pat Ciricillo, with his bride, is on a three months vacation in Europe . . . Music Librarian Bob Oatley back on the job after an illness . . . Grace Albrecht working in the Stenographic Department temporarily while the girls take their vacations.

Tom Manning off to cover the All-Star game at Cincinnati for the networks after returning from describing the National Open Golf Tournament at Denver. Incidentally, Tom took a \$50 bet on the Louis-Schmeling fight . . . May Draxell, head of steno department, spending her vacation in New York . . . NBC announcer Gene Hamilton greeting his old friends at WTAM while on a vacation . . . Herbert DeBrown, amateur baseball pool operator, quitting business after Musician Tommy Carter won \$10 in two successive weekly pools and DeBrown was awarded only \$5 by Lady Luck . . . Field Engineer Alvin McMahan showing his ingenuity by using a metal ceiling as an aerial for the radio in the Press Department. Thanks, Mac!

## NBC WASHINGTON

by Marion P. Gale

### Songwriters

About two months ago Cicely Brown of the Program Department and Announcer Lee Everett jokingly announced that they were writing a song as good as most of the Tin Pan Alley numbers heard on the networks. Nobody paid much attention to them, looking on the matter as just another gag. Now we hear that Captain Thomas F. D'Arcy, leader of the Army Band, likes the song so well that he has offered to play it on the Army Band's regular network program. Title of the song is "If I Were a Writer Of Songs."

Lee and Cicely said that they were so tired of hearing so-called "new numbers" which were no more than outright "steals" on the masters that they decided to write a real "stolen" masterpiece. Their song contains bars of the work of Bach, Chopin, Beethoven and Rachmaninoff.

### Cart Before Horse

Announcer John Hurley has proven that he can put the cart before the horse and still get there. He passed his bar examina-

tion last year before he'd finished his three-year law course, and last month he was graduated from the Georgetown Law School. All of which makes him a full-fledged lawyer.

### Versatile Coyle

Night Supervisor Bill Coyle's biography some day might well read — announcer, supervisor, lawyer, chief — with a dash of professor somewhere along the line too. Bill Coyle came to WRC as a staff announcer about five years ago . . . sports announcing took his fancy and he made a name for himself in the local field among sport fans . . . Not satisfied with his knowledge of radio in the Program Department he branched out into writing and producing programs . . . that wasn't enough either, so now Bill has his eye on becoming a radio lawyer someday . . . From the looks of his first year's marks at Law School he has a chance of making a good one . . . Now that the school term is over Coyle plans to teach a course in radio this summer at Catholic University.

### Here and There

Bud Barry returned from Germany to take up his announcing duties after a three months leave of absence . . . Cousin Mary Mason, who conducts the *WRC Home Forum* daily, has returned from a speedy trip to Lincoln, Nebraska, to see her father. During her trip Mary visited the NBC Chicago studios . . . like the proverbial postman on vacation . . . B. E. Stahl, engineer stationed at the new WRC transmitter, celebrated his eleventh anniversary with NBC last month . . . Rudy Coldenstroth, auditor, is so tired of being foreman of the Grand Jury for the last three months, in addition to his duties at the Trans-Lux Building, he's taking his vacation immediately.

Madeline Day, telephone operator, and her husband of a few days will be at home in their new apartment after the first of July . . . Francis Childs Brickhouse is celebrating her birthday and first wedding anniversary July 15 . . . Gordon Hittenmark left his *WRC Timekeeper* program for a two-week vacation in California.

## SPORTS PAGE

### Tennis Tournament

Although the weather has been bad for tennis during the past few week-ends the NBC Athletic Association Tennis Tournament, men's singles, which started in May, is, at this writing, ready to play the finals between Paul Rittenhouse and Joe Merkle, the two seeded players from the upper and lower brackets. The results of the first NBC tournament of the season will largely determine the players who will be chosen to represent NBC in an all-company team which will play with the teams of other companies and organizations in and near New York City.

Both finalists have been in splendid form since the tournament started and promise to repeat their excellent performances for NBC in the inter-company games last season. Merkle, who is inter-collegiate tennis champion in New York, took all his opponents in the first tournament in his stride. In the quarter-finals he won from Frank Lepore by default and in the semi-finals he defeated Bud Faillace, 6-0, 6-0.

If Rittenhouse keeps his game up to the form he has shown thus far this season he will give Merkle stiff competition in the finals. He beat Dick DeRaimes, 6-2, 6-3, in the quarter-finals, and mercilessly pelted Ed Kahn with thunderous drives in the semi-finals to win by 6-0, 6-0. Rittenhouse was junior state tennis champion of Maine in 1932.

The second NBC intra-company tournament of the season will be a handicap tournament, men's singles, which begins this month. Two prizes will be



This is not the Big Apple. It's Al Protzman, television cameraman, yelling for the ball as Beverly F. Frendendall races into third base. The picture was taken by Engineer Donald H. Castle during a game amongst the engineers of the New York staff, P.S. Frendendall made it.

awarded, one of which will be a cup, the first to be awarded by the Athletic Association to the NBC tennis champion. The other prize has not yet been announced but wishful sources have given expression to the wish that it be a new tennis racket for the runner-up player.

### Front Office vs. Back Office

The Engineering Intra-Departmental Soft Ball League is now in its second month with the Designing and Planning (Front Office) Team leading with two easily won victories on its record.

The Front Office nine took both games from the boys in the Back Office formally known as the Development and Television Team. The games were played at Alley Pond, Long Island, on June 8th and 15th.

In the first encounter, which ended with a score of 24 to 9, the Back Office boys stayed in the rear during the entire game. In the eighth inning the Front Office softballers blasted the Laboratory and Television Team with nine runs, wearing out the Lab "ace" pitcher, Lou Hathaway, to a frazzle. Umpire Gus Bosler was tempted to stop the slaughter before the end of the game.

In the second game the Back Office engineers were completely subdued and pushed out of the soft-ball picture by the Front Office terrors who gave them a second trimming to the tune of 20-4. The D and P gang wore out no less than three bewildered pitchers of the opposition. It wasn't a ball game — it was a track meet with the Back Office boys as gaping spectators!

Now that they've eliminated one team out of the league without any question the Development and Designing players are preparing to take over the Maintenance and Operating groups. They are riding high and feel confident that they will not have much trouble winning the entire series and the Engineering Pennant.

### NBC Ball Team Is Up

The NBC Baseball Team is in a three-way tie for second place with the Columbia Pictures and Skouras Theatres Corporation teams, after having played the first half of the elimination contests in the Motion Picture League. The winner of this triangular tie will divorce the also-rans and find a spot in the final round-robin play-off to determine the League champion.



Frank E. Chizzini (left), in charge of sales in Electrical Transcription Service, and B. F. McClancy, manager of the Traffic Department, rest between rounds at the NBC golf tournament. (Story on page 1.)

Consolidated Film Industries is in first place at the end of the first half, having won all its games but one.

In the game against the Skouras team, NBC lost by one run, 6-5, although up to the third inning, Pitcher Jim Von Frank had a lead of three runs, which he lost in the fifth. After catching up in their half of the fifth inning the NBC lads regained the lead in the sixth, but Skouras rallied in the eighth with a run, and another in the ninth, winning the game.

NBC met the Simplex International Projector team in the next game of the second half of the season and regained her prestige by winning, 10 to 4. Frank Crowley rang the bell for NBC in this game by hitting a homer with one man on. Bill Hanna also registered a home-run. NBC hit the jack-pot in the sixth inning with six runs. The game was pitched by Alan Henderson.

Now that the NBC team has hit its stride, after having started sluggishly this season, speculation is rife as to its chances of winning the League cup. NBC won the championship cup of the Motion Picture League in 1934; and in 1935 they won the cup for having won the greatest number of games in the league, after losing in the play-off. It is rumored that some of the NBC players are already smacking their lips in anticipation of a championship banquet.

### Women's Tennis

According to Serge A. de Somov, chairman of the A.A.'s tennis activities, the women's tennis division is growing in number and a professional player has been engaged to give instruction to those who wish it.

## NBC CHICAGO

—by Rudi Neubauer—

### Golf Tournament

On June 7, the network salesmen, together with Vice President Trammell and Messrs. McEdwards and Bolas of the Sales Promotion Department, had a golf tournament at the Crystal Lake Country Club. Ken Carpenter won the low gross and Jim McEdwards was second. Gene Hoge won the Blind Bogey. Fifteen men played golf and Joe McDonald and John Sample joined them for dinner.

### NBCettes Get Together

On June 6, 45 girls of NBC Chicago met for dinner at the Cordon Club. After dinner Helen Kellie, secretary to Niles Trammell, vice-president and manager of the NBC Central Division, was presented with a set of chimes and a cake bearing ten candles in honor of her tenth anniversary with NBC.

The meeting, which may prove to be the first of monthly get-togethers for the women, was instigated by Miss Judith Waller, educational director. In the lounge following the party, a committee consisting of Helen Kellie, Evelyn Partridge, Marcelle Mitchell, Adele Crawford, with Helen Shervey acting as chairman, was appointed to plan the July meeting.

### Promotions

Oliver Morton, who has been in charge of National Spot Sales, has been appointed to head the new combined Local and Spot Sales Department. The department will handle local and national spot sales on WMAQ and WENR as well as placing spot sales with the other NBC managed and operated stations. W. W. Smith, former head of the Local Sales, has been promoted to the Network Sales Department.

### Noted Writer Joins NBC

Wright Esser, London-born novelist and playwright, has become a member of the Central Division Continuity Staff. He was a feature writer for the Paris bureau of the International News Service following his graduation from Cambridge, and after several years in that capacity, returned to London, where he was a continuity writer and producer for the British Broadcasting Corporation.

Three years ago, Mr. Esser came to America and became associated with Universal Pictures on the West Coast. When he decided to give American radio a try, he moved to St. Louis, doing continuity and production for Stations KWK and KSD.

Mr. Esser is the author of two plays that were produced at the Lyceum Theater in London. They are *Serrat* and *King of the Damned*; the latter was made into a moving picture by British-Gaumont. He also has written two travel books and three novels, namely, *How To Be Happy in Paris*, *How To Be Happy in Berlin*, *Dr. Frax*, *The Mystery of Norman's Court* and *The Dark God*.

### Sour Nautical Note

Bob Brown, announcer, is ready to admit he's a tough luck skipper. Last year someone stole his sailboat, stripped it of all its removable parts and left a bare hulk for Bob to recover.

Early in May, Bob went with Announcer Norman Barry to sail a new boat down from Milwaukee to Chicago and was forced to put in at Kenosha after being tossed around by a storm on Lake Michigan for eleven hours. May 31 saw the climax when a hoisting boom at the Navy Pier in Chicago broke while his boat was being hauled up for inspection and dropped the vessel to a concrete pier, from which it slid into the lake and sank. Bob, himself, barely jumped out of the way in time to avoid being struck.

### Featured Speakers

Starting with an address delivered on June 21 by Edward G. Cerny, assistant music librarian, six executives of the National Broadcasting Company will be featured speakers in the Radio Workshop



Bonnie Larkin of Audience Mail receives her work in baskets. Here she is shown receiving from Kenneth Akins of the Mail Room two basketfuls of fan mail to be counted, classified, coded as to its origin by states and counties, and eventually to be answered by the correspondents.

being conducted in Chicago, June 20 through July 15, under the supervision of the Radio Council of the Chicago Public Schools.

Among those scheduled for half-hour speeches from the NBC Central Division are Judith Waller, educational director; William Ray, manager of the Press Information and Service Division; Everett Mitchell, senior announcer; Kenneth Robinson, continuity editor; and C. L. Menser, production manager.

### Here and There

John H. Thompson has been engaged as assistant to Ken Fry in Special Events.

✓ ✓ ✓

William E. Nelson is a new member of our uniformed reception staff.

✓ ✓ ✓

Pierre Andre from New York has joined the NBC staff of announcers in Chicago. Pierre is the regular announcer of the *Betty and Bob* serial.

✓ ✓ ✓

Announcer Norman Barry and Director Robert White have succumbed to the lure of lake and stream. Barry is putting in two weeks, vacation time, at Basswood Lodge, Wis. White has departed with Mrs. White on an automobile jaunt through Northern Michigan, during which he will seek trout in every likely looking stream.

✓ ✓ ✓

Soundman Mike Eisenmenger became the father of a baby girl — his first child — on May 24.

✓ ✓ ✓

J. F. Whalley, auditor and office manager, was graduated from Northwestern University in May with a C. P. A. degree.

✓ ✓ ✓

Ray Neihengen, General Office, has definitely committed himself by buying the stone for Miss Virginia Quinn of Chicago. The wedding date has not yet been decided upon.

R. S. Peterson, assistant auditor, has had three of his photographs accepted for exhibition at the Chicago Exhibition of Leica Photography.

✓ ✓ ✓

You can win an Argus Candid Camera or a copy of the NBC Symphony Orchestra Book by sending your NBC snapshots to the NBC Transmitter Photo Contest before July 25.



## Spot Interviews

**QUESTION:** If a talented young man who has had some experience in college dramatics came to you for advice as to how he may become a radio, screen and stage actor, what training would you prescribe for him?

LESTER VAIL, Director (formerly of screen and stage).

**ANSWER:** No further training. If he has had experience in amateur college dramatics and IF he has talent, all he needs is a professional opportunity — a “break.”

If you ask me how that is obtained, I really wouldn't know. How the talented amateur gets his first professional engagement is a mystery — unpredictable and often miraculous.

\* \* \*

**QUESTION:** What qualifications do you look for when choosing an announcer?

PAT KELLY, Supervisor of Announcers. N. Y.

**ANSWER:** All the essentials for a radio announcer are of equal importance and they include the following: A college education or its equivalent. Courses in cultural subjects such as offered in preparation for a B.A. degree are good training. As radio is constantly expanding, and is becoming more international, it is to the announcer's advantage to be able to speak at least one foreign language fluently.

The announcer's personal requisites include command of a good English vocabulary, a voice of pleasing quality, self-confidence, initiative and ability to make quick decisions, to speak extemporaneously, a good sense of news values and the ability to describe scenes or actions taking place.

In addition to these essentials, the announcer should also be capable of preparing material for programs, such as writing continuity, adapting in dramatic form stories for radio broadcasts, sufficient dramatic ability to take charge of a radio program and direct the actors in their parts. Add to these qualifications the ability of a first-class salesman, plus four years experience in radio; and if he is not too proud to accept constructive criticism, you will have a good announcer and the millennium.

\* \* \*

**QUESTION:** What outstanding qualifications would you look for when interviewing a young inexperienced man for the Sales Department?

I. E. SHOWERMAN, Asst. Sales Manager, Eastern Division.

**ANSWER:** It is our policy, as far as possible, to secure our personnel from other departments of the company, particularly from the Traffic and Sales Traffic Divisions, since this experience is invaluable to a man who is to represent the Sales Department. Obviously, the first qualification is aptitude toward sales work—ingenuity, personality, appearance, and of course, a desire to sell. Secondly, we look for thorough competence in the work the man has been doing in the other department. It is our hope that we can secure all of our representatives from this source, assigning them to the spot sales division and ultimately advance them to network sales. This plan is fundamentally sound in that it gives us men with a good background and that it gives the newcomers every chance to advance.



## With Your Roving Reporter in New York

NBC Musicologist Lewis Lane recently received an invitation from a lady in Hartsdale to take part in one of the frequent musicals she gives in her house which is known as the Music Box and is located on Lewis Lane.

Murry Harris of Continuity Acceptance who composes songs as a hobby wrote the entire score and some of the lyrics for a recent musical show, *White House Jamboree*, given for charity by amateurs at Lawrence, Long Island.

Paul Owen who tied for first place on the *Brass Buttons Revue* two months ago is now singing regularly on the *Organ Melodies* program with Organist C. A. J. Parmentier every Monday morning, from 8:15 to 8:45 on the Blue Network. Here's a tip to talent scouts: Paul's wife is the former Miss Phyla Wood, well-known West Coast singer — and pianist. Why not team them up? It's a set-up! P. S. I am not their publicity agent.

Guide Peter Perrine, whose hobbies are songwriting and painting, has done some excellent charcoal portraits of NBC stars, many of which have been purchased by their respective subjects.

**Did You Know That ...** Salesman George Frey has been for two years the golf champion of his club at White Beeches, New Jersey? Last month for the nth time he shot under his home course's par of 72 with 69. To prove it George will gladly show you a clipping from the *Bergen Evening Record* which he keeps in his desk . . . That Television Engineer Bill Eddy can read and speak Chinese . . . he learned the lingo while in China with the U. S. Navy from which he was retired in 1934 with the rank of lieutenant, junior grade . . . That you can find all sorts of books — fiction, radio, drama, biography, television — in the General Library, Room 272 . . . and that you are welcome to read the books in the library or borrow them to take home.

**And Did You Know, Girls, That** the following are some of the most eligible bachelors in NBC: Vice President and Chief Engineer O. B. Hanson, who has a big house with beautiful grounds in Westport, Connecticut . . . who owns a 30-foot cruiser . . . and has a fine sense of humor . . . Portrait Photographer Ray Lee Jackson who is a steady theatregoer and likes to go on week-end trips . . . Sales Promotion Manager Jimmy James who does practically everything . . . sings with the Mendelssohn Club . . . acts in amateur productions . . . plays badminton and tennis . . . is a member of the camp committee of Boy Scouts in Bronxville . . . owns a cottage and motor boat at Candlewood Lake, Connecticut . . . AND has a weakness for redheads . . . Local Sales Manager Maurice M. Boyd who drives a Packard convertible coupe and owns a cabin in Metedeconk, New Jersey . . . and is now learning the latest dance steps at Arthur Murray's along with many other NBCites . . . claims he's a good cook, salads being his forte . . . News and Special Events Director Abe Schechter, who is always on the go . . . and doesn't play golf but likes to relax, in between jumps, at the smart niteries on the East Side . . .

And tall, lanky Guide Frank W. Nesbitt who also sports a Packard convertible, plays tennis, and likes to cool off these hot summer evenings at such smart Manhattan oases as the Stork Club, “21”, the Lotus Club . . . but also goes slumming occasionally with the boys at Radio City's Hurley's.

**T**HIS year, as last year, many members of the NBC staff in New York and their families celebrated the Fourth of July as guests of Lenox R. Lohr, president of NBC, at his home in Tarrytown, New York. The all-day festival, climaxed by a fireworks display, was also attended by members of RCA and their families. Major Lohr's spacious home and grounds, which are on the banks of the Hudson River, afforded sufficient space and facilities for picnic parties, games and amusement for the three hundred-odd men, women and children who celebrated Independence Day with Major Lohr and his family.



Ashton Dunn, Personnel Office, persuades Mrs. Dunn to go to movies which were shown in the basement of Major Lohr's home at regular intervals throughout the day.



Many of the guests, particularly the children, enjoyed canoeing and motorboating on the small lake in front of the house.



The winner of the NBC Tennis Tournament, Joe Merkle (left), is congratulated by his opponent in the finals, Paul Rittenhouse. The score was 6-3, 6-4, 6-4. Following the match, played at the Ardsley Country Club, the players went to Major Lohr's home to join other NBCites in the merrymaking.



The movies, which featured a March of Time release showing the part NBC played in broadcasting the conquest of Austria by Chancellor Hitler, were one of the most popular attractions of the day.



This is just one of the many sports provided by Major Lohr for his guests. Francis Koehler aims for a strike while Walter Wiebel waits in the background for his turn. Both are of Guest Relations.



Sidney Robards, formerly of NBC and now of the RCA Dept., of Information, and Mrs. Robards.

Among those who had the enviable jobs of setting off the fireworks were Charles H. Thurman (left), manager of Guest Relations, and Henry P. Hayes, General Service, who are shown here inspecting a giant rocket.



Major Lohr starts the fireworks display by setting off a rocket.



President Lohr smiles for the camera as he enjoys a holiday with scores of members of RCA and NBC and their families at his home in Tarrytown, New York. Shown, left to right, are Major Lohr and his father, G. P. Lohr, Frank E. Mason, vice president, and Walter G. Preston, Jr., director of the General Service Dept.



Mr. and Mrs. Philip I. Merryman (left) look on while their youngest child, Heather Ann, gets acquainted with Miss Martha S. McGrew, assistant to President Lohr. Mr. Merryman is in Station Relations.



These are some of the people who gathered on the steps of the house to watch the fireworks display.

(Pictures by NBC Photographer Sydney Desfor.)

# NBC TRANSMITTER

Published for and by the employes  
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from coast to coast.

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## NBC PHOTO CONTEST

Hurry! Hurry! Hurry! The third and last Argus Candid Camera to be given as first prize in the Photo Contest will be awarded to the NBC employe submitting the best NBC picture to the next issue of the NBC Transmitter. This is your last chance to compete for an Argus camera or a copy of the NBC Symphony Orchestra Book.

Parker & Battersby, Radio City camera shop, well-known to NBC employes and artists for their excellent work in printing and developing, are donating the Argus camera.

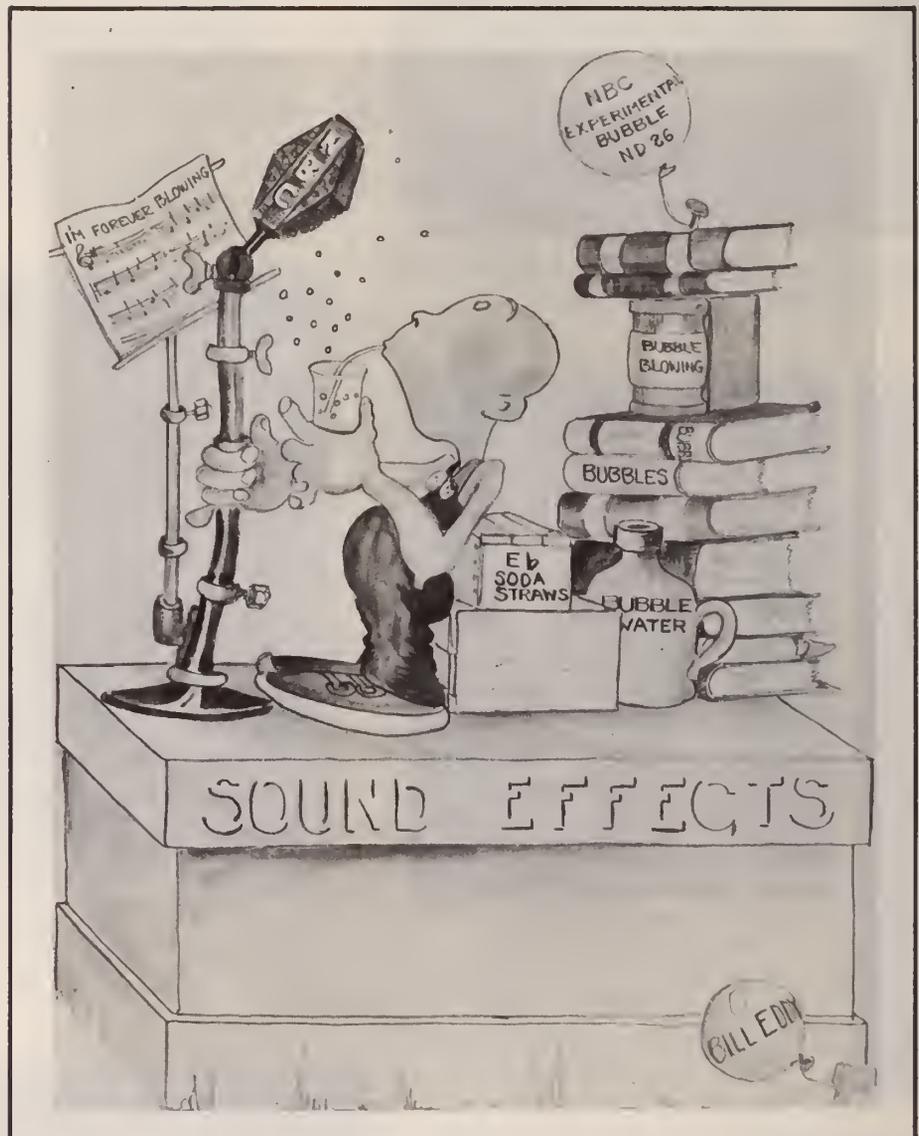
The judges are Florence Marks, Press Division; W. B. Parsons, and Carl Cannon, Guest Relations, in New York. The pictures are judged on their humor, popular appeal and photographic quality.

### Read These Rules Carefully

1. Do not send negatives. Send glossy prints not smaller than 2¼" x 3½".
2. Give names of persons in pictures and their NBC titles or departments.
3. Give your name, department and NBC division.
4. Send your pictures to the NBC TRANSMITTER, Room 284, National Broadcasting Company, Radio City, New York, before July 25.

See the winning NBC pictures in this month's photo contest on the back cover.

## NBC HALL OF FAME



Proposed NBC Statue No. 4 and Citation Plaque

## SOUND EFFECTS MEN

*The culmination of every small boy's dream — to make noise and be rewarded for it.*

*Such are the soundmen of radio — commercially subsidized noise-makers — an army of agile technicians that can produce at will the lush collapse of a soap bubble or the thunderous roar of the Sixth Avenue "El."*

*To them the word "silence" is but a taunt to shatter all quietude.*

*To this jovial group of thunder-artists — to whom the creak of a rusty door hinge represents the ultimate in engineering — we dedicate this quiet memorial of granite, chiseled by an expert chiseler from the Singing Rock of Cheboygan.*

## The Stagecrafters Present June Moon

(Continued from Page 2)

tasy of Chinese life, *Lady Precious Stream*.

Hubert Chain, scriptwriter in Electrical Transcription Service, who will play Fred Stevens, a starry-eyed songwriter who comes to New York City to make his fortune, has appeared in many stock and summer theaters. A former radio director, Mr. Chain has also had Broadway experience under Max Reinhart in the production of *The Eternal Road*, both as stage manager and actor.

Donna Adams, who plays the part of the ingenue in *June Moon*, has a wealth of amateur theatrical experience behind her as a member of the dramatic society of her alma mater, Ohio Wesleyan University.

George Brengel will be seen as Maxie, the sympathetic song-plugger. In addition to considerable work with college dramatic groups and several stock companies, Brengel spent a year and a half as reader and operator with the famous Tatterman's Marionettes. Six months with the Federal Theater project in New York has been his most recent theatrical experience.

James Costello, as Paul Sears, the would-be hit writer, traces his love for the theater back fifteen years when he appeared in the leading role of a minstrel show his father produced. Since then he has had his own stock company for five years, written, directed and acted in numerous semi-professional and stock productions.

Jean Harrison, the Lucille of *June Moon*, and Shirley Metz, who will portray Lucille's sister, Eileen, have had experience in college and semi-professional dramatics.

The talents of Agnes Locherer, Dorothy Allred, Kirk Quinn, William Rippe, Robert Brooks and Ranald MacDougall fill out the cast of a production which promises to set a new high for employe activities. The production staff is capably headed by Barbara Kirk who received her dramatic training in the Yale Department of Drama.

The opening night of *June Moon*, if one may judge from ticket requests already received, promises to be a gala occasion. Requests for tickets are being filled in the order of their receipt, by inter-departmental mail only, through Ranald MacDougall in Room 255. Only two tickets are being allowed for each NBC employe.

Send your vacation pictures with captions to the NBC Transmitter Photo Contest. Read the rules on page 12.

## KOA DENVER

by James Lehman



This might look like a circus trainer to you but it is none other than the Manager of Station KOA, Robert H. Owen, as he appeared at a recent fancy dress ball in Denver. Part of the proceedings at the ball in which the guests were disguised to represent famous characters from the history of the West was broadcast by KOA. None too well Mr. Owen tried to look like Colorado's colorful H. A. W. Tabor.

### Sun Paintings

During his recent visit to Denver, Rush Hughes interviewed Pansy Stockton, wife of Director Roscoe Stockton, on the *Hughes Reel* program. Mrs. Stockton is famous locally for her "sun paintings." Sun paintings, to quote Mrs. Stockton, are, "Framed mosaics of actual scenes made by using only mountain vegetation without the aid of any paint at all."

The flowers and fungi she uses come from various parts of Colorado and she gathers them herself. She has reproduced her most popular sun painting, that of Long's Peak Trail, 102 times.

The only person known to do this work, Mrs. Stockton has exhibited her work in many of these United States and her paintings have also been taken to South America, Hawaii and the Dutch West Indies.

### Radio-operated Plane

With the aid of C. A. Peregrine, engineer in charge, Al Isberg, Stan Neal and Joe Rohrer, junior control supervisor, have built and flown a radio-controlled model airplane.

The ship, with a twelve-foot wing spread and powered by a one-third horsepower gasoline engine, has already made several successful flights. Built for a local department store, the model carries a three-tube receiver weighing three pounds. The transmitter, a twenty-watt rig

(W9LNB), will operate the plane up to a distance of two miles and permits the plane to perform most of the maneuvers of its full-size prototype.

Al Isberg and Stan Neal have made a pictorial record of the development and operation of the plane on movie film.

### Chime Ringing

But it was wedding chimes this time for Chime-Ringer Verba. A studio audience of 150 witnessed the recent marriage of Miss Helen Spelman to Gilbert Verba, popular KOA announcer. Studio A was the scene of the wedding ceremony.

Following a reception in the Artists Lobby, the couple hied themselves honeymoonward to Albuquerque, New Mexico.

### Vacation Notes

Vacationers Joe Gillespie and Bill Williams have returned with movies of Boulder Dam and the new NBC studios now being constructed in Hollywood.

Ed Sproul, Public Relations, is vacationing with his brother, Derby of KDKA, at their Lake George cabin in New York.

James R. McPherson, publicity director, has turned to the land for comfort and relaxation. He is vacationing on his farm, near Westminster, Colorado, where he has a small orchard, a strawberry patch and other bucolic accessories.

### A Restful Blue

The best programs now go out from Studio B, they say. Ever since it was repainted horizon blue Studio B has become KOA's favorite workshop. Its artist's rating has definitely gone up. A KOA would-be psychologist says that since the fifth floor and the studios have been redecorated there have been fewer cases of "Mike" fright.



MR. AND MRS. GILBERT VERBA  
They had a studio audience

## Experiments In Radio Wave Bending

Recently, while seeing some people off to Europe on the *Normandie*, we noticed two large horns, that reminded us very much of automobile horns, perched on the bridge of the ship. Naively, we asked a passing junior officer if "those things" were fog horns. He said that they were not fog horns and that they were a new invention utilizing radio waves to detect other ships in the fog.

Later, at NBC we found out that one of our engineers, Arthur M. Giamatteo, of the WEAF staff at Bellmore, Long Island, knew a great deal about the invention with which he himself had experimented as far back as 1928. At that time he applied for a patent on his discovery but priority rights were denied to him because of a French patent on radio wave bending.

Engineer Giamatteo's description of the Radio Obstacle Detector and his experiments with it were so interesting we asked him to write them for the NBC Transmitter.

by Arthur M. Giamatteo

The Radio Obstacle Detector is a device with which some ships are now experimenting to detect and locate other ships in the fog or under other conditions when the visibility is poor. The detector is composed chiefly of a receiver and directional micro-wave transmitter whose signal returns to the sender's position when it strikes a metallic object. By placing the receiver and the transmitter some distance apart the location of the obstacle that reflects the signal which is recorded on its return trip can be determined by using a triangular plotted scale.

I discovered this tendency of micro-waves to "bounce" back to their point of origin when striking a metallic obstacle several years ago, in 1928, while experimenting with infra-red waves as a cure for cancer and other body ailments. I was trying to shoot radio waves on an infra-red wave carrier through my body when I accidentally discovered that the radio waves were being reflected back by some obstacle in the kitchen of my house next to which I had my small laboratory. I detected the reflected waves on my receiver whenever it was directed in the path of the beamed signal from the transmitter. I soon found that the micro-waves were being reflected back to me by the kitchen gas range.

These experiments were carried on with my small transmitter operating on about two meters. It was built in front of



Engineer Arthur M. Giamatteo of WEAF who, in the accompanying article, tells about his interesting experiments with the Radio Obstacle Detector which is now being used by some ships as a safety device

a large plate removed from an old fifty-kilowatt tuning condenser. An infra-red ray arc light was located in the center of the plate. With this apparatus I was, at that time, trying to penetrate my body with radio and infra-red waves from which painful experimentation I was fortunately distracted by my discovery. Otherwise, I probably would have continued with my quest for a body cure-all treatment at the cost of my own stomach which was the target of my infra-red waves.

In connection with the use of the Radio Obstacle Detector as a safety device for ships I think that it would be possible to have a receptor with a cathode ray having complete calibrations to indicate the exact location of an approaching ship. Such an indicator would, of course, be mounted right in view of the navigator.

It is my hope that, some time in the near future, for the sake of safety at sea, all ships will be compelled by law to carry micro-wave beam transmitters and receivers. I have that much confidence in the Radio Obstacle Detector.

## WGAL Joins NBC Networks

Station WGAL, located near Lancaster, Pennsylvania, in the heart of one of the richest farming sections of the United States, joined the National Broadcasting Company as its 153rd affiliate on July 1.

The station is owned by WGAL, Inc., and operates full-time on 1,500 kilocycles with daytime power of 250 watts and night power of 100 watts. Clair R. McCullough is vice president and general manager.

## NBC Employes Compete In Golf Tournament

(Continued from Page 1)

match but he had to shoot four holes to conquer his opponent who tied him at the end of the third. Both turned in the best scores of their golfing careers, Mr. McNamee scoring a gross of 84 with a handicap of 18, his net being 66, and Mr. Buckham with gross 107, handicap 41, and net 66.

For winning the championship handicap, D. C. Shultis received a handsome pigskin travelling bag. Graham McNamee's prize was a smoker's stand.

A special prize of a picnic set was awarded to George H. Frey, Sales, for having the best gross score for both rounds or 36 holes. His score for the morning round was 75 and for the afternoon 74, a total of 149 for 36 holes.

George McElrath, operating engineer and president of the Athletic Association, won the Kicker's Handicap in which every contestant (a kicker, presumably, unless he names his own handicap) was allowed to name his own handicap. Then Mr. Jones picked a slip of paper from a hat containing slips numbered from 72 to 85. The number picked was 84. Then it was announced that whoever had a net score of 84, computed by deducting the handicap chosen by the player from his gross score in the handicap tournament, was the winner of the Kicker's Handicap. Mr. McElrath whose score was exactly 84 received a new golf bag for his clubs.

A Member's Consolation Tournament prize for the winner of those who were unable to play more than one round during the day was presented to Walter E. Myers of Sales whose score was: gross 110, handicap 38, net 72.

The Guest Handicap, open to non-members of the Association who participated in the all-day golfing jam session, was won by Bandleader Horace Heidt with his excellent score of gross 77, handicap 7, net 70. His prize was a modernistic floor lamp.

Another special event was the "Ball Nearest the Pin on the Third Hole" which was won by Studio Engineer John Pawlek. His ball landed eight feet from the cup for which feat he received an outing kit in pigskin, with two thermos bottles, cups and a sandwich box.

The prize for the highest score of the day, better known as the Booby Prize, went to George M. Benson of the Sales Department. His score was 148. In all fairness to Mr. Benson, however, it was disclosed at the banquet when he was awarded the prize, that it was his first attempt at golf and that he had to use women's clubs at that.

# NBC HOLLYWOOD

by Noel Corbett



Picture of two NBC Hollywood engineers and mementoes of their recent vacations. Bob Moss, left, brought back a home-made "Toronto" haircut from Canada while Frank Figgins sported a brilliant red goatee cultivated during his trek through the South and East.

## Extra Curricular

Don E. Gilman returned from New York in time to preside over the Silver Jubilee Convention of Alpha Delta Sigma, national advertising fraternity, June 24 and 25.

A couple of days later he officiated as chairman of the radio department of the PACA. Sydney Dixon, Western Division Sales Manager, is vice-chairman of the department.

## Married

Jane Fleming, Program Traffic, was married to Bob Morrow, Hollywood advertising man, on July 7. The couple, who have been engaged for some time, will honeymoon in Northern California.

## Amos Gives A Party

Mr. and Mrs. Freeman Gosden (Amos) entertained several NBCites on June 19 at their Beverly Hills home.

Hal Bock, Western Division Press head, Joe Parker, announcer, and their wives; Ray Ferguson, studio engineer; Louise Summa (Amos 'n' Andy's secretary), Madaline Lee ("Buzz Me, Miss Blue"), and of course the Charlie Corrells, were there.

## Softball

Lee Bridgman's pitching helped the page boys beat the soundmen softballers twice in a row in inter-department games.

Later, with Chief Soundman Harry Saz as captain, the boys got together and played the Disney Studios. NBC lost, 16-0.

## Foiled

Marvin Young had planned to "bake-out" on the desert the first week of his

vacation. Wind storms and overcast skies, however, made the holiday so miserable, that Young finally returned home just in time to receive a message from program Manager John Swallow, calling him back to work while Swallow went East on business.

Young has one week coming in July, when he can really "bake-out" on the desert.

## Happy Birthday

Along about seven o'clock June 19, Karel Pearson, Traffic, began to believe he just didn't have a friend in the world.

When he arrived home though, and found a roomful of folks to help him celebrate his birthday, his feelings were more than reconciled.

His roommate, Frank Pittman, sound effects, and Murdo MacKenzie, studio engineer, had spent most of the day inviting friends and arranging the party.

Others from NBC were John Carter, Chase & Sanborn tenor and Bill Sabransky, staff pianist.

## Hollywoodiana

At a recent get-together on the sands at Santa Monica were Alice Tyler, Bob Brooke and Ray Ferguson of Engineering. Others were Joe Thompson, producer, Jack Creamer, general maintenance, Norman Noyes, supervisor of pages and "Lefty" Lefler, stock clerk for broadcasting equipment at the new building.

Later Noyes entertained the gang at the Jonathan Beach Club.

William Boone, assistant auditor, recently decided to raise Scotties, and sell them.

Five puppies around the house for as many weeks, with the ma and pa helping to liven things, soon caused Boone to reverse his decision.

## Quick Pix

Blanche Davies, secretary to Lew Frost, showed Kay Fowler, San Francisco Auditing, the interesting places in Hollywood, when latter vacation-

ed here recently . . . Sydney Dixon, Western Division Sales Manager, was chairman of the Ways and Means Committee of the PACA, which held its 35th Annual Convention here June 26 to 30 . . . Carlton E. Morse, author of *One Man's Family* recently bowled 252 in a game with Buddy Twiss.

## Vacation Days

Joe Parker, announcer, kept the new boat, which he jointly purchased with Myron Dutton, producer, chugging around Balboa Island . . . Came Dutton's vacation a couple of weeks later and the boat sprang a leak . . . Hal Bock and his wife are motoring to Canada. They'll return via boat . . . Donald De Wolf and family plan to repeat at Tahoe this year — not in a trailer though . . . Murdo MacKenzie, studio engineer, to a dude ranch . . . Jim Hartzell, Guest Relations, learned the art of riding the surf at La Jolla . . . Martha Sherwin, press secretary, is spending her two weeks decorating her new home, located near the Fox Hills Studios.

Andy Love, in charge of Literary Rights, is exploring the gold country . . . Claude Farrel finally went for that aqua-plane ride at Lake Arrowhead . . . Ralph Amato, sound effects, is planning to travel any way the wind blows. Probably Oregon — his wife's folks live there . . . Joe Alvin, Press, will plane to South Bend to visit his folks . . .



NBC engineers atop the last of the studio building roofs to be constructed in the Radio City of Hollywood which will be ready for occupancy in the Fall. Standing, left to right, Frank Figgins, studio engineer; J. J. Arnone, responsible for architectural details; R. F. Schuetz, in charge of the installation of broadcast and electrical equipment; Gordon Strang, job superintendent and engineer; O. B. Hanson, NBC vice president and chief engineer; Donald De Wolf, engineer in charge of NBC Hollywood, and Helen Welty, secretary to Mr. Strang. In front is Edward Nolen, assistant to Mr. Schuetz.

**WBZ BOSTON**

by Bob Evans

**Scoop by Feldman**

When more ingenious ideas are conceived, Arthur Feldman, Program, likely enough will be on the thinking end. Feldman's latest brainchild was an emergency broadcast from a distressed vessel at sea.

When the trawler *Exeter* caught fire about 250 miles off Boston and seemed in danger of sinking, the U.S. Coast Guard cutter *Algonquin* picked up her distress signal and raced to the sinking craft in time to remove all aboard.

As news of the rescue reached WBZ, Announcer Keyes Perrin, acting on previous personal cue instructions from Feldman, identified the station with, "You are tuned to WBZ" instead of the routine station-break.

Feldman, who was in Providence at the time, heard Perrin's signal, hopped a cab for a mad dash to the railroad station. On the train he burned up the keys of his portable typewriter, preparing a script for a two-way conversation with the survivors aboard the coast guard boat. In 45 minutes he was in WBZ studios and in short-wave communication with the cutter. Ten minutes later, listeners from coast-to-coast heard the first-hand story of the disaster and rescue.

**Names In The News**

John A. Holman, general manager of WBZ & WBZA, was recently elected Vice President of the Advertising Club of Boston for the 1938-1939 term.

Chris Sykes, Sales, has returned after five weeks abed recovering from a knee operation. Katherine Schmidt, Program, has recovered and is back to work after an appendectomy.

Your reporter has just returned from a two weeks vacation in California and after days of sunshine and the blue Pacific, finds it mighty difficult to pound this typewriter again. Incidentally we gave up the idea of trying to forget the office for two weeks, because the first person we ran into, in our attempt to get away from it all, was Frank Bowes, WBZ & WBZA sales manager, who was in Chicago on business.

News Editors Harry Goodwin and Boh White were among the guests of Esso Marketers in New York, June 2. The sponsors of the Esso news broadcasts took all their announcers through the refineries at Bayonne, N. J., and showed them a grand time.

**NBC SAN FRANCISCO**

by Louise Landis

**Rotarian Yoder**

That proverbial paper-hanger had nothing on San Francisco Manager Lloyd E. Yoder during the recent Rotarian convention in town. He lost ten pounds, and no wonder, chasing between his NBC office and the convention headquarters, where his usual duties as a Radio Committeeman were doubled when he was drafted into the House of Friendship, to help entertain visiting Rotarians from all parts of the world.

**A. R. E. Elections**

The Associated Radio Employees of NBC held its first annual meeting Monday, June 20, and voted approval of Chicago's request for a copy of the San Francisco group's constitution. Chairman John Ribbe's report for the year was approved by an acclamation vote for him to retain the post for another twelve months.

Eleanor McFadden of Continuity Acceptance was elected secretary and Gene Grant of Sales was elected treasurer. The new board of mediators includes Jane Burns, Salesman Glen Ticer, Announcer Cliff Engle and your correspondent, Louise Landis. Also either Florence Allen of Program Traffic or Special Events-News Editor Don Thompson! So popular are Florence and Don that the A.R.E. members couldn't decide between them and the vote was tied. A new ballot will break the tie (hopes the committee) in time for next month's column.



Kitty Morgan brought this picture back from her vacation in Alaska last month to back up those fish stories.

**Low Jinks of 1938**

Larry Allen, manager of the San Francisco Consolidated Radio Artists, doffs, like a good Bohemian, the last vestige of dignity at this year's Low Jinks of the famed Bohemian Club of San Francisco. He plays Beelzebub in the production, running energetically between the Devil (NBC Basso Armand Girard) and St. Peter. NBC playwright-actor Hal Burdick who has written the show, saved some of his choicest lines for Beelzebub, and Larry can sign his name Larry B. Allen from now on — friends are already addressing him that way.

**Benedicts**

Fred Fiorella of the Music Library bids farewell to bachelorship on July 31 . . . when Miss Mildred Power of Oakland, California, becomes Mrs. Fiorella. Catalina Island will be the setting for the honeymoon.

And add to NBC benedicts: Studio engineer Donald Hall who was married to Miss Lorna Finch of Sacramento on June 14.

**Vacations**

NBC folk dotted the horizon in all directions during July. Chief Announcer Dick Ellers divided his vacation between Lake Tahoe and Southern California . . . Sales Promotion Manager Charlie Brown went cowboy on a dude ranch . . . Cliff Anderson joined the artist colony at Carmel for two weeks . . . Music Librarian Alex Petry visited Hollywood to see the wheels (and the blondes) go round . . . Kathleen Moore, also of the Music Library, went camping at Big Sur, optimistically hoping for no snakes.

Field Supervisor George Greaves and Field Engineer T. B. Palmer browsed around in their home territory of British Columbia while other field men on vacation, Tommy Watson and Ed Callahan went to Feather River Inn.

Other NBC Vacationers: Janet Sligh went to Long Beach, where she visited friends; Jeanette Spiegelman is home from her holiday with a Santa Cruz tan; Harry Mayhorn of the Mail Room returned from two weeks at Lake Tahoe in time to take over the job of receiving visitors while Juan Trasvina frolicked at Catalina; and Engineer Frank (Tad) Fullaway who spent his holiday on the U.S.S. West Virginia where he served two weeks Naval Reserve duty and flew back from Seattle to San Francisco at the close of the cruise.

## KDKA PITTSBURGH

—by Kay Barr—

### For Public Service

Radio stepped into a public emergency when KDKA increased its newscasts when two afternoon newspapers in Pittsburgh suspended operations on June 17 on account of a strike of office employees.

As soon as the suspension of *The Pittsburgh Press* and the *Pittsburgh Sun-Telegraph* became a certainty, KDKA's manager, A. E. Nelson, conferred with Ed Leech, editor-in-chief of *The Press*, and arranged for special newscasts during the period of suspension. Normally KDKA carries two broadcasts by the *Press News-reeler*, in addition to four *Esso News* programs every week-day.

Each day four fifteen-minute news programs were presented, giving KDKA listeners all the local, national, foreign, sports and other news as well as some features that had been prepared for both daily and Sunday editions. Various editors of *The Press* presented the reports. The emergency tie-up lasted until June 26 when the strike was settled and the papers resumed operations.

### Promotions Follow Resignation

Following her recent marriage to Richard Smith, the former Miss Marcella Campbell resigned from KDKA on June 30, ending six years of service with the station.

As a farewell expression of their respect and affection for a most efficient colleague, the other girls of the staff gave "Marcy" a handkerchief shower in the studios Tuesday afternoon, June 28.

Mrs. Smith's place in the Continuity Department and as custodian of the Day Books, has been taken by Alberta Brennan, who has been at the telephone switchboard.



Mrs. Richard Smith (left), the former Miss Marcella Campbell, turns the KDKA Day Books over to her successor, Miss Alberta Brennan, on June 30, the day of her resignation from KDKA, following her recent marriage. Looking on is Miss June Marshall (standing) who succeeds Miss Brennan at the telephone switchboard.



He. "Cigarette please . . . Miss . . . er . . . ah . . ."  
 She. "Miss Czajkowski. What kind, please?"  
 He. "Miss Tchaikowsky! ? Hmm . . . (aside) A wise gal, huh . . . (aloud) May I present myself, I am Rimsky Korsakoff Bach. And I will have a package of Turkish Blend Insulators. (aside) Heh . . . heh . . . heh . . . who's laughing now?"  
 Epilogue: Of course, he's not Rimsky-Korsakoff Bach, silly. He's really Maurice Spitalny, KDKA's musical director — and he knows it. He was only fooling. But he doesn't know that the cigaret girl's name is really Czajkowski — Isabel Czajkowski — pronounced Tchaikowsky. She works in the cigar store in the Grant Building where the KDKA studios are located and she makes the rounds through the offices every now and then so that you don't have to go down for cigarets. Which is pretty nifty — specially when it's too hot to move.

### Busy Lady

Evelyn Gardiner of the *KDKA Home Forum* programs was a very busy lady the last two weeks of June. In addition to her daily broadcasts, she aided in the preparations for the convention of the American Home Economics Association Convention in Pittsburgh, June 27 to July 1.

Numerous advance broadcasts announced the coming of the delegates to Pittsburgh, and during the convention, executives of the Association were heard on various programs and interviews through KDKA microphones.

Some forty members of the Home Economics Women in Business, division of the national organization were entertained by Miss Gardiner at a buffet supper in Studio A on June 24, as one of the preliminary get-togethers.

### Vacation Notes

Janet Ross, *KDKA Shopping Circle*, returned from a deep-sea fishing visit in Florida, and Ed Calahan, Artists Service, finished a motor tour of Pennsylvania on June 27. Eleanor Ondek, program secretary, left for a tour of New England the same day. Don Fitzpatrick, page, and Dave Garroway, announcer, went July 4.

## KYW PHILADELPHIA

by J. A. Aull

### Thank You, Boys

Now that the fanfare has died away, the shouting ceased, and the new building for KYW is a *fait accompli*, everybody has buckled down to carry on the propitious beginning. Before turning ourselves over to the historic past however, there should be spread over the record a thick scent of orchid for the aid and assistance handed to us by the home office and which contributed so definitely to the success of the party. Although many were called, many more volunteered; and if anyone wants to know what Philadelphia nights look like they should consult Don Glassman of the New York Press Division. From the preliminaries to the final gong, Don parked on the KYW doorstep handing out pounds of publicity to keep the Philadelphia presses rolling. His suggestions and his zeal were alike invaluable.

We can't say too much about Phil Kerby who also burned the midnight oil and witnessed many a daybreak. When you get your Pennsy dividends you can thank Phil Kerby for his trips between New York and KYW.

Our hats were and are off to Burke Crotty, Bill Haussler and Sydney Desfor; their furniture moving ability was a revelation even to the professionals, but their pictorial turnouts were even more extraordinary — not to say stupendous and colossal.

We also want to thank Bob Dailey of WTAM for his opportune visit, helpful hints and warnings, and the benefit of his recent experience with the same problems. There are too many more to mention here. Let it suffice to say that we thrived on cooperation.

### Staff Banquet

On Wednesday, June 8, the entire staff had the pleasure of dining with Major Lohr on the occasion of his first visit to the new studios. Mr. Joy gave him a gold key to the building with the hope that he would use it frequently. Mr. Morton was on hand to help celebrate.

### Wedding and Betrothal

Miss Betty Dickert, secretary to the general manager, became Mrs. George Chambers in the Chapel of the Mediator in Philadelphia on June 25. The bridegroom is a member of the advertising staff of *Barron's Financial Weekly*.

The engagement of Miss Helen Pearse to John Guluzian of Boston was announced last month. No date has been set for the wedding. Miss Pearse is secretary to Al Watton in the Program Department.



# Tenth Anniversary Chimes

The NBC Transmitter salutes these members of the National Broadcasting Company who, this month, complete their tenth year with the Company.

## DeWitt C. Shultis



D. C. SHULTIS

When De Witt C. Shultis was a boy his father wanted him to become an artist. So when he was graduated from Morris High School in New York City he enrolled in the Art Students League. There he learned

to transfer paint to canvas and to discourse learnedly on the merits of cubism but often in the middle of a class he would find himself thinking of the radio set he was building at home instead of concentrating upon the curves of a buxom model.

So, he decided to do something about this interest in things electrical and enrolled in the evening session of a technical school. Art by day and electricity by night was his schedule now. Eventually, he decided to become an engineer and resigned from the art school. He attended a succession of technical schools, ultimately graduating from RCA Institute.

His first job was with the Edison Company as a laboratory technician. The next step up the ladder was in Western Electric, for which company he travelled all over the country, installing switchboards. A few years later he went into partnership with his brother and founded an electrical contracting firm. This proved to be an unhappy move because, in Mr. Shultis' own words, "I lost my shirt."

In 1928 he filed an application in the Engineering Department of NBC and this month he completes his tenth year with the Company. He is now one of the supervisors in the Maintenance Division of Engineering. He is active in NBC affairs and this year he was elected to the presidency of the Association of Technical Employees. He had, previously, served as vice president.

Mr. Shultis is quite a golfer. He won the NBC Athletic Association Golf Tournament last month. (Read story on page 1.)

Engineer Shultis is a member of that vast army of New Jersey commuters who daily bolt their breakfast to catch the 8:10 for New York City. He leaves on his vacation soon and plans to spend it kibitzing the construction work on his new house at River Edge, New Jersey. He ex-

pects to move in, with Mrs. Shultis and his children, John, six, and Peter, three, in August. He told us that his sons have a more than average talent for drawing and they are mechanically inclined too.

"Are you going to make artists or engineers out of them?" he was asked.

"I think I'll leave that up to them," he said with a Solomon-like smile.

## Dewey Sturgell

During the war the government maintained a radio school at Harvard University where many of the Navy's radio operators were trained. Dewey Sturgell, a young man just out of high school, was among those who enlisted in the Navy and were sent to Harvard to learn their dots and dashes.

His first assignment as a radio operator was aboard the Dante Alighieri, one of the ships that zig-zagged American soldiers across the Atlantic to France.

Nothing very exciting happened to Mr. Sturgell on the Dante Alighieri, but later when he was serving aboard the Alcedo, a yacht which had been turned over for patrol duty, he had a narrow escape when the boat was torpedoed off the coast of Brest, France. Six were killed and many

were injured when a torpedo blew up the ship in the middle of the night. Those who survived rowed ashore in life boats.

"The irony of the incident," said Mr. Sturgell, who did and still does consider war as a silly and unnecessary thing, "was that the German submarine which had torpedoed our ship came up afterwards and offered us assistance to find our way ashore. The Germans stood by while we got into our life-boats and then gave us helpful directions as to how to get ashore. It being a calm night we had no trouble rowing ashore — fifty miles away."

Mr. Sturgell next served on a destroyer, U.S.S. Fanning, until the end of the war. Then he went back to sea as merchant marine radio operator. After nine years on merchant ships he joined NBC in 1928.

During all his ten years with NBC he has served as a field engineer with the exception of two months during which he worked as studio engineer. Assignments to broadcast for NBC from the air have been the most exciting and memorable to

him. He was at the radio controls when NBC broadcast directly from the Cavalier, the Imperial Airway flying boat, during her maiden flight from Bermuda to New York in 1937. He flew with the Hindenburg, up and down the Atlantic coast, a year before she went down in flames in New Jersey. He was also there with the NBC mobile unit when the dirigible crumbled to ashes and twisted steel at Lakehurst.

Field Engineer Sturgell's latest flight for NBC listeners was aboard one of the Army's "flying fortresses" during the recent Army maneuvers in New York.

"There are many other exciting assignments for field engineers," says Mr. Sturgell, "but nothing would probably please me more, at this time, than a round-the-world broadcast by airplane."

## Mary E. Henderson

The Accounting Department in New York has claimed the services of Mary E. Henderson consistently for a decade. At present she is in the division which handles the fees or salary checks of NBC artists.

A native New Yorker, Miss Henderson embarked on a clerical career after graduation from the St. Vincent Ferrer School. When she joined NBC its headquarters were in the old NBC Building at 711 Fifth Avenue.

In an interview for the NBC TRANSMITTER Miss Henderson showed much modesty by shunning questions about herself; therefore, your reporter turned to her close associates in the department who told him, among other things, that they expect soon to find a wedding ring next to the engagement ring which she has been wearing since last Christmas. They also told him that she is a good dancer and an excellent cook.

Not long ago Miss Henderson's talents as a singer and dancer were discovered when she was spotted by some NBC friends in the chorus of a show given by the Vera Cruz Council of the Knights of Columbus in New York. They dubbed her "Hotcha" Henderson.

Miss Henderson lives with her family in Washington Heights. She is the only girl and the eldest of 4 children.



MARY E. HENDERSON



DEWEY STURGELL

**John F. Rodenbach**



**J. F. RODENBACH**  
and Tuna

When we hear a heavyweight championship fight, or music from La Conga, or a special news broadcast from some out-of-the-way place, the lines that bring these programs to Radio City are set up by the transmission engineers in the Master Control Room, one of whom, John F. Rodenbach, has been pulling and pushing

jack plugs for NBC for many years, so that all sorts of programs may be brought to the networks at all times.

Though his work entails a tremendous amount of responsibility, Mr. Rodenbach is apparently not fazed by it. "After all," he says, "everything we do up here is done on cue or else we have the necessary information right under our noses." And so, surrounded as he is by a twisting maze of wires, interspersed with volume recording dials and hundreds of vari-colored lights, he continues his easy-going operations in an otherwise very complex business.

Mr. Rodenbach first became associated with radio in 1919 when he worked as radio operator on ocean-going vessels, after having spent two years with the A.E.F., thirteen months of his hitch taking place in France with the 34th Aero Squadron and the U. S. Signal Corps. A year later he became traffic manager for the Independent Wireless-Telegraph Company and worked with C. J. Pannill, who is now president of RCA Marine. When his company was absorbed by RCA in 1928, he joined NBC as studio engineer at 711 Fifth Avenue. He was transferred to the transmission group when NBC moved into its present headquarters in Radio City.

"Rodie," as he is known to his co-workers, is a native New Yorker and was graduated from the Manual Training High School and the radio school of the Marconi Company. He is married, the father of a boy and a girl, and resides in Williston Park, Long Island. He prides himself on his ability as a gardener and thinks fishing is the greatest sport in the world. And that's no goldfish he has there, by any means!

**Marcelle H. Mitchell**

Marcelle H. Mitchell is a native Chicagoan and a graduate of the Nicholas Senn High School. After completing a

concentrated secretarial course, she took a position in the advertising department of System Magazine where she learned the fundamentals of the advertising business. After that she sold direct-mail advertising for a couple of years, before coming to NBC on July 23, 1928.



**MARCELLE MITCHELL**

concentrated secretarial course, she took a position in the advertising department of System Magazine where she learned the fundamentals of the advertising business. After that she sold direct-mail advertising for a couple of years, before coming to NBC on July 23, 1928.

Miss Mitchell has been active in the Women's Advertising Club of Chicago for several years. This year she was appointed Publicity Chairman of the club.

She likes horseback-riding, swims a little, and usually travels to new places during her vacations and other holidays.

**Henry J. Treger**

Many of the veteran radio operators today started their careers as marine radio operators, long before radio waves were used to broadcast entertainment, advertisements, educational programs, speeches and news. Among these is



**HENRY J. TREGER**

Henry J. Treger who, this month, completes his tenth year with NBC and the WJZ staff at Bound Brook, New Jersey.

A native of Jersey City and a graduate of the RCA Institute, he acquired most of his early training in radio as ship operator. After obtaining his Commercial Radio License he worked in the testing department of a New York radio manufacturing company for a short period before he took his license out to sea.

When WAAT made its debut on the air in Jersey City he took charge of its transmitter and remained there for a year until wanderlust took him back to sea and the Far East. A few years later, in 1928, he decided to give up sailing and joined NBC and the WJZ staff.

That he has conquered the wanderlust that used to haunt him in the old days is evidenced not only by his long period with WJZ but also by the fact that he is engaged to be married soon and plans to build a home and raise a family.

However, he still recalls nostalgic memories of his experiences at sea. Strangely

enough, his most thrilling experience happened when he was on a vacation cruise as a passenger, not as an operator. He was aboard the S.S. Dixie when the vessel narrowly escaped being blown ashore during a hurricane and during the excitement he had the most thrilling hours of that trip in the radio shack, helping the operators send out SOS calls.

**Walter W. McKinley**

Many radio engineers started as hams—young independent experimenters in the field of radio to whom the industry owes much of its progress and scientific discoveries.

Walter McKinley who completes his tenth year with NBC this month started in radio as a ham shortly after he was graduated from high school in Seattle, Washington. With his amateur radio station he communicated with his fellow hams until a strong urge to act behind the footlights overpowered his interest in science.

He toured the country as a vaudeville actor for a few years until the United States entered the War. Actor McKinley enlisted in the Navy which ignored his histrionic record but underlined his past experience as an amateur radio operator. Consequently, he was assigned to the Harvard Naval Radio Training School after which he was shipped aboard the U.S.S. Vermont as radio operator.

After the War, Mr. McKinley returned to his home in Seattle where he became a commercial marine radio operator. By alternating between sea and land duty he managed to attend the University of Washington for two years.

In 1924 he went east and joined the eastern marine division of RCA. Later he entered the employ of the Independent Wireless Telegraph Company until it was consolidated with RCA. From there he was transferred to NBC as transmitter engineer at WJZ and subsequently to the WEAJ staff.

Engineer McKinley keeps up his studies in order to keep abreast of the progress made in radio.

Three years ago he completed a course at the Capitol Radio Engineering School.

He is married and has two daughters. His chief hobby is photography.



**W. W. MCKINLEY**

**PARKER & BATTERSBY**, Radio City camera shop, is donating another Argus Candid Camera to be awarded to the NBC employe submitting the best picture to the next Photo Contest of the NBC Transmitter. Read the rules on page 12.

# WINNERS IN PHOTO CONTEST

(Read rules on page 12.)



## FIRST PRIZE WINNER

W. A. R. Brown, assistant development engineer, snapped in his office in Radio City by Television Engineer Richard W. Pickard who wins this month's first prize — an Argus Candid Camera donated by Parker & Battersby, well-known camera supply shop in Radio City. You too can win an Argus camera. Read the NBC Photo Contest rules on page 12.



## SECOND PRIZE

This excellent candid shot of Radio Facilities Engineer Ray Guy hitting a two-bagger was taken by Engineer Donald H. Castle who will receive a copy of the beautiful NBC Symphony Orchestra souvenir book, second prize award in the NBC TRANSMITTER Photo Contest.



## HONORABLE MENTION

F. C. Everett, WTAM radio operator, seemingly sacrifices his face to save an expensive transmitting tube as he takes a spill. Although the picture was posed, the judges of the photo contest felt that Mr. Everett should get, at least, Honorable Mention for the trouble. Another WTAM engineer, J. A. Cheeks, snapped the camera.



During a visit to NBC Washington Announcer Ben Grauer took this picture of Announcer Ed Rogers and Production Manager Bill Coyle.



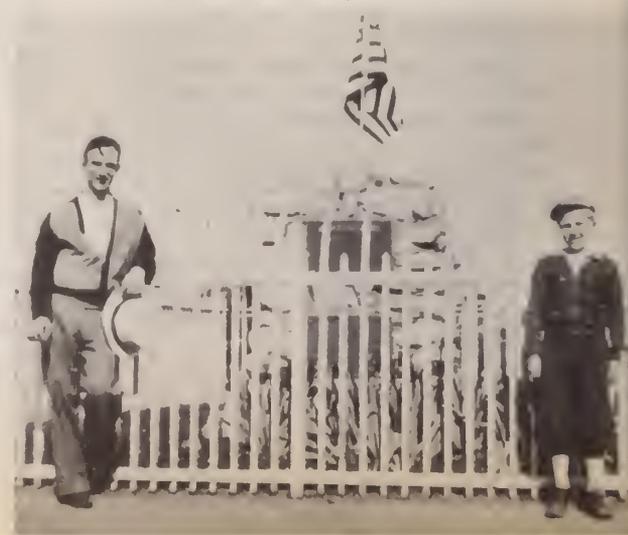
Baton Wielder Jerry Sears was wielding a fishing rod when this was snapped by Announcer Bob Waldrop.

*Below:* GORDON HITTENMARK, announcer, bites into barbecued beef during the recent National Press Club Barbecue, Fort Hunt, Va. Picture by Engineer A. R. McGonegal. Both are of NBC Washington.



JOSEPH S. SAUER in the sanctum sanctorum of the New York Traffic Dept., photographed by Steere Mathew who sits in the opposite desk.

STEVE ROCHE, NBC Chicago engineer, and his son, Robert, photographed during their vacation at Buffalo Bill's grave on Lookout Mountain, near Denver.



# NBC TRANSMITTER

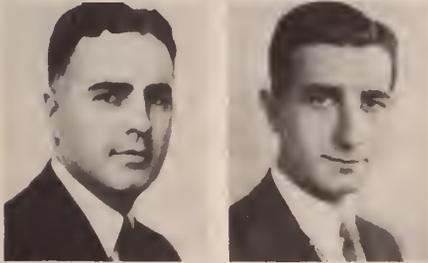
VOL. 4

AUGUST, 1938

NO. 8

## PRESTON TO DIRECT EDUCATIONAL DIVISION

Gilcher Succeeds Preston  
in General Service



W. G. PRESTON, JR. V. J. GILCHER

John F. Royal, vice president in charge of programs, announced the appointment of Walter J. Preston, Jr., as his assistant in charge of educational programs on July 20. Following Mr. Preston's appointment, Vincent J. Gilcher of the Engineering Department was appointed to succeed Mr. Preston as head of the General Service Department in Radio City.

O. B. Hanson, vice president and chief engineer, has appointed William A. Clarke to succeed Mr. Gilcher as manager of technical services in the Engineering Department.

Mr. Preston's appointment to the Program Department is the first step in a reorganization of the educational division recommended by Dr. James Rowland Angell, NBC's educational counsellor.

Walter G. Preston, Jr. was educated at Phillips Andover and Yale, doing graduate work at Creighton, Chicago and Cincinnati Universities. When Dr. Robert Maynard Hutchins was selected as president of the University of Chicago, Mr. Preston became his assistant, and was active in the educational and administrative reorganization of the University of Chicago. Mr. Preston left the University to become administrative vice president and director of the Bankers Reserve Life Company.

He joined NBC three years ago as assistant to the vice president and treasurer, and was appointed director of the General Service Department in 1936. He is a member of the executive committee of the Yale Alumni Board, Alpha Delta Phi fraternity, Wolf's Head, the American Management Association and the Yale Club of New York City.

(Continued on page 15)

## DICK STODDART HONORED BY HIS NBC ASSOCIATES

Richard R. Stoddart, NBC staff engineer, who accompanied Howard Hughes in the record-breaking flight around the world as radio operator, was cited for his spectacular achievements during the flight by the National Broadcasting Company at a luncheon given in his honor at Radio City on July 26. Mr. Stoddart received from Lenox R. Lohr, president, a gold microphone and a scroll in which he was cited for his signal contributions to aviation and radio.

The scroll bore the signatures of David Sarnoff, president of RCA; Lenox R. Lohr, O. B. Hanson, vice president and chief engineer; John F. Royal, vice president in charge of programs; Mark Woods, vice president and treasurer; A. L. Ashby, vice president and general counsel; Juan de J. Almonte, assistant to the president; George McElrath, operating engineer; G. O. Milne, Eastern Division engineer; Max Jacobson, field supervisor; C. W. Fitch, business manager of the Program Department, and A. A. Schechter, director of News and Special Events.

The gold microphone carried the engraved inscription:

"Presented to Richard R. Stoddart in recognition of his achievements as radio engineer on the 'New York World Fair 1939,' piloted by Howard Hughes, on its record-breaking round-the-world flight July 10-14 — 3 days, 19 hours, 17 minutes — by his associates in the National Broadcasting Company. Lenox R. Lohr, president."



For his distinguished services as radio operator on Howard Hughes' record-breaking flight around the world, Richard Stoddart, on leave of absence from NBC, received a gold microphone and an illuminated scroll from his NBC associates at a luncheon given in his honor in Radio City on July 26. L. to R. O. B. Hanson, v.p., and chief engineer; Dick Stoddart and President L. R. Lohr.

## A. E. NELSON NAMED BLUE NETWORK SALES MANAG'ER

A. E. Nelson, following his brief but brilliant record as manager of KDKA, has been appointed to the executive offices of the National Broadcasting Company in Radio City where he will fill a newly created position — sales manager of the NBC-Blue Network.



A. E. NELSON

According to the announcement made by President Lohr, Mr. Nelson has been transferred from Pittsburgh to New York in order to direct an "intensive development of the Blue Network." Mr. Nelson came to Radio City and assumed his new duties on July 25. Mr. Nelson's successor at KDKA has not been named. William E. Jackson, manager of Local Sales at KDKA, is acting manager of the station.

Following his appointment to Radio City, Mr. Nelson named Robert Saudek, KDKA continuity chief, as his assistant in the new position.

Mr. Nelson, who has been in radio work since he founded WIBO in Chicago in 1923, was manager of KOA, NBC station in Denver, for more than three years before he went to Pittsburgh in September, 1937, to become the manager of KDKA.

The promotion of Robert Saudek comes to the brilliant 27-year-old continuity writer as the well-deserved reward for five years of outstanding work at KDKA. Following his graduation from Harvard College in 1932, Mr. Saudek spent a year with the Yankee Network at its headquarters in Boston, before joining KDKA as continuity editor in 1933.

While at KDKA, he studied law at Duquesne University. He plans to continue his studies in New York. He was a director of the Advertising Club of Pittsburgh and through his KDKA connection was active in many civic movements with which the station was identified.

## WBZ BOSTON

by Bob Evans

### Riley Replaces Feldman

Newest member of the WBZ and WBZA staff is Tom Riley, who assumed charge of news and special events for NBC's New England Division on July 15.

Riley came to Boston from the Press Division in New York to replace Arthur Feldman, who has been transferred to Radio City to announce and to assist A. A. Schechter on special events.

Tom's return to Boston is somewhat in the nature of a homecoming as he is a native of New Bedford. During the four years he spent in New York, Riley worked in Press and Special Events.

Tom and his family will live at Hingham on the South Shore.

### Just Call Me "Cy"

Though he has not yet acquired the paunch that is usually prominent in caricatures of politicians, Office Manager Cy Young is learning more about the forces that run the country every day. For the past month aspiring candidates have been wearing a path in Cy's office rug, in their quest for radio time. Worst of it all, he must display his best Democratic smile one day and wildest Republican grin on the next day. He's now working on an Independent chuckle. When he masters that, then all he'll have to worry about is flashing the right expression on the right day.

### Promoter Holman

General Manager John A. Holman has just returned from a trip to Chicago where he cooperated in an effort to boost WBZ and WBZA sales.

### What Goes On

Sales Manager and Mrs. Frank Bowes have moved from Beacon Hill to Hanover, Mass., where they purchased a house and twenty-two acres of land. Frank now spends every minute away from the studios in rural garb, and is even affecting a farm-hand accent.

Post cards from Hamburg, Germany, to WBZ and WBZA friends say that Tom Bean, formerly of the Plant Department, is now radio officer on the S. S. President Harding of the United States Lines.

Bob White, staff announcer, and his wife are back from their vacation at Misquamicut Beach, R. I., where they found Program Director John McNamara — two cottages away from theirs.

Bob Henderson, plant department, has returned from a week of traveling, but no one has yet been able to find out where he went. Kay Leatherbee, Press and Promotion, is off for two weeks of roughing it in Connecticut.

## WGY SCHENECTADY

—by W. T. Meenam—

### Soft Ball

WGY's soft ball team made up of announcers and technical men clashed twice with the team of Schaffer Stores and both times with disastrous results. Howard Tupper, a graduate of the St. Lawrence baseball school of Hal Schumacher of the New York Giants, captained the WGY nine with Alan Taylor performing in the capacity of manager and coach.

### Stork Visitations

The stork has made two landings of late in the homes of WGY folks, and he brought boys on both trips. Mr. and Mrs. Paul Adanti welcomed a son several weeks ago. They have named him Richard and Tom Martin threatens to write a popular song about "Dick Adanti."

Virgil Hasche, office manager, became the father of a son, Robert Alan Hasche, on July 18.

### The Boss' Vacation

Manager and Mrs. Kolin Hager, accompanied by their twin daughters, Norine and Koline, passed two weeks' vacation at Horseneck Beach, South Westport, Massachusetts. For Mr. Hager it was a welcome rest from the infinite detail involved in moving into WGY's new quarters and in the ceremonies attending the move.

### Engagements

Betty King, of Sales, passed two weeks' vacation at Lake George, accompanied by her mother whose home is in Chicago. Miss King's engagement to Lloyd Donahue, a young engineer employed by General Electric, was announced recently.

Mrs. Virgil Hasche has announced the engagement of her daughter, Ione Van Denplas, of WGY Press, to Silvio Caranchini, of WGY Engineering. The wedding date is August 6.

### WGY Opening

The tumult and the shouting have subsided and the staff of WGY is now settled in the new studio building.

Headed by Manager Kolin Hager, the staff carried out elaborate promotional plans and pre- and post-dedication programs. Over a period of two weeks the

listeners in the immediate WGY area were impressed with the fact that the old WGY was housed in new and modern quarters from which bigger and better things may be expected.

On opening day, July 9, thousands of people filed through the building guided by Alvin Van Valkenburgh and Stanley Godelauski of WGY's staff, assisted by Carl Cannon and Frank W. Nesbitt of the Guest Relations Division in New York.

Special dedication week programs included dramas with early members of the WGY's Players in the cast; a tour of the studio building; a pre-dedication issue of *Scissors and Paste* with all WGY commentators as contributing editors; Waldo Pooler's *Northern Lights*; *Reminiscences* by M. P. Rich, Kolin Hager and Charles R. Hoxie; a quartet of singers featured in 1922 WGY broadcasts; the drama, *The Salient*, with Charles Coburn in the lead; Sandy MacFarlane in Scotch songs; the WGY String Quartet of 1922; Dr. Charles Gilbert Spross reproducing the piano program of 1922; *The Studio Spotlight*; *On the Other Side of the Panel*, produced by Silvio Caranchini and Paul Adanti, members of the control staff; and a *Children's Theatre of the Air* program introducing the youngsters whose costumes won prizes in the Dedication Day Parade.

In the midst of WGY's Dedication Day activities, the members of the staff of WGY invaded Manager Kolin Hager's handsome new office to extend congratulations and present him with a beautifully engrossed resolution or tribute.



Photographed at the dedicatory ceremonies of the new WGY building in Schenectady, left to right: Dr. E. F. W. Alexanderson, radio inventor; Mrs. Owen D. Young; Kolin Hager, manager of WGY; Obester Lang of General Electric; Owen D. Young, chairman of the board of General Electric; Lenox R. Lohr, president of NBC, and Mrs. Lenox R. Lohr.

In the evenings of July 19 and 21, Studio 8G in Radio City was turned into a real theatre by The Stagecrafters, a group composed of NBC employees. Their presentation which was loudly acclaimed by all who saw it and which marked an auspicious beginning of the group as a permanent acting company was that hilarious comedy about songwriters, "June Moon."

Pictures by NBC Photographer Bill Haussler



ACT III. A scene in Goebel's Music Publishing House. Left to right: William Rippe, Hubert Chain, Donna Adams, George Brengel, James Costello, Ranald MacDougall and Agnes Locherer



Making up, left to right: Jean Harrison, Agnes Locherer and Shirley Metz.



Robert West (left) who played the part of Mr. Hart, the music publisher, helps George Brengel make up to look like Maxie, the songwriter.



This is Matthew Boylan who did much of the carpentry work on the sets.



Upper right. Gilbert Ralston (right) directs the ingenue, Donna Adams, and the male lead, Hubert Chain, in a love scene.



Right. Bettina Steinke, who designed the sets, grabs a bite during that hectic hour before the curtain goes up.

Left. In which the yokel songwriter, left, has to choose between the blonde siren and the ingenue. L. to R. Hubert Chain, Shirley Metz, George Brengel, Donna Adams.



## NAMES IN THE NEWS

### NEW YORK

#### Promotions:

Thomas J. Dolan has been appointed to succeed Roy H. Holmes, who has resigned from the Company, as supervisor of the Program Transmission Division in the Traffic Department. Mr. Dolan who will soon complete his tenth year in the Traffic Department, has been with NBC since 1927 when he started in the Company as a messenger in the Mail Room.

A year later he was transferred to Traffic where he started as an office boy and, during the past ten years, has worked up to the position as head of one of the department's divisions.

Joseph S. Sauer of Traffic has been appointed to assist Mr. Dolan in his duties as head of Program Transmission.

Mr. Dolan is married to the former Miss Jean Scott who was in the Sales Traffic Division until she resigned from the Company on June 30. They were married last December and are now residing in New York City.

Miss Beulah Jarvis, who has been a member of the Program Department for several years, was recently transferred from the Production Division to the office of the department's business manager, C. W. Fitch. She succeeds Mrs. Dorothy O'Neil who resigned from the Company.

Miss Alice Bradford, who came to NBC from Time, Inc., last January has been transferred from Central Stenographic to Production to fill the vacancy resulting from Miss Jarvis' promotion. Miss Bradford is a graduate of Lawrence College in Wisconsin.

John P. Mannion, Jr., has been promoted from the Guest Relations staff to the Sales Department where he is filling the vacancy which resulted from the recent promotion of Jere Baxter 3d to the Local Sales Division. Mr. Mannion came to NBC as a page in 1936 and subsequently was promoted in the uniformed staff until he became a cashier in the guide staff. He is a graduate of Manhattan College in the class of 1935. He also attended Columbia as a post-graduate student.

Walter Hervey, senior clerk of the evening staff in the Mail-Messenger Section, has been promoted to record clerk of the

section. His new duties will be to maintain all records and memorandums of mail and postage used.

Andrew Ferri, also of the Mail Room, will take Mr. Hervey's place in the evening staff.

#### Newcomers:

Richard A. Thomas, former Paris correspondent for the Associated Press and the *New York Herald-Tribune*, has joined the International Program staff as chief of the French section. He will direct and announce French programs. His knowledge of the language was gained as a member of the Comedie Francaise, French state theatre. A graduate of Harvard University, Mr. Thomas has traveled extensively in Europe.

John H. Marsching has joined NBC as chief of the German section in the International Program Division after sixteen years as an insurance broker in New York. He received his education at the Oberrealschule and Heidelberg in Germany, the Ecole de Hartes Commercials in France and at Columbia University where he majored in banking and commercial business.

When the United States entered the World War in 1917, he volunteered and, after a short training period, went to Europe with General Pershing's staff as a member of the Military Intelligence Section. He was honorably discharged at the conclusion of the War as a Major. Then he spent three years in the export and import business. At present he is a commissioned Major in the Military Intelligence, O.R.C. — 2d Corps Area.

John A. Barrett has been engaged to handle Spanish translations and audience mail and to act as Spanish announcer in the International Program Division. He was born in Puerto Rico of American parents and came to the States seven years ago to attend the University of North Carolina where he received a master's degree in romance languages. He taught languages at the Hampden-Sydney College in Virginia for a year after which he returned to his alma mater as faculty adviser.

W. H. Trevarthen has entered the employ of NBC as a member of the maintenance staff in Engineering. He was formerly with Stewart Warner Corporation in Chicago, with General Electric as radio field engineer for two years, and with Western Electric as switchboard engineer for more than two years. He is married and has decided to make his home at one of the NBCites' favorite suburban districts, Jackson Heights.

Arthur S. Feldman, director of special events and announcer of WBZ, Boston, was transferred to the announcing staff in Radio City last month. Though still in his early twenties, Mr. Feldman has already distinguished himself as a competent all-round announcer and a crack radio reporter.

Mr. Feldman announced for Station WMEX for a year before joining NBC in Boston. After two years as WBZ announcer, he was appointed to take charge of special events programs in that station.

Thomas L. Robinson, former secretary and member of the board of directors of Harold F. Strong Corporation, public relations firm, joined the Company on July 20 as an assistant editor in Continuity Acceptance.

A graduate of Harvard, Mr. Robinson received his training for the public relations field at the *New York Times* where he worked for five years, serving in the circulation, advertising and editorial departments. In 1936 he left the *Times* to go to Balboa as assistant public relations director of the Panama Canal. A year later he returned to New York to join the Harold F. Strong Corporation.

Mr. Robinson has had some experience before a microphone as a speaker. While with the *Times* he gave several promotional talks for the newspaper over a local station. As a public relations man, he has written radio speeches for various clients. While in Panama, Mr. Robinson wrote articles about the Panama Canal.

Crispin Alves dos Santos, formerly with W2XAD, short-wave station in Schenectady, has joined the International Program Division as Portuguese announcer. Born in Brazil, he was educated in his native country and in Europe where he lived for many years.

Harold B. Flood, formerly of the engineering staff of Paramount Pictures, has joined NBC as studio engineer. He spent many of his ten years with Paramount with the newsreel recording staff and during that time he covered many major news events and recorded many public utterances of Franklin D. Roosevelt, Herbert Hoover, and Alf M. Landon. Before Paramount, he was with Station WJAR, Red Network outlet in Providence, Rhode Island, from 1922 to 1928.

Robert M. Ward, a new member of the studio engineers' staff, comes to us from Station WOR where he served six years as maintenance, studio and master control engineer. His other former affiliations were with the Brunswick Recording Laboratories, United Research Corporation, and Electrical Testing Laboratory.

Miss Martha Duttweiler, a graduate of St. John's Hospital in Brooklyn, is in the First Aid Room acting as relief nurse during the vacation period of NBC's staff nurses.

Miss Ethel Gloria Scharn, formerly in the stock brokerage business in Wall Street, has joined the stenographic staff of the Company. She is a native New Yorker and a graduate of Richmond Hill High School.

Benjamin H. Hunnicut, Jr. who was born and educated in Brazil, has joined the International Program staff as a clerk and Portuguese announcer. Born of American parents, he attended American schools in Brazil operated by missionaries of the Presbyterian Church. Following his graduation from college in Brazil, he came to the States to take a post graduate course at the University of Florida where he completed his first semester in June.

Mrs. Marjorie Fennell has joined the Stenographic staff. No newcomer to Radio City, she has worked for various other firms in Rockefeller Center and recently was associated with Douglas E. Elliman, Co., Inc., real estate. When asked whether she had ever faced a microphone before, she parried with, "You might add that I'm married and that I'm in my thirteenth month of marital bliss."

R. Gordon Webber, has joined the staff of the Information Division. A native of Michigan, he is a graduate of the University of Michigan.

Emmet F. Horine, Jr., has joined the International Program Division as a member of the German staff. He will do office work and announcing in German. Born in Louisville, Kentucky, he received his college education at Davidson College, North Carolina. He did post-graduate work at the Universities of Bonn and Heidelberg in Germany. This fall he will conduct a class in German in the Extension Department (evenings) of Columbia University.

William Moscrip Miller, formerly with the U. S. Housing Authority in Washington, D. C., as a publicity writer, has joined our Press Division. He has had many years' experience as a newspaperman. Among the papers he has worked on are the *Chicago Tribune*, the Paris edition of the *New York Herald* and the *Evening Journal* (now the *Journal-American*) in New York.

Born in Glasgow, Scotland, of a Scotch mother and an American father, Mr. Miller spent his boyhood in Michigan and received his college education at North-

western University where he studied journalism. While in college, he covered the North Shore area of Chicago for the City Press Association. He was also an editor of his college paper, *Northwestern Daily*.

In addition to newspaper work, he has done publicity for the Cellotex Company in Chicago and for a banking firm in Detroit. Radio is not a new subject to Mr. Miller. While he was with the *Journal*, he wrote several articles on Radio City and broadcasting in general.

Mr. Miller is married. His wife is also active in newspaper and publicity work. Her *nom de plume*, Isabella Taves, is well-known to many readers of magazine and newspaper stories.

#### Transfers:

Miss Edna Mustor has been appointed secretary to George H. Frey in the Sales Department to replace Miss Kathryn Bauer (Mrs. Gerson Mordo) who resigned from the Company to join her husband in Grand Rapids, Michigan. Miss Bauer's resignation took place shortly after she completed her tenth year of service with NBC.

Miss Mustor has worked in various departments of the Company since she came to NBC about a year and a half ago. She was formerly with Mason and Han- gar, Inc.

Miss Alma Brohard has been transferred from Stenographic to the Sales Department where she is now a typist and receptionist. Miss Brohard, who joined

NBC last December, is a graduate of Agnes Scott College in Georgia and the Katherine Gibbs secretarial school in New York.

Miss Lucile Russell, formerly of the International Program Division, is now secretary to Reginald E. Thomas, production director of Electrical Transcription Service.

Mrs. Mildred Judge was transferred from the Information Division to the office of Pat Kelly, supervisor of announcers, on July 15, to fill the secretarial position resigned by Miss Winifred L. Bantz. Mrs. Judge joined NBC in the Guest Relations Division in 1935, and, before the Information Division was created last April, she was in the Audience Mail Section.

Albert E. Roraback has been transferred from the Guest Relations staff to the Information Division to replace Edward Shippen Geer who resigned from the Company, August 3. A graduate of Yale, Mr. Roraback came to NBC in July, 1937.

#### Resignations:

George Brengel resigned from the Guest Relations on August 1 to accept a position as announcer for WSOC, NBC station in Charlotte, North Carolina. He was picked for the job following an audition in which several members of Dan Russel's announcing class for NBC em-  
(Continued on page 7)



NBCites, their friends and relatives filled Studio 8G one night last month to see a legitimate show, "June Moon," presented by The Stagecrafters, an amateur theatrical group composed of NBC employees. The comedy was a great success. Two performances were given. NBCites are already looking forward to seeing The Stagecrafters' next and second play which is now being selected.

# NBC HOLLYWOOD

by Noel Corbett

## Promotions

The following changes in the Engineering Department have been announced by Division Engineer A. H. Saxton, as of August 1:

M. S. Adams will become Field Supervisor, F. M. Figgins will be Maintenance Supervisor, and C. E. Pickett will be Control Relief Supervisor. Formerly these three were studio engineers.

## Amos n' Andy Trophy

Interest in the recent tennis tournament among Hollywood employes has caused Amos 'n' Andy to donate a handsome three-year silver trophy to the Hollywood staff of NBC. Competition for the cup, originally planned for Hollywood, might extend to include the San Francisco offices.

## Charlo Holden's Wedding

Charlo Holden, daughter of Honor Holden of Artists Service, was married to Knowles B. Smith, Jr., on August 8.

The young couple will make their home in Cadillac, Michigan.

Dorothy Lamour, to whom Charlo has been secretary for several months, was the matron of honor.

## NBC Thespians

In their first meeting July 13, the NBC Employes Play Reading Group presented *School for Scandal*. Helen Aldrich, Sales,

Karel Pearson, Traffic, Bill Howard and George McMenamain Guest Relations, put on the reading in Studio B, at which many employes were in the audience.

With the first try a complete success, almost everybody in the Hollywood Studios fully interested and talk of a broadcast in the offing, the gals and boys got together and decided to make the affair a bi-weekly one.

On July 27 four plays were put on.

McMenamin directed a scene from *Much Ado About Nothing*, in which he, Blanche Davies, Lew Frost's secretary; Alice Tyler, A. H. Saxton's secretary, and Dorothy Peter Brown, of Continuity Acceptance, participated.

*Grease Paint Ghost* with Janet White, Program, Jean Stoddard and Bill Howard, was given, with the latter as director.

Myron Dutton, producer, directed a scene from *Design For Living*, in which Joe Thompson, producer, Evelyn Hermanson, John Swallow's secretary; Frances Scully, Press; Walter Snow, Sound Effects, and Frances Garland, Auditing, along with Dutton, were the principals.

The closing play for the evening was an original by Max Hutto of the Mimeograph Division. Entitled *Big Game Hun-*



Elaine Forbes, Sales, was one of the first to ride through Los Angeles' new Chinatown, when the tiny replica of the Far East was opened to visitors recently. Here she is enjoying a rickshaw ride.

ter, the farce had Janet White, Evelyn Hermanson and McMenamain reading.

The group plans eventually to work up a show which can be broadcast.

Who knows, maybe they'll be getting an offer from a network sponsor one of these days.

## Welcome a la Hollywood

No movie star or Hollywood big-shot was ever given a greater reception than the one Joe Thompson, producer, received when he stepped off the train at Glendale recently.

Joe, whose car broke down on the way back from his San Francisco vacation, wired Myron Dutton, producer, that he was training in with his sister, Kathleen and his cousin, Kathleen Benet, and asked him to pick them up at the station.

Dutton did — and how.

When Joe stepped onto the station platform he was met by a gang of NBCers with screaming banners and a six-piece German band.

The reception committee included Joe Parker, announcer; Dave Elton, producer; Evelyn Hermanson, John Swallow's secretary; Bob Moss, studio engineer; Ruth Chapel, Press; Billy Gilcher, NBC musical contractor, Ward Byron, Ben Alexander, Bud Wallace, Bob Kimic, Leo Kronman and others.

"I thought I was Corrigan," quipped Joe later.

## Flycaster Bock

Hal Bock, Western Division Press Manager, came back from his Pacific Northwest trip with tales about British Colum-

(Continued on next page)



When Producer Joe Thompson returned from his vacation last month, these NBCers gave him a trans-atlantic flyer's welcome at the station. Here he is addressing his admirers from a baggage truck.

## NBC HOLLYWOOD

(Continued)

bia's salmon and the swell trout in Washington.

Bock admitted though, that his many tries as a flycaster brought nary a strike, and the closest he came to any of the fish was in a restaurant.

### An Earful On Ears

In a debate at the Los Angeles Ad Club, entitled "In Advertising Food Products, is the Eye Mightier than the Ear?" Tracy Moore, salesman, gave his audience an earful in his support of the ears.

The consensus was that Tracy gave the most logical appeal and had his facts best in hand.

Tracy, incidentally, was just appointed Chairman of Social Events for the Ad Club for the coming year.

### Bud Miller Presents

Bert "Bud" Miller, Guest Relations, did the cigar-passing act on July 21 when his wife, Freida, presented him with an eight-pound baby boy.

Bud sent out announcements of the youngster's birth on NBC program production sheets, billing himself as the sponsor.

### Quick Pix

Blanche Davies will spend her vacation in San Francisco visiting with Eleanor Higby . . . Frank Hodak, staff orchestra leader, was elected Commander of the American Legion Musicians Post of Los Angeles . . . Dema Harshbarger vacationed in the high Sierras . . . John Swallow recently spent a weekend on Baron Long's yacht . . . Dorothy Peter Brown and Alice Tyler took a quick trip to San Francisco to see old friends . . . Wendell Williams and his dad vacationed in Yosemite . . . Ed Ludes still has that boat for sale despite the big publicity splurge it got in a recent *Transmitter* (must be the boat) . . . Floyd Caton is spending his afternoons in Claude Ferrel's shop "streamlining" all the sound effects.



Before Joe Alvin, NBC Hollywood Press, flew east recently to visit Radio City, Charlie Correll (Andy) took him up in his plane and gave the NBC publicist a few pointers on air traveling.

## NAMES IN THE NEWS

(Continued from page 5)

ployes were heard. Mr. Brengel came to NBC last December and recently distinguished himself as an actor for his excellent portrayal of the character lead in *June Moon*, first production of The Stagecrafters.

### Engagements:

The engagement of Miss Florence Edith Cunningham of Station Relations to Dr. Frederic B. Thomason of Great Neck, Long Island, was announced by her parents last month. The wedding is planned for sometime in October.

Miss Jean Sherwood's engagement to Walter B. Lewis of Englewood, New Jersey, was recently announced by her parents at their home in Yonkers, New York. Miss Sherwood is in the Audience Mail Section and Mr. Lewis is associated with Dun and Bradstreet, Inc. The wedding has not yet been announced.

### Marriages:

Charles H. Robertson, of the Statistical Division, and Miss Elizabeth Unsworth of Prince Edward Island, Canada, were married at St. John's Protestant Episcopal Church, Great Choptank, Maryland, on July 15. The newlyweds went to Rehoboth Beach, Delaware, on their honeymoon. The groom is now back in his office in NBC.

### Stork News:

Soundman Charlie Range is now the father of a baby girl who has been named Ruth, after her mother, Ruth Russell, who is a well-known actress on the NBC networks.

Sheldon B. Hickox, Jr. became the father of a baby boy on July 15. The newcomer is the first child in the family and will be known as Sheldon B. Hickox 3d.

### Sick List:

Miss Marjorie A. Winget, secretary to Keith Kiggins in Station Relations, is recovering from an operation at the Post Graduate Hospital in New York City.

### Miscellaneous:

Joseph D'Agostino has been loaned by the Engineering Department to the committee in charge of the RCA exhibit for the World's Fair of 1939. Mr. D'Agostino, who is custodian of NBC's valuable museum of broadcasting equipment, will as-

sist the RCA committee in planning and preparing technical exhibits for the Fair. Some of his duties in the Engineering Department will be taken over by Arnold M. Bacon who is in charge of the Radio Set Repair Shop. Mr. D'Agostino now has his office in the studio section, fourth floor.

Thomas H. Hutchinson, director of the Television Program Division, is expected back from his vacation abroad on August 15. On a combined business and pleasure trip, Mr. Hutchinson is in Europe studying the methods used in producing television programs in London, Berlin and Paris. He is accompanied by Mrs. Hutchinson.

Mr. and Mrs. Keith Kiggins were the guests of Mr. and Mrs. R. M. Brophy at the Seignory Country Club in Canada during their vacation last month. Mr. Kiggins succeeded Mr. Brophy as manager of the Station Relations Department last year when the latter resigned from NBC to accept his present post as general manager of the Canadian Marconi Company.

Miss Phoebe Mink of Press recently returned from a truly busman's holiday. She spent most of her vacation in Chicago, in the Merchandise Mart Studios, where she visited with many old acquaintances. Spencer Bentley, former Radio City announcer who is now Bob in the *Betty and Bob* serial, showed her his new cruiser, Wigwam, with which he commutes to work. "It seems that all the actors and announcers in Chicago, go to work in yachts," says Miss Mink. She also saw her first baseball game while in the Windy City. It was a double-header starring Dizzy Dean.

Clayland T. Morgan, director of public relations, and R. M. Morris, development engineer, have returned from European trips. Mr. Morris went abroad to view the progress being made in television in Europe.

Arthur J. Gabarini, announcer, has returned from a month's confinement due to illness.

Hobbies. It has been suggested that an exhibit of NBC hobbies be placed on the mezzanine floor of the studio section. If you have hobbies which might be included in such an exhibit please communicate with the NBC Transmitter.

# NBC TRANSMITTER

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

VOL. 4 AUGUST, 1938 No. 8

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## THREE NEW ENGINEERS JOIN TELEVISION STAFF

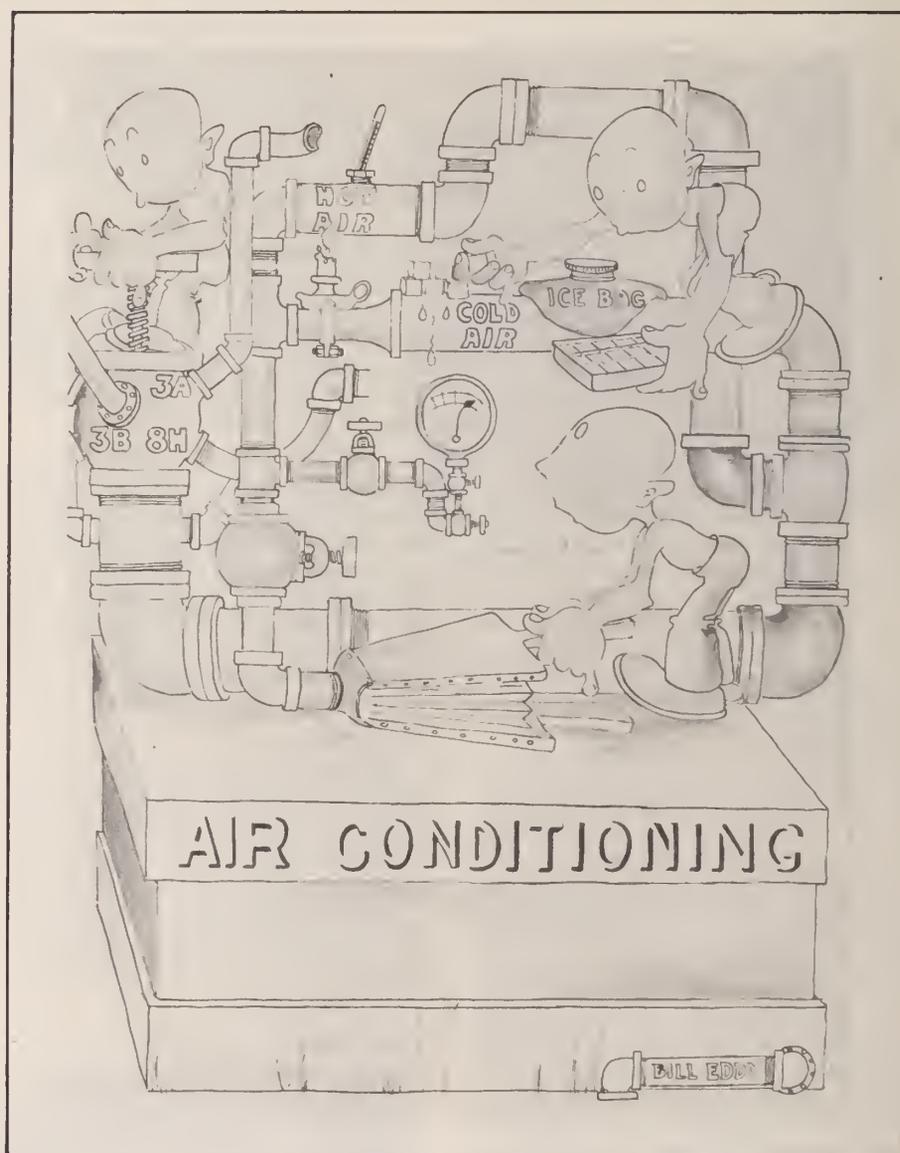
Three experienced radio research engineers have been added to the television staff of the Research Laboratory in the Engineering Department. They are Erick B. Berglund, formerly of RCA Manufacturing; A. D. Smith, Jr. formerly of RCA Radiotron, and Frank J. Somers who comes to NBC from the Farnsworth Television Corporation in Philadelphia.

Erick B. Berglund entered the radio field as an engineer in the Westinghouse Company after he was graduated from the University of Minnesota with a degree in electrical engineering. From Westinghouse he went to RCA Photophone after which he took a year off to study for a master's degree at Ohio State University. His M. A. degree enabled him to teach science and mathematics in public schools for two years. In 1935, Mr. Berglund returned to RCA at Camden, New Jersey, where he was a member of the television research staff until his appointment to NBC last month. As a member of the RCA television staff, he assisted in the designing and installation of NBC's television equipment in the studios and in the new telemobile vans.

A. D. Smith, Jr. has been with RCA six years, two of which he spent with RCAM as wireless operator and four with RCA Radiotron, in the research laboratory at Harrison, New Jersey. He is a graduate of the RCA Institute and he has also had experience as radio service man in Brooklyn and as an electrician for a sugar refinery company.

(Continued on page 15)

## NBC HALL OF FAME



Proposed NBC Statue No. 5 and Citation Plaque

## AIR-CONDITIONING MEN

*Air-conditioning, unlike certain other departments, purveys both cold as well as hot air.*

*From coast to coast, NBC challenges mortal man's tendency to hole up in Winter and go nude in Summer with its private storm centers under the custody of the air-conditioning men. With miles of ducts and tunnels at their disposal these wizards of the Typhoon Department can dress up a mess of ordinary street air — heat or cool it — wet or dry it — in fact, even clean and press it — to fit any climatic condition or the most allergic nostril.*

*And so to these twentieth-century Thors we bow in humble salute, hoping that in such a bow we may find cooler air closer to the floor.*

## NBC WASHINGTON

by Louise Landis

### Barry Succeeds Coyle

Two changes in personnel have been announced by General Manager K. H. Berkeley. Bill Coyle, night supervisor, has left NBC to work for the *Washington Star* . . . However, Coyle has not severed his relationship with NBC entirely . . . His new duties are that of a liaison man between the newspaper and WMAL. The *Star's* annexation of Coyle as radio promotion manager, came as a result of the paper's purchase of WMAL.



BUD BARRY

Charles (Bud) Barry who joined the WRC-WMAL announcing staff in February 1937 will succeed Coyle as night supervisor.

Barry got his start in radio a number of years ago as a radio actor in Boston. Later he came to Washington as a publicity director for a men's clothing store. He also conducted a sports program for the local haberdashery. Shortly after joining the NBC announcing staff, Barry gained the reputation of being the answer to a sponsor's dream. He has rated right up near the top in radio's list of fast talkers.

### M. C. Everett

Lee Everett has been chosen master of ceremonies of the *Going Native* show to be held sometime in August at the Capitol Theatre. Each year an outstanding local radio announcer is selected by the theater management to "emcee" a week of home talent performances.

### Thanks for the Ride

Tales of hula-hula dancers, strains of sweet music, speed boat rides and such, are still reverberating around the studios since the night a prominent Washington physician invited NBC on board his yacht for a moonlight cruise down the Potomac. The seventeen lucky ones who found it possible to go are now making a thank you transcription to be presented to their charming host of the evening . . . They say this is not to save ink or elbow grease but to express adequately the full appreciation of NBC employes in each and everyone's own voice. Mary Mason, WRC Home Forum Director, was unanimously elected to write and produce the finest bread and butter program possible.

### Vacation Highlights

Gordon Hittenmark was the principal speaker at the Los Angeles Breakfast Club meeting while sightseeing the West Coast; Gladys Murphy, Vice President Russel's secretary, planted string beans and potatoes near Pittsburgh; Assistant Manager Fred Shawn bumped into Assistant Manager Carleton Smith in California while the latter was touring the country with President Roosevelt . . . General Manager K. H. Berkeley, fighting off mosquitos and flies at Bay Ridge, Maryland; Marge Brown, secretary to Mr. Berkeley, is touring to Salt Lake City to see her folks . . . Martha Cosgriff visited the "World's Playground" Atlantic City . . .

Vic Kissal, Program Department, went to Colonial Beach, Virginia . . . Stanley Bell, in Commercial, is going to pass up his vacation this summer in order to bask in the Florida sun this winter . . . Lionel Farr, page boy, will go home to Utah to help his family harvest the wheat; Jeanne Butler, night hostess, is contemplating a trip to New York.

## With Your Roving Reporter in New York



J. K. Mason of Sales Promotion is the father of an idea which recently placed several sets of NBC chimes in the trains of the Baltimore & Ohio Railroad Company. The famous NBC chimes — "your signal for fine radio entertainment" — are now being rung on the B & O trains at meal-times. As our contribution to this "unique tie-up" between railroading and broadcasting, we offer the following slogan to the B & O Railroad for use with the chimes — "Listen for the familiar NBC chimes your signal for fine food in our dining cars."

Edward Nordhoff Beck, who was heard on the NBC Employes Show last February, made another appearance on the NBC networks on July 15 as a soloist on the *Music Is My Hobby* program. Baritone Beck is now working in the International Program Division.

Read Wilson of the Mail Room played leading roles in two new plays presented by the Bandbox Players, a semi-professional group, at Mountain Lakes, New Jersey, last month. He played the lead in *Central Casting*, by Nick Consentino, which is scheduled for a Broadway presentation this fall. The other play was titled *Smuggled In*.

Wanna see a picture of Director Lester Vail when he was in movies? Get a copy of *Look*, August 2, turn to page 17 and there you'll see our own Lester playing the part of a bashful (or prudish) gentleman. He is shown with his back turned to Joan Crawford who is pulling up her stockings. Tsk! Tsk! Lester.

By special request from the distaff side this column continues its list of eligible NBC bachelors. Here they are, girls: Eastern Sales Manager Ken Dyke who has a Park Avenue apartment . . . drives a Packard convertible . . . likes to go to night clubs . . . is well-dressed . . . always wears a boutonniere and has a preference for striped ties . . . AND blondes . . . also has a sense of humor and will sing baritone in any quartet . . . Television Engineer Dick Pickard who will soon complete his tenth year with NBC but still looks like a college sophomore . . . talks aviation and photography . . . owns a transport plane and a Leica . . . thinks nothing of flying to Arizona for the week-end . . . you have to draw him out; he's bashful with girls . . . likes the athletic type. Dark-eyed, handsome and bemustached Easton C. Woolley of Station Relations, who vibrates in the presence of blondes, is another man who owns one (Packard) . . . he is a student of law . . . his favorite comic strip is Boots and Her Buddies . . . because he likes Boots so much . . .

And if you're looking for a man who owns more than one house, Accountant Ray Porrier of Artists Service is your man . . . he owns a string of houses on Long Island . . . drives a Nash . . . has a charming smile . . . also prefers blondes and home-cooking . . . Program Department's Douglas Meservey is tall, dark and handsome . . . AND dapper . . . athletically built . . . is definitely the glamour type . . . likes to go places . . . has been places, including continental Europe . . . with emphasis on Paris . . . likes to dance . . . Announcer David Roberts, who lives in Tudor City, is looking for a girl . . . medium height, dark wavy hair, roundish face, high cheek bones, grey eyes . . . intelligent but not sophisticated . . . His telephone number is Murray Hill 4-4200 . . . ask for Apartment 1415.

# NBC SAN FRANCISCO

by Louise Landis

## Presidential Visit

That little man whom radio signers used to console because he'd had a busy day, had a lot of big brothers at NBC at the close of President Roosevelt's visit to San Francisco.

Every department was affected of course by activities in connection with the two broadcasts of the day. But the boys who really sighed with relief when everything was over were Announcers Cliff Engle, Larry Keating and Emerson (Trigger) Smith, Special Events Producer Don Thompson, Assistant Field Supervisor George McElwain and the nine engineers who handled the complicated remote control jobs from battle-ships, plane and Treasure Island.

Announcers and engineers were here, there and everywhere during the President's review of the fleet — 27 minutes of shortwave. Cliff Engle was on the Houston, assisting Carlton Smith, the presidential announcer, with Ed Parkhurst and Cliff Rothery manning the short-wave transmitter. On the Pennsylvania Trigger Smith and Bill McAulay and "Jeff" Jefferson kept listeners apprised of happenings on the flag-ship while Larry Keating, Jerry McKee and Dan Williams were flying 5,000 feet above the bay in a United Air Line Mainliner from which Larry described the scene below. On the signal tower on Yerba Buena Island, Don Thompson, George McElwain, Clark Sanders, Frank Fullaway, Dave Kennedy and "Gus McCassidy" (Guy Cassidy) were perched, coordinating the short-wave broadcasts from bay and sky.

More than a ton of equipment, including four transmitters and nine receivers, were used in the broadcasts. All the engineers reported severe cases of jitters and sun-burn when the job was finished.

## Promotions

Pretty, quiet Ruth Miller is missing from the reception desk. She has been transferred to Music Rights, to track down composers and publishers instead of artists, announcers, and producers.

Jerry McGee, who has traveled through a lot of NBC departments, has returned to the job of noise-making. He has been promoted from the post of assistant night program supervisor to that of supervisor of sound effects.

## Bohemians

Bohemian Grove festivities which call San Franciscans home from all over the world, brought Vice President Gilman and Western Sales Manager Sydney Dickson

to San Francisco during July. Mr. Dickson pinch-hitted for Mr. Ryan while the San Francisco sales head was on his vacation at Camp Mather.

## Double Honors

Ray Rhodes, of Sales, accumulated two honors during the last month. He won the three-minute speaking contest for Advertising Club juniors at the convention of the Pacific Advertising Clubs Association and was elected president of the Junior Departmental of P.A.C.A.

## Wins \$300

Henry Maas, manager of Sales Traffic, is going around looking proud: his smart wife correctly identified all the goofy photo-close-ups in a *Chronicle* contest and then proceeded to win the tie-breaker — and \$300.

## Plump Pearson

When Karel Pearson popped in from Hollywood, his former Traffic Department pals had to look up to him. Hollywood has added to Karel's stature literally as well as figuratively — he admits having gained three inches in height since he left San Francisco but refuses to tell how many more pounds.

## Cummings Comes Back

Lucille Cummings, who was temporary hostess during the vacation period last year, was summoned from Portland by Cheerio to help supply music for his San Francisco broadcasts, and has been singing in the mixed quartet on his program.

## Vacations

Jo Elletson (Typing) rides horseback like she types — so they're still talking up in Sonora, about the blonde, 100-pound girl who could manage any horse in the mountains, and who deliberately picked the frisky ones "because the poor things need exercise!" . . . Norma Del Valle (Mimeograph) can't make up her mind which thrilled her the most . . . Yosemite National Park or the President . . . "so-o close, honestly, I could have shaken hands with him if that driver had only slowed up!" . . . George Fuerst (Traffic) went to Mexico in search of action . . . he and a pal invaded the revolution area and were so disappointed by its quiet . . . until their



Field Engineer Guy Cassidy photographed by a fellow engineer, Frank Fullaway, in the crows' nest of the signal tower on Yerba Buena Island from where the Field Group covered part of the elaborate short-wave broadcast — from land, sea and sky — of President Roosevelt's review of the fleet in San Francisco Bay last month. Cassidy finds it difficult to smile for the camera after he and his companions carried 900 pounds of equipment up two staircases, a vertical ladder and through a trap-door to this spot.

car caught fire, and they got all the action they craved.

Press Manager Milton Samuel and Mrs. Samuel went on a leisurely motor trip through the Northwest . . . Gladys Ferguson (Accounting) beats Old Man Time-and-Space by flying to Omaha, allowing her almost two full weeks holiday there . . . Announcer Hal Gibney touring the national parks . . . Florence Allen (Program Traffic) enjoying what she calls an "old-fashioned vacation" with her handsome newsman husband at Camp Mather . . . it'll be streamlined if we know Florence . . . Producer Dave Drummond feasting his soul on scenery at Crater Lake, Oregon . . . Frank Barton and bride, the former Margaret Heilig, honeymooning in a secret spot . . . Marion Hansen (Engineering) at Lake Tahoe . . . Sophie Dunich (Typing) at Russian River . . . Lucille McAdoo's cashier's cage filled by Joan Peterson while Lucille fishes at Feather River . . . Field Engineer George McElwain and his wife leave August 29 for the Grand Canyon . . . it's just a year since the TRANSMITTER carried the story of their marriage.

Because of the death of his mother, Fred Fiorella's marriage, announced in the July TRANSMITTER, has been postponed. He and Miss Mildred Power of Oakland, California, will be married early in September.

Every member of NBC is a reporter of his news-magazine, NBC Transmitter. Send your news items to the NBC Transmitter or your local correspondent.

# KDKA PITTSBURGH

by Kay Barr

## Farewell "Admiral" Nelson

Manager and Mrs. A. E. Nelson were honor guests at a farewell party given by the KDKA staff July 12. The affair was an expression of appreciation and good wishes on the eve of Mr. Nelson's departure for New York to become sales manager of the NBC Blue Network.

Maurice Spitalny's orchestra played *Hail to the Chief* as the Nelsons entered Studio A for the buffet supper. After supper, Senior Announcer Glenn Riggs expressed the sentiments of the crowd while a large sign kept 'em smiling with, "Nelson Pauses in Pittsburgh for Station Identification."

Suddenly all lights were extinguished and curtains parted to reveal a large neon sign reading, "KDKA Feeds Nelson to the Blue." Below the sign was a bag of Bobby Jones matched golf clubs, the parting gift of the staff to the "Admiral." Each stick bore a tag with the name of one of the departments participating in the presentation.

## Saudek to Radio City

Bob Saudek, who left KDKA to be Mr. Nelson's assistant in New York, was the guest of honor at an informal surprise party given by the staff the day before he left Pittsburgh. A walrus traveling bag and a companion kit, was the staff's goodwill expression.

The KDKA staff gave a farewell dinner for Mr. and Mrs. A. E. Nelson in Studio A when the KDKA manager was appointed to the executive offices in Radio City.

## Vacation Notes

Pat Haley took in the Cheyenne rodeo during his recent vacation out West. Dot (Dorothy Bushey) Armstrong and Bernie Armstrong, visited the screen star, Dick Powell, formerly of Pittsburgh, at his Hollywood home. Janet Ross, KDKA Shopping Circle director, returned from her Florida vacation with stories of deep-sea fishing.

Charley Urquhart of Production left for Denver July 22 on what he said was going to be a vacation . . . catching rattlesnakes.

During his ramblings in various parts of the globe Charley has gathered quite a collection of snake skins. Charley caught each of the specimens personally, also tanned their hides.

But he needed rattlers to fill out the list of pythons, black snakes, etc., and decided to go to Denver for them.

Buck Dice, engineer, is back from his vacation to Minnesota and intermediate points. Before he left, Buck fixed up car equipment for the use of electrical devices. Coming into Fort Wayne, Buck hooked up the electric razor and removed the stubble. Then his wife hooked up the curling iron

and primped her auburn locks.

So they arrived in the city for dinner perfectly groomed.

## Saviers Wins Award

George B. Saviers, Westinghouse radio engineer, received the circle "W" award of merit from A. W. Robertson, chairman of the Westinghouse board, in a special program from KDKA July 12. Saviers donned a diver's outfit and went down in a pool in mid-winter to fix the pump which supplies water for cooling the big tubes at the KDKA transmitter in Saxonburg.

## Personnel Changes

Some readjustments in the KDKA staff had to be made as the result of the promotion of A. E. Nelson and Bob Saudek to New York.

Announcer Bill Beal was transferred to occupy Saudek's desk and work with Derby Sproul in preparing and handling continuity for commercial programs and those designed for sale.

Bob Shield was added to the staff as junior announcer to fill the tricks formerly assigned to Beal.



ROBERT SHIELD



# NBC CHICAGO

—by Rudi Neubauer—



E. C. CARLSON, Sales Promotion Manager of NBC Chicago, all set to slay the señoritas at the Hacienda de Santa Engracia, Mexico. Que hombre, no?

## Dinner Party

Last month NBCettes had their second monthly dinner party, and while Marcelle Mitchell was on the Arrangements Committee, she had nothing to do with the arrangements for making her the guest of honor on the occasion of celebrating her tenth anniversary with NBC. She was presented with a gardenia corsage and a set of NBC chimes.

The dinner was held at the Cafe Brauer in Lincoln Park, and after dinner, numbers were drawn for parts in the reading of an old *Grand Hotel* script. Judith Waller and Isabelle Cooney were the leading characters; and Miss Waller won first prize for "acting"!

## Nuptial Notes

Miss Gertrude Schmidt of the Central Stenographic Department was married to David O'Connell on the 9th of July. Our fashion editor tells us the bride was "a vision in tulle."

Edward C. Cunningham, night manager, and Miss Nellie Elizabeth Polling, of Ottumwa, Iowa were married on June 25.

## News of Directors

Maurice Lowell, director of the *Story of Mary Marlin* program has entered Henshin Hospital, Chicago, for observation.

He is to remain in the hospital for an indefinite period. Director L. G. Barnhart is directing the show in Lowell's absence.

Director Gordon Hughes will leave Chicago on July 21 for a vacation in Massachusetts and New York.



A. D. Scott, director, really put energy into his Spring house-cleaning. He worked so hard recently that he strained his shoulder and is now wearing his arm in a sling.

## NBC Beats CBS

By the score of 7 to 3, NBC's soft ball team defeated the CBS nine on July 14 in a ding-dong battle which at the end of ninth was tied at three all. In the first of the tenth NBC scored four runs and then held CBS safe to win the game. The fielding of Kasper, Creech, Riordan and Clark, plus the hitting of Anderson and McGinnis, were features of the game. The NBC team lined up as follows:

- Creech (Mimeograph) . . . . . 3b
- Flowers (Service) . . . . . ss
- McGinnis (Reception) . . . . . lf
- Neihengen (Credit) . . . . . cf
- Neubauer (Cashier) . . . . . p
- Kasper (Reception) . . . . . 1b
- Vic Brown (Program) . . . . . rf
- Anderson (Gen. Office) . . . . . c
- Riordan (Mail Room) . . . . . sc



## Newcomer

Wynn Wright, for the past four years program director and production manager of WWJ, NBC affiliated station in Detroit, has joined the NBC Chicago production staff as a director.

## A Super-Duper

Ken Fry, special events director, Ken Robinson, continuity editor, and Lee Graham, of the Press Department, all former newspaper men, were written in the *Girl Alone* show of July 1. They claim they did a super-duper job of radio acting, but have no fan mail to back up their pretensions.



## Vacationists

Florence Moeller, secretary to P & G Kopf, has returned from a Caribbean Cruise, and was Harry glad to have her back.

Alex Robb, Artists Service, returned from his vacation in Wisconsin with a terrific tan and a fine collection of fish stories.



Everett Mitchell, senior Chicago announcer, is back on the job after spending several weeks in Colorado. He brought back some colored movies which he had taken during his vacation to back up his fish stories.



Seven members of the NBC soft ball team in Chicago photographed on the roof of the Merchandise Mart following their victory over the CBS nine. Left to right: Creech, Flowers, Riordan, Neihengen, Anderson, Neubauer and Kasper.

# KNOW YOUR COMPANY

No. 15—Civic Concert Service



GEORGE ENGLER

THE AMERICAN genius for organization has provided riches for the people of our country. Through organization, American industry has been able to make available to everyone in the country the fruits of this age.

In 1921 an American organization, called Civic Concert Service, was created by Miss Dena E. Harshbarger to organize and build audiences for great musical artists in cities where it had been unprofitable to give concerts, not because appreciative audiences were lacking but because there had been no sound and practical organization to insure a return for the sponsors. At that time, sponsors presented concerts only in the largest cities where they were more certain of filling their auditoriums and the tills in the box office; and far too often the concerts resulted in losses to the sponsors who might have been commercial managers, or strictly musical organizations, women's clubs and others. Such losses naturally had a tendency to lessen concert bookings, and for some time these bookings had been falling off.

Miss Harshbarger, who is now the manager of NBC Artists Service in Hollywood and is in charge of West Coast radio and cinema bookings, was then associated with one of the large mid-western lyceum bureaus and she noticed the downward trend of the bookings. She carefully worked out the idea that concert audiences should be created first, before contracts were made for talent, and that the purchase of this talent should be governed by the amount of money first collected from the prospective audience, thus preventing the occurrence of the deficits which were endangering the concert business. She put her plans and ideas into execution in a small town in Michigan and from this start, twenty years ago, developed the successful concert series which are now in operation in several hundred cities and towns throughout the United States and Canada.

Since its inception, Civic Concert Service, which is now a subsidiary company of the National Broadcasting Company, has successfully organized concert audiences throughout the United States so that, today, world-famous artists are being presented in large and small cities in every state in the Union without risking poorly

filled auditoriums and deficits for the sponsors. C. C. S. built its large audiences in various cities under the Civic Music Plan, which plan organized Civic Music Associations to which memberships were sold to concert goers. Through the advance sale of memberships to the associations for a full season, the C. C. S. was, thus, assured of audiences for its artists even in cities with populations of as little as 9,000.

Since 1935, when Civic Concert Service was acquired by NBC, the number of Civic Music Associations throughout the United States has been more than doubled and, as a result, its artist bookings have been proportionately increased. Today, there are approximately 300,000 Civic Music Association members in cities in the East, West, South and North. These audiences are organized by field representatives of Civic Concert Service who go from city to city to establish, organize, and publicize Civic Music Associations. Each Civic Music Association is formed as a non-profit making and entirely cooperative organization whose affairs are managed by a group of citizens forming the executive committee and the board of directors.



O. O. BOTTORF

ship dues.

The officers of the association in each city appoint a talent committee of civic and music leaders who are active in the association. This committee selects the series of concerts to be presented and the bookings are made through the Civic Concert Service which can provide artists from every part of the music world, including ballets and famous dancers.

The services of a Civic Concert Service representative are made available to the Civic Music Association at all times. He lends his assistance as an experienced organizer, in establishing and publicizing the association and in selling memberships. Civic Concert Service also supplies all necessary campaign material and publicity. Some of the senior field representatives who have been with the C. C. S. for many years are E. H. Schwenker, Murl

Springsted, Mercedes Walker and S. M. Harrington. They receive their assignments either from the main office in New York or the branch office in Chicago. These are the representatives who, since 1935, have created such a market that many associations often have waiting lists for memberships from season to season.

Each association functions on a permanent membership basis—that is, only members may attend the association's concerts and no tickets are sold to single concertgoers. Membership enrollment is open one week each year. A membership card admits each member to all concerts in a given season. Providing the seating capacity of the auditorium permits, members may attend concerts of any other Civic Music Association in the United States. By this plan the Civic Music Association has become the world's leading musical organization to build audiences, thus, enabling principal cities, from coast to coast in the United States, to present concerts on a financially sound basis.

When the National Broadcasting Company acquired Civic Concert Service, Incorporated, in 1935, George Engles, vice president in charge of Artists Service, was appointed president of the new NBC service. To assist Mr. Engles as head of the NBC subsidiary, two former officials of Civic Concert Service, while it was under another management, were retained by NBC. They are O. O. Bottorf, who was appointed vice president and general manager in charge of the New York office, and D. L. Cornet, assistant manager in charge of the Chicago office.

Jeannette Ferreira is secretary and assistant to Mr. Bottorf. She assists him in the routing of concerts and the supervision of field activities. She is assisted in her work by Anne Witmer.

In the Chicago office, Betty Lasch acts as secretary and assistant to Mr. Cornet.

Being a company in itself, though a subsidiary of NBC, Civic Concert Service has its own publicity department which is headed by Adeline Ebling. Miss Ebling is assisted by Evelyne McKibbin. The



D. O. CORNET

publicity department has the cooperation of the NBC Publicity Department and the Publicity Division in Artists Service and is often served by the Music Research Section of the Script Division.



# Tenth Anniversary Chimes

The NBC TRANSMITTER salutes these members of the National Broadcasting Company who, this month, complete their tenth year with the Company.

## Reid Ramsay Davis



REID R. DAVIS

Ten years ago, three classmates of Clemson College, who graduated with degrees in electrical engineering, threw aside their caps and gowns when the graduation ceremonies were over, packed their things

and went to New York, fortified with their sheepskins. The three landed jobs in the Engineering Department of NBC shortly after their arrival in the Big City.

Two of those classmates are still with NBC; the third one died from drowning during a cruise on Lake Erie in the summer of 1936. The one who lost his life was Earle L. Tyler, who was a design engineer at the time of his death. Reid Ramsay Davis and Allen A. Walsh are the ones who, this month, complete a decade of service in the Company.

Reid R. Davis was born in Georgia where he was schooled before going to Clemson College. He started in NBC as a field engineer and subsequently served in other divisions of the department until he became a member of the television staff a year and a half ago. He was also a member of the construction group when the Radio City studios were being built.

Engineer Davis is now married and the father of a year-and-a-half old boy, Reid R. Davis, IV.

His hobbies are photography and building boat models. He is also an enthusiastic follower of sports which were his most enjoyable assignments during his term as a field engineer.

## Allen A. Walsh

Allen A. Walsh was born in Greenville, S.C., attended high school there, was graduated, and then went to Clemson College to study electrical engineering.

His original ambition strangely was not in radio. He studied power transmission and for a time worked in the Brooklyn Edison Company before coming to NBC.

Mr. Walsh is one of the NBC engineers who played an important part in the actual construction of the present studios in Radio City. He and his colleagues tested

all the proposed sound proofing ideas for the new NBC headquarters.

At present he is a development and research engineer, a position he has held for the past seven years. His first job at NBC was in the Field Division. As field engineer he has done his part in covering three presidential inaugurations.

Hobbies seem to be the thing nowadays and Allen Walsh is no exception. His main hobby is radio — he is a radio ham and he operates Station W-3BIH. Not content with one diversion, Mr. Walsh also has a great fancy for gardening. He indulges in horticulture at his home in Englewood, New Jersey. He also blows a mean clarinet — a talent he acquired while in high school.

Mr. Walsh is married, has an eight year old son, Allen Walsh, Jr.

## Julian Street, Jr.

In 1926, a young cub reporter on the *New York Herald-Tribune* heard David Sarnoff talk about radio broadcasting. He was impressed. Two years later, this same young man, then working in Paris for the *Herald-Tribune's* paper there, met Mr. Sarnoff and again heard him tell about radio. So interested was he this second time that he decided to go into radio. He came to New York, filed an application for a job at the National Broadcasting Company, and was engaged as a continuity writer.

The young man in question was Julian Street, Jr., Princeton '25, former editorial chairman of the *Daily Princetonian*, co-author of the Princeton Triangle Show, *The Scarlet Coat*, and president of the college's International Polity Club. Three years of reporting, following his graduation from Princeton, served him well for



JULIAN STREET JR.



ALLEN A. WALSH

the jack-of-all-trades work practised by the NBC continuity writer of ten years ago. He did commercials, musical programs, dramatizations and adaptations. Among the latter were the first adaptations for net-

works of modern American favorites. These included works of Booth Tarkington who was persuaded by Mr. Street to permit radio adaptations of his books. In 1929, he was transferred for some months to the San Francisco office where he wrote for the *Golden Legends* program. When he returned to New York he was appointed to work in the Commercial Division of the Program Department.

In 1935, Mr. Street obtained a six months' leave of absence from NBC to travel to China and Japan as secretary to the semi-official American Economic Mission headed by W. Cameron Forbes, and on his return to NBC he was transferred to the Publicity Department where he was put in charge of all magazine publicity. He has been very successful in carrying out his object of "more radio articles and more radio columns in more magazines."

"Pete" Street lives in Scarborough-on-the-Hudson. He is married and has two daughters, one seven and one four years old. His hobbies are modern architecture (mainly pre-fabrication), writing magazine articles (several have been published recently besides a radio column which he wrote for *Movie Mirror* for a year and a half), and cutting down trees. "Old trees? Dead trees, maybe?" suggested this reporter. "No," replied Mr. Street, "Just-trees."

## Yvette T. Bedard

Pert, pertinacious Yvette Trinetta Bedard entered the National Broadcasting Company ten years ago as a stenographer. At the time, she had no specially directed interest in or love for radio. At present, she says both enthusiastically and authoritatively, "I love the place and I hope I stay on for ten more years—I love everything about it." Miss Bedard is in the Sales Department, and such is the stuff of which sales are made.

Canadian born, of French descent, Miss Bedard has been nevertheless a New Yorker since the tender age of eight months. She spent

some years at the Villa Marie Academy, was graduated from the Mt. St. Ursula Academy, and worked for two years with the General Motors Acceptance Corporation before



(Cont'd. next page) YVETTE T. BEDARD

## ANNIVERSARY CHIMES

(continued from preceding page)

joining up with NBC at the old offices at 711 Fifth Avenue. With the exception of her first four months in the firm, she has acted as secretary for Mr. D. R. Buckham.

Back in 1929, when the first sound pictures were being prepared, Miss Bedard auditioned for a part in the Fox Movietone Follies of 1929. Her audition was a success, she was accepted for the part but she turned it down coldly to remain with NBC. "No," says Miss Bedard, "I do not regret it." And Miss Bedard's statements are not the wavering kind of statements.

At present, she lives on 75th Street, just off Riverside Drive. Her hobbies are sports such as swimming and skiing, and traveling—especially traveling. She has done a good deal of the latter, has been to Europe twice (she speaks French), and now takes yearly cruises, mostly in the Gulf of Mexico. "Definitely," says Miss Bedard, "I am not a home girl."

### John J. DeMaio

John J. DeMaio, of the Accounting Department, has rounded out a decade of handling the revenue end of NBC business — the computing of station time, and costs of broadcasting facilities.



JOHN J. DEMAIO

Prior to joining NBC, Mr. DeMaio spent over ten years in the wholesale dry goods business, with the exception of an interval which he spent overseas as a private in the 5th Regiment of the United States Mar-

ines. He participated in the Campaign and Argonne battles and was wounded in action in 1918. This necessitated hospitalization in France until the early part of 1919 when he returned to America.

Mr. DeMaio is a native New Yorker and was graduated from the High School of Commerce. Golf and swimming are his favorite sports. He is unmarried, which makes him one of NBC's eligible bachelors (attention Roving Reporter.)

♦ ♦ ♦

Are you a newcomer to the NBC staff in Radio City? If so, you should take the NBC Studio Tour to learn what it's all about. Complimentary tickets are available to NBCites in Room 254.

♦ ♦ ♦

If you have any complaints, compliments or suggestions for the NBC Transmitter, write the editor. It's YOUR magazine — we want your reaction.

## KYW PHILADELPHIA

by J. A. Aull

Ho hum! Of all the dull news months of the year August certainly takes the cooky. No news, no gossip, not even anybody to talk to. Wish I were up in New Hampshire with Leslie Joy. I'd even be satisfied to go out and park on Jim Begley's doorstep. I'd even be glad to help him straighten out his new house in Merion while he's on vacation. Thank goodness for the air conditioning in our new building. That's some help. That Joe Proulx certainly thought up a good idea when he picked that southern cruise. I guess he's just about in the Gulf of Mexico by this time. Of course he has nothing to do either but at least you get some sea air.

Wonder if Jim Harvey is having a good time on Long Island. That reminds me, he didn't give me the latest figures on his new KYW Camera Club before he left. Must be getting up near the 1300 enrollment now. I hear he packed so much camera material in his buggy when he left that he had to express his clothes. That office must be pretty deserted with Al Watton up in Canada on Lake St. John. A little trout and salmon snatching wouldn't be bad either. It's funny what tastes some people have about vacations. Watton goes north and Lambert Beeuwkes goes south. They say Charlotte's a great town and North Carolina isn't so bad this time of year. Maybe Beeuwkes has the right idea. Just the same Tod Sloane wasn't so dumb to take a flight out to Tulsa. That wouldn't be bad only I haven't any oil well prospects to look over. Wonder what kind of a time Irv Envey and Don Heyworth are having down on the Eastern Shore of Maryland. Nice country down there if you have a boat and a mosquito net.

I'll bet George Haggerty is sick and tired of driving his buggy over the Canadian Rockies by this time. I like Denver though. Wouldn't be a bad place to live, I've always said. Bet that was a great reunion in Boston between Helen Pearce and her boy friend. Wonder how Kathryn Ullman is enjoying her visit to Chicago and how Ethel Korn is making out on that automobile trip. I guess Agnes McCabe is tearing about New York right now. Wish I didn't have a new desk so I could put my heels up. Maybe next year it will be sufficiently shop worn. Thank goodness — there comes some new business down from Jack Hammann's office. Worth a couple of publicity shots. Maybe Evelyn Dewees had the right idea when she stayed at home in Manoa. Maybe that's what I'll do if I ever get in the leisure class, Oh well this can't last longer

## THREE NEW ENGINEERS JOIN TELEVISION STAFF

(Continued from page 8)

Frank J. Somers, a graduate of the University of Santa Clara, where he studied electrical engineering, and of Stanford University where he took a post-graduate course in communication engineering, was employed by the Federal Telegraph Company and the Bell Telephone Laboratories, in the research department, before he became associated with the Farnsworth Television Corporation. He was with Farnsworth Television for five years as a member of the research and engineering departments. Mr. Somers was a member of the Radio Manufacturers Association Committee on television standards for two years.

## PRESTON TO DIRECT EDUCATIONAL DIVISION

(Continued from page 1)

Vincent J. Gilcher has been a member of the Engineering Department since 1927. He assisted in the design of the old NBC studios at 711 Fifth Avenue and also the present plant in Radio City. In 1929 he was made plant engineer in which capacity he supervised the design and construction of new studio plants. He became manager of technical services two years ago.

Before joining NBC, Mr. Gilcher was associated with the manufacture of radio receivers, first with the firm of William Priess and later, as plant manager, with the Thermodyne Radio Corporation.

He studied electrical and radio engineering at various schools, including the International Correspondence Schools and the RCA Institute.

William A. Clarke, who came to NBC more than eleven years ago, was Mr. Gilcher's assistant in Engineering at the time he was promoted to take direct charge of architectural design and drafting, equipment purchases, cost analysis, the making of economic studies, preparation of estimates, and several other functions of the department.

Mr. Clarke studied at Columbia University and Cooper Union and formerly was employed in the installation division of the engineering department of the Western Electric Company and in designing and installing equipment for the Link Belt Co.

than a month. Think I'll write a note to the TRANSMITTER and tell them nothing doing.

At last some entertainment! Here comes Ben the bootblack. I'll talk to him for the rest of the afternoon.

# PHOTO CONTEST WINNERS



John Wehrheim, of General Office in NBC Chicago, who brought this back from a fishing trip, says the biggest one got away.



## FIRST PRIZE

Television Engineer Bill Eddy was pinch-hitting as a stand-in (or lie-down) during a television rehearsal when this was snapped by another engineer Reid R. Davis. For this intimate picture of Bill Eddy, Mr. Davis will receive an Argus Candid Camera, donated to the Photo Contest by Parker & Battersby, camera supply shop in Radio City.



## SECOND PRIZE

This interesting angle shot of the new NBC-KYW building in Philadelphia was submitted by L. B. Beeuwkes, Director of Sales Promotion at KYW. He wins this month's second prize — a copy of the NBC Symphony Orchestra book.



## HONORABLE MENTION

Waldo D. MacQueen in the Power Room in Radio City. This interesting shot, with light arranged to cast shadows on the ceiling, was taken by Maintenance Engineer Ronald W. Jordan.



Right—Robert W. Clark at his desk in the N. Y. Research and Development Division. Photo by Television Engineer Richard Pickard.

Left—Announcers Jim McGrath and Lee Everett of NBC Washington wonder why the egg doesn't fry from the sun's heat during a contest broadcast by Station WMAL one torrid day in July.



# NBC TRANSMITTER

VOL. 4

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NO. 9

## GREGORY APPOINTED MANAGER OF KDKA



SHERMAN D. GREGORY  
Sherman D. Gregory, assistant manager of broadcasting for the Westinghouse Electric and Manufacturing Company, has been appointed manager of KDKA, Pittsburgh, Blue Network station of NBC. Mr. Gregory succeeds A. E. Nelson, recently transferred to New York as sales manager of the Blue Network.

Closely associated with Westinghouse radio activity for more than a decade, Mr. Gregory is one of the veterans of broadcasting. Before his graduation from the North Dakota School of Mines, he was putting his "ham" experience to use in operating the school's 100-watt station. While with the Westinghouse Company, he handled the Pittsburgh controls for the first successful transcontinental broadcast over the NBC networks in 1927.

Mr. Gregory joined the Westinghouse Electric and Manufacturing Company immediately after he was graduated from college with degrees in science and electrical engineering. On completing the company's training course for graduate engineers, he was assigned to radio study and work. Later he was associated with the radio manufacturing division of the Westinghouse Company, first at Pittsburgh, later at Chicopee Falls, Massachusetts. As assistant manager of the broadcasting division of Westinghouse, he was in charge of the two Westinghouse stations at Fort Wayne, Indiana.

In his new post as manager of KDKA, Mr. Gregory will be in charge of the station's programming and business activities; and it has been indicated that there will be no change in the operating policies of KDKA.

## NBC AND RCA RESUME TELEVISION BROADCASTS

Experimental television broadcasts in the New York City area have been resumed by NBC and RCA. The present test period will last until the end of this month.

The weekly schedule comprises six one-hour transmissions. Film and live talent programs are broadcast twice weekly, on Tuesdays and Fridays, from 8:00 to 9:00 p.m., from the television studios in Radio City. Test charts and still pictures, of no entertainment value but of great assistance to experimenters, are being transmitted four afternoons a week, Tuesdays through Fridays, between three and four o'clock. All broadcasts are made over W2XBS, the NBC transmitter in the Empire State Tower, operating on 46.5 megacycles for picture signals and 49.75 megacycles for associated sound. Because a temporary antenna located on the north side of the Empire State tower is being used in radiating the present series of television broadcasts, good reception is limited to the area to the north of the building and defined roughly by the Hudson River on the west and Long Island Sound to the east. It is possible, however, according to O. B. Hanson, vice-president and chief engineer, to receive the programs in some sections of New Jersey and on the north shore of Long Island beyond Brooklyn.

During the two months the television station was off the air, studio and transmitter apparatus was almost completely overhauled. Mr. Hanson has stated that considerable improvement has been made in picture definition and that an increase in power of the transmitter has been effected through the installation of new exciter stages. The range of the station remains the same, approximately fifty miles. However, satisfactory images have been received, in the past, as far away as Hartford, Connecticut.

## 154th NBC STATION

A new station, KUTA, which was opened in Salt Lake City, Utah, on August 1, has been added to the NBC networks as a supplementary outlet to the NBC Mountain Group No. 10. It will be available only to advertisers using Station KLO, NBC affiliated station in Ogden, Utah.

## TELEVISION EXHIBIT OPENED TO PUBLIC

A television exhibit, covering all phases of the new art, was opened to the public in the Radio City studios of the National Broadcasting Company on September 1. Hundreds of visitors went through the exhibit on the day it was opened.

The new exhibit will augment the NBC Studio Tour which has attracted more than 2,500,000 tourists in four and one-half years. Visitors may now take either tour individually or purchase tickets which include both tours. Tickets of admission to the television exhibit cost 55 cents; the same as tickets for the NBC Studio Tour. A combination ticket covering both tours sells for 90 cents. NBC employees wishing to take the new television tour may obtain complimentary passes by showing their employes' cards at the Guest Relations office in Room 254.

The NBC television exhibit is a complete unit in itself. Though demonstrating the same principles and employing the same type of apparatus used in RCA-

(Continued on page 10)



Robert M. Morris, NBC Development Engineer, explains to Betty Goodwin, NBC's first television announcer, the workings of the early mechanical scanning apparatus used by Dr. E. F. W. Alexanderson in the first demonstration of television in a theater in Albany, N. Y., ten years ago. This early scanner is on display in the NBC television museum as a part of the new Television Tour in Radio City.

Would you like to take part in an NBC Hobby Exhibit in Radio City? Write the NBC Transmitter, describing your hobby.

## PREVIEW OF HOLLYWOOD'S RADIO CITY

by Noel Corbett

(Special to the NBC TRANSMITTER)

Along about the end of August we decided to barge in on Gordon Strang and have him take us for a tour of the new Hollywood Radio City. And though the tour might have been a little slower and more tedious than it will be in another month when the new broadcasting plant is open and buzzing with fall business, every step and turn was loaded with new sights and modern innovations, which made up for all the dust we swallowed, and plaster our clothes accumulated.

Strang, who is the job superintendent and engineer on the project, led us around barrels and over planks through the main halls, explaining all the while that though there was lots of dust around at that time, it wouldn't be long before the air thereabouts would be purer than the pine-scented breeze of the high Sierras.

"Even pure mountain air," he explained, "carries foreign particles injurious to the lungs. Our ultra-modern filtering plant, though, will pass air into the new Radio City almost 100 per cent pure, and at any desired humidity or temperature."

We noticed several portholes on one of the walls, and upon poking our beak through one, discovered an empty tank, 10 feet deep, 30 feet wide and 50 feet long, built to hold 65,000 gallons of water, which will be maintained at 40 degrees Fahrenheit. This "swimming pool" is the first step in the air conditioning system.

And a swimming pool it will be — for a one-day period when Hal Bock, Western Division Press Head, and his cameraman take over for publicity pictures featuring some of our lovely Hollywood stars like Helen Wood, Kathleen Wilson, Bernice Berwin, Irene Rich and Madaline Lee splashing around in the new Radio City.

We found out that the radio engineer's biggest problems inside the studios are

impish echoes, which would bounce off ordinary walls and jump right back into the mike. How the engineer solved this problem looked to us like a surrealist painting.

The walls of the studios zig and zag in crazy fashion from the stages to the back of the rooms. They are broken up into a series of flat triangles which look like a pattern of ocean waves arranged with geometrical precision. The back walls are full of holes which don't begin to look sensible until their purpose is explained. The holes are perforations through which sound waves enter, to be trapped by soft, fibrous material behind the perforations.

The long modernistic fence which borders Sunset Boulevard and Vine Street was still standing when we visited the new building. So we walked along the rambling terrace, onto which the four large studio auditoriums open, having the whole place to ourselves while thousands of people just a few feet away passed by on Sunset Boulevard.

Strang explained that the exterior lighting has been designed to bring out the natural blush of a girl's cheek, through a magenta effect created by harmonizing

three different shades of zeon. Zeon is a younger cousin of Neon.

Three tubes of zeon will run parallel to one another along the entire length of the three hundred foot terrace.

A young New York mural painter by the name of Ed Trumbull planned the murals which decorate the three-story lobby.

When we entered we first spotted a figure of the genie of radio centering one of Trumbull's murals. It was 25 feet high and 40 feet wide. The genie's arms were supporting a radio receiving set, and over his head were loudspeakers. All around him was unfolded the far-flung drama of radio broadcasting in scenes from the opera, symphony, theatre, the track, and other sports and spheres of human activity penetrated by radio.

On the southwest lobby wall was a modernistic clock, which though not running yet, was large enough to command more than a single glance from any visitor. Its face is wide enough to admit a maintenance man for repairs. On the street side of the same wall is a huge NBC sign.

Though the clock wasn't running, the sight of it reminded us that time was a-wastin', and that we'd better make for Melrose Avenue, because in days to come we'd have plenty of time to explore the ins and outs of the new Hollywood Radio City.

Before we left, though, we had Gordon Strang assemble his staff on the terrace for a photo. Walter Baker, in charge of building maintenance and general service, who was laboring in the new offices figuring out desk space, et al, chanced along so we pulled him into the picture also.



On the terrace of NBC's new Radio City in Hollywood. L. to R. — "Lefty" Lefler, stock clerk; Joe Arnone, in charge of architectural supervision; Walter Baker, production manager; Ted Nolan, assistant to Engineer Robert Schuetz; Helen Welty, secretary to Gordon Strang; Robert Schuetz, in charge of broadcasting and mechanical equipment; and Gordon Strang, engineer in charge of the project.

Ed. As we go to press with this issue, NBC plans to broadcast the first program from the new studios in Hollywood during the last week of this month.

# NBC HOLLYWOOD

by Noel Corbett

## NBC Caballeros

NBCites, who journeyed north to Santa Barbara to cover the Fiesta, had to wear Spanish costumes all the time they were there.

And never was there a gayer looking crowd of caballeros than Engineers A. H. Korb, R. G. Denechaud, F. M. Figgins, "Miv" Adams and Producer Dave Elton.

Don Wilson vanned one of his horses to the Fiesta. Riding the horse, he described the parade through a "beer mug" transmitter. Figgins, with the cue receiver, followed on a nag which was certainly no Seabiscuit in appearance.

Ken Carpenter gave a color broadcast from the Mexican Village. Naturally he had to be in costume, but having none, borrowed the one which "Buddy" Twiss, director of special events, had taken weeks to assemble.

"Buddy" was a good guy about swapping clothes, but rebelled when it came time to giving up his sombrero.

"No sir," he piped, "I have to have some atmosphere if I'm going to broadcast!"

## Quick Pix

Bill Andrews, night manager, and his wife (she's Ann Waite in *One Man's Fam-*



This is how Frances Scully of the Hollywood Press Department managed to stay cool during that recent hot spell. Miss Scully seems sullen because she would rather cool off at the beaches than sit next to a block of ice.

ily) vacationed at Ensenade, Mexico, and on the high Sierras . . . Andrew's duties were taken over by Ted Hediger, producer, who also found time to write his two pet sustainers . . . Bill Howard, Guest Relations, whose hobby is making built-in phonographs, is putting one in Staff Pianist Bill Sabransky's new Laurel Canyon studio . . . Meredith Willson, back from Europe, says his six-year old cat greeted him with affection for the first time when he picked it up at the vet's . . . Nadine Amos, secretary to Don E. Gilman, back from her air trip to New York, with tales of Radio City hospitality . . . Martha Sherwin, Hal Bock's secretary, spending her week-ends waxing and shellacking furniture for her new home . . . Lew Frost, assistant to the Vice President, moved into his new home in Westwood Hills, September 1 . . . Bill Holmes, of NBC San Francisco, spending a week with his old friend, Dave Glickman, Hollywood representative of *Broadcasting* magazine . . . Norman Noyes, supervisor of pages, vacationed at Catalina — didn't bring back any tan, though!

Hal Bock, ran up a record at Del Mar the day of the Motion Picture Handicap. Picked five lasts. "My horses even managed to get behind Crosby's!" sighed

Bock . . . Marvin Young, busy working out plans with his architect for his new home in West Hollywood . . . Walter Bunker's new rancho in San Fernando Valley, with backyard fence against Don Wilson's, will have dog runs for his champion wirehairs . . . Cecil Underwood, whose headquarters have been in Chicago for the past year, visiting old friends in Hollywood on his vacation . . . Andy Love talks at the Redlands Rotary Club the middle of September . . . A Saturday morning visit to the La Cienega Courts to watch former U.S.C. tennis champ, Jack Creamer, play Lew Frost, found the latter surprising with a 6-3, 6-4 victory. Creamer claimed it was his first loss in months — but we only report what we see! . . . Syd Dixon, Western Division Sales Manager, brought home two of the largest bucks ever taken out of Ventura County, a 210'er and a 225'er. The largest almost weighed as much as he does.

## New Engineers

The following are new members of the Engineering staff in Hollywood: John F. Morris, studio engineer, comes to us from NBC Chicago; J. R. Kelly, studio engineer, transferred here from Radio City; Kenneth F. Hicks, formerly of the Chicago staff.



Red Cross doctors gave NBC engineers in Hollywood a few pointers on First Aid during a meeting in Studio M3 on August 23. Here they are being schooled by Albert Gordon in artificial respiration. Left to right, standing: Donald A. DeWolf, engineer in charge in Hollywood; Paul Greene, studio engineer; S. C. Hobart, control supervisor; A. L. Capstaff, studio engineer; A. H. Saxton, Western Division Engineer; "Miv" Adams, field supervisor; M. F. MacKenzie, J. F. Morris, M. O. Smith, studio engineers.

Kneeling: E. G. Sorensen, studio engineer; F. M. Figgins, maintenance supervisor; Mr. Gordon; J. H. Brown, maintenance engineer; J. E. Kay (on floor), C. L. Norman, R. G. Denechaud, C. H. Lorenz and Bob Brooke, studio engineers.

This was the third of a series describing and demonstrating methods of resuscitation and other fundamentals of First Aid.

## NAMES IN THE NEWS

### NEW YORK

#### Promotions

Richard Hogue has been promoted from the Guest Relations staff in Radio City to the announcing staff of KDKA, Pittsburgh. A graduate of Dan Russell's announcing school in Radio City, Dick Hogue was selected to fill the vacancy at KDKA after an audition in which several young NBC men who aspire to become announcers were heard. He has been with NBC since February 15, 1937.

Miss Marjorie Loeber has been promoted in the Production Division and is now secretary of the Dramatic Auditions Committee, succeeding Miss Beulah Jarvis who was transferred to the office of C. W. Fitch, business manager of the Program Department.

#### Newcomers

Miss Florence E. Snyder, who came to NBC on a temporary basis in July, has been made a permanent member of the Stenographic staff. She was formerly secretary to an executive of the Cities Service Oil Company where she was employed for three years.

Kenneth A. Morrison, Yale '37, has been engaged as a secretary in the Sound Effects Division. He replaces Nathan



Music Editor Walter Koons and 29 trout in the catching of which he had a big hand during his recent vacation in Maine.

Lipscomb who resigned from NBC in July. Mr. Morrison is from Madison, New Jersey, where he received his high school education. This is his first job in radio. He comes to Radio City from Wall Street where he spent the past year in the brokerage business.

Miss Ruth Donaldson who was graduated from St. Lawrence University last spring has joined the Personnel Office staff to replace Miss Martha Peterson who resigned from the company last month to be married. Miss Donaldson was vice president of her class in college for two years and was president of the St. Lawrence chapter of her sorority, Delta Delta Delta, during her senior year. She is also a member of Sigma Pi Sigma, an honorary physics society. Her home is in Yonkers, New York, where she attended the Roosevelt High School.

Ray Nelson, former announcer and program manager of Station WEVD, New York, has joined the NBC announcing staff. He is well-known to thousands of metropolitan listeners as the jovial master of ceremonies who, until recently, conducted the all-night *Jamboree* program broadcast by WEVD.

Because of his familiarity with the "week sma hours" programs of recorded music, Mr. Nelson will devote most of his time in Radio City announcing the new recorded programs (see page 11) now being aired over WEAJ, from 6:30 a.m., to 9 a.m.

Though his father, who was a lawyer, wanted him to become a lawyer too, Ray Nelson went into the more colorful field of the show business shortly after he was graduated from Baldwin-Wallace College with an LL.B., degree. In fact, he was in his father's law office only two weeks when he decided to give up law practice for an orchestra leader's baton.

He led his own orchestra for two and a half years in radio and on the stage. Three and a half years ago he gave up his baton to become a member of the announcing staff of WEVD where he subsequently rose to the position of program manager.

Glenn Riggs has come from KDKA Pittsburgh to become a member of the announcing staff in Radio City. He joined KDKA in 1929 and during his long term of service with that station his voice became well-known to radio listeners in Pittsburgh and throughout the country. He is an expert all-round announcer and was instrumental in the design and development of many novelty programs broadcast by KDKA. (See KDKA Pittsburgh, page 10.)

Henry Howard, Jr., a graduate of the Yale Law School, joined the Legal Department on August 29 as junior attorney in the New York Division.

Miss Janet Coulton, formerly with W & J Sloane in New York, has joined NBC in the Stenographic Section. Last winter she worked for the Amateur Ski Club and consequently became an enthusiastic skier. Miss Coulton is a native of Cleveland, Ohio.

Robert E. Burholt has been re-employed by NBC. He is replacing John F. Wagenman, resigned, as tabulating clerk in the Statistical Division.

Miss Jane Miles, who resigned from the Company last year in order to accept a position with another firm, has returned to NBC and is now back at her former post of secretary to Personnel Manager Dwight G. Wallace.

#### Resignations

Barry J. Holloway resigned from the News and Special Events Division last month in order to accept a position as assistant in charge of public relations, to the president of Stevens College, Columbia, Missouri.

Mr. Holloway came to NBC six years ago as a writer in the Press Division. Prior to that he worked for various press associations in the U.S., and Mexico. When the News and Special Events Division was formed two years ago, he was assigned to it as news editor and assistant producer of special events broadcasts.



Tom Longmore, assistant supervisor of the set-up staff, photographed during his recent vacation in Maine.

Edgar P. Campf, who left the Engineering Department on a leave of absence on March 1, has resigned from the Company to accept a position as vice president in charge of engineering and production of the E. V. Brinckerhoff recording company in New York City. Mr. Campf's resignation terminated eight years of continuous service with NBC, three as studio engineer and five as Master Control Room operator.

Miss Priscilla Yasunas resigned from the Stenographic Section on August 15 to be married to Richard Sheehan of Brooklyn. The wedding took place on August 20 and the newlyweds went to Bermuda on their honeymoon. They will make their home in Binghamton, N. Y.

Daniel H. Wells has resigned from the guide staff to join the sales training corps of Lord & Taylor in New York.

Miss Lillian E. Holmlin, who was recently promoted from the Announcing Division to the office of Vice President Frank E. Mason, terminated more than eleven years of service with the Company when she resigned on August 31. She will be married to Charles T. Anderson in Brooklyn on October 8. Mr. Anderson is associated with the New York World's Fair of 1939. Miss Holmlin spent most of her time with NBC in the Traffic Department.

### Engagements

Dwight B. Herrick, who was spotted by the "Roving Reporter" inspecting engagement rings in a Rockefeller Center jewelry shop sometime ago, became betrothed to Miss Ruth Orr Dean on August 6, according to an announcement made by Miss Dean's parents, Mr. and Mrs. Dion K. Dean, of Rahway, New Jersey. No date has been set for the wedding.

Miss Dean is a graduate of Smith College and is a member of the Junior Service League and the Ilderan Outing Club. Mr. Herrick is a graduate of Colgate University, class of 1933, where he was a member of the Delta Upsilon Fraternity and the Pi Delta Epsilon Society. He has been with NBC more than four years and is now a member of the office staff in Guest Relations.

### Marriages

Henk A. C. van Riemsdijk, who came to NBC from Holland last May to learn American methods of broadcasting, is being married the latter part of this month to Miss Jetty Phillips who is coming from Holland for the wedding.

A newspaper reporter and radio announcer, Mr. van Riemsdijk is at present working in the News and Special Events

Division. He has had several years' experience as an announcer in Holland, specializing in sports. He has covered many major sporting events in Europe for listeners to the international short-wave station at Eindhoven.

Mr. van Riemsdijk is also noted as a tennis player in his country, which he has represented in various international tennis matches.

Miss Anne Gatesweiler, secretary in the Sales Department, was married to Harry C. Landsidel in Westport, Connecticut, on August 3. The wedding was followed by a reception at the home of the groom's parents in that city. The newlyweds went to Bermuda on their honeymoon and are now residing in New York City.

Mr. Landsidel is an accountant at Price, Waterhouse and Company.

Walter Wiebel, of the Guest Relations staff, and Miss Virginia Figgitt were married at the Chester Hill Church in Mt. Vernon, Long Island, on September 10. A small informal reception, attended by close friends and members of the immediate families of the young couple, was held at the Studio Club in that city after the nuptials. The newlyweds are honeymooning at an undisclosed resort. They plan to make their home in the city when they return.

Anthony Cusumano, of the Traffic Department, was married to Miss Katharine Rhoads at St. Barbara's Church in Brooklyn on August 20. His brother, John W. Cusumano, who is also a member of NBC in the Sales Traffic Department was best man.

The wedding was followed by a reception at the home of the bride's parents, Mr. and Mrs. Alexander Rhoads, at 228 Grove Street, Brooklyn. Seen among those who attended the wedding and the reception were the following members of NBC: Mr. and Mrs. Thomas J. Dolan, Wilbur Welsh and John Murphy.

The newlyweds returned from their honeymoon trip to New England and Canada a few days ago and are planning to make their home in Brooklyn.

### Stork News

I. E. Showerman, assistant sales manager, became the father of a baby girl, Judith, on August 2. That makes two for the Showermans — a boy and a girl.

### Sick List

Director James Church is recovering from an operation at the Polyclinic Hospital. He is expected back the latter part of this month.

### Miscellaneous

Daniel S. Tuthill, assistant managing director of Artists Service, has been re-elected assistant director of the Advertising and Selling course of the N. Y. Advertising Club.

Charles Anderson, former KOA announcer, who is in Radio City studying the operations in the NBC headquarters as a holder of a Rockefeller Foundation scholarship, sails for London on the Ile de France on September 22 in order to continue his studies in the British Broadcasting Corp. He plans to visit Paris before coming home at the end of his term.



Guide Instructor Carl Cannon, right, is pictured above with crack members of the guide staff who were trained intensively for several weeks for the new Television Tour in Radio City.

# THE NEW NBC TELEVISION TOUR IN RADIO CITY

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Guide Raymond Wall explains the workings of the camera studio where the guests are televised while other guests see and hear them through television receivers in an adjoining studio. To the right is Engineer R. W. Clark focusing the Iconoscope camera.



Guide Bill McDaniel right, shows his guests an early television unit known as the "Flying Spot Scanner," in the television museum. In this museum the guests see how television progressed through the years.



"What makes a television receiver work?" someone asked Guide Raymond Wall just as NBC Photographer Bill Haussler snapped this. A glass front on the cabinet facilitates the guide's explanation of what goes on in a television set.



Guests of NBC's Television Tour look and listen while Guide Joe Allen, left, points out the different parts of a television set and explains their functions. Through these sets they see other tourists being televised in an adjoining studio. Coaxial cables carry the "show" from the studio to the receivers.

# NBC CHICAGO

—by Rudi Neubauer—

## Transfers

Gilbert H. Martyn, Jr., announcer, has been transferred to the New York staff . . . Kenneth F. Hicks and Charles F. Morris, studio engineers, have been transferred to the Hollywood Studios.

## Tap Dancing Class

Dorothy Frundt, Central Stenographic Supervisor, and Stenographer Lucile Hagen have been approached by various girls in the organization to organize a tap dancing class. As Miss Hagen has had professional experience, the girls feel that under her teaching they will soon be able to trip the light fantastic. As soon as a definite location has been decided upon, a bulletin will be circulated, announcing the class.

## NBC Outing

Plans are under way to hold an NBC Field Day. The tentative date is September 20th and the plans call for golfing, horse-back riding and baseball. The committee members are at present investigating suitable locations.

## Bowling Team

NBC Chicago has entered a team in the Merchandise Mart Bowling League. The league consists of 12 teams sponsored by firms in the Mart. The teams will bowl every Thursday evening from 7 to 9 P.M., at the Gold Coast Alleys. Play starts on September 15 and will continue for 33 consecutive Thursdays. Practice sessions are now in progress to pick the players for the NBC team.



J. H. Platz, Jr., supervisor, at the Master Control Board of NBC in Chicago. Photo by Studio Engineer J. W. Conn who thinks this looks like the picture of Master Control Engineer Paul Herrold of Radio City on page 15 of the June issue of the TRANSMITTER.

## Talent Will Out

Bill Weaver, of the reception staff, has, for the third consecutive year, won first place in the elimination contests to select the best male voice in the Chicagoland District. Bill's friends are plugging for him to win the finals this year.

Gene Sullivan of the Mail Room has been singing the part of Ko-Ko in Gilbert & Sullivan's *Mikado*. The operetta is being presented in the Chicago Parks during the summer by the Englewood Opera Company.

## Here and There

Charlie Butler, studio engineer, has returned to work after a serious illness.

✓ ✓ ✓

John Katulick, of the Service Department, is convalescing from an attack of appendicitis.

✓ ✓ ✓

Fred Klein, Jr., has replaced Ernest Schaper in the Mail Room. Ernie left the Company to accept a position of book-keeper with a local firm.

✓ ✓ ✓

An eight-month stay at the Chicago Municipal Sanitarium has not dimmed Eric Danielson's bright smile. He is making satisfactory progress and if you call Annamae Dorney of the Program Traffic Department she will tell you at what hours visitors are admitted to the sanitarium.

✓ ✓ ✓

Paul Soule of the reception staff was married to Miss Anne Rowland on September 7.

## Vacation Notes

Director Lloyd G. (Bucky) Harris is heading for another fishing expedition in the Dry-berry Lake region in Canada. He'll be gone two weeks with Lee Graham of the Press Department. They will go into the Canadian interior by canoe, camping at night, and searching for muskies and black bass.

From his recent vacation trip to Mexico, C. L. Menser, production manager, brought



Alice Dinkeloo, left, and Dorothy Masters of NBC Chicago are shown above at the railroad station of Portal, N. D., where they spent their vacation.

back, among other things, a heavy tan, several fish stories and a pair of huarachas.

Charles Lyon and Fort Pearson, announcers, back from vacationing in Northern Wisconsin . . . Lynn Brandt, announcer, telling about his best round of golf. Started out with Joe Guisik, pro of the Cary, Illinois, Country Club . . . later a chap in nifty blue shorts requested permission to go around with them. Brandt became so excited when he discovered this chap was Ralph Guldhall, that he shot an 87—his best score.

R. Peterson, assistant auditor, by air to visit Writer Willis Cooper in Hollywood . . . Leonard Anderson, assistant office manager, to Wisconsin with his fishing rod . . . Frances Dixon, Production, to Mexico to see a bull fight . . . K. Christiansen, Mail Room Supervisor, to Iowa . . . Director Don Thompson off to the Coast for a fortnight in Hollywood . . . Jules Herbuveaux, assistant production manager, who works nights, spends his holiday sleeping nights and playing with his family in the daytime . . . saddest fish story of the season is being told by Director Bob White whose fishing rods and reels were stolen from his car the night before he planned to leave for a weekend of fishing up in Wisconsin . . . Press Chief Bill Ray spent a recent weekend moving his home to Evanston.

# NBC TRANSMITTER

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

VOL. 4 SEPTEMBER, 1938 NO. 9

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## NBC WINS SECOND PLACE CUP IN BALL LEAGUE

After losing to the Consolidated Film Industries team in a twilight game that was called off at the end of the sixth inning because of darkness, the NBC baseball team placed second in the Motion Picture League that ended last month.

NBC started out strongly in the final game and maintained a lead over Consolidated Film Industries from the first inning up to the second half of the sixth when the score was 8-5. In its half of the sixth, Consolidated Film Industries turned the tables and went to town, scoring seven runs in a single inning. When the game was ended at the beginning of the seventh period, the score was 12-8 in favor of C.F.I.

Captain Jack Wahlstrom pitched for NBC the first five innings, and Bill Henderson took over the mound in the sixth.

Winding up in second place at the conclusion of the league was a great accomplishment for NBC's nine in view of the fact that they started out very slowly and were far from impressive at the beginning of the season. Though the Radio City boys did not have a training period and did not play any practice games they showed great courage throughout the season and proved their ability to score after overcoming the set-backs early in the season.

1 1 1

Every member of the NBC staff is a reporter of his newsmagazine — NBC Transmitter.

## NBC HALL OF FAME



Proposed NBC Statue No. 6 and Citation Plaque

## NBC GUIDES

*Today we salute the men who conduct the studio television tours of NBC—the gold braid and plush carpet phase of radio.*

*With the studied poise of a pedagogue, these super answer-men dramatically pull back the zipper disclosing to the visiting uncles and aunties the viscera of the demon known as broadcasting . . .*

*Maneuvering inquisitive groups of visiting firemen and their better halves through the maze of studios, sound effects and kindred exhibits with all the facility of veteran river pilots, they translate the intricacies of radio engineering into monosyllabic phrases for consumption by the out of town trade.*

*And so, with chimes ringing gleefully from the Guest Tours cash register in the rotunda, we consecrate this mute memorial to NBC's only traveling salesmen.*

**WBZ BOSTON**

by Bob Evans

**Summer Trips**

The vacation spirit seems to have dominated the activities of those at WBZ and WBZA during the past hot and very sultry month.

Office Manager Cy Young has broken away from political time-seekers long enough to sneak away down to the Cape and aboard his small cruiser. We have no reports as to his destination, but knowing his "Corrigan" navigation instincts, he probably is nowhere near where he set his compass.

Also wandering somewhere in the hills of New England is Sales Promotion Manager George A. Harder. Mr. Harder's assistant, Harry D. Goodwin, is spending a week down at the Cape.

Dorothy Miller, secretary to General Manager John A. Holman, is off for a two-week holiday. Miss Miller revealed that she was first going to her home in New Bedford, Mass., and from there — well she just hadn't made up her mind.

As we write this column, Ruth Moran, Sales, is packing her wardrobe for a journey down to Falmouth Heights on the Cape . . . Gordon Norris, Sales, has just returned from a two-week respite at Marshfield . . . Traffic Manager Gordon Swan and Auditor Bob Halloran are back from the wilds of Maine. They spent two weeks at Enfield, Maine, north of Bangor . . . Charley Vassal of the Plant Department spent his two weeks at his Westport farm.

**WBZ Covers Corrigan**

General Manager Holman is still receiving praises for the manner in which WBZ covered the Boston arrival and welcome of Doug Corrigan. Mr. Holman chartered a tri-motored plane to meet the Corrigan transport and escort it to East Boston Airport. Your reporter was in the NBC plane to describe the triumphal entry of the trans-atlantic hero. During the remainder of the welcoming ceremonies WBZ microphones were in excellent locations at four other pick-up points.

**I Married An Angel**

Announcer Keyes Perrin made his debut as a vocalist on the coast-to-coast Blue Network *Little Variety Show* on August 12. Keyes gave an excellent rendition of *I Married An Angel* which song incidentally was very appropriate inasmuch as Mrs. Perrin presented him with a husky son just a few days previous. The heir is W. Keyes Perrin, Jr.

**Farmer Bowes**

Sales Manager Frank Bowes who recently went rural by moving out to a farm at Hanover, Mass., reports an excellent radish crop to date but complains that the mosquitos keep him awake at night.

**Deutsch Tom Riley**

Special Events Chief Tom Riley had a chance to exercise his knowledge of the German language during the Inter-zone Finals of the Davis Cup play-offs. Riley accompanied Baron Burghard Von Receznick, German commentator, who described the play for the short-wave audience in Germany. After three days of fluent verbal exchange with the Baron, Riley reports that he still has trouble ordering wieners and sauerkraut at the local hofbrau.

**Benedict**

The Mail Department's Kenneth Strong deserted the single men's ranks August 20. Ken married the former Miss Vello Manners of Boston. To keep him radio-minded, the WBZ staff presented the couple with an RCA end-table model radio.

*With Your Roving Reporter in New York*



Frank W. Nesbitt of Guest Relations, who is at present working in the International Program Division and who was recently listed in this corner as eligible NBC bachelor, has taken

the first step toward the relinquishment of his bachelorship . . . he became engaged to Miss Alicia Norma Shea of New York City and Spring Lake, New Jersey, late last month . . . some of the NBC boys who went to the engagement party at Spring Lake report that it was quite a gala and gay affair . . . Equally gay and perhaps a bit noisier was the bachelor's send-off given to Tony Cusumano of Traffic at the Village Barn in Greenwich Village a few evenings before his recent marriage . . . Paul Owen, star tenor of the page staff, who was recently featured on the *Organ Melodies* program, is now soloing with Jerry Sears' orchestra every Wednesday morning at 10:15 on the Blue Network . . . The Stagecrafters, who staged a hit when they produced *June Moon* in Studio 8G not long ago, are planning another stage show . . . the play has not yet been selected but Gilbert Ralston of Electrical Transcription Service has again been chosen to direct.



Assistant Special Events Director Jack Hartley recently acquired another airplane model to add to his already large collection of miniature planes that adorns his desk. The new one is an airliner with a bright light burning in its cabin. When his boss, Abe Schechter, saw it he sent Jack a memo telling him he was sorry but that Jack would have to fly in the dark in order to save NBC electricity. Just part of an economy drive, explained Abe. Unabashed, Jack sat down and figured out that his airliner burns about two cents worth of watts per month. Rashly he scribbled an answer to Abe's memo, "I won't fly in the dark! I'll pay 2c a month!"

P. S. Last time we saw the plane it was brightly illuminated . . . Jack must have paid his light bill. Oh . . . by the way, girls, add Jack's name to your list of eligible NBC bachelors.



**Transition.** Ever notice that odd-looking ring Mrs. Enid Beaupre (Sales Promotion) wears? It has an interesting history . . . made in France, by hand, about 150 years ago . . . has a small six-point star-shaped diamond set in an oval amethyst . . . was given to her by her husband who died in Canada last May. He got it as a present from the composer of *Taps*, the late General Butterfield, whose house at one time stood in what is now Rockefeller Center — to be exact, on the present site of the Maison Francaise.



The new NBC Television Exhibit looks as if it's going to be as popular as the Studio Tour. We tagged along with one of the first groups to visit the exhibit the day it was opened and got as much fun out of it as they did. The whole thing is rigged up very neatly and with the aid of the guide television is certainly explained so clearly and simply that any layman can understand its fundamentals . . . you eliminate, right then and there, any hokus pokus ideas you might have about television. An elderly lady in the group, who spoke with a Montana drawl, turned to me and said, "Why, son there ain't nothing to it. Is there? Just like a stereopticon."

### HENNESSEY RESIGNS FROM NBC LEGAL STAFF

Philip J. Hennessey, Jr. resigned from the legal staff of the Company on August 1 to enter private practice of the law in Washington, specializing in radio. He will continue, however, to represent the Company on a retainer basis and has opened law offices in the Woodward Building in Washington.

A graduate of Boston University's College of Liberal Arts and Law School, Mr. Hennessey joined NBC in 1929 as a member of the legal staff in New York. In 1935 he was transferred to the Legal Department's Washington office. Last Winter he went to the International American Radio Conference in Havana, Cuba, as the Company's representative. His secretary, Miss Esther Jenkins, has resigned and will continue as Mr. Hennessey's secretary in his new office.

John Hurley, formerly an announcer on WRC-WMAL, will act as a legal assistant in the Washington office. He is a graduate of Georgetown University Law School.

### TELEVISION EXHIBIT OPENED TO PUBLIC

*(Continued from page 1)*

NBC experimental television over Station W2XBS in the Empire State Tower, the exhibit is entirely separate and distinct from it.

The entire exhibit is housed in three studios on the ninth floor of the studio section. One studio contains a museum of television equipment showing the progress made by the engineers during the past few years. Here the visitor may learn from the guide something about this new medium of transmission by radio waves. In the next two studios the visitor is shown how television cameras and receivers operate by means of actual demonstrations; visitors are televised in one studio and their images and conversation are transmitted to the other studio where another group sees and hears them through receiving sets. This demonstration is the highlight of the television exhibit.

The exhibit includes miniature sets and mechanized sight effects apparatus used in experimental telecasts.

The new NBC television tour is conducted by a special staff of guides who were in training several weeks for their new duties before the exhibit was opened.

Would you like to take part in an NBC Hobby Exhibit in Radio City? Write the NBC Transmitter, describing your hobby.

## KDKA PITTSBURGH

by Kay Barr

### Personnel Changes



DICK HOGUE

Following A. E. Nelson's appointment to the Radio City staff of NBC executives, many personnel changes were made at KDKA last month. Announcer Bill Beal has been shifted over to Continuity to work with Derby Sproul and to fill the vacancy caused by Bob Saudek's transfer to Radio City. Bob Saudek is now assistant to Mr. Nelson who was appointed Blue Network Sales Manager in July.

Bob Shield, a newcomer, is filling Beal's former post on the announcing staff, and Dick Hogue has come from the NBC training school for announcers in New York to complete the staff. Hogue was a member of the Guest Relations staff in Radio City before his appointment to KDKA.

Lloyd Chapman is filling in as page and guide during vacations.

The story on the appointment of Sherman D. Gregory to the managership of KDKA appears on page one of this issue.

### The Staff's Picnic

Members of KDKA and their immediate relatives are, at this writing, planning a picnic September 10 at the Crafton home of A. Leroy Hasenbalg, national representative of the National Broadcasting Company at KDKA. Local Sales Manager Bill Jackson, general chairman of arrangements has appointed committees on program, recreation, food and transportation.

### Adjustment

Traffic Manager G. Dare Fleck has been placed in charge of the day book and announcers' schedules, time requests, both sustaining and commercial, and the assignment of the studios. Alberta Brennan will be his assistant on the day book part of the routine.

### KDKA Babies

Ted Kenny, engineer, recently became the proud papa of a baby girl, Virginia Ann. Another proud father at KDKA is Charley Fisher, of the station's orchestra, who recently passed around cigars to celebrate the arrival of George Craig Fisher.

### Recent Vacationers

Business Manager Dave Dickson has returned from his holiday in Ohio . . . Salesman Lynn Morrow and Secretaries Relda Garrett and Ida Kohlhaas came back from their vacations on August 22 . . . Announcer Bill Sutherland went to Madison-on-the-Lake, Ohio . . . and Page Don Fitzgerald also returned to work recently . . . looking spry and happy.

### Riggs to Radio City

Announcer Glenn Riggs, following a competitive audition last month, was transferred from KDKA to the NBC announcing staff in Radio City. His transfer to Pat Kelly's staff in New York brought to an end nine years of radio work with KDKA.

Glenn started out to be a lawyer but winning a forensic contest gave him the ambition to go on the stage. After playing stock with Ann Harding and making tours with a little theater group he drifted into radio as a part-time announcer and got the full-time status after three months. During his service with KDKA, he conceived, built and handled a number of well-known programs and announced many outstanding commercial shows.



Carl O. Wyman, KDKA engineer, and his wife, Gale, are very proud of their new German police dog, Lobo, 135 pounds of canine personality with an interesting background.

## NBC WASHINGTON

—by Marian P. Gale—

### Everett vs. Hittenmark

Feudal fireworks exploded between Gordon Hittenmark and Lee Everett, WRC and WMAL early morning chatterers, during a luncheon of the 1938 President's Cup Regatta committee recently, over a question of superior speed-boat racing ability.

Everett asked permission of James A. Councilor, General Chairman of the 1938 Regatta, to enter a speedboat in one of the hot contests on the Potomac River September 23-25. Hittenmark jeered that "Lee wouldn't know the bow from the stern" so Everett flashed a challenge at Hittenmark. Although they were sitting right next to one another at the luncheon table fisticuffs were averted when Councilor granted both permission to enter racing craft.

Bryan Morse, a local sports writer, offered the suggestion that Hittenmark and Everett race a couple of wash tubs with tiny outboard motors to a whirling finish in the Lincoln Memorial reflecting pool.

Pictures will tell the story of the outcome of this unique race in the October issue of the TRANSMITTER.

### In Demand

Announcer Bill Crago's voice is becoming more in demand these days by commercial sponsors . . . the latest came from a local haberdasher for a "Sports Resume" program. Crago replaces Bill Coyle on the program since the latter resigned his duties with NBC to go with the *Washington Star*.

### Staff Orchestra

The staff orchestra returns on September 1 after a three-month vacation. Production Manager Shawn says there will be a slight change in their instrumentation. The same number of men will be used but some changes in personnel have been made to increase the versatility of the band.

Rudy Schramm, director of the staff orchestra, has been summering up in the Michigan woods, where he has been an instructor in radio production at the Interlochen Music Festival.

### Safety Campaign

Station WRC and the *Washington Daily News* have just completed a vigorous campaign to halt children's traffic deaths in the District.

Six children were killed on Washington streets in 16 days during July, and WRC and *News* officials put their heads together

with police in an effort to halt the fatalities.

The campaign got off to a rip-roaring start when WRC microphones were set up in the District morgue to broadcast an actual inquest to fix the blame in the death of a 14-year old boy. Highlight of the broadcast was an eye witness description of the fatal accident by an 11-year old boy.



ARTHUR J. DALY

The *News* played campaign up with banner line "Stop Killing Children" and followed up with pictures of morgue broadcast and descriptive story.

### Newcomers

Arthur Daly, formerly with NBC's New York Production Division, and more recently employed as the agency man handling the *Pontiac College Show*, is coming to Washington September 1 as assistant to Production Manager Fred Shawn. He will be just in time to help take over the numerous local live-talent shows scheduled to begin this fall. Daly is a graduate of Villanova.

Clair Harold Shadwell is the latest addition to the announcing staff. He is filling the vacancy which resulted when Bud Barry was recently promoted to Night Supervisor. Shadwell was formerly at WBT, Charlotte, N. C.

### WRC Mascot

It's evidently "poor pickin's" for a bird dog around the WRC transmitter site even though it's in the country. The engineers on duty have been feeding a poor half starved hunting dog which has been wandering around out there recently and now they have acquired a mascot on a voluntary permanent basis. The mascot has become self-appointed guardian of the premises.

### Oral Autograph

Earl Godwin, NBC news commentator, heard daily except Sundays on WMAL, had the honor of making the first oral autograph ever made. When Godwin, who is president of the White House Correspondents Association, visited the Department of Interior's new radio studios the other day, officials asked him to inaugurate the novel way of keeping a "guest record."

## NBC NEW YORK NOW GOES ON AIR AT 6:30

Stations WEAJ and WJZ are now opening an hour earlier than usual, thus adding another hour of broadcasting to NBC's service for the New York area. The stations now go on the air at 6:30 a.m., daily except on Sundays when broadcasting starts at 7:30 a.m.

The purpose of the extension is to supply listeners, including thousands of early-rising commuters, with weather forecasts, frequent announcements of the correct time, news bulletins and information on road conditions. These informational programs are interspersed with recorded musical selections. The broadcasting of transcribed music is permitted over local NBC stations until 9 a.m., although barred over the networks.

## N.Y. STAFF MEMBERS PLAN ALL-DAY OUTING

As this goes to press the NBC Athletic Association is busily completing the arrangements for an all-day NBC outing at the Crescent Country Club in Huntington, Long Island, on September 13.

The plans for the NBC holiday include all sorts of games and amusements. There will be facilities for golf, tennis, swimming (either in the pool or the ocean), horseback riding, horseshoe pitching, lawn bowling, dancing and many other sports.

The cost of each ticket, which will entitle the holder to use the club's facilities, is \$2.50 for A. A. members, and \$3.50 for non-members. The tickets include bus transportation from Radio City to the club and back, lunch and dinner.

The outing is being managed by the A. A.'s Social Committee composed of Al Protzman, chairman, Mary Coyne, Frank C. Lepore, Henry Hayes, Al Walker and Bessie Feagin.

### Vacations

Helen Moberley of Sales spent her two weeks trying to forget the radio business at Lewes, Delaware; Bill (Flash) McAndrew enjoyed the cool mountain air and sea breezes of New England; Tom Knode of News Department took the Connecticut valley route to Canada; Announcer Bryson Rash went home to St. Louis; The Engineering Department's Don Cooper went to Sunken Meadows, Va., to watch Mrs. Cooper catch the "big ones"; Bill Chew — to Virginia Beach; Sammy Newman — seeing the sights of New York City and Atlantic City; Harold Yates — Chesapeake Bay; Barton Stahl to a wooded retreat in Pennsylvania Hills; Wally English, hometown Sheldon, Iowa.



The NBC TRANSMITTER salutes these members of the National Broadcasting Company who, this month, complete their tenth year with the Company.

### Gerald M. Hastings



GERALD M. HASTINGS

Ten years ago, NBC inaugurated a new policy of recruiting young college graduates with engineering degrees to be put through a training course in the Engineering Department. The recruits were assigned to work a short period in each division of the department in order to give them a well-grounded knowledge of the entire field.

Gerald M. Hastings, a graduate of the Sheffield School of Yale University, was one of the first novitiates to take the training course, which lasted seven months, and at the end of which he was assigned to the Design Group which is now known as the Audio Facilities Group. He has served there ever since with the exception of one year — 1931 — during which he worked as a studio engineer.

Most of his work in the Engineering Department has been connected with the designing and installation of broadcast equipment in the various new quarters of NBC studios in several cities. His last installation job was at Cleveland where he was in charge of the installation of the equipment in the new WTAM studios. He designed and directed the installation of all the cabling and wiring in the present headquarters of NBC in Radio City. He also assisted in the construction of the Master Control Board and studio equipment. In 1937, he received his professional engineering license which allows him to practice engineering in the State of New York.

Before coming to NBC in 1928, Mr. Hastings was in the accounting department of a railroad company for a year. An expert banjo player, he used to play professionally during the summer. Incidentally, he strummed his way through college on the banjo.

Engineer Hastings lives in Oradell, New Jersey. His game is golf and he also spends much of his spare time building model airplanes and other mechanical toys for his two young sons, Steve and Jimmie.

## Tenth Anniversary Chimes

### Fernando R. Rojas

One of the youngest supervisors of the Master Control Room in Radio City is Fernando R. Rojas who came to NBC ten years ago as an apprentice engineer.

Mr. Rojas, who now holds a professional engineer's license, studied electrical engineering at Cornell University and the Brooklyn Polytechnic School. Following his graduation from Brooklyn Polytechnic, he worked in New York City for some months as a surveyor and electrical tester before joining NBC.



F. R. ROJAS

After his apprenticeship, which took him through all the different divisions of the Engineering Department, Mr. Rojas was assigned to the Field Group. Later he served in the studio and transmission divisions, and in 1933 he was transferred to the Master Control Room. Last year he was promoted the post of relief supervisor in the Master Control Room.

Engineer Rojas is now married, has an eight-year old daughter, Betty Ann, and has a home in Malverne, Long Island. He is national secretary treasurer of the Association of Technical Employees; and he has served in the National Guard as a member of the 101st Cavalry. His chief hobby is gardening.

### George Hicks

To write much less than a few thousand words about George Hicks can sound like little more than an epigram, a grudging two hundred words or so pinched sparingly into these crowded columns. However, we shall try to crowd into this page as much as we can of his interesting life.

In september of 1928 George Hicks entered the NBC studios at Washington as an announcer. His "experience" up to that point must have read somewhat frighteningly to his prospective employers. Although he had attended the College of Puget Sound and the University of Washington,



GEORGE HICKS

each for a year, the majority of his education had resulted from a different brand of study. He had spent several years in the sawmills, door factories, logging camps, and shipyards in and about his birthplace, Tacoma. He had dug ditches, clerked in a hardware store and in a haberdashery, and panted in a pickle factory. He had worked on a freighter and travelled to Alaska and Panama. He had spent a year, paradoxically, at the Corcoran Art School in Washington, D. C., and was finally about to sign up in a school for the consular service when WRC stretched forth its talons and claimed him for radio.

In November, 1929, Mr. Hicks started in at NBC in New York as a first-string announcer. Since then, he has advanced to the front row of the class as a special events man. He has covered sports of all kinds, political events, aviation events, army maneuvers, floods, Easter Parades, the Canton Island eclipse — which he considers his best piece of work — inaugurations, maiden voyages, etc.

He is both naturally and perforce a student of words, and the way they are put together. He has forseen the new idioms of speech which are emerging from the terse, descriptive patter of the special events announcer. The speed and lucidity required are both a test and a bait. He has been steadily perfecting a style of ad-lib announcing which has as much individuality and character as that which the author impinges on the pages of his novel.

Announcer Hicks is married and has a son, Robert Ivan, age 5. Their home is in Jackson Heights.

### Thomas Tart

Thomas Tart, supervisor of the Mail & Messenger Section and former page and guide supervisor, entered the National Broadcasting Company ten years ago this month. At that time he was one of twenty-five young men who were called pages but who must have done a frantic amount of work. They acted as pages, guides occasionally, mailmen, messengers, studio set-up assistants and almost anything for which a department head might rub his lamp.

Shortly afterwards, Mr. Tart spent six months in the Concert Bureau (Con't Next Page)



THOMAS TART

**WGY SCHENECTADY**

by W. T. Meenam

**World-wide Acclaim**

Among the many congratulatory messages received by WGY's manager, Kolin Hager, on the occasion of the dedication of the new studio building, were two which were particularly pleasing.

Roland Bradley, announcer and production man at WGY from 1929 to 1932, and later with Station WINS, New York, and WBAL, Baltimore, wrote that he had heard the dedication program direct from WGY while off the coast of Haiti, aboard a Cities Service tanker. "Brad" who was Seattle-bound to take a position in the University of Washington, was employed as a first class seaman aboard the tanker.

Many messages were received by Mr. Hager from WGY alumni who were unable to attend the reunion and good-wishes also came from Governor Herbert Lehman and other public men, but there was a special thrill in an RCA radiogram from Manila. Its sender was Harry Fenton, now known as "The Major Bowes of the Far East." Fenton, a graduate of Union College, Schenectady, class of 1929, wireless congratulations to WGY, recalling that he had played with the WGY Matinee Players in 1928. Fenton, following his graduation, spent three years at Dublin University, studying medicine. He returned to this country and enlisted in the United States Army Medical Corps and was assigned to Manila. There he renewed his interest in radio with such effect that he is now with Radio Manila as manager of KZEG and chief announcer of KZRM. He got his start by producing an amateur hour which won such success that it became a sponsored program within a few weeks.

**Newcomers**

A son, Robert Alan, was born to Mr. and Mrs. Virgil Hasche. Mr. Hasche is WGY's station manager and on his shoulders rested much of the labor involved in transferring operations from the old to the new studio headquarters.

Alan Finch MacDonald has taken up his residence at the home of Mr. and Mrs. Alexander (Sales Promotion) MacDonald. It is said that the MacDonald offspring cries with a burr in its voice and Father

MacDonald, in announcing his good fortune from Schenectady housetops distributed "Robert Burns" cigars.

**Wedding Bells**

Miss Ione Van Denplas, of Press, and Silvio Caranchini, control room engineer, were married Saturday, August 6, at the First English Lutheran Church, Schenectady.

On October 22, Miss Elizabeth Winifred King of Sales, will be married to Lloyd Donahue, a General Electric student engineer.

**"Little Radio City"**

WGY's new studio building is rapidly gaining renown as "The Little Radio City." During the first two weeks since its dedication, the building has been inspected by 30,000 people and daily tourists flock through the building escorted by three competent guides. Visitors include many from foreign countries. The distance record, according to the guest register is Peter W. Turner, a representative of the British General Electric Company, stationed at Dairen, Southern Mongolia.

**WGY Notes**

Members of the WGY staff will engage in another of their bitter soft ball battles at Endries Grove, Saratoga Road, Wednesday, August 24. Kolin Hager and Albert Knapp will captain the opposing program and technical teams.

Howard Wheeler, of the Control Room staff, accompanied by Mrs. Wheeler and son, Philip, enjoyed an automobile tour of 3100 miles during their vacation. They travelled through Canada, the trip including a cruise through the Gaspe Peninsula.

Mrs. Madeline Neff, secretary to W. J. Purcell, vacationed at Provincetown, Mass.

Ray Strong and family, including Mrs. Strong and the triplets, Joan, June and Junior, went to Gaiway Lake on their vacation.

W. J. Purcell who deserted fishing, photography and hunting to go off the deep

**FRED WARING PICKS 'EM**



Three NBC guides in Radio City, who took part in the Brass Buttons Revue of 1938 last February, and one NBC announcer were among the 19 lucky singers picked from 750 applicants by Fred Waring for his new male chorus. Pictured above, in uniforms, are the three guides, left to right: Webb Tilton, Paul Owen and Frank Egan. At the piano is Fred Waring. The announcer who will also join the chorus is Gene Hamilton.

**ANNIVERSARY CHIMES**

*(Continued from preceding page)*

(now Artists Service), and then proceeded to the old NBC Times Square Studio in the New Amsterdam Theatre roof where he acted as studio supervisor until 1932.

At that time, he returned to the page staff at the 711 Fifth Avenue studios where he remained until NBC moved to its new quarters in Radio City. At Radio City he was made supervisor of the reception staff of guides, pages and hostesses.

In 1936, Mr. Tart took over the desk of Mail & Messenger Supervisor.

Mr. Tart lives in New York, is single, busies himself with a stamp and coin collection. He is active in many of the Company's social activities. He has attended New York City College, and at present is studying Business Administration at the Alexander Hamilton Institute.

Mr. Tart was born in a small town near Naples, Italy, on April 18, 1911. "Do you remember much of Italy?" we asked him. "No," he replied. "You see, I was only two years old when I sailed for America."

end into golf is regaling all who will listen with his 18-hole round of 90. His single regret is that George McElrath wasn't present to marvel . . . and to pay.

## WTAM CLEVELAND

by Bob Dailey

### Special Events

WTAM'S special eventers are, getting a workout these days. In one August week they broadcast over the networks a portion of the *Believe It or Not* show from the Oakwood Country Club golf course, the Cleveland \$10,000 Open Golf Championship also from Oakwood, and the National Soap Box Derby from Akron. And now they are preparing for the National Air Races, the first week in September.

Tom Manning, WTAM'S director of special events, was at the microphone for all the programs, and was assisted on the golf broadcasts by Rance Valentine and on the Soap Box Derby by Bromley House and Bob Dailey.

Manager Vernon H. Pribble and Program Director Hal Metzger made the arrangements for the Soap Box Annual classic in Akron and were joined the day of the races by Bob White, NBC sales representative from Detroit. Engineers handling the pickup included John Disbrow, Frank Whittam, C. S. Bidlack and Bob Babcox.

### Vacations

Edith Wheeler, Traffic Manager, off to the Smoky Mountains . . . Program Director Hal Metzger spending his vacation days fishing . . . Office Manager Pearl Hummell in Atlantic City just resting . . . ditto Salesman Harold Gallagher . . . Engineer Harry Caskey traveling all the way to Miami, Florida, to fish and swim . . . Chet Zohn, night program manager, spending his days of rest in moving to Brecksville where the WTAM transmitter is located . . . Stenographer Helen Forsythe traveling through the East and Mail Clerk Katherine O'Connell going home to Toledo . . . Bob Dailey sail-boating at Clear Lake, Indiana . . . Mr. Pribble's secretary, Mildred Funnell, and Director of Women's Activities, Jane Weaver, enjoying cottage life in Pennsylvania. Announcer Russell Wise and Salesman Russell Carter loafed around the house and played golf.

### Tenor-Baritone

Chet Zohn, who has been singing lyric tenor ever since he came to the station seven years ago, found out the other day that he has a better baritone voice. Since then, he has been appearing on a local program, *Continental Echoes*, weekly and making a hit with the listeners.

## NBC SAN FRANCISCO

by Louise Landis

### The Weavers

If you happen to visit the studios during a quiet period and find a six-foot engineer crouched over a needle and a small square of bright wool—don't be too surprised. Since Edna Fischer, petite red-head who plays the piano and organ for NBC listeners, took up weaving between stand-by assignments, the whole engineering staff has, too. Something about her loom and its small rectangular squares of wool seems to fascinate the mathematical minds of radio engineers, and nearly every member of the staff contributed a square to the afghan which she has just completed.

### Engaged

Sophie Dunich of Typing is wearing a gorgeous diamond . . . Harry Esola, San Francisco coffee importer, is the lucky man . . . "Next summer maybe," says Sophie, pretending to be blasé about the whole thing.

### Commuter Yoder

San Francisco's head-man is a commuter at last. Mr. Yoder has bought a beautiful new home in Belvedere, and has just moved into it.

### Promotion

Bob Dwan, formerly night program supervisor, has stepped into another field, and is now a producer, which means he has covered a lot of ground since he joined NBC in 1936 as one of its junior announcers. Without radio experience, he was one of several university graduates selected to learn announcing from the ground up.

### Vacationers Log

Lots of NBC hearts are enviously trailing after Frances Young, Sales, on her Hawaiian holiday . . . Frances sailed on the Matsonia August 26, to be gone at least a month . . . Sales Promotion Manager Bob McAndrews is off on a coast freighter with a copy of Boswell's *Johnson* and *The Story of San Michele* as traveling companions . . . during his days as literary

### Announcer House Returns

Bromley House, who resigned from the WTAM announcing staff a year ago to join a Detroit advertising agency, is back with the staff as an announcer. House also was on a concert tour as a baritone soloist while away from the station.

critic, Bob was always too busy reviewing late books to catch up with these . . . saved them for just such a trip . . . Ruth Young, Audience Mail, will spend part of her vacation in the air . . . she and her husband will fly to Detroit, then go on to Montreal to visit his family . . . Jane Burns, head receptionist, has picked Bucks Lake in northern California for her summer hide-away . . . because nobody will ask her a single question about radio there (That's what she thinks) . . .

Agnes Ansell, Mimeograph, killed a rattlesnake that long on her vacation in Lake County . . . Florence Crowell, Music Rights, and Jennings Pierce, agricultural broadcasts director, motored all over British Columbia — but separately! . . . Stillman Pregman, Music Library, did some heavy loafing under the redwoods at Richardson Grove . . . Producer Van Fleming motored through Mexico . . . and Mary Hunter, Music Rights, went to Hollywood.

At Russian River: Bessie Atkinson, PBX; Vera Lashin, Mimeograph, and Alice Ryan, Accounting . . . At Tahoe: Ed Barker, Sales; Al Diedericks, Accounting; Dorothy McGaha, Audience Mail . . . Announcers Eddie King and Dresser Dahlstead went northwest for their holidaying . . . Dick Bertrandias, Press, is letting the reins fall loose on the neck of his trusty old steed, Plymouth, and just traveling wherever the hood is pointed, which your correspondent (yawn-yawn) thinks would be a swell thing to be doing right now . . .

### Visitors

Some familiar faces, away too long, were welcomed back last month — Sylvia Perry, who returned to pinch-hit, while Florence Allen vacationed from Program Traffic — Memory Roberts and Ann Holden, *Woman's Magazine of the Air* alumni, who came back for an interview on the Mag with Janet Baird — and were centers of an impromptu reception.

### Wedding

The marriage of Miss Mildred Power of Oakland, California, and Fred Fiorella of the Music Library, took place August 7.

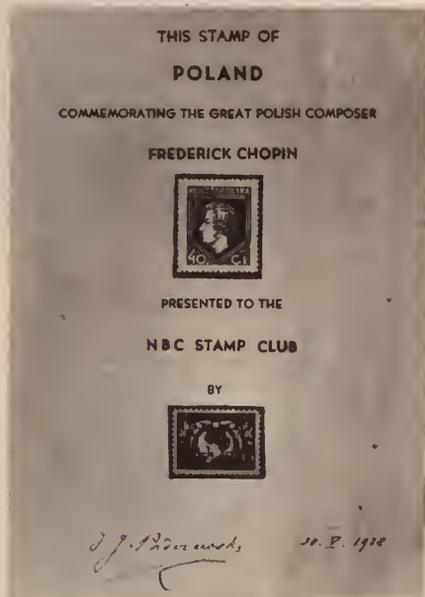
/ / /

Would you like to take part in an NBC Hobby Exhibit in Radio City? Write the NBC Transmitter, describing your hobby.

/ / /

Every member of the NBC staff is a reporter of his newsmagazine — NBC Transmitter.

**STAMP CLUB NOTES**



A self-autographed stamp memento from the famous Polish statesman and pianist, Ignace Jan Paderewski, is the most recent addition to the NBC Stamp Club's collection now on display in the club's permanent exhibit in the fourth-floor lobby of the Radio City studios.

The Paderewski gift includes two valuable Polish stamps, one bearing the portrait of the great Polish composer, Frederick Chopin, issued in 1927, and another of Paderewski himself which was issued in 1919. Paderewski's signature is on the mounting.

This new item takes its place in a collection of many highly prized philatelic treasures presented to the Stamp Club by prominent stamp collectors. The collection includes: the first postage stamp, the Great Britain One Penny Black, given by Theodore Steinway; the first postage stamp issued referring to radio, the Guatemala stamp of 1918 picturing the Guatemalan Government Radio Station, presented by General Ubico, president of Guatemala; the first U. S. postage stamp, five-cent Franklin, of 1847, presented by Harry L. Lindquist; the Austrian Niebelungen Ring series of 1924, presented by Dr. Walter Damrosch, and the Austrian Composers series of 1921, presented by Dr. Frank Black.

The NBC collection is divided into three sections: stamps referring to radio, stamps referring to music, and stamps of historic philatelic interest. In order to assure corporate life to the NBC collection, the club has presented it to NBC as a corporate asset for permanent display.

**KOA DENVER**

by James Lehmann

James Campbell, formerly of NBC stations KGW and KEX in Portland, Oregon, has joined our announcing staff.

Announcer Joe Gillespie has been transferred to the San Francisco studios.

Vacation Notes: Roscoe Stockton has returned from his mountain cabin where, he reports, he was often visited by uninvited callers from the animal kingdom of the woods . . . Commercial Manager Al Crapsey went to the famous Jackson Hole country in Wyoming armed with his camera . . . Soundman Hal Dieker of NBC Hollywood came to Denver on his vacation but we didn't see very much of him . . . he disappeared in the hills (Rocky Mountains) with his fishing outfit . . . Director Bill Stulla is planning a trip to California this month and should be there when you read this.

Clarence A. Peregrine, engineer-in-charge, was a guest of the American Forestry Association on a trip into the wilderness of southern Colorado. These wild areas are maintained in various parts of the United States and are kept as nearly free of civilization's encroachments as possible by the A.F.A. The section Mr. Peregrine visited was the Snow Mass-Maroon Bell region south and west of Aspen Colorado. The party's guide was Len Schumacker, official representative of the U. S. Forest Service. Len is the man who supplies material for the series, *Uncle Sam's Forest Rangers*, heard on the *National Farm and Home Hour*.

Joe Rohrer, assistant control supervisor, drove 4900 miles and visited every national park in the western area.



Mr. and Mrs. Roscoe Stockton were hosts to members of the KOA staff at their mountain lodge near Denver one recent Sunday. These were some of the picnickers. Left to right: T. Ellsworth Stepp (Transcriptions), Joe Rohrer (asst. control supervisor), Beverly Ward, Mrs. Stepp, Ed Sproul (Guest Relations), Mrs. Carl Wieninger (foreground) and Mrs. Rohrer.

**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 service may be advertised. Address ads to NBC TRANSMITTER, Room 284, RCA Building, New York.

HOBBY EXHIBIT — It has been suggested that an exhibit of NBC hobbies be placed on the mezzanine floor of the studio section. If you have hobbies which might be included in such an exhibit please communicate with the NBC TRANSMITTER.

FOR SALE — Custom-made cello. Excellent tone. Price reasonable. Inquire at the NBC TRANSMITTER.

FOR SALE — Beautiful home in Huntington. Long Island. 8-room frame house on 1 1/4 acres beautifully landscaped plot. 4 bedrooms, bathroom, pantry, large attic, two-car garage, hardwood floors. Near shopping areas, schools, railroad station and beaches. H. E. Bisson, Sales Promotion, N. Y., Room 416, Ext. 563.

FOR SALE — Radio transmitter, complete on 3-foot rack. Class B Audio, Class C RF. Power output on 20 meters — 25 watts. Can be used on 160, 80, 40 or 20 meters phone or CW. Reasonable. E. Gundrum, Room 564, NBC New York.

FOR SALE — Great Dane, pedigreed, male, age — 5 years. Owner's illness does not permit proper care. For details call F. A. Wankel, Ext. 284, N. Y.



Jeanne Harrison, Sales Traffic, went sailing at Cape Cod.



Telephone Operator Marion Wall rode a great deal at Lake George, N. Y.



Hazel Wissemann, Local Sales, vacationed in the Catskills.



Lisa Lundin, secretary to Director of Publicity Wayne L. Randall, spends a rural holiday.

*Below.* "My but the water's cold," says Betty Van Buren of News and Special Events as she wades in the Sound at Northport, Long Island.



Liliane "Billie" Moné, PBX operator, went to Goshen, Conn., on her vacation.

## NBCettes On Vacation

New York Division



This Glamorous Blacksmith is Clara Goldsmith of the Engineering Department. Taken at Maplecrest in the Catskills.

*Left.* Selma Wickers, of the Commercial Program Division, went to Ireland to visit relatives. Here she is with a nephew. Serving as background is a stack of flax which will probably find its way to America as Irish linen.



*Right.* Katherine Hoffmeir, General Sales, spent a nautical vacation at Provincetown on Cape Cod.



# NBC TRANSMITTER

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NO. 10

## NBC COVERAGE OF THE CZECHOSLOVAK CRISIS



FRED BATE, left, and MAX JORDAN, NBC's European representatives, who brought to the NBC microphone international broadcasts in connection with the Czechoslovak crisis. In most of these broadcasts both men were heard either as announcers or commentators.

For twenty days during the crisis over Czechoslovakia the American radio listener sat beside his receiver as the tidings from Europe seemed to foretell another great war. The climax of radio's coverage came when Max Jordan in Munich scored a brilliant beat of forty-six minutes in broadcasting over NBC networks the official text of the Four Power agreement.

Behind that clean cut scoop lies the story of a great radio network marshalled to give the American people the most elaborate coverage of a critical situation ever attempted by an American network broadcaster. To achieve it program men, engineers and traffic experts and members of the Press Division, worked into the early morning hours, snatched a few hours of sleep, and then returned to their posts for early opening of the networks.

The fruit of it all was a series of 443 programs and news bulletins devoted to the Czech situation.

The Munich scoop was the high spot of NBC's coverage, but several other notable beats were made. The text of President Roosevelt's second message to Chancellor Hitler was on the air over NBC fifteen minutes before any other network had it, because NBC officials rushed it to the studios from the State Department in a taxi. From Prague, Walter Kerr, of the *New York Herald-Tribune*, announced the entry of German troops into the Sudetenland almost simultaneously with the crossing of the first soldier.

(Continued on page 12)

## NBC EXPANDS LATIN AMERICAN SERVICE

The most comprehensive schedule of American shortwave broadcasts to Latin America ever attempted will be launched by NBC as a result of assignment by the Federal Communications Commission to NBC of two new shortwave frequencies, it was announced on September 26 by Frank E. Mason, vice president and director of the International Division.

The two additional frequencies, 9670 kilocycles or 31.02 meters, and 21,630 kilocycles or 13.76 meters, fill out NBC's complement of wavelengths necessary to render year-round, day and night, service to Latin American as well as European listeners.

The assignment of the new frequencies, which were made available for international broadcasting by the Cairo radio conference earlier this year, follows the rapid increase in the popularity of NBC's programs with foreign listeners. Letters received by NBC's shortwave stations, W3XAL and W3XL, have increased tenfold in the past few months, with particular tribute being paid to the news broadcasts in six languages.

Listeners in all parts of the world, and particularly in Europe, have written NBC that these American news reports provide a most trustworthy source of information.

## FIRST STREET INTERVIEW FOR TELEMOBILE UNIT

The man in the street had his say about television on September 14 when NBC conducted its first television sidewalk interview with random passersby in Rockefeller Plaza with the new RCA-NBC mobile television station. The interviews were broadcast to the Metropolitan Area over Station W2XBS, as part of a series of RCA-NBC television experiments.

Under the questioning of Warren Wade, television program director, a dozen New Yorkers and out-of-town visitors made their first appearance before the Iconoscope camera. Opinion as to the future use of the medium appeared to be divided. Men were inclined to favor programs centered about actual news happenings and sports events. The women expressed preference for musical and dramatic offerings.

Images and sound were picked up by a conventional microphone and a single camera mounted on a tripod.

Monitoring and the addition of necessary synchronizing signals were done in the near-by pick-up van, before sound and sight were passed through a newly installed coaxial cable to the main equipment room inside Radio City. From that point they were transmitted by cable to the NBC transmitter in the Empire State tower for broadcasting.



Warren Wade, left, television program director, conducts the first nocturnal man-in-the-street interview for the RCA-NBC television mobile unit. Passersby were interviewed on the sidewalk in Radio City on the evening of September 16. The cameraman is Engineer Ross J. Plaisted.

## KOA DENVER

by Mack Switzer

### Wet Labor Day

The recent Bear Creek and Big Thompson Canyon flood spoiled many a Labor Day outing, and although Maestro Milton Shrednik and Transmitter Engineer Carrier worried much about their cabins in the mountains, little damage was done to KOA people's property. Announcer Bob Harris, Engineer Joe Rohrer and Bob Ingram of the *Denver Post* spent a rainy night in the mobile unit in the vicinity of Morrison, from where periodic broadcasts were made.

### Distant Listener

A recent visitor to KOA was Verne Harding, of St. Lawrence Island—the top of the world—bordering Siberia. Mr. Harding came to this region to see our famous Pikes Peak—and to visit Station KOA, which he hears clearly in his Far North home. He made his island kingdom, where there are no taxes, no automobiles, and no other white men, sound like such a paradise, that the KOA staff is about to start on a long trek to the Far North in a body. KOA is received clearly in St. Lawrence at certain times of the day for

ten months of the year. This is Mr. Harding's first trip out of the North in ten years, but we find him well-informed on world affairs which he gets through his radio.

### Vacations

Control Supervisor Walter Morrissey vacationed at Grand Lake during Regatta Week, but he reports that the din and bustle were too much for him, so he hopped the Streamliner for Chicago and the All-Star game, in which Colorado University's "Whizzer" White played. Engineer Glen Glascock is rumored to be on his way to California for a week or two.

### Newcomers

Newest member of KOA's page staff is Bill Anderson, brother of Charley Anderson, formerly of KOA and now en route to London and a fellowship training period with BBC, after which he returns to Denver.

### KOA Notes

Bill Stulla, director, announcer and continuity writer is back from his vacation in California.

Pansy Stockton, wife of Production Manager Roscoe Stockton has returned from Indian Ceremonials at Gallup, New Mexico, and the Santa Fe Fiesta, where she had an exhibit of her famous "Sun Paintings." Later she visited the family of Fremont Ellis at Rancho San Sebastian.

‘ ‘ ‘

Announcer Jim Campbell and Junior Control Supervisor Joe Rohrer hung up a mark aboard a Continental Airline plane during the recent air races at the Municipal Airport. They averaged about 250 miles per hour on a flight to Estes Park and Central City.

‘ ‘ ‘

Edward Sproul of KOA and Derby Sproul of KDKA have the heartfelt sympathy of their friends at KOA in the death of their father, A. E. Sproul, longtime Denver resident and prominent member of the *Denver Post* staff.

Your regular correspondent, James Lehman, is on vacation. Accompanied by the Mrs., he went East and planned to spend a busman's holiday in Radio City.

## NBC BOSTON

by Bob Evans

### The Storm in Boston

Despite the fact that its 50,000-watt transmitter was rendered useless in the storm's early moments, NBC Boston rendered yeoman service in the worst hurricane to hit New England in history.

WBZ's synchronized station, WBZA in Springfield, fortunately was not damaged and therefore presented the facilities for NBC Boston to play such an important role in the tragedy.

Immediately appointed as its official outlet by Governor Charles F. Hurley's emergency commission, WBZA lost no time in filling the breach. A staff weary from the rigors of a continuous election broadcast into the early morning hours Wednesday, September 21, barely began to get some rest before they were called in entirety and assigned emergency duties.

General Manager John A. Holman, accompanied by a staff announcer and an engineer, chartered a plane and flew to Springfield. They were met by Chief Announcer Bob White who had previously gone to Springfield for the election broadcasts. Mr. Holman immediately took

charge and even did a lion's share of mike duty.

Meanwhile, Plant Manager Dwight A. Myer arranged for a two-way circuit between the Boston and Springfield studios, so that broadcasting was also possible from the Boston studios through Springfield's transmitter. Lines were also installed to the State House where a pick-up point was established in the office of the emergency commission.

At various intervals this commission released scores of bulletins concerning conditions throughout the state, road conditions, danger zones and precautions of all types to be taken in an effort to prevent the spread of disease.

The WBZ studios served as a clearing house for public and personal messages, while the boys at WBZA kept the wind-torn and flood-stricken Springfield area as well informed as possible.

For three days and nights all members of the WBZ & WBZA staffs were in action, getting brief rest periods when they afforded themselves.

### Primary Elections

WBZ & WBZA scored another first with their coverage of the Massachusetts primary elections. Furnished bulletins by the *Boston Globe* and *Springfield Republican*, the stations were on the air continuously until all important contests were decided.

As soon as the gubernatorial battles were settled, WBZ & WBZA were first to present the winning candidates. Former Gov. James M. Curley, the victorious democratic candidate, was first put on the air from his home, and when his opponents conceded, he brought thousands of followers to the studios where he broadcast his victory message. Mr. Curley was preceded on the air by Leverett Saltonstall who completely overwhelmed his Republican adversaries early in the evening.

NBC was very fortunate in having the *Boston Globe's* political expert, John Barry, as its election commentator.

Much applause is due George A. Harder, News and Sales Promotion Manager, who arranged the entire program.

## WTAM CLEVELAND

by Bob Dailey

### "General" Leonard

S. E. Leonard, WTAM's engineer-in-charge, has a new nickname. Although he has been known as "Eddie" to his friends ever since he connected the wires, batteries and tubes which first put WTAM on the air, Leonard is now "General."

Norm Siegel, Cleveland radio editor, dubbed Leonard "General" in a column which he wrote after witnessing a special events pickup last month. It took place on the roof of the 22-story NBC building where Leonard and his assistants, Alvin McMahon, John Disbrow and James Babcock, were making a short-wave pickup of the commands given from plane to plane in a U. S. Marine squadron during maneuvers over the city.

To provide background noise to Announcer Tom Manning's description of the maneuvers, Leonard operated a large parabola microphone to catch the sound of the planes' motors. Columnist Siegel



Donald G. Stratton, NBC national sales representative in Cleveland, at the National Rifle Matches, Camp Perry, Ohio.

compared the radio pickup to anti-aircraft defense and wrote that if Leonard had been sighting a defense gun instead of peering through the small hole in the parabola sounding board, his unerring aim would have wiped out the "enemy." So now Eddie is better known as "General."

### Introducing Announcer Conrad

New member of the WTAM staff is Wilton Conrad Haff, known to listeners as Announcer Wilton Conrad. Haff has a colorful background. He was formerly a newspaperman, ore miner, sailor and announcer with western radio stations. He has served as announcer, production man and script writer at KFI, Los Angeles.

Personable Haff is 31 years old and says his hobbies are sailing, art caricatures and satires written at 4:30 a.m.

### "Shanghai Nights"

Announcer Bromley House, who, in 1932, took a night club company to Shanghai, China, for a year's engagement, is writer and commentator on a new dramatic-musical program known as *Shanghai Nights*. House is including his experiences in the International Settlement as part of the program. Stubby Gordon's orchestra provides the music. Incidentally, House recently became a groom. His bride is the former Miss Honor Gregory who heads a Cleveland advertising agency.

### WTAM Notes

Intimate Notes from the Private Notebook of Traffic Manager Edith Wheeler:

. . . Musician Charley Avellone losing his cornet for three days and finding it in his locker . . . Engineer Barney Pruitt building a new home in North Olmstead designed by Bob Alley, husband of Pianist Dorothy Crandall . . . Jane Weaver, director of women's activities, acting as mistress of ceremonies at the Cleveland Fashion Institute . . . Former Miami University co-ed Betty Bauer joining staff as information clerk . . . Engineer Bert Pruitt and wife visiting the Gene Hamiltons in New York . . . Waldo Pooler, Chet Zohn and Dorothy Crandall dedicating a new church organ in Brecksville, location of WTAM transmitter . . . Tom Manning getting a fine new set of matched golf clubs as a gift . . . Announcer Russell Wise looking up the pronunciation of a word for ten minutes before finally realizing that he was looking at the telephone book.



Vernon H. Pribble, manager of WTAM, scored 47 out of a possible 50 at the National Rifle Matches at Camp Perry. Years ago when Mr. Pribble was in the Army he was a noted marksman.

## WGY SCHENECTADY

by W. T. Meenam

### Bowling Begins

Men of WGY are making ready for the fall-winter-spring bowling season which officially opens Saturday, October 29 with a six-team league and John Howe of Sales as president.

The schedule this year calls for thirty matches for each team and all teams will be entered in the American Bowling Congress. New men have been enrolled and only two or three of last year's pin-toppers have dropped out.

Late in August, the last of the season's soft-ball contests between the Technical and Program staffs was played at Endries Grove on the Saratoga Road. The Technical won by a score of 28 to 22. George

White pitched for the Program crew and had the game well in hand until the ninth inning, when his defense weakened. The only mishap of the afternoon was a head-on collision between Tom Williams and Al Taylor, the latter of Sales, when both were trying to field a fly ball. John Howe, as usual, performed as master-of-ceremonies for the event.

### Friendly Seals

A. O. Coggeshall and family passed their vacation at Old Orchard Beach, Maine. Coggie had heard, but never believed, that the Maine waters were cold for bathing even in mid-summer. While swimming off Old Orchard he swears two friendly seals gamboled about within

twenty feet of him and he's convinced now that there's more than a touch of the Arctic in those waters.

### Many Visitors to WGY

WGY's new studio building continues to command the interest of tourists and visitors to the city of Schenectady. The visitors' register shows an average of 2500 names weekly, with about 1500 during Saturday and Sunday. Audience shows, of which WGY now has four, also command capacity crowds.

### Papa Martin

Friday, September 23, a daughter, Sharon Kaye, was born to Mr. and Mrs. Thomas Martin.

(Continued on page 7)

## NAMES IN THE NEWS

### NEW YORK

#### Promotions

Frank W. Nesbitt has been transferred from the guide staff to the International Program Division. He entered the Company as a page two years ago.

Miss Dorothy Michel has been transferred from Sales Traffic to the Traffic Department. She is replacing Miss Mary Louise Field who resigned as secretary to Steere Mathew in order to go to the West Indies where she is now visiting her brother who is in business down there.

Miss Virginia Kelly who joined the Stenographic staff last March has taken over Miss Michel's desk in Sales Traffic.

Thomas Severin has been transferred from the guide staff to the office staff of Guest Relations to replace Francis Koehler who resigned last month in order to become a member of the sales department of WRTR, NBC associated station in Richmond, Virginia. Mr. Severin came to NBC almost five years ago, starting as a page and subsequently rising to higher positions in the uniformed staffs.

Theodore H. Hahn, who has been with the Company almost eleven years, has been appointed senior supervisor of the Master Control Room, replacing J. R. O'Kelly who was transferred to NBC Hol-



Mr. and Mrs. Joseph S. Sauer photographed shortly after their wedding in Brooklyn on September 4. Mr. Sauer is a member of the Traffic Dept.

lywood in August. Theodore T. Clements has been promoted from relief control supervisor to junior control supervisor, replacing Mr. Hahn.

Studio Engineers Henry E. Kenny and John J. Kulik have been promoted to the Master Control staff as relief supervisors. Mr. Kenny is replacing E. P. Kampf who resigned from NBC to become associated with E. V. Brinckerhoff, recording company. Mr. Kulik, who has been with NBC nine years, was studio engineer for the NBC Symphony Orchestra last winter.

Miss Lucille Lizotte has been appointed secretary to Vincent J. Gilcher, head of General Service. Her former job in the department is being filled by Miss Dorothy Lewis from the Stenographic Section. Miss Lizotte, who has been with NBC one year, was formerly associated with the Pinaud Corporation in New York as secretary to the vice president.

Miss Grace Johnsen has been transferred from General Service to Program where she will continue as secretary to Walter G. Preston, Jr., former head of General Service and now assistant to Vice President John F. Royal as head of the Educational Division.

Wilfred S. Roberts of the Production Division was appointed to the Commercial Program Division last month to act as assistant to Miss Bertha Brainard, manager, and to work with Assistant Commercial Program Manager Norman Morrell in the handling of NBC's contacts with clients and advertising agencies.

Mr. Roberts has been with the Company two years. Formerly he was associated with the Aluminum Company of America as a member of the sales and advertising departments of one of its subsidiaries. He also has had some experience in the theatre as an actor. He is a graduate of the University of Wisconsin, class of 1928.

#### Newcomers

Adolph J. Schneider, formerly of WHO, NBC station in Des Moines, Iowa, has joined NBC as a member of the news-editing staff in News and Special Events. He has been assigned to write the material to be used on the new *Goodyear Farm Service* program which includes weather, crop and marketing news.

Mr. Schneider was in the news bureau of WHO and was also in charge of the station's experimental facsimile broadcasts. Previous to that he was with the *Omaha World-Herald* where he was employed for ten years during which he worked in every department of the newspaper.

Thomas A. Styles, formerly associated with oil companies in New York City, has joined the International Program Division as secretary to Vice President Frank E. Mason. His work will be connected with the Spanish broadcasts of NBC's short-wave service.

Mr. Styles is a native New Yorker. He is a graduate of Columbia University where he majored in History, Economics and Spanish. He also did graduate work in Hispanic-American history and is a member of the Instituto de las Espanas, a Spanish cultural society at Columbia. He has just returned from Venezuela where he traveled for several months.

Miss Ethelen Van Port, who joined the Stenographic staff last month, is now in the Traffic Department as an assistant to Miss A. M. Caramore who is in charge of Sustaining Traffic.

Miss Van Port comes to NBC from the newspaper business. She was formerly with the *New York Journal-American* where she was an assistant to one of the editors. In Boston, her home city, where she studied drama at the Henry Jewett College of Fine Arts, she worked as a reporter for the *Boston American*. She has also worked for the *Long Island Daily Press*.

Her chief hobby is writing feature stories for newspapers and magazines. She is also interested in playwriting.

Miss Francis Estelle Thomson, who joined the Stenographic staff last month, has been chosen to replace Miss Doris Ruuth, resigned, as secretary to R. M. Morris, development engineer. Miss Thomson formerly did stenographic and sec-

(Continued on next page)



George DePue, guide, and the former Miss Alice Emerick who were married on October 3. Mrs. DePue was chosen Miss America in 1937.

retarial work for the Household Finance Corporation in Perth Amboy, New Jersey, and the Cutex Nail Corporation. She is a graduate of the New Jersey College for Women, '35.

### Transfers

Reid E. Patterson has been transferred from the page staff to the Legal Department to replace John C. Corbett who resigned from the Company on September 15 in order to continue his law study in the day classes of the Law School of New York University. Mr. Patterson came to NBC in June. He is completing a pre-law course at Columbia University by attending night classes.

Miss Jean Sherwood and Miss Winifred L. Ross have been transferred from Audience Mail to the Traffic Department.

Miss Janet Coulton, who came to NBC from W. & J. Sloane Company two months ago, has replaced Mrs. Helen Mescal as secretary to Douglas W. Meservey, assistant to Vice President John F. Royal. Mrs. Mescal resigned her position, September 30, in order to go to Cleveland where she and her husband are establishing their new residence.

### Marriages

Miss Marjorie M. Worth, secretary to George O. Milne, Eastern Division Engineer, and Joseph W. Pepper, Jr., assistant supervisor of the Program Transmission Division in Traffic, will be married at the Jan Hus Presbyterian Church in New York City on October 15. The wedding will be the culmination of a romance which started last year when Mr. Pepper came to NBC and met Miss Worth.

Mr. Pepper will have his brother, Senator Claude Pepper of Florida, as best man.

Following the wedding ceremonies, a reception will be held on board the S.S. Monarch of Bermuda aboard which the

bride and bridegroom will sail for a honeymoon trip to Bermuda.

George De Pue of the Guest Relations staff was married to Miss Alice Emerick at the Grace Episcopal Church in New York City on October 3. Harvey J. Gannon of the Program Department was best man.

Many NBCites attended the wedding which was followed by a reception at Huntington House. After the reception, the newlyweds went on a honeymoon trip to the Pocono Mountains.

Mrs. De Pue is a secretary at the New York Institute for the Education of the Blind. She is from Texas and was Miss Fort Worth at the Texas Centennial. She was crowned Miss America in 1937 after which she attended the Ned Wayburn School of Drama in New York. Then she was heard as a singer on several commercial programs on the air. She is also a model and her pictures have appeared in several national magazines.

Mr. De Pue attended Muhlenberg College and New York University before coming to NBC.

Miss Doris Ruuth, who resigned from NBC on September 30, and Charles L. Townsend, television engineer, were married at the Grace Episcopal Church in Rutherford, New Jersey, on October 7. The wedding was followed by a reception held at the home of the bride's parents in Rutherford.

The newlyweds did not disclose their destination when they left on their honeymoon. They plan to make their home in Bronxville in Westchester when they return.

Mrs. Townsend was secretary to R. M. Morris, development engineer, at the time of her resignation which terminated a four-year period with NBC. Mr. Townsend, who came to Radio City from the NBC staff in Chicago last year, has been with the Company since 1931.

Joseph S. Sauer, of Traffic, and Miss

Esther Koch were married in Brooklyn on September 4. The wedding, a small informal affair, was attended by relatives and close friends of the young couple.

Mr. and Mrs. Sauer went to New England on their honeymoon trip and are now residing at 6043 Palmetto Street, Richmond, Long Island.

Finn Pederson, electrician of the air-conditioning staff, was married to Miss Lily Gustafson at the Swedish Lutheran Church in West New York, New Jersey, on September 23. The wedding was followed by an informal reception. Mr. and Mrs. Pederson are making their home in Union City, N. J., where Mrs. Pederson is employed as a telephone operator.

William Burke Miller, night program manager, is no longer one of NBC's most eligible bachelors. He was married to Miss Alice Reinheart during his vacation last month. The wedding, a civil ceremony, took place in New York City on September 26.

Miss Reinheart, well-known radio actress, is often heard on the NBC networks. She plays the leading role in the current serial, *Life Can Be Beautiful*, on the Red Network.

### Stork News

Carey P. Sweeny of the television transmitter staff at the Empire State Building became the father of a baby boy, Robert Rees, September 26. That makes two for the Sweeny's—the other is a girl.

Announcer Stuart Metz was presented with a baby girl by Mrs. Metz last month. The young lady's name is Alice May.

### Resignations

Miss Virginia Blachly resigned from the Press Division where she was assistant to the fashion editor, Miss Amelia Umnitz, on September 30. She was with the Company five years during which she worked

(Continued on page 16)



In the swimming pool at the NBC outing last month. L. to R.—Virginia Kelly, Sales Traffic; Peggy Anderson, Stenographic; Phoebe Mink, Press; Anthony Jiminez, Music; Dorothy Michel, Traffic; Harriette Hermann, Program; Jessie Kline, Press.

# KDKA PITTSBURGH

by Kay Barr

## KDKA Program Board

In order to maintain a uniformly high standard of quality in all KDKA programs, General Manager Sherman Gregory has set up a Program Board for the purpose of giving critical clinical consideration to existing as well as proposed broadcasts.

Working with Mr. Gregory on the new Board are Program Manager Derby Sproul, Public Relations Director Clarence Pettit, Sales Manager Bill Jackson, W. B. McGill, head of Sales Promotion, Musical Director Maurice Spitalny and Chief Engineer Joe Baudino.

Their first assignment was to analyze existing programs and see that they measure up to KDKA standards of service and interest. If not, they will be improved or replaced with others that meet the requirements. The group also will consider new program ideas from all possible viewpoints with the idea of presenting programs that will be of the greatest possible interest and value to the City of Pittsburgh.

On a recent visit to Pittsburgh, A. H. Morton, general manager of all NBC operated stations, gave his warm endorsement to the plan and pledged the support and assistance of the NBC facilities to KDKA whenever desired, particularly in the matter of constructing educational and other programs for which NBC is so well equipped.

Mr. Gregory believes the KDKA Program Board will give the station's listening audience the finest of radio broadcasts.

## Engagement

Announcer Bill Hinds is justifying his old nickname, "Sunbeam Billy," these days. His engagement to Dolores Dollhoff has just been announced.

Both popular youngsters live on the Northside and their romance has thrived since schooldays. A grand young couple and they have the sincerest congratulations and good wishes of their host of friends.



Announcer Bill Hinds and Miss Dolores Dollhoff of Pittsburgh whose engagement was announced last month.

## The Staff Has A Picnic

KDKA folks were all boys and girls again September 10 when they had the annual staff picnic at the home of Roy Hasenbalg, national representative of NBC with offices at KDKA.

Sales Manager Bill Jackson was a sort of general chairman of the affair and through his planning and the work of his several committees, the affair was entirely successful, regardless of your viewpoint.

There were games and races, unique stunts and contests, some for the girls, some for the boys, some mixed.

## Auditions For New Talent

KDKA has resumed its policy of auditioning all comers. Each Monday night the candidates start the microphone



KDKA's new studio guide for visitors, Lloyd George Chapman, demonstrates how the sound effect of marching feet is done on the radio.

parade at 8 p.m. and 75 singles, teams, acts, etc., are scheduled weekly.

Charley Urquhart, production chief, is the sifter. One or two survive these preliminary auditions and are recalled for further hearings.

Just to see how many of what asked for auditions, Urquhart tabulated 400 of those heard last spring at KDKA. He found 73 were sopranos, 39 tenors, 30 baritones, 5 contraltos, 21 hillbillies, 7 blues singers, 9 quartets, 18 pianists, 65 actors, 69 actresses and 49 announcers.

There were two each of accordionists, harmonica players, philosophers and sound effects imitators, and one each of poets, musical saws, globe trotters, organists, trick violinists, ventriloquists and psycho analysts.

## Personnel Shifts

Staff changes at KDKA since the last issue: Derby Sproul has been made program manager; Clarence Pettit is director

of public relations; W. B. McGill has been added to the staff to have charge of sales and station promotion and Lloyd Chapman has been made a permanent member of the outfit as guide, succeeding Don Fitzpatrick



W. B. MCGILL

who left to enter Franklin and Marshall College. Fred Saviers, head of the mail room, has swung over to the night guide job so he can attend the University of Pittsburgh daytimes. Carl Stasko is handling the mail job.

## Four In The Bleachers?

Whether the Pittsburgh Pirates will (or did) participate in the World Series, their neck-and-neck race down the home stretch of the season sent a flood of requests for tickets from potential "visiting firemen" to KDKA.

Roy Hasenbalg, NBC's national representative, and Bill Jackson, sales manager, scratched their heads, walked in circles and muttered for many hours in their perplexity. What to do and how to do it!

Then the Pirate business office said orders would be received if accompanied by bank drafts or cashier's checks or other non-bouncing security. BUT only four tickets would be sold to any one person. And Roy and Bill knew they would need ten times that number. So ten different members of the KDKA staff each ordered four tickets for the first, second and (if necessary) the sixth game.

## KDKA Pageant

One of the most spectacular items on the long list of entertainment and celebration in connection with Allegheny County's Sesqui-Centennial was a huge pageant staged on a huge revolving stage at South Park.

The history of KDKA was depicted dramatically by sets, projected pictures and other theatrical devices while a narrator told the story to the visiting hundreds of thousands for five consecutive nights. And the history of KDKA was made the symbol of the History of Radio.

One of the most effective bits was the presentation of an orchestra number as it was done over old microphones nearly 18 years ago and the same number as done by a modern symphony orchestra today. It really showed some progress.

## KDKA PITTSBURGH



The "Dog House" or wiener table at the KDKA outing. Left to right: Jimmy Spitalny, Mrs. Ed Schaughency and guest, Announcer Schaughency, Walter Horn, Sales, and Clarence Pettit, director of public relations.

### Auto Show On KDKA

KDKA has been made the official broadcasting station for the Pittsburgh Automobile Show, November 11-19, and Maurice Spitalny and the station orchestra have been engaged for the entire period of the exposition.

In addition to numerous special programs that will originate at Motor Square Garden, many of the regular broadcasts will also be presented from the special stage at the Garden.

### Remedy For Burns

On one of her *KDKA Home Forum* programs some days ago Evelyn Gardiner read a letter from a listener giving a remedy for burns which had been handed down from her French grandmother. Evelyn figured it was a joke someone was trying to play on her and treated it as such.

The remedy? When you burn your finger just hold to the lobe of your ear with the burned part and press hard. All the burn will disappear.

Announcer Ed Schaughency (in white clothes, back turned) starts the girls' cracker and balloon race at the KDKA picnic. Each girl has a cracker and a toy balloon. The race was to see who could eat the cracker and then blow up the balloon in the shortest time.



Well some of the listeners took it seriously, tried it and now they're writing to Evelyn that "It worked!"

Paging Mr. Ripley.

### Marshalls Meet

June Marshall, evening switchboard girl at KDKA, received a call the other evening from a man who said his name was Marshall. He just wanted some

routine information and got his answer. "Thanks." "You're very welcome. My name's Marshall too."

And that led to a chat in which they discovered they were distant cousins.

### Riggs Family Moves

Betty (Mrs. Glenn) Riggs and the children, Glenn, Junior, and "Cookie," left Pittsburgh for New York late in September to join Papa in their new home. Glenn was chief announcer at KDKA until he was transferred to the NBC staff some weeks ago. They are living at 38 Bayview Terrace, Manhasset, Long Island.

### Narrator Beal

Being one of the best ad-libbers in the business, Bill Beal, who was moved from the KDKA announcing staff to the Continuity Department a few weeks ago, was chosen by the Allegheny County Commissioners to be the narrator for the Aqua Ballet, one of the big features of the County's 150th birthday celebration, September 2-24.

## FOUR MICHIGAN STATIONS ADDED TO NBC NETWORKS

The number of stations affiliated with the National Broadcasting Company was increased to 158 on September 25 when the Michigan Radio Network, comprised of four stations, was linked with the NBC Blue Network. These additions will increase NBC's program service to large industrial and farming areas of Michigan which have a total population of 600,000.

The new NBC outlets in Michigan are: WFDF in Flint; WJIM, Lansing; WELL, Battle Creek; and WIBM, Jackson. Each of the cities is prominently identified with the automotive and other manufacturing industries, and in each case the new NBC affiliate is the only station in its city.

## WGY SCHENECTADY

*(Continued from page 3)*

### New Announcers

Two new announcing voices are going out daily on WGY's 790 kilocycles wavelength. They belong to Wilbur Morrison and Robert Mahaney who are especially delegated to read the Esso news reports. Morrison's previous experience included microphone work at Plattsburg and Albany stations, and Mahaney worked at stations in Buffalo, Syracuse and Utica.

### Goodwill Newscast

WGY's News Department staged a five-minute news period at a Schenectady gathering of district distributors of Colonial Beacon products. The broadcast originated at the ball-room of the Hotel Van Curler which was directly connected by open wire with WGY's News Room enabling the newsmen to include bulletins received up to the final minute of the broadcast. Kolin Hager, manager of WGY, and W. T. Meenam, of Press, addressed the assembly of dealers.

## NBC WASHINGTON

by Tom Knode

### Hittenmark Wins Regatta

At 2:30 P.M. Saturday, September 24, Washington radio listeners heard a description of the strangest motorboat race in the history of the President's Cup Regatta — the so-called do-or-die contest between Lee Everett and Gordon Hittenmark, WMAL and WRC announcers.

The race, born of an ill-advised challenge and predicated upon absolutely nothing, was run over a five-mile, well-marked course on the warm waters of the Potomac. The two contestants were nattily dressed in the very latest nautical costumes and seated in two of the most "powerful" sea-going machines available in the nation's capital. With Lee Everett in his entry were the owner and Engineer Walter Godwin wrapped up in a short-wave receiving and sending set. In the Hittenmark boat was Engineer John Hogan similarly enshrouded. On a Coast Guard Cutter not far removed were Announcer Jim McGrath and Engineer Keith Williams.

The starter's gun barked and away went the boats, beating up into the wind, pounding around buoys and smashing down the stretches at speeds sometimes reaching five or six knots. Our radio listener clutched his receiver feverishly as Everett, Hittenmark and McGrath described the contest. Everett was never more nor less than twenty boat-lengths behind. Hittenmark crossed the finish line with a burst of terrific speed as Everett closed his valiant effort with an attempt to arrive in circles. The winner, it was heard, received a crocheted wine jug.

It was a great day for NBC. And the

Announcers Lee Everett and Gordon Hittenmark fill up their boats with Esso before their sensational race on the Potomac. In the front boat are, left to right, Hittenmark, M. E. Tyrell, owner of boat, and Engineer Keith Williams. Back boat: Everett, Ben Hall, boat owner, and Engineer John Hogan. To the left is an Esso attendant. Both boats were equipped with portable NBC transmitters.



largest amount of credit goes to the Engineering Department for arranging that elaborate short-wave set-up which brought the race to a "breathless" public.

### On the Ball

Bill Crago, who is "Your Man About Hollywood" for fifteen minutes three times a week, was entertaining the fair sex in groups of four several days ago. In the studios, Bill had three sets of "Four Daughters," winners of a contest he conducted in co-operation with a local theatre featuring a picture of the same name. Bill was never at a loss for words when he interviewed the charmers, for, after all, who could be at a loss for words with twelve different individuals?

### Bon Voyage

The Washington staff stayed up late the night before General Manager Berkeley sailed for Europe thinking up "appropriate" bon voyage gifts. Among them were the usual cures for *mal de mer*, a history of modern Europe with provisions for easy map revision, telegrams and a good deal of cooperating with the New York News and Special Events Division in arranging presentation of a "portable" bomb-proof shelter. Mr. Berkeley sailed September 21. Mrs. Berkeley accompanied him. They will meet Max Jordan, NBC European representative, on their arrival.

### For Public Service

With local staffs already run ragged with extra duty in connection with the European crisis, New England's flood and hurricane drove the News and Special Events personnel still harder last week.

Ordinary interest in the storm was triplicated due to the number of New Englanders working in the Capital whose families and friends were in the stricken area. With telephone and telegraph facilities either out or taxed beyond capacity, WRC-WMAL were swamped with inquiries for unheard from relatives.

NBC news staff here prepared frequent flood summaries to acquaint listeners with general conditions and referred more pressing calls to official agencies.

News that the Federal government and the Red Cross were mobilizing to aid the injured was carried on the NBC Blue Network the night of the storm (Sept. 21) when Charles L. Mitchell, chief meteorologist of the United States Weather Bureau, and Richard Allen of the American Red Cross spoke. H. R. Baukhage, Washington newspaperman and NBC commentator, interviewed Coast Guard Officials and relayed latest information from them.

### Radio Debut

Little Jane Rogers, five-year-old daughter of Ed Rogers, announcer, made her radio debut the other day on the *National Children's Frolic Hour* over WRC. Little Jane sang *I'll Take You Home Again Kathleen*.

Incidentally, Ed completed seven years with NBC in Washington on September 28.

### Farm Service Commentator

Earl Godwin, president of the White House Correspondents Association and NBC commentator in Washington, is now being heard throughout the southeastern and south central states as a part of the new *Farm Service* program.

*With Your Roving Reporter in New York*



The NBC Outing last month was a tremendous success despite an early morning shower which failed to dampen the gay spirits of those who went. Almost 300 members of the New

York staff and their families went to the all-day picnic at the Crescent Athletic Club on Long Island. Several advertising men and officials of the Columbia Broadcasting System and the Mutual Broadcasting System also participated in the NBC holiday.

Some went by train, some by automobile, but most of them went by bus from Radio City. Once there, they found it difficult to leave — in fact it was long past midnight when the last bunch of NBCites called it a day and started for home. It was a well-planned outing — thanks to the Athletic Association's social committee which planned, organized and managed it all. There were all sorts of games and sports for everyone and many prizes were given away in various contests.

The biggest event of the day was the golf tournament which attracted 88 contestants. As usual, that perennial and indefatigable organizer of golf tournaments, A. Frank Jones of Artists Service, was in command.

Soundman Ed Blainey won the low gross contest with a score of 153. He shot 77 in the first round and 76 in the second. His prize was an electric clock — with chimes. George Frey, Sales, was runner-up in this event, his score being 154. Vice President and Treasurer Mark Woods took third prize with 155.

The championship handicap was taken by R. Gordon Webber of the Information Division. His score was 94-34-60. Runner-up was Walter B. Hervey, Jr., of the Mail Room, whose total score was 90, his handicap being 26. Mr. Webber's prize was a cocktail set of which, he reports, several glasses were broken at a celebration he had the day following the outing.

Mark Woods won the kicker's handicap and was presented with a picnic kit. The president of the Athletic Association, George McElrath, operating engineer, copped the member's consolation prize, a serving tray. This contest was for those who were unable to play more than nine holes.

John Poppele, chief engineer of WOR, and W. Sniffin, brother of the Sniffin sisters of NBC, were tied for the Guest Handicap. Each shot 70. Mr. Sniffin took the prize in the draw which took place during the dinner dance when A. Frank Jones made the prize presentations amidst much cheering and clapping.

Albert Frey of the Mail Room who is as good a golfer as his



Page Joe Merkle receives the NBC Handicap Tennis Tournament Cup for 1938 from Miss Anne Johnson. Right: Tom Hutchinson, director of television programs, swings a mean club at the NBC Outing.

brother, George, won the ball-nearest-the-pin-on-the-third-hole contest. For that he was presented with a cocktail shaker and a set of glasses. The prize for the highest score of the day, better known as the booby prize, was won by Albert Crenshaw of the Executive Offices.

Mr. Jones did not neglect the ladies. He also had a contest for them in which Mrs. Mark Woods won the low-gross event with a score of 108, and Helen Winters, Treasurer's Office, won the low net with 119-50-69.

Engineer Edward Prince won the horse-shoe pitching contest. The tickets to the outing were numbered and prizes were awarded to those who held lucky numbers. Those who won door prizes were Bud Faillace of Guest Relations, Mrs. D. B. Van Houten, Engineer Ted Kruse and Alice T. Wilson of Legal.

Engineer Serge de Somov, chairman of the NBC Athletic Association Handicap Tournament which took place during the summer. Page Joe Merkle, who won the tournament, was presented with a trophy. Dick De Raimes, Script Division, who was runner-up, received a tennis racket as second prize.

The final contest of the day was the dance contest which Photographer and Mrs. Bill Haussler won. We understood that Bill has been busy explaining to friends who heard about the contest that it had nothing to do with one's ability to dance and that it was through pure chance that he and the Mrs. won. Not that he can't waltz or do the shag when he wants to — you understand?

One ad that really stopped us last month was a full page in the *World-Telegram* advertising a certain brand of refrigerators. Grinning at us in five different poses was the handsome face of Page Jack Cleary alongside an equal number of ice boxes . . . Jack bashfully explained that he makes a little pin money that way . . . We didn't see it in the papers but we found out that Engineer Lester F. Miles recently became engaged to Miss Jeanne Marchant of Brooklyn . . . they plan to be married next month and honeymoon in Bermuda . . . Steve Varley, who goes around every day with a boxful of light bulbs, says that he replaces an average of 100 burnt-out bulbs a day . . . Have you seen the model of the RCA exhibit building for the World's Fair? . . . it's in one of the glass cases on the fourth floor, studio section.



The president of the NBC Athletic Association, Operating Engineer George McElrath, left, and members of the committee which planned and organized the NBC all-day outing at the Crescent Athletic Club on Long Island, September 13. Left to right: Mr. McElrath, Frank Lepore, Information; Bessie Feagin, Press; Al Walker, Guest Relations; Mary Coyne, Sales Promotion; Engineer Albert W. Protzman, chairman, and Henry Hayes, General Service.



In mid-air are Anthony Jiminez, Music; Peggy Anderson, Stenographic; John Cusumano, Sales Traffic, and Wilbur Welsh, Traffic.

Right: Whoops! Foul Ball! Ted Van Cott, Engineering, catching; John Larson, Engineering, at the bat, and waiting to bat are Philip Falcone, Eng., Norman Ward, Electrical Transcription, and Charles Colledge, Eng.



## NBC COUNCIL

One Tuesday last month scores of the NBC staff in Manhattan had their thoughts of broadcast day outing, planned by the NBC Athletic Club, at the Crescent Club, Long Island. The outing went on as usual under the direction of the NBC staff.

The outing, which started early in the morning and lasted until midday, included sports competitions, horseback riding, and swimming.

These pictures were taken by Sydney James and Charles Van Bergen, manager of Sales Traffic.



A. Frank Jones at his favorite task — plotting out a golf tournament.



The winning team in the softball contest in which five teams participated. Front row, left to right: Richard Close, Sales Traffic; Larry Woodleaf, Engineering; John Collins, Artists Service; Burke Crotty, Press; Anthony Jiminez, Program. Back row: Tom Severin, Guest Relations; Charles Van Bergen, Press; Bill Haussler, Press; Syd Desfor, Press.



Right: Among those who went horseback riding were, left to right: E. P. H. James, manager of Sales Promotion; Matthew Boylan, Purchasing; Selma Wickers, Program; Edward J. Weille, Engineering; Eleanor Covatti, Mr. Weille's fiancée; Margot O'Rourke, Sales; Jeanne Harrison, Sales Traffic; George Luther, Audience Mail; Mrs. Brown, proprietor of the stables; Beatrice Hurlbut, Program; Helen Korday, Personnel; Emma Little, Engineering; Al Walker, Guest Relations; Norman Ward, Electrical Transcription; D. B. Van Houten, manager of Building Maintenance and chairman of the horseback riding group, and Mrs. Van Houten.



## TING

scores of members  
 York cast aside all  
 and went on an all-  
 NBC Athletic Asso-  
 Athletic Club in Hun-  
 ever, broadcasting  
 guidance of a skele-

early in the morn-  
 nt, included various  
 ack riding, dancing

by Sydney Desfor  
 Press and E. P. H.  
 omotion.



Above: The Engineering  
 contingent of softball play-  
 ers who bowed to a picked  
 team of non-technical NBC-  
 ites.

Left: E. P. H. James could  
 not resist snapping this  
 foursome. Do you blame  
 him? They are Margot  
 O'Rorke, Martha Howard,  
 Eleanor Nadeje, all of  
 Sales, and Florence Snyder  
 of Stenographic.



Right: Winners of the  
 swimming contests. Irving  
 Grabo, Engineering, and  
 Elizabeth Morris, Legal.

Below: Lunching on the  
 veranda were, left to right,  
 President L. R. Lohr, Vice  
 President Frank E. Mason  
 and C. W. Fitch, Business  
 Manager of the Program  
 Dept.



# NBC TRANSMITTER

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from coast to coast.

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## NBC'S COVERAGE OF THE CZECHOSLOVAK CRISIS

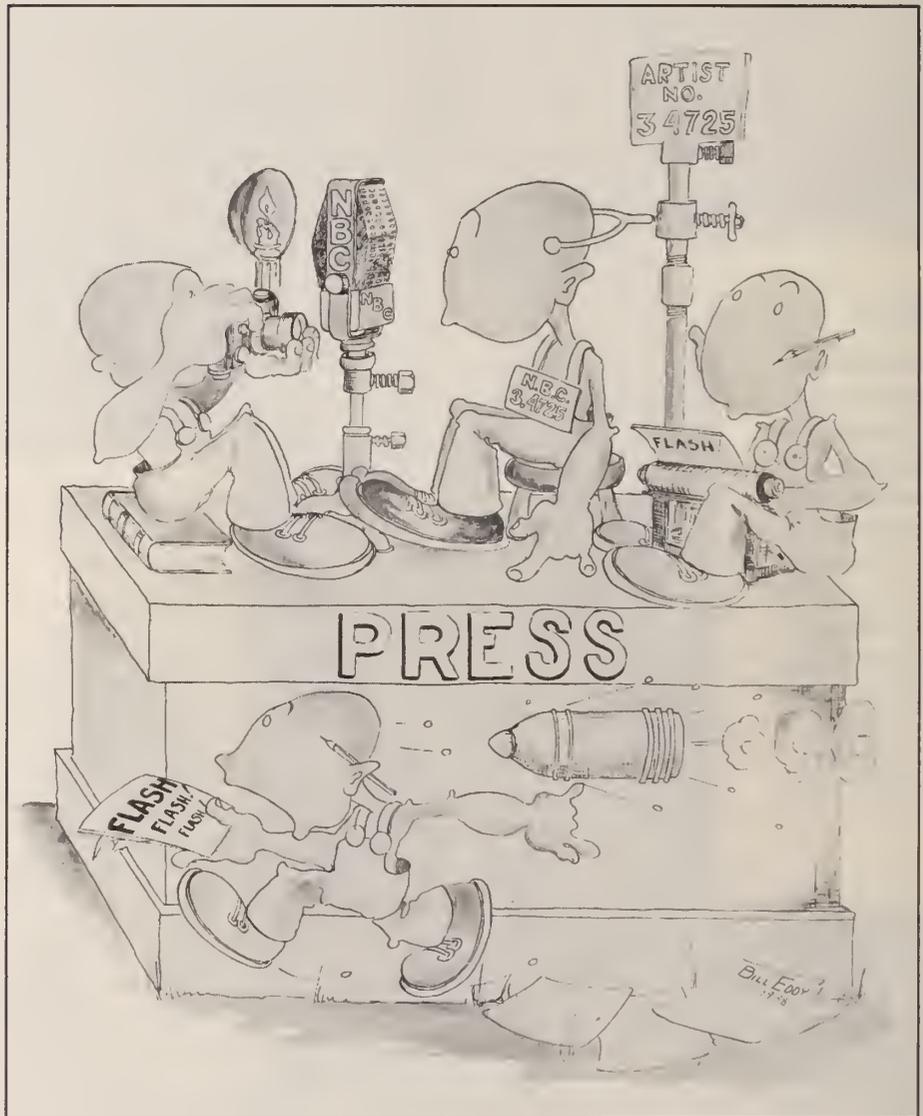
(Continued from page 1)

The credit for the magnificent job must be divided evenly. The News and Special Events Division, working over all hours of the day under the direction of A. A. Schechter, had Max Jordan and Fred Bate booking programs all over Europe. The scene shifted amazingly fast from Prague to Berlin to London to Paris, Brussels, Geneva and a dozen other cities. The Press Division had its men on the job over eighteen hours a day; on several occasions they worked throughout the night to furnish metropolitan dailies and news services with the latest flash bulletins from Europe. At one time wire facilities were so clogged that the only news from Prague came out over NBC. The Traffic Department made and broke schedules with wild abandon and set up networks and circuits from Europe on a few minutes' notice. To complete the job and get the programs on the air, Master Control handled the circuits with amazing deftness and the boys at the transmitters either stayed on the air all night or stayed so close to the job they could be on the air on a few minutes notice. All in all, it was a grand job.

1 1 1

Would you like to take part in an NBC hobby exhibit in Radio City? Write the NBC Transmitter, explaining your hobby.

## NBC HALL OF FAME



Proposed NBC Statue No. 7 and Citation Plaque

## THE PRESS ROOM

*We take you now to the NBC Press Room and our trumpet-tongued legion of the Fourth Estate — bivouacked in choice acreage on the fourth deck, this polymorphic colony of promulgatory Munchausens concoct ream upon ream of tittle-tattle to the tintinnabulation of strident outcries of FLASH!*

*Here the inconsequential doings of Tillie Gilch, NBC songstress, are given the inflationary and aggrandizement treatment, creating from a seed of trivia, the 144 point scare heads of tomorrow's press release. From this fertile hotbed of lexicography emerges an endless stream of this and that destined to appear later under bucolic by-lines as a private bit of big-time eavesdropping.*

*But discarding the cap and bells of the critic we lay our harlequin robes before this granite monolith dedicated to you guys and gals of the Press Room.*

*For further details see your daily newspaper.*

## NBC CHICAGO

by Rudi Neubauer

### NBC Outing

On Tuesday, September 20, led by Niles Trammell, vice president in charge of the Central Division, 228 members of the Chicago staff took over the Medinah Country Club for the first NBC annual outing.

Golf, horseback riding, tennis, horse-shoe pitching, baseball, ping pong, bridge, lunch and dinner, were the order of the day. Prizes donated by friends of NBC, were awarded in the evening. The prizes were awarded to athletic contestants and handed out as door prizes to the lucky winners. An RCA console radio was won by Maurie Ellis of the Music Library.

After dinner, Mr. Trammell thanked the committee for putting over such a successful outing, and Bud Smith, who acted as general chairman, was invited to take a bow on behalf of the committee.

The highlight of the after-dinner entertainment was a "drama" burlesquing a staff meeting with a prospective client. (N. B. the client didn't buy.) Leslie Edgley was the author of the script and the show was directed by a visitor from San Francisco, Jennings Peirce, Western Director of Agriculture. The consensus of opinion seems to be that we should have another such outing next year, if not sooner.

Pictures of the outing are on the next two pages.

### Personnel Changes

Woodrow R. Crane of the WENR transmitter, and George J. Maki of the WMAQ transmitter, have been transferred to our Chicago Studios.

Francis Riordan has been transferred from the Mail Room to the uniformed staff. Ronald F. Norton has replaced Mr. Riordan in the Mail Room.

William E. Lawrence has been promoted from the reception group to the Production Department, as assistant to Fred Schweiker. William H. Henri is replacing Bill Lawrence on the page staff.

### The Civic Concert Service

The Civic Concert Service in Chicago has added Messrs. Marion C. Heath and Pat Hayes, as field representatives, to its staff. Mr. Heath is working the Pacific Northwest territory and Pat Hayes the Central and Southwest.

### Bowling News

The NBC Bowling Team opened the Season on September 15 with a bang by winning three games from the Marx

Sign Company. On September 22 the team won one and lost two games to the Johns-Manville team. The NBC squad lines up as follows:

Hal Totten, Announcer; Ed Davies, Artist; Larry Dutton, Engineering; George Bolas, Sales Promotion; Hank Guill, Communications; Ray Neihengen, General Office.

### Koelker Up

Anthony J. Koelker, for the past four years farm editor of the National Broadcasting Company, has been named assistant agricultural director, according to an announcement by Niles Trammell, vice president and manager of the Central Division.

Mr. Koelker is a native of Dyersville, Iowa, and a graduate of Iowa State College. Before joining NBC in 1934, he was an Associated Press correspondent in Ames, Iowa, and handled publicity for Iowa State College and the Iowa Division of the United States Forest Service. He is a member of the Phi Beta Kappa, Sigma Delta Chi and Alpha Zeta. Mr. Koelker's new duties under William E. Drips, director of agriculture, start immediately.

(Continued on page 17)



Talking over one of the Farm and Home Hour programs in a truly rural setting. Front, left to right: Bill Drips, agricultural director; Charles Lyon, announcer; Bucky Harris, director of the program. Back: Tony Koelker, assistant agricultural director, and Everett Mitchell, senior announcer of NBC Chicago.

## STAMP CLUB NOTES

The NBC Stamp Club, after a summer lull, has resumed its activities and bi-weekly meetings where members trade, sell or auction stamps and discuss new issues. This season, as in the past, the club plans to have an occasional buffet supper with talks by prominent philatelists.

Membership to the club is open to all NBC stamp collectors and the club is now conducting a drive to enroll new members. If you are interested in the club you may obtain more information from George M. Nelson, Room 308, Extension 417.

### Elected to NBC Board

Edward F. McGrady, a vice president of the Radio Corporation of America, has been elected to the board of directors of the National Broadcasting Company to fill the vacancy caused by the recent death of James R. Sheffield. His election took place at the annual meeting of stockholders of NBC on September 15. On September 23 he was elected to the board of directors of RCA.

The following were re-elected to the NBC board: James R. Angell, Cornelius N. Bliss, Arthur E. Braun, Charles G. Dawes, Gano Dunn, James G. Harbord, Edward N. Harden, Lenox R. Lohr, DeWitt Milhauser, Edward J. Nally, David Sarnoff, chairman, George K. Throckmorton.

### Calling All Bowlers

On Thursday evening, September 29, NBCites from every department of the New York staff took over twelve alleys in the Radio City Bowling Alleys and officially started the 1938-39 Bowling Tournament of the NBC Athletic Association.

The first meeting of the bowling group was devoted to practice games in which players were picked to form the various departmental teams. George O. Milne, chairman of the bowling committee, reports that a large number of men and women turned out for the opening games and that this year's tournament promises to be bigger and better than last winter's league. The committee in charge is planning to give away many prizes at the end of the season.

Two of the twelve alleys reserved for NBC every Thursday night are for the ladies who will have their own competitions.

## NBC OUTING IN CHICAGO

More than two hundred members of the NBC staff in Chicago declared a holiday on September 20 and hied themselves to the Medinah Country Club where they enjoyed an all-day outing, playing golf, ping-pong, tennis and baseball, and pitching horse shoes, riding horseback, dancing, eating and having a wonderful time.

One of the features of the outing was a photo contest. The winning pictures and others, submitted by NBCites who attended the outing, appear on these pages.



### FIRST PRIZE FOR MEN

This excellent shot of Sidney Strotz, Chicago program manager, taken by R. S. Peterson, assistant auditor, won first prize in the men's contest.



Some of Chicago's NBCettes. Front, left to right: Bertha Curran, Educational Division, and Mary O'Connell, Central Files. Back: Martha Reinecker, Sales Promotion, and Violet Colliander, Sales.



Left: Niles Trammell, vice president and general manager of the Central Division of NBC.



Right: Lovely Bonnie Larkin of Audience Mail is absorbed in the tennis matches.



Interested spectator. Alex Robb, manager of Artists Service.



Left: Potential Patty Bergs. Left to right: Dorothy Frundt, Bertha Curran, Martha Reinecke, Helen Kellie, Helen O'Connor, Blanche Brand, Helen Shervey and Helen Heinz.

**FIRST PRIZE FOR WOMEN**

Sunset on Scene Lake at the Medinah Country Club. Florence Moeller of Sales won the women's prize — a vaculator coffee maker — with this beautiful picture.



This is Bill Rosee of Press who was among those who enjoyed riding at the outing.



Left: Gilbert McClelland, Press, keeps his eye on the ball as he is about to tee off.

Below: Some follow through by Leroy Shield music director.



**SECOND PRIZE**

Above: Al Barker of Continuity takes the pool's temperature before deciding to go in. Taken by Gale Swift of the Music Division.

Left: C. L. Menser, production manager, snapped on the golf course.

Right: Bill Saddin, left, of the Mail Room and Howard Luttgens, Central Division Engineer, figuring something out in the woods.



## NBC HOLLYWOOD

by Noel Corbett

### Pages Have A Party

The page boys had a real get-together at Bill Brandt's home in the San Fernando Valley last month.

With plenty of badminton during the afternoon to whet their appetites, no one wasted a moment when time for the barbecue arrived. And according to Walter Baker, manager of Building Maintenance and General Service, who was on deck, the boys all but ate Bill out of house and home.

Norman Noyes, supervisor of Guest Relations, "Lefty" Lefler, George McMenamin, Dudley Kuzell, Jim Hartzell, Bill Howard, "Bud" Miller, Eddie Lippert, Jack Parker, Jack Creamer, Peter Robeck, Paul Crowley and Bill Shaw were among those who were there.

"Bud" Spencer, Noyes' assistant, drew the short straw so he held down the lobby desk.

### Send-off for Don Francisco

In a talk delivered at the Advertising Club of Los Angeles September 20, Don E. Gilman discussed Don Francisco's contributions to the development of Southern California.

Mr. Gilman, whose speech highlighted the farewell luncheon to the new president of Lord and Thomas, recalled his long association with Mr. Francisco in the advertising field. For several years, before Mr. Gilman took over the leadership of NBC in San Francisco, he was a contemporary of Mr. Francisco.

### Don Wilson's Party

At an informal gathering at his San Fernando Valley Ranch, Don Wilson recently entertained a group of NBCites and other friends.

Among those who enjoyed the genial Wilson hospitality were John Swallow, Western Division Program Manager; Hal Bock, Western Division Press Head; Walter Bunker, Production Manager; Jack Votion, Mae Regan, Honor Holden and Margaret Kent of Artists Service; Matt Barr and Martha Sherwin of Press and Vice President Gilman's secretary, Nadine Amos.

### Football

First rumble of football season was indicated when Announcer Ken Carpenter was seen limping about the studios. He explained his injury was a "charley horse" suffered in a touch football game with Los Angeles sports writers.

### Expensive Atmosphere

During the week the American Legion took over, Dave Elton, producer, decided on a quick trip to downtown Los Angeles for the purpose of picking up atmosphere for special programs.

The festive crowd had traffic so congested that Dave was gone eight hours. During that time he chartered as many taxi cabs, paying off as soon as the driver would admit defeat.

"I got the atmosphere, all right," said Dave. "And a handful of meter checks along with it!"

### Mary Louise Saz

Harry Saz is a puffed up lad these days, and his reason for being so is not on account of one of those new sound effects gadgets he's always inventing.

It is little Mary Louise who was born September 9 at the Wilshire Hospital. Like her dad, who always does things in a big way, the little lady made her advent weighing 9 pounds and 5 ounces.

### Quick Pix

Competitive automobile dealers in Glendale can finally settle down for a rest — Andy Love went for a new Ford . . . Margery Wright spent her vacation in San Francisco getting acquainted with the Music Rights Department . . . Center of attraction at the "Good News" rehearsal was Meredith Willson showing everybody the Lambeth Walk . . . First to catch the swing of the new step was Joe Thompson, producer of that show . . . Sydney Dixon recently toured the Pacific Northwest on business . . . Norman Noyes back from a weekend of fishing in the Ojai Valley.



Don E. Gilman, Vice President in charge of the Western Division, receiving from Mrs. William H. Corwith, National Radio Chairman, the third annual American Legion Auxiliary award presented to NBC's "America's Town Meeting of the Air" for being the most acceptable and worthwhile program to the general family audience. An acceptance speech over the air was made by Dr. James R. Angell, NBC Educational Counsellor, from New York.

## NAMES IN THE NEWS

(Continued from page 5)

in the Guest Relations Division and the Publicity Department. She quit NBC in order to join a friend who is opening an antique shop.

Miss Cecilia McKenna resigned from the Legal Department last month in order to accept a position with the Aircraft Division of the U.S. Navy Department.

Alfred H. Temple has resigned from the guide staff in order to accept a position as announcer for Station WBAL, NBC outlet in Baltimore, Maryland. Before coming to NBC last March, he announced for WGH, Newport News, Virginia. He was a member of the NBC school for announcers when he took the audition for WBAL.

### Obituary

L. N. F. Griffith, formerly of the Traffic Department, died at his home in Staten Island on September 15. His mother and father were at his bedside when he passed away. His death is felt by his many friends at NBC. Because of illness, he resigned from NBC in 1936 after having served in the Traffic Department for many years. He was a veteran in the field of wire transmission, having worked for the American Telephone & Telegraph Company for several years before entering the employ of NBC.

### Miscellaneous

J. Harrison Hartley, assistant director of special events; Stockton Helffrich, assistant manager of the Script Division, and Pat Kelly, chief announcer, will be among the visiting lecturers for a course in "Radio Broadcasting: Theory and Practice" at the College of the City of New York this fall.

The course, conducted by Seymour N. Spiegel, program director of the Municipal Broadcasting System, is designed to equip students for careers in radio, and the NBC men chosen work daily at highly strategic posts in the preparation and presentation of broadcasts.

Don Goddard, NBC announcer and news editor, is one of the three men who were chosen to act as commentators on the new program series, *Goodyear Farm Service*, heard five times a week over the Blue Network.

(Continued on next page)

**NAMES IN THE NEWS**

(Continued from preceding page)

Mr. Goddard, who has been with NBC two years, came to radio by way of the farm, on which he spent his boyhood and earned his college tuition. He was a newspaper reporter in New York City for several years before he established his own country weekly at Homer, N. Y. As a rural editor, he was in daily contact with farmers and their problems, and devoted the columns of his paper to the betterment of farming conditions.

Charles H. Thurman, manager of the Guest Relations Division, flew to Hollywood late last month in order to assist in the opening of the new studios in that city. Mr. Thurman acted as adviser to the Hollywood staff in the reorganization of their Guest Relations staff to fit the requirements of the new studios. It is planned to establish a studio tour service in the new studios, similar to the NBC Studio Tour in New York.

Arthur C. Holub, Master Control engineer, who underwent a throat operation last month, is convalescing at his home.

Mrs. Katherine Mortlock has returned to the Bindery following a month's illness.

Wayne L. Randall, director of publicity, and Mrs. Randall have returned from a two-week vacation in Maine.

**NBC CHICAGO**

(Continued from page 13)

**Crib Cries**

Frank Bojan of the Music Library passed the cigars on August 16. It was a baby girl, Lois Ann. Lois Ann weighed in at 6 lbs., 13 ozs.

Tommy Horan of the Sound Division reported the arrival of the second daughter. Little Rita made her appearance September 24, weighing in at 6 lbs., 12 ozs.

**Weddings**

Two soundmen trod down the aisle to the strains of Lohengrin during September. They are Ed Bailey, who married the former Miss Jary Jane Powers of Chicago; and Bill Joyce, who married the former Miss Jean Cormier, of Chicago.

**NBC SAN FRANCISCO**

by Louise Landis

**Elected**

Nobody was more surprised than Larry Allen when he came home from a business trip the other day and found that he had been elected to the Republican County Committee from his district . . . the San Francisco CRA manager didn't even know he was running! Now he regrets he was out of town and missed the spirited campaign among voters of his district which was waged in his behalf.

**Personnel Changes**

Lots of personnel shifts these days. Due to one of them, the smiling face of Cliff Anderson is missed from Program Traffic . . . Leading the trek of the Hollywood-bound, Cliff left October 1 for the new NBC studios in the Film City.

Robert Seal, new production manager, comes from Columbus, Ohio, where he was program manager of WCOL, and where he conducted a man-in-the-street program for Old Gold for two years . . . he has taken over the duties of Cameron Prud'homme, who returns to his old love, dramatic production, and who is responsible now for all casting and dramatic production supervision . . . Incidentally, production managers and their secretaries may come and go, but NBC could afford to have a metal plate engraved "Dorothy"

affixed permanently to the secretary's desk . . . all of its inhabitants but one have had the same name. When Dorothy Brown left for Hollywood there was a brief interlude while Helen Bartlett presided at the desk . . . then came Dorothy Dumerais, Dorothy Simmons, and now Dorothy Hill is scheduled to carry on the tradition . . .

Other shifts: Bill Holmes and Wally Ruggles from the News Division where Don Thompson is head-man, to Production. Replacing them on news broadcasts are Bob Ackerley, formerly with KOMO, and Bob Anderson, formerly the *Call Bulletin's* news broadcaster on KPO.

**Bridal Luncheon**

NBC's feminine contingent turned out in full force to say farewell to Dorothy Dumerais when she left to become a missus . . . Louis J. Macchia is the lucky man. The wedding took place September 16. The happy pair are honeymooning on a ranch in Humboldt County, and on their return will live in Marin County, just across the Golden Gate. Mr. Macchia is a mining man.

**Showman Samuel**

Milton Samuel, manager of the Press Department, made his bow as news-showman this month. Two radio columns of the air, *Let's Listen on KPO*, and *On the Air on KGO*, are his creations. Read by Ira Blue, the shows bring listeners program stories, personalities and interviews with radio stars in compact style.

**Collision**

If you see a handsome young chap driving along a Northern California highway looking nervously right and left, it'll be Bob McAndrews . . . the San Francisco Sales Promotion manager hasn't recovered yet from the shock of having a deer jump over a fence, and collide with his car, wrecking it so completely that McAndrews was marooned in Westwood California for twenty-four hours.



NBCettes in San Francisco give a bridal luncheon to Miss Dorothy Dumerais the day before her marriage to Louis J. Macchia. Miss Dumerais is in the foreground, to the right.



The NBC TRANSMITTER salutes these members of the National Broadcasting Company who, this month, complete their tenth year with the Company.

### Ferdinand A. Wankel



F. A. WANKEL

Ferdinand A. Wankel was one of the apprentice engineers whom, ten years ago, NBC put through an extensive training course, working on the principle that the young engineers in receiving

a well-rounded knowledge of all the technical phases of broadcasting, would one day become the prime moving factors behind the scenes. Today, these men are scattered all over the Engineering Department, every one a master in his particular field, and able to act in an advisory capacity in nearly all the others.

Mr. Wankel's first assignment was in the studio engineers group. Later he worked in the transmission section of the Master Control Room. As a design engineer, he aided in the construction of the present studios in Radio City.

At present he is television operations supervisor. He and Robert Shelby, who is television supervisor, work closely together in the experimental television broadcasts originating in Studio 3H. Together they supervised the installation of RCA television equipment in Radio City, a job for which they were well qualified because of their knowledge of the facilities and space requirements concerning the control booth apparatus, lighting and the general set-up.

Engineer Wankel was graduated from the Brooklyn Polytechnic Institute in 1927 where he majored in Communications. Before coming to NBC he worked for Westinghouse in the high voltage laboratory, made an industrial power survey for the Brooklyn Edison Company, and spent a year with the Brooklyn Gas Company testing gas appliances.

He is a New Yorker, is married, and has a three-year-old daughter named Gayle. He lives at Westbury, Long Island, where he maintains a beautiful garden. Mr. Wankel also dabbles in miniature trains.

### Theodore T. Clements

Recently several men were promoted in the Master Control Room in Radio City. Among these was Theodore T. Clements who was appointed Junior Control Supervisor. He has been a Master Control engineer for five years. With the exception of one summer, which he spent with the field group, Mr. Clements served in the studio engineers group during his first five years with NBC.

Like many of radio's veteran engineers, Mr. Clements began as a ship radio operator. He was with RCA Communications for six years before coming to NBC, and during those years he served on various ships "from tug-boats and tankers to the Leviathan." As radio operator he went around the world several times. He had been radio officer on the Leviathan two years when he decided to give up sea-going for NBC.

But "Ted" Clements really started in the field of communications long before he joined RCA. In Amherst, Virginia, where he "practically grew up in a Western Union Office," he sent his first telegram at the age of eleven. In Washington, D. C., he studied electrical engineering while he earned his room and board by pounding brass for Western Union. He finished his engineering course at the RCA Institute in New York.

Mr. Clements is married. He owns a small house with a garden in Queens Village, Long Island.

### Louise Hanley



LOUISE HANLEY

ball players, stars — in fact, anything that looked like a good bet, to doubling in brass." Thus spoke Miss Louise Hanley when we went to the Press Division to remind her that she completes her tenth year with NBC this month.



T. T. CLEMENTS

A quiet and assiduous worker, Miss Hanley is in charge of distributing program information and schedules to newspapers — a big job which requires patience and accuracy. NBC broadcasts about 1,000 different programs a week and each program involves numerous items of information which must be accurate when disseminated. She spends much time calling radio editors, and news editors, and wiring out-of-town papers to keep them informed of NBC programs.

Miss Hanley says that in the old days hers was a nerve-racking job. It meant many heartbreaks. Everything was sort of catch-as-catch can with her running from one office to another trying to get program information, last-minute changes, lists of stations to be used, and a thousand other details.

"Now, ten years later," said Miss Hanley, "things run a much smoother course. Programs are handled more efficiently through a well organized system of distributing and correlating program information. In addition to the printed program schedules which are now sent to newspapers and magazines, Press has teletype machines through which it is possible to notify without delay all New York newspapers and press associations of all program corrections. I can safely say that NBC's set-up for handling programs for the newspapers is the most up-to-date and the least confusing system in use."

Born and schooled in Chicago, Miss Hanley's first job was as secretary to a bank executive in her home city. About fifteen years ago she went to New York where she got a job as secretary to the editor of a Hearst magazine and remained in the publishing business until she was attracted by radio and a position in NBC's Publicity Department.

### George M. Nixon

Keeping abreast of the progress and development of broadcasting equipment,

the acoustical design of studios is a phase of radio broadcasting which has been greatly developed during the past few years. One of the young student engineers, who joined NBC ten



GEORGE M. NIXON

(Cont'd next page)

## TENTH ANNIVERSARY CHIMES

(Continued from preceding page)

years ago, has devoted all his time in the Engineering Department to that field and its branches. George M. Nixon was assigned to the Development Group after his apprenticeship which took him through all the divisions of Engineering. Ever since, his work has been concerned with acoustical design and audio equipment.

When the NBC headquarters in Radio City were being designed, Mr. Nixon was placed in charge of the acoustical designs and the sound isolation designs of the new studios as related to the air-conditioning system. He also has assisted in the design of NBC studios in other cities. As a development engineer, he had a hand in the development of the parabolic microphone, an indispensable instrument to the field engineer of today.

Before coming to NBC, Engineer Nixon worked in the operating department of Exide Batteries for a year and a half. A native New Yorker, he learned electrical engineering at New York University and the Pratt Institute in Brooklyn.

He has written various papers and articles for magazines about studio designs and acoustics. Last winter, he gave a series of lectures on his work at the Broadcast Engineers Conference held at the Ohio State University.

Mr. Nixon is married, lives in Kew Gardens, Long Island, and likes sports. He is a member of the Acoustical Society of America, the Institute of Radio Engineers, and the American Institute of Electrical Engineers.

### Florence V. Maher

Miss Florence V. Maher of the Guest Relations Division is among those who, this month, complete their tenth year with NBC. She joined NBC at the old 711 Fifth Avenue studios and was assigned to the office of the evening general manager who, at that time, was Juan de Jara Almonte, now an assistant to President Lohr. She remained in that office for eight years until she was transferred to Guest Relations.

Miss Maher is a New Yorker. She plays the piano and her avocation is music. Although she told no anecdotes about her long term of service with NBC for this write-up, Miss Maher undoubtedly can write a whole volume on the many celebrities and famous people she has met and talked to during the time she served under Mr. Almonte.

Today, as in the past, Miss Maher's work lies in the field of public relations. She is a correspondent in the ticket section of Guest Relations which handles all

the requests for broadcast passes from the public.

### Rudolph J. Bauer

Rudolph J. Bauer, studio engineer, was born, reared and educated in Pennsylvania.

After his graduation from the Pennsylvania State University where he studied electrical engineering, he went to New York City where he found employment as an electrical tester for the New York Edison Company.

After a year and a half with the Edison Company, he came to NBC as a student engineer. He was assigned to the Design Group (now known as the Audio Facilities Group) after his apprenticeship.

During his six years with the Design Group he handled several important construction jobs for NBC studios in Radio City and elsewhere. He aided in the installation of the broadcast power equipment in the NBC studios in the Merchandise Mart in Chicago and in the RCA Building in New York. He also did some work on the plans and designs for the new WTAM studios in Cleveland.

On several occasions, Mr. Bauer has been recruited by the Field Division for important special events broadcasts. He assisted in the broadcasting of former President Hoover's inauguration and also in the inauguration of President Roosevelt's first term in 1932.

From the Design Group, Mr. Bauer went to the Maintenance Division where he served for a short term before he was made a studio engineer.

Engineer Bauer received his professional engineer's license in 1927. He has written various articles on broadcast power supply for technical magazines and has held various offices in the Association of Technical Employees.

His game is golf, at which he is quite proficient, as many of his associates probably noticed when he participated in the golf tournament during the NBC outing last month. In 1936 Mr. Bauer gained a measure of fame in the NBC organization and a check for fifty dollars when he won second prize in a slogan contest conducted by NBC during the celebration of the Company's tenth anniversary. His prize-winning slogan was, "The National Broadcasting Company — In Tune With The Nation."



RUDOLPH W. BAUER

## 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 service may be advertised. Address ads to NBC TRANSMITTER, Room 284, RCA Building, New York.*

FOR SALE—Collector's items: Japanese Samurai long sword, classic blade by Kuni-shige (1720) for noble Makino-Nishigori families, fine condition (\$25); Japanese bronze incense burner, 19th Century, about 10 inches high (\$8); Graflex 4.5 2¼ x 3¼, revolving back, including filter K-2, soft focus attachment, complete with case and folding tripod (\$40). De Salisbury, Ext. 808, New York.

FOR SALE—8 Irish setters. 4 male, 4 female. Registered pedigree. Prize show and field dogs. For further information call Hazel Wissemann, Ext. 885, New York.

WANTED—1925 Franklin steering post. Call James McCarthy, Ext. 625, Room 254, N. Y.

FOR SALE—Tuxedo in excellent condition. Size 37. Cost \$35; will sell for \$9. Apply to the NBC Transmitter.

PICTURES . . . of the NBC Outing in New York may be purchased from the NBC Transmitter, Room 284, or Charles Van Bergen of the Photo Desk in Press, Room 400.

### K. H. Berkeley Touring Europe for NBC

Kenneth H. Berkeley, general manager of the NBC studios in Washington, D. C., has been selected by President Lenox R. Lohr to study European methods of broadcasting during a month's tour of continental cities.

Mr. Berkeley, who sailed with Mrs. Berkeley from New York on the S. S. Washington, September 21, will observe European program methods as well as engineering facilities on his trip. In addition, he will seek means for a better and more frequent exchange of programs between the United States and various other countries.

While in Europe, he plans to attend the meeting of the International Broadcast Union which will be held in Brussels in October. Other cities on Mr. Berkeley's itinerary are Moscow, Stockholm, London, Paris, Berlin, Geneva and Rome. Max Jordan, NBC European representative, will accompany the Berkeleys in their tour on the Continent.

## KNOW YOUR COMPANY

No. 16—Music Research Section

"It's a job that's never finished," says Lewis Lane of his work at NBC in Radio City, "nor will it ever be, not as long as music is written and performed."

Mr. Lane together with Robert Covell, comprise the Music Research Section of the Script Division at Radio City. Their job is to come up instantly with descriptive matter on any given composition, the story of how it came to be written, a biographical sketch of the composer, and, if needed, any human interest material there might be about his personality.

When Milton Cross announces an opera performance or a symphony concert over the NBC networks, it is almost certain that Music Research helped him gather his material. The section supplies the Script Division, of which it is a part, with all of the information which goes into assembling musical programs.

If an announcer just about to go on the air gets stuck, due to last-minute program changes, he goes running to Lane or Covell for help. They dig into their files and give him whatever he needs to round out the broadcast.

Program builders invariably call on Music Research. The stock of information in the files is constantly being increased, and this is why Musicologist Lane says his job never will be finished. The shelves of several hundred books on music contain all the standard reference works, including Grove's *Dictionary of Music and Musicians*, Hull's *Dictionary of Modern Musicians*, and the musical encyclopedias of Pratt, Hughes, Baker and Dunstan, and others.

The difficulty is that something happens in the world of music every day, so that books sometimes are out of date even before they are off the presses. Consequently Lane and Covell clip and file all of the metropolitan newspapers and the *London Times*, storing up information on premieres of new operas and symphonies, and anything new of any importance to music and musicians.

The files of human interest material on composers bring out surprising facts and interesting stories.

Some of the facts behind the compositions are just as interesting. There are half a dozen fanciful stories about a movement of a harpsichord suite written by Handel, commonly called *The Harmonious Blacksmith*. One of the legends is that

Handel was caught in a thunderstorm while walking, and took refuge in a blacksmith's shop. The blacksmith sang as he pounded the anvil. The great composer liked the music, so the story goes, and rushed home to write variations on the tune. A London firm once showed what was claimed to be the anvil actually used.

The truth is that no such thing ever happened, anymore than that Handel agreed to call his composition *The Harmonious Blacksmith* because his publisher, the son of a blacksmith, wanted him to honor his father.

Music Research does much work of that kind, investigating the authenticity of titles and the stories commonly accepted about composers. Radio has aroused a vast public interest in music of the great composers, and is correcting gradually many of the misconceptions about well known compositions.

An example is the fact that Beethoven did not write the *Moonlight Sonata*. He did write the music known by that name, but never dreamed of calling it that.

Because of the exacting time requirements of radio, Mr. Lane recently added a wrinkle to the task of keeping tab on the world's music. He can tell you to the second how long it takes, on an average, to perform all of the more important pieces of music.

Mr. Covell gets the timings by attending performances with a stop watch. Be-



Robert Covell, left, and Lewis Lane of the Music Research Section which provides NBC with information on serious music and composers.

cause conductors vary in pace, as many performances as possible are clocked to strike an average. Debussy's *L'Epres-Midi d'Un Faun* is listed at 9 minutes. The first conductor timed played it in 9 minutes, the second in 8 minutes, 40 seconds, and the third in 9 minutes, 5 seconds.

This mundane information on a work of art is highly useful on the purely technical side of radio's effort to bring the best in music into the homes of America.

The Music Research Section is another Topsy that just grew. It isn't a place where scholars pore over musty scores. It is highly utilitarian. The phone rings constantly. In its files there are about 10,000 folders containing more than 30,000 items of information available at a moment's notice.

Mr. Lane, who has been with the National Broadcasting Company ten years, filed away the first clipping and is still following the same simple system he began with. First come the biographies, followed by human interest matter about the man. Next come the compositions with material covering the period, the history of how it was written, and other information about it. Last are the files covering music by subject.

Any one of the 30,000 items can be found quickly by anyone at NBC. Mr. Lane designed it that way so that, as he says, "He who runs may read." Thus the information is available whether Lane and Covell are there or not.

Both men are musicians. Lewis Lane studied at the New York College of Music, and privately with Edwin Hughes and Rubin Goldmark, toured the country as a concert pianist from 1926 to 1928, and is a composer of songs, and music for piano and orchestra, notably *Green Mountain Sketches*. He is the author of *On Listening to Music*.

Robert Covell majored in music at Harvard, where he sang in the Glee Club and played in the orchestra for four years. His favorite instrument is the viola. He is a member of the Schola Cantorum, famous choral group conducted by Hugh Ross. It has appeared with many symphony orchestras, notably in a performance of Verdi's *Requiem* with the NBC Symphony Orchestra last winter with Maestro Arturo Toscanini conducting.

E. S.

# NBC TRANSMITTER

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NO. 11

## HOLLYWOOD RADIO CITY TO HAVE STUDIO TOUR

Hollywood Radio City, NBC's new film capital headquarters, will be formally opened to the public on December 1, according to an announcement by Don E. Gilman, vice president in charge of the Western Division.

Although the public already is being admitted to broadcasts in the four auditorium studios, and the office building is open for business, an army of workmen is still busy putting on finishing touches.

"We would like to show the public through the building now, but we're in the position of a family which has just moved into a new home," said Gordon Strang, engineer in charge of construction. "Papa is too busy fixing up the backyard and the basement to entertain company."

Workmen are still polishing the terrazzo lobby floor, and lobby walls remain to be painted. A blank wall still awaits the Ed Trumbull mural which was damaged by the recent eastern storms and is being repaired before shipment from Connecticut.

Of four non-audience studios, three are completed. The fourth, an organ studio, won't be ready until the delicate organ installation is finished, a job of a few more weeks.

The entrance to the building for employees is being paved, and added touches are required on the parking lot for the public which will accommodate 200 cars.

The basement, which will house RCA and NBC exhibits, is now being prepared for visitors who will be guided through the new plant in the same manner that visitors are taken through the NBC studios in Radio City, New York. In the basement, which will form almost half of the studio tour through the new Radio City, the public will also see the power and air conditioning apparatus at work under guidance of uniformed members of the Guest Relations Staff who are now being trained for the tour.

Patterned after the NBC Studio Tour in New York, the studio tour in Hollywood will also include a special RCA-made exhibit which will give the public a scientific pictorial explanation of how radio functions from the broadcasting studios to the home.

## TWO MORE STATIONS JOIN NBC NETWORKS

Two recent additions to the NBC networks have increased the total number of NBC affiliated stations to 160. The new outlets are WLAK, Lakeland, Florida, and WAPO, Chattanooga, Tennessee.

WLAK operates fulltime on a frequency of 1310 kilocycles with a power of 100 watts. It is owned by the Lake Region Broadcasting Company. Station WAPO operates fulltime on 1420 kilocycles with 250 watts daytime power and 100 watts at night. It is owned by W. A. Patterson.

## The Stagecrafters To Present Another Play

*The Pursuit of Happiness*, the "bundling" play by Armina Marshall Langner and Lawrence Langner that rocked New York audiences a few years ago, has been chosen as their second production of the year by The Stagecrafters, the amateur dramatic group of the NBC staff in New York. NBCites will remember this group for their successful performance of *June Moon* in Studio 8G, Radio City, last summer.

The cast for *The Pursuit of Happiness* is now being completed, according to an announcement by Gilbert Ralston, of the production staff in Electrical Transcription Service, who has been re-elected by

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## EIGHTEENTH ANNIVERSARY CELEBRATED BY KDKA

KDKA, the pioneer broadcasting station of the world, celebrated its eighteenth anniversary early this month. The anniversary was celebrated during the week beginning November 2 with an exhibition at the NBC studios in Pittsburgh, a special broadcast Sunday night, November 6, scores of window displays throughout the city and a general invitation to the public to visit the studios in the Grant Building.

Eighteen years ago, on the night of November 2, 1920, Station KDKA presented the first pre-announced program, the election returns of the Harding-Cox presidential campaign. Built by the Westinghouse Electric and Manufacturing Company, KDKA first went on the air as an experimental station with the call letters 2-WE. Long before its first formal broadcast in 1920, KDKA started broadcasting speech and phonograph records in 1912, under the supervision of Dr. Frank Conrad. During the War, Dr. Conrad's work was very closely coordinated with that of the United States Signal Corps, and the progress made during that period encouraged the establishment of the broadcasting industry.

Among those who celebrated KDKA's eighteenth anniversary early this month was that same Dr. Conrad who first put the station on the air. A dramatization

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This is a view of NBC's new Radio City in Hollywood, looking north from Sunset Boulevard along Vine Street, showing part of the 300-foot terrace as it completes a graceful curve at the lobby. Part of the structure in the background is the three-story office building.

# NAMES IN THE NEWS

## NEW YORK

### Promotions

Fred Weihe has been promoted in the Production Division and is now a junior director. The excellent work he did for the *Chesterfield Daily Sports Column* series, with Paul Douglas, during the summer led to his promotion last month. The sponsor of the program commended his work in a letter to NBC.

Mr. Weihe joined NBC as a page shortly after his graduation from Brother's College of Drew University, Madison, New Jersey, with the class of 1937. He was active in college dramatics as an actor and director. During his senior year he taught dramatics to the freshmen and was assistant dramatics coach. He also has had some experience with little theatre groups in New Jersey, his home state; and he played a major role in a Broadway play which was shortlived. When asked for more information about his Broadway debut, Mr. Weihe dismissed the subject with: "The less said about that the better. It folded after two performances."

Frank Dodge, from the page staff, has taken Mr. Weihe's former position. He will do clerical and general office work. A graduate of Ohio Wesleyan University, class of 1933, Mr. Dodge has had considerable experience in radio and the theatre. From college he went into radio as an announcer and actor for Station WJW, Akron, Ohio. Then he went back to his alma mater to teach the freshmen speech and debating. From there he went to Cuyahoga Falls, Ohio, to teach school. From pedagogy he went back to histrionics. He did one-night stands with a stock company, traveling in Ohio and New England, and was on the road many months with a marionette company. Tiring of the road, he gave up the marionettes and joined NBC last July.

Miss Frances Goldacker, who joined the Stenographic staff in April, has been named secretary to Maurice M. Boyd, manager of the National Spot Sales Division. Before coming to NBC, she was associated with a brokerage firm in Wall Street.

Walter B. Davison, who was in charge of tour promotion in the Guest Relations Division, left for Hollywood, November

1, to take charge of the Guest Relations staff in the new Radio City of NBC in the Film Capital. Mr. Davison entered the employ of NBC in 1934 as a page and in four years rose through the ranks to an important position in the Guest Relations office. He attended Pratt Institute, Rutgers University and New York University, studying business administration and advertising at the last named. Part of his new duties in Hollywood will be the establishment of a studio tour service in the new NBC building.

### Newcomers

Miss Annette Johnson, who came to NBC in September as a member of Central Stenographic, has been transferred to the News and Special Events Division where she is now secretary and assistant to Adolph J. Schneider. Mr. Schneider prepares and writes the material for the commentators on the new *Goodyear Farm Radio News* program.

A native of Denver, Colorado, where she worked for a newspaper and a merchandise brokerage firm, Miss Johnson came to New York six months ago. Last summer she had a job as secretary and publicity agent for a stock company in New London, Connecticut. It had a sad ending. The company folded before it even raised the curtain on its first production and its members found themselves confronted with hotel bills which they had to pay out of their own pockets.

Miss Johnson attended the University of Colorado, and Mills College in California.

Tom Langan, well known radio writer, has joined the Script Division. A former



Miss Irma Maria Gohs, Publicity, and Max Muehlfeld photographed shortly before their marriage on October 29.

newspaperman, Mr. Langan has been doing radio scriptwriting for five years, specializing in comedy. Last winter he wrote the scripts for the Paul Whiteman program on the Columbia Broadcasting System and for W. C. Fields on the Chase and Sanborn program on NBC. He also has ghost-written scripts for various comedians on the networks. In addition to comedy, he has written a number of straight dramatic plays.

Mr. Langan's last newspaper job was with the *Providence Journal*. He has contributed much to humor magazines including the *New Yorker*, the old *Life*, before it became a picture magazine, and *Judge*.

Scriptwriter Langan is married and has four children—three girls, and one boy.

Thomas A. Bennett, Jr., well known radio composer and arranger, has joined the NBC staff of program directors in Radio City. As a free-lance musician, he has composed special music for many NBC dramatic productions, notably the Eugene O'Neill plays presented by NBC last year. Until recently he wrote original music for Robert Ripley's program, *Believe It or Not*.

Born in New York and reared and schooled in Akron, Ohio, where he learned to play several musical instruments, Tom Bennett started out in life as an interior decorator in his birthplace, New York. His first association with NBC was in that capacity. He decorated and furnished the office of NBC's musical counsellor, Dr. Walter Damrosch, in the old headquarters of the Company at 711 Fifth Avenue. When the depression came in 1929, the bottom also fell out of the interior decorating business. Mr. Bennett found himself with nothing to do, so he buried himself among the musical books and orchestral scores of great musicians in the Public Library. He emerged with a vast amount of knowledge as to how great conductors got their effects from orchestral scores.

With his boyhood training in music, and his newly acquired musical education, he began arranging music for leading radio conductors including Frank Black, music director of NBC. Since then the interior decorating business has picked up considerably, but obviously Mr. Bennett has decided not to return to it.

### Transfers

Miss Marie Joslin, formerly in the office of C. W. Horn, research and development engineer, is now secretary to A. E. Nelson, sales manager of the Blue Network. Formerly with the Fitzgibbons

Company, an engineering firm, Miss Joslin came to NBC in April, 1937, as a member of Central Stenographic.

Miss Helen Sweeney has been transferred from the Sustaining Program Division to the Script Division to replace Miss Caroline Gay who left the Company, October 7. Miss Gay went to California to join her family. With the exception of a three-month period in Stenographic, Miss Sweeney has served in the Program Department during her two years with NBC.

Miss Winifred Wylie, formerly of Stenographic, is replacing Miss Sweeney in Sustaining Program. She came to NBC from the Petroleum Company in New York in February, 1937.

B. J. Hauser and his secretary, Miss Nancy Rogers Baird, have been transferred from the Sales Promotion Division to the Operated Stations Department where Mr. Hauser will continue to take charge of NBC operated stations' promotion.

### Marriages

Douglas Meservey, assistant to Vice President John F. Royal, and Mrs. Thelma Hassett Triest, of New York City, were married at the Fifth Avenue Presbyterian Church, October 11. The ceremony, attended only by close friends and relatives, was performed by Rev. Daniel Edgar Weeks.

Following the wedding, a reception was held on the S. S. Queen of Bermuda aboard which Mr. and Mrs. Meservey went to Bermuda for their honeymoon. They returned late last month and are now residing in New York City.

Russell Nordstrom, of the Press Division, and Miss Evelyn Siers, of Flushing, Long Island, were married in September in St. John's Episcopal Church. The bride's sister, Mrs. Gladys S. Pardee, was matron of honor. Frederick Hufsmith, well-known NBC tenor, sang at the wedding ceremonies.

Following a reception for the bridal party, the young couple went on a motor trip through the South. They are now at home at 42-41 155th Street, Flushing.

Austen Croom-Johnson, who is in charge of developing NBC sustaining programs featuring popular music, and Miss Loulie Jean Norman, radio singer, were married in Birmingham, Alabama, the bride's home town, on October 17. The wedding was attended by close friends

and relatives of the couple who went to Lake Junaluska, near Asheville, North Carolina, for their honeymoon.

Mrs. Croom-Johnson is a member of the Twin Trio, singing team on Fred Waring's program, and Joe Lilley's Whispering Choir.

Earl Wrightson, Page, was married to Miss Alta Markey in Baltimore on October 15. Before coming to NBC in August, Page Wrightson sang over local stations in Baltimore. He is now studying voice with Robert Weede, Metropolitan Opera baritone who is often heard over NBC networks. Previous to his radio experience in Baltimore, Mr. Wrightson was employed by the Federal Reserve Bank, and at another time was assistant manager of a jewelry store in that city.

Announcer Charles A. Nobles and Miss Olive Happy, radio singer, were married at St. Paul's Chapel, New York City, Friday afternoon, October 21. The bride is a former member of the Happy Sisters who have been heard on the Rudy Vallee program. Mr. Nobles, formerly of WBZ,

Boston, has been a member of the announcing staff in Radio City for one year.

Miss Irma Gohs, secretary to Harold E. Bisson in the Publicity Department, was married to Max Muehlfeld in Elmhurst, Long Island, on October 29. They have just returned from their honeymoon in Atlantic City and are now residing at 6259 83rd Street, Elmhurst. Mr. Muehlfeld is associated with the Pullman Company.

### Resignations

Miss Florence Marks resigned from the Press Division, November 1, to take another writing position, and to devote some of her time to freelance work. Her resignation ended three years' employment with NBC as publicity writer.

Paul Owen, Webb Tilton, and Frank Egan have resigned from the Guest Relations staff in order to join Fred Waring's Glee Club heard on the New Bromo Quinine program, Saturday evenings, on the Red Network. The three young men were starred in the Guest Relations broadcast, *Brass Buttons Revue* of 1938, last Spring.

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Photo by Walter Wiebel

Members of the Athletic Association's horseback riding group, headed by D. B. Van Houten, manager of Building Maintenance, gathered at Closter, N. J., one evening last month for a moonlight ride and rode to Rockleigh where they had dinner at the Pegasus Club. Seated, left to right, are: Albert W. Frey, Mail Room; Henry Hayes, General Service; Helen Korday, Personnel; Edna Mustor, Sales, and Read Wilson, Mail Room. Standing: Marie McNamara, Martin Devine, Duplicating; Jack Leonhardt, Mail Room; James Henderson, Mrs. D. B. Van Houten, Cecilia McKenna, Legal; E. P. H. James, manager of Sales Promotion; George Luther, Mail Room; Dorothy Lewis, General Service; Alice Bradford, Production; Jeanne Harrison, Sales Traffic, and George Robbins, Duplicating.

## WTAM CLEVELAND

by Bob Dailey

### Manning Acclaimed



TOM MANNING

Tom Manning, NBC sports announcer whose descriptions of the baseball classics—the all-star game at Cincinnati, and the World Series between the New York Yankees and the Chicago Cubs—drew the enthusiastic

applause of listeners, was selected the “baseball announcer whose work was considered outstanding for the year” by E. G. Brande, editor of *Sporting News*, national weekly baseball magazine.

The award was based on Manning's handling of both the all-star game and the World Series. Manning, himself a former ball-player, has described the annual all-star game for listeners since its

inception, and has been at the NBC microphone for the World Series in 1932, 1933, 1934, 1936, 1937 and 1938.

### Lee Gordon & Band

Lee Gordon, WTAM's assistant musical director, is leading his dance band on the America Dances series over the NBC Red Network Saturday nights. Gordon and Tommy Carter are doing the arrangements and Wilton Conrad does the announcing.

### WTAM Notes

Vernon H. Pribble, station manager, and Walter Logan, musical director, were in New York for the first Toscanini concert of the season and the dedication of the RCA exhibit building at the World's Fair.

Violinists Ben Silverberg and Paul Gershan, staff musicians, are directing their respective programs and appearing

together on a third program, *Famous Concertos*, on WTAM.

Traffic Manager Edith Wheeler underwent an appendectomy in a local hospital while Night Manager Chet Zohn struggled with her regular office duties. Private jottings from the notebook of Edith Wheeler: May Draxell, stenographic supervisor, taking cooking lessons . . . and we don't have to be a Clifton Fadiman to know the reason for May's sudden interest in the culinary art . . . Pianist Dorothy Crandall flying to spend the weekend in New York—and the same young lady receiving requests for piano lessons in network fan mail from New York . . . Announcer Wilton Hoff moving into town with the cold wintry winds in mind. Salesman Harold Gallagher giving Hiram College students the benefits of his experience by assuming the role of radio counsellor.

## KYW PHILADELPHIA

by J. A. Aull

### No Note Unturned

KYW was signally honored last month when Dr. and Mrs. James Rowland Angell selected the KYW Top Hatters Orchestra, under Jan Savitt's able baton, to play at the dance which they gave for Mrs. Angell's daughter, Miss Caroline Woodman, at the Lawn Club of New Haven. From all reports the musicians left no note unturned toward a successful evening.

### Joiner Joy

Leslie W. Joy, station manager, has started joining again now that the new season is upon us. The latest report is that he will serve as chairman of the radio committee for the Red Cross Roll-call in Philadelphia.

### Screen Possibilities

This town of beautiful women was subjected to another talent hunt last month when Mr. Arnow, of Selznick-International Pictures, dropped in at the KYW studios. We haven't heard of the results but at least Mr. Arnow took away an eyeful of the beautiful Mary Wilcox, KYW hostess; Bonnie Stuart, local thrush, and some pictures of Carlotta Dale who, unfortunately, was, at the time, touring the New England states with the KYW Top Hatters. To keep

peace among the males he also inspected the Apollo profiles of Bill Lang and Dan Munster of the announcing staff.

### Camera Club

A feature of unusual interest to camera fans is in the offing for members of the KYW Camera Club on November 14. Arrangements have been made by Jim Harvey, director of the club, to demonstrate the intricacies of a three-color print. Harvey is offering cards of admission to the first 200 who apply. Incidentally, the Camera Club, in its brief existence, has pushed its membership above 1300—as far as is known an all-time record for such an organization.

### Engineer — Pianist

Early last month KYW basked in the sun as the result of a concert in Town Hall given by Roy Anspach, Westinghouse engineer at KYW, for a selected audience. It's a toss-up of ability between Anspach the engineer and Anspach the concert pianist who is undoubtedly going places.

### For Sale

Al Watton, nimrod of the Program Department, has nine English setters for sale. Guaranteed good hunters. They're about twelve days old as we go to press.

### New News Spots

Interest in news has burst upon the Program Department as a result of the recent crisis abroad. Two fifteen-minute Sunday spots have been added to the roster in recent weeks. Bill Lang and Don Heyworth are handling one of them while Dan Munster and Harry Wood are doing the other.



JAMES HARVEY  
Director of the KYW  
Camera Club

### Personal Items

Bob Cottingham, of the Press Department, took a delayed vacation last month in his shiny new automobile. He went to Oklahoma.

Jack Hammann, sales manager, is stumping the neighborhood in the interest of sales. He stumped the Kiwanis Club of Camden late in the month with a dissertation on NBC's 35 hours a day in the broadcasting business. Leroy Miller went along with his patter and had the dignified Jerseyites rolling in the aisles.

Jim Begley has had an extra pillow put on his chair as a result of his recent move to a country estate and an ambition to ride horseback.

## With Your Roving Reporter in New York

Guides Roderick Mitchell and Pat O'Connor spent two very profitable busman's holidays last month. Rod, a member of Dan Russell's announcing class, won a diction contest over at Station WMCA. He went to see the *Talk of The Town* program and was picked from the audience to compete in the contest. Out of five contestants, Rod was the only one to get a perfect score (attention Pat Kelly). His prize—a dictionary!

Pat O'Connor went to see the Molle show in Radio City, *Battle of the Sexes*, on his night off and was picked for the men's team. The males won and each got a Bulova wrist watch. Your reporter, who needs a watch badly tried to get one the same way but couldn't even get a pass to the show.

It wasn't hot enough for some of the boys of the pages' and guides' locker room last month during the hot spell of Indian Summer so they hid themselves off to Central Park one morning for a hotly contested game of touch football with their supervisors and some ringers from the announcing staff. The pages and guides asserted themselves strongly for a change and trounced their startled opponents to the tune of 13-0.

Page Bud Materne, former Hamilton College flash, recovered a fumble on the opening kick-off to score the first touchdown. The extra point was made with an end-zone pass. The second touchdown for the victors was made by Art Perry, known in the locker room as "the backfield luminary from Rutgers." He snared a pass from the clumsy arms of the opposition and ran 65 yards to score.

Onlookers report that there was much rough playing—particularly by one Pete Bonardi. He was finally squelched by the victors who ganged up on him in the second half. The guest stars from Pat Kelly's staff were Nelson Case, Ray Diaz, Jim Shellman and Jack McCarthy.

Bill Eddy, television engineer, video effects expert, writer, cartoonist, gadgeteer and photographer, recently added radio announcing to his long list of accomplishments. He described a fellow lieutenant's escape from a submarine compartment, 100 feet under water, during the *RCA Magic Key* program, dedicated to the Navy on October 23. Lt. Eddy dramatically described the stunt from a diving bell with a glass porthole.

Two famous names have been added to the Guest Relations staff. The new pages are . . . Reginald Bryan Owen, grandson of that famous American statesman, William Jennings Bryan, the "silver-tongued orator" . . . and Henry Hull, Jr., son of the actor whose name is well-known on the stage, screen and radio. Young Owen, whose mother is Mrs. Ruth Bryan Owen Rohde, former American minister to Denmark and one-time member of Congress, is interested in sound effects and already has had experience in that phase of radio. He has worked as soundman for KFAB, Lincoln, Nebraska; KOA, Denver, and WNYC, New York. He also has had experience as a traveling salesman out West. He studied in New York schools, Staunton Military Academy in Virginia and Rollins College in Florida. On September 28, shortly after he joined NBC, he was married to Miss Marie Louise Weber of Denver.

Henry Hull, Jr., came to NBC via the theatre. He had a walk-on in John Gielgud's *Hamlet* and better parts in two other plays produced on Broadway. He has done recorded programs, and,



### THREE ALLENS MEET

NBC Guide Joe Allen (left) was the "Person You Didn't Expect to Meet" on the Fred Allen program, Wednesday evening, November 2. He is pictured here with Fred Allen and J. M. Allen, advertising manager of Bristol-Myers Company which sponsors "Town Hall Tonight."

for a brief spell, he did some announcing for WTIC in Hartford. Mr. Hull is a graduate of the San Diego Army and Navy Academy in California and Washington and Lee University.

Richard de Raismes who works in the file room of the Script Division glanced at the date on a Philip Morris script, *Thrill of the Week*, and threw it into the wastebasket with other outdated scripts. The next day the Philip Morris people started yelling for their scripts for the rehearsal, but the script in the wastebasket was gone. Frantically, Dick de Raismes and Jack Johnstone, author of the script, rushed to a warehouse under the Brooklyn Bridge where wastepaper from Radio City is dumped. At the warehouse they found 1,400 burlap bags of wastepaper! Undaunted, they took off their coats for the needle-in-the-haystack search. Miracles of miracles! They found it in the third bag they emptied. The rehearsal went off—albeit a bit delayed—and Johnstone's *Thrill of the Week* went on according to schedule and without a hitch.

And Dick claims that it was all on the level—"Do you think I like even the idea of searching through 1400 bags of junk for a script? And by the way will you please say in your column that I would appreciate it if all scriptwriters will make it a point, from now on, to write the correct date of the show on their scripts. That Philip Morris script was dated for last week's broadcast. That's why I threw it away."

In a recent questionnaire during a membership drive by the NBC Athletic Association one of our Vice Presidents listed the following as his favorite sports . . . fox hunting, channel swimming, finger exercises, steeplechasing, salmon fishing and moose hunting . . . Margaret E. Primont, secretary to Vice President and Chief Engineer O. B. Hanson, caught the bride's bouquet at the wedding of Doris Ruuth . . . Chief Telephone Operator Margaret Maloney reports that 800 listeners called NBC when WEAJ went off the air for four hours during that recent hurricane that almost blew Long Island off the map . . . Guide Joe Allen, noted in the locker room for his wit, and who was master of ceremonies of the *Brass Buttons Revue of 1938*, was the "Person You Didn't Expect to Meet" in a recent Fred Allen broadcast. The young NBC guide really put the ex-juggler's wit to task with his repartee . . . Photographer Bill Haussler's full name is William Edward Crawford Haussler . . .

Have you heard the NBC chimes that ring out the hours through a giant loudspeaker in the Sunken Plaza?

# NBC HOLLYWOOD

by Noel Corbett

## Minus Fanfare

Minus the usual Hollywood fanfare and ballyhoo, Hollywood's Radio City opened its doors last month.

Though all the studios and offices and the main lobby were not completed, the different show and some departments started moving into the new quarters.

NBCites, however, had a grand "opening" of their own October 5, which everybody admitted was nothing less than colossal and stupendous.

The gang, which included employees from KFI-KECA, showed up at about seven o'clock for barbecue and stuff, and at about eight-thirty the entertainment began. The entertainment consisted of a program of skits which took off personalities and doings behind the mike. After the show everybody danced in audience studio D to the music of Frank Hodek and his staff orchestra.

## Moving Into Radio City

December 1 has been set as the date when Hollywood's Radio City will be opened to the public.

Already thousands have been admitted to the auditorium studios to watch broadcasts, and the different departments are all going in full swing. However, there are many finishing touches to be added before the new studios will be completed.

Workmen are still busy on the main lobby on Sunset and Vine and a blank wall awaits the Ed Trumbull mural which was damaged by the recent eastern storm in Connecticut.

Network switching was transferred from the Telephone Company's Los Angeles toll office to the new master control



This is not a farewell kiss — although it happened at the Melrose Grotto farewell party. They are newlyweds Mr. and Mrs. Paul Greene of NBC Hollywood.

board, which is adjacent to the main lobby, October 31. With this move the Engineering personnel, with the exception of the Field Group, was completely transferred from the Melrose Studios.



Nick Slavich, proprietor of the Melrose Grotto, bids farewell to Lew Frost, assistant to Vice President Don E. Gilman, at the farewell luncheon he gave NBCites as they moved from their old building to Hollywood Radio City.

## Nick's Farewell Lunch

In the midst of all the excitement and anticipation of moving into the new studios, there was one person around the Melrose studios on moving day (October 8) who felt pretty blue. That person was Nick Slavich, owner of the Melrose Grotto, where most of the gang have put away a lot of meals and entertained friends the past two years.

As a farewell gesture Nick entertained the entire NBC staff.

Everybody showed up at the luncheon which lasted well into the afternoon.

## Reinforcements From 'Frisco

It didn't take the bunch who were transferred down from San Francisco long to locate comfortable homes in Hollywood.

Cliff Anderson, Program Traffic Supervisor, has a house on the border line of Hollywood and Beverly Hills. Cliff says the place has a swell yard for the baby, and plenty of sunshine—so far.

Paul Gale, Western Division Traffic Supervisor, is located high up in Hollywoodland where he commands an aerial view of the city. Farther down in the canyon his secretary, Isabel Menden, has taken an apartment in Beachwood Terrace.

Henry Maas, Sales Traffic Manager, has a large home out toward the ocean in one of the newer residential districts.

Jane Burns, supervisor of Duplicating and Central Stenography, is stopping at the Brevoort Hotel and plans to take an apartment soon.

Alexander Petry of the Music Library, is another holdout at the Brevoort.

Jim Lyman, Auditing, has taken an apartment near the Ambassador Hotel.

Gladys Ferguson, Auditing, moved into the apartment building where Maryalice Moynihan, also of Auditing, lives.

Dresser Dahlstead, announcer, thought he'd be smart and take an apartment within walking distance of the studios, and to date has had to take a couple of the boys home to lunch every day.

## Radio In California

Speaking before the Junior Chamber of Commerce of Los Angeles, October 19, Don E. Gilman, vice president in charge of the Western Division, pointed out that radio is now one of Southern California's major industries.

Mr. Gilman, whose topic was "Hollywood as a Radio Production Center," told business men that, contrary to popular belief that radio came to Hollywood to draw on motion picture talent, the westward trend of broadcasting was due to increasing demands of the screen for radio personalities.

During the luncheon, at which the senior Chamber of Commerce and city officials joined the Junior Chamber in extending civic congratulations on the completion of Hollywood's Radio City, a wire acknowledging the tribute from Major Lenox R. Lohr was read.

## High Scorer Frost

Bowling fans around NBC were plenty happy about moving into the new studios because the Hollywood Recreation is right across Vine Street from Radio City.

(Continued on page 8)



Gastronomical interlude at the farewell luncheon given by the Melrose Grotto to NBCites before they left the old studios. Gordon Strang, engineer in charge of the Hollywood Radio City, shows Frances Scully of Press how to make a hard-boiled egg pass through the mouth of a milk bottle. Robert F. Schuetz, in charge of broadcasting equipment for the new NBC studios, has that knowing smile because he knows that the egg has to be shelled first.

## "GRAND OPENING PARTY"

Though the new NBC Studios in Hollywood's Radio City were opened without ballyhoo and fanfare, members of the NBC staff concocted a "grand opening" of their own and purely for their own pleasure on October 5th. The party was held in the new studios. There were barbecue, a stage show using staff talent in satirical skits, games and music for dancing.



Arnold Maguire and Dave Elton drew many laughs with their skit, "Cleaning Up The Airwaves."



Janette White and Ted Sherdeman acting up to their hilt in the Program Department's skit.



This trio sang departmental ditties. Left to right: Murdo MacKenzie, studio engineer, "Oh, Mr. Saxton, Oh, Mr. DeWolf;" Karel Pearson, Traffic, "We send our wires on a rush beam, sometimes it seems it's by dog-team!"—and Joe Alvin, Press, "A tisket, a tasket, our news is in the basket!"

Right. Vice President Don E. Gilman (right) tells a joke to Jane Fleming, Earl Dixson, both of Program, and Carlton E. Morse (in hat), author of "One Man's Family."



Below. The "grand opening" of Hollywood Radio City was far from formal. Pictured are, from left to right, Hal Bock (Western Division Press Manager), Madeline Lee (Genevieve Blue with Amos 'n' Andy), Harrison Hollway (Manager of KFI-KECA) and Mrs. Bock.



Above. Master of Ceremonies Andy Love (Manager of Literary Rights) learns his lines for the stage show given for and by NBCites in their new Hollywood studios.



Right. "Radio's Here to Stay" was the title of the ditty Joe Parker, producer, Max Hutto, mimeograph, and Joe Thompson, producer, had to offer.



## NBC TRANSMITTER

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

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## NBC HOLLYWOOD

(Continued from page 6)

Lew Frost, assistant to Vice President Gilman, has kept a consistently high average in his games with Carlton Morse, author of *One Man's Family*, Buddy Twiss, announcer in charge of special events, and other bowlers.

Program Traffic Supervisor Cliff Anderson's transfer from San Francisco, however, may change the status of things—they say he can really make the pins fall.

### Special Radio Tour

Recently Sydney Dixon, Western Division Sales Manager, conducted a tour of his own around the new Radio City.

Included as spectators were Mr. and Mrs. Bert Fisher and Mr. and Mrs. Hugh Feltis. Mr. Fisher is general manager of KOMO-KJR, Seattle, and Mr. Feltis is sales manager.

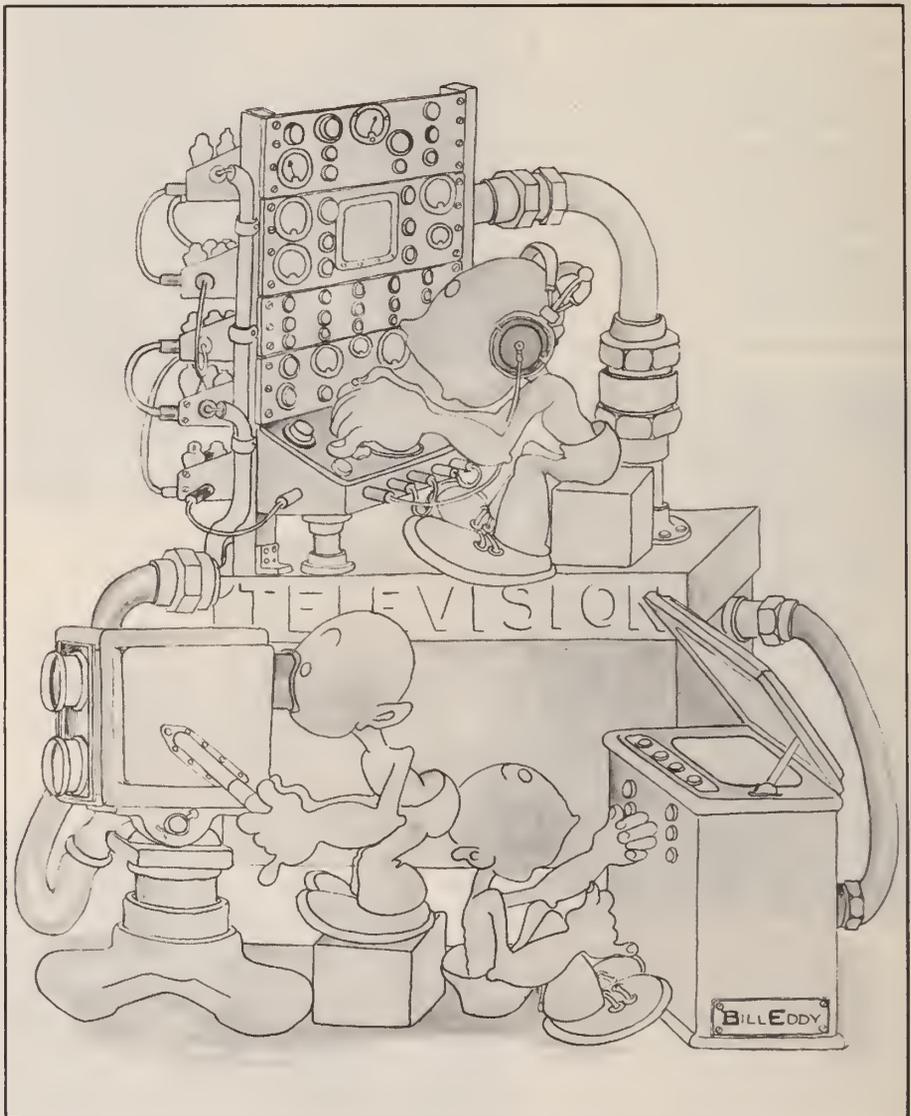
### Promotion

Now that Seward "Bud" Spencer has been transferred from the Guest Relations staff to Traffic, Norman Noyes, supervisor of the pages, has a new assistant—Jim Hartzell.

### Air Conditioning Engineers

Harry C. Alber, air conditioning engineer who designed and supervised the installation of the air conditioning system in Radio City, New York, is in charge of operations of the especially designed plant which controls both temperature and humidity in the new Hollywood studios. Working with Alber is O. H. Wilkins, air conditioning engineer.

## NBC HALL OF FAME



Proposed NBC Statue No. 8 and Citation Plaque

## TELEVISION ENGINEERS

*As if the capriciousness of broadcasting alone were not enough to blanch the temples of every front office tycoon—we now add insult to injury with the introduction of radio's step-child—Television.*

*The nightmare of dreamers for centuries, the goal of years of scientific research, the fruit of Midas' millions of investment, Television demands from its audience the use of practically every human sensation except smell, and on occasional unhappy instances even this sense is indirectly and unintentionally brought into play.*

*Entrenched in Radio City, the Buck Rogers squad, ensnared in miles of coaxial cable and no gain amplifiers, vie with one another in the creation of new and startling video paroxysms, and consecrating their every effort toward the faultless recreation of Mickey Mouse at your fireside—*

*And so again we dedicate another intimate hunk of masonry, padded and barred on the reverse side, to another worthy group of stalwarts in radio—the Television Engineers of NBC.*

## NAMES IN THE NEWS

(Continued from page 3)

Miss Jean Sherwood, who was recently transferred from Stenographic to the Traffic Department, resigned from the Company on October 21. She will be married to Walter B. Lewis of Englewood, N. J., at St. Paul's Chapel of Columbia University on November 11.

\* \* \*

Norman Morrell resigned from the Program Department, October 15, to accept a position with Lord and Thomas, advertising agency. His former duties as assistant to Miss Bertha Brainard, Commercial Program Manager, have been assumed by Wilfred S. Roberts, former member of the production staff, who was named assistant to Miss Brainard in September.

\* \* \*

Miss Bessie Feagin resigned from the Press Division, November 1, in order to accept a position on the editorial staff of *Listeners Digest*, a new radio magazine which will make its first appearance next month. During her three years with NBC, Miss Feagin assisted Julian Street, Jr., in the handling of NBC publicity for magazines.

*Listeners Digest*, according to Miss Feagin, will be a monthly publication containing reprints of condensed radio talks and script shows, in addition to other items of interest to radio people and the public in general. Its slogan will be "Good Things From Radio Presented in Brief."

\* \* \*

Bill Betts resigned his position with NBC as secretary to Director of Publicity Wayne L. Randall on October 7 in order to accept a position with the American Automobile Association as assistant sales manager in charge of promotion. His new office is in Washington, D. C.

### Stork News

Gerald Sellar, junior supervisor of the Master Control Room, became the father of a baby girl on October 19. That makes two for the Sellars—the other is a boy.

### Obituary

Thomas Smith, caretaker of the transmitter of WEA-F at Bellmore, Long Island, died on October 6, after an illness of thirteen days. The recent hurricane which lashed the Long Island and New

England coasts, causing so much damage and loss of life, was indirectly responsible for the death of the beloved member of the NBC staff at WEA-F.

Tom, who was on vacation at the time, collapsed with a stroke of apoplexy two days after the storm. His illness was undoubtedly the result of over-exertion the previous day when he attempted to pump out his flooded cellar by hand, working continuously for more than six hours.

Tom Smith's death is deeply felt by his many friends at NBC who will always remember him as a diligent worker with a ready smile and quick Scottish wit. He was with the company ten years. He is survived by his wife, Kate, to whom he was happily married for thirty-seven years.

### Miscellaneous

Dr. James Rowland Angell, educational counsellor, addressed a joint meeting of the Good Fellowship Club and the Women's Club of the New York Life Insurance Company at the Waldorf-Astoria on October 11. He spoke on the part radio plays in the educational field. He will make another speech on the same subject at the opening of the second annual Southern Conference on Audio-Visual Education, to be held at Atlanta, Georgia, on November 10.

\* \* \*

Frank E. Mason, vice president and director of the International Program Division, told members of the Baltimore Advertising Club how radio handled news and short-wave broadcasts of the recent European crisis in an address in Baltimore on October 19.

\* \* \*

Dr. Franklin Dunham, educational director, has been made an honorary fellow in Trinity College of London for his outstanding contributions to the advancement of fine music in America. The award, voted to Dr. Dunham at a meeting of the board in London last month, will probably be bestowed in New York early next Spring. The board members of Trinity College, devoted to the maintenance of high standards of classical music all over the world, felt that Dr. Dunham's many years of work in the promotion of music appreciation deserved signal recognition.

\* \* \*

William S. Duttera, William A. Fitch and William R. McMillin of the Radio Facilities Group have returned to Radio City from their three-month stay in Wash-

ington, D. C., where they were engaged in preparing technical evidence for the forthcoming federal investigation into the radio industry.

\* \* \*

Several NBC executives are scheduled to give lectures on radio and television as part of a dramatic course being given by the University Extension of Columbia University this school year. The radio authorities from NBC, who will speak on their respective fields of the industry, are Lewis Titterton, manager of the Script Division; Dr. Franklin Dunham, educational director; A. A. Schechter, director of News and Special Events; Thomas H. Hutchinson, manager of the Television Program Division; Margaret Cuthbert, director of Women's Activities, and O. B. Hanson, vice president and chief engineer. Radio executives of other broadcasting companies and of advertising agencies and a few well known radio artists including Rudy Vallee, Orson Welles and Clifton Fadiman will also address those who take the course which is described as "a rapid survey of the entire field of radio broadcasting."

\* \* \*

Lewis Lane, who is in charge of the Music Research Section in the Script Division, will have two of his compositions, *Fragments* and *Green Mountain Sketches*, on the program of Miss Lolita Cabrera Gainsborg, who will give a piano recital at Town Hall, the evening of November 23rd.

\* \* \*

Daniel S. Tuthill, assistant managing director of Artists Service, who went to NBC Hollywood late last month, has returned to his office in New York.

\* \* \*

Charles Warburton of the production staff has been "loaned" to the Canadian Broadcasting Corporation to direct a series of Shakespearean plays and other dramatic productions over a period of thirteen weeks. Director Warburton, in addition to directing, is also making the radio adaptations of the Shakespearean plays and acting in some of them. The series, which is receiving favorable notices everywhere, is featuring such famous actors as Walter Huston, Sir Cedric Hardwicke, Margaret Anglin, Raymond Massey, Walter Hampden and Maurice Evans. The series is being broadcast over a network of Canadian stations.

\* \* \*

Want to buy or sell something? Try the Exchange Corner, Page 15.

## NBC WASHINGTON

by Marian P. Gale

### Blue Ribbon Winner

Gordon Hittenmark received the blue ribbon award from the Washington Advertising Club for the most artistic American Red Cross Window Display. Hittenmark has been using a store on 14th Street as his broadcast headquarters each morning to drum up trade for the recent Red Cross membership drive.

### Complicated Pickups

The Washington Engineering and Program staffs are quite proud about their work in connection with the elaborate Navy Day program presented over the *RCA Magic Key* program. Crews from the Washington office either handled entirely, or in part, three pickups of the six in the United States.

Taking part in the program at Anacostia Naval Air station where eighteen Marine bombing planes simulated an attack on the airfield were Engineer-in-Charge A. E. Johnson, Engineers Walter Godwin and A. E. McGonigle, Assistant Manager Carleton Smith and Night Supervisor Charles Barry. At Annapolis

where the midshipmen choir was heard in the program finale were Field Supervisor Keith Williams and Director Arthur Daly.

Aboard the USS Brooklyn, off the Virginia Capes, were Announcer Edwin Rogers, and News Editor W. R. McAndrew. Engineer Harold T. Ashworth of the New York office handled the technical end of the Brooklyn program which consisted of repelling an imaginary enemy air attack.

Manning the Washington Master Control desk for the broadcast were Assistant Chief Engineer Don Cooper and Control Supervisor Dorwon Ullman.

### Personal Items

Laurels have been won by Mary Mason, WRC's *Home Forum* Director...she is now known as "Admiral Mary Mason" in aviation circles. American Airlines has commissioned Mary—"Admiral of the Flagship Fleet."

Cicely Brown, of the Program Department, was bid a fond adieu by all her

NBC friends before she left last month for California to make her permanent home there.

The girls of the office gave her a bon voyage luncheon at the Madrillon Restaurant. Bob Callahan, organist, has succeeded Cicely as Music Clearance Clerk for WRC and WMAL.

Of the seventeen staff announcers on the four local radio stations, the home team was able to cop only third place this year in the annual announcers contest which is sponsored by a local advertising agency...Third place honors went to Jim McGrath.

Bill Ewing, our page, guide and general office worker, left for Radio City last month in order to join the Guest Relations staff there. A native of Salt Lake City, Utah, Bill did some announcing for WJEJ in Hagerstown, Maryland, before coming to NBC more than a year ago. During his year here he attended George Washington University where he was active in dramatics.

## WGY SCHENECTADY

by W. T. Meenam

### Morrison Pinch-hits

Radcliffe Hall, announcer, production man and master of ceremonies, recently passed a brief vacation at the home of his parents in Erie, Pa. During Rad's absence, Wilbur Morrison of Press acted as master of ceremonies on the *Tete a Tete* program which WGY produces every weekday morning for the Red Network.

### Not Guilty

Three members of the WGY family are breaking in new cars—Betty Foy of Program, Chester Vedder of the announcing staff and Technician Albert C. Knapp. All three came to grief with their old cars during the same week and at widely separated points. Furthermore, all three escaped without any personal injury and, we are proud to announce, were able to establish that they were not responsible for the damage incurred.

### Coggie's Son

Robert Coggeshall, son of A. O. Coggeshall, program manager, entered Union College this fall, and every Saturday he may be found in the front row of the

college band at football games. Coggie trained the boy to sing and to slide a mean trombone.

### Elizabeth King Wedded

Elizabeth Winifred King of Sales was married to Lloyd Edward Donahue in Baltimore on October 22. The bridegroom is a native of Rosalia, Washington, a graduate of Washington State, and a student engineer at the General Electric plant in Schenectady. Mrs. Donahue, a native of Oak Park, Illinois, is a graduate of the University of Illinois. Mr. and Mrs. Donahue are at home at 1020 Van Antwerp Road.

### Fast Engineers

WGY's engineering staff won't take a back seat when it comes to alertness, ingenuity and skill, but every once in a while outside and uncontrolled forces conspire to make the best-laid plans and the best of intentions hopeless. A few days ago a workman digging through a pavement to reach a leak in the city's water main came upon a telephone conduit. It was a lead-sheathed cable, housing 500 pairs of wires. Before he knew what he

hit, his pick cut through the lead covering and buried itself in copper. Hundreds of telephone lines were silenced and it so happened that WGY's program was traveling through that particular cable to the transmitter. It took our control engineers only two minutes to reroute the program and resume service to the listeners.

### WGY's Pack Transmitter

WGY is making good use of its new pack transmitter. Weekly, on Sunday, it is used to broadcast the *Schenectady Town Meeting of the Air* from the Union College Chapel. The discussions of regular speakers are picked up on the platform microphone. Part of the period is taken up with audience discussion and questions and whenever a person rises in the audience to put a question or contribute something to the argument, the engineer carries the portable transmitter and microphone to him.

### Miss People's New Job

Gertrude Peoples has succeeded Madeline Neff as secretary to W. J. Purcell, engineer in charge of WGY.

## NEW PUBLICATION FOR SALES DEPARTMENT

The *NBC Station Digest* is the name of a new publication which made its appearance in the Eastern Sales Division last month. In its first issue, the "Digest" stated that its purpose was "to keep its readers constantly informed of many interesting facts which are available regarding NBC's Associated Stations." The little mimeographed sheet, which is mainly distributed among NBC salesmen, promises to publish findings regarding the popularity of different stations, results of surveys, proof of coverage, results of successful advertising campaigns, and other items which may be useful or of interest to members of the Sales Department.

The "Digest" is written and edited by Eunice S. Adams and Katherine Hoffmeir, under the supervision of Victor van der Linde, general sales counsel. It is printed on colored paper, the color varying from one issue to another, and its contents are attractively presented under bold headlines and sub-headlines. At present it is published once a week.

The first two issues, which were warmly received by the paper's prospective readers, carried stories on merchandising, the coverage of the Blue Network facilities as determined by a recent survey made by NBC, expansion of networks being used by advertisers, football scoops by various NBC associated stations, audience surveys by individual stations and new additions to the NBC networks.

It being a non-competitive publication, the NBC TRANSMITTER formally salutes *The NBC Station Digest* and wishes it success and long-life.

## KDKA Celebrates Its Eighteenth Anniversary

(Continued from page 1)

of his early work at KDKA was presented on the air during the special broadcast on November 6.

The anniversary exhibition in the NBC studios included a radio facsimile receiver and transmitter in full operation, demonstrating how pictures, news bulletins, printed matter and other text may be flashed through the air and reproduced by the receiver-printer. Other radio equipment from early crystal sets to the last word in modern phonograph-radio console sets was also shown.

An NBC hobby exhibit is planned for the mezzanine floor in Radio City. All NBCites wishing to participate please communicate with the NBC Transmitter.

## WGY LAUDED BY STATE OFFICIAL FOR FLOOD AID

The letter reprinted below was received by WGY, NBC operated station in Schenectady, N. Y., shortly after it had rendered special assistance to the District Engineer, J. W. Holler, of the Department of Public Works of the State of New York during the recent hurricane that swept through New York and New England. The telephone lines having been destroyed by the storm, radio was the only means of communication available to call an emergency squad to reinforce and repair the dykes that protected West Sand Lake, a small town upstate, from swelling streams. The appeal for assistance was broadcast by WGY and in less than an hour a crew reported for duty at the dykes.

Gentlemen:

When the flood and wind storm struck us on Tuesday, September 20th, I had a call from West Sand Lake that the swollen streams were about to overflow their dykes at this little hamlet and possibly repeat a catastrophe that occurred in a similar situation more than forty years ago.

Our highway maintenance forces are organized so that I can reach them in emergencies under normal conditions. Upon such an attempt by telephone, I found all of the lines to have been destroyed by wind damage and there were no means of communication left between my location in Albany and patrolmen scattered all throughout Rensselaer County.

In distress I called up your Mr. Swanson, appealing for assistance of your station. In just a few minutes a dignified announcement interrupting a regular program came through most clearly, asking our maintenance men in Rensselaer County, together with volunteers to report at our emergency station in West Sand Lake. When I arrived at this alarmed hamlet only forty minutes later, due to your assistance, 89 husky men with shovels, picks, and other tools, together with 8 trucks, a power shovel and equipment stood ready to receive my instructions. This could not have been accomplished through any other means than that which you so generously rendered to me.

We were able, through uninterrupted labors of this crew throughout the night, to fill with sand a thousand burlap bags, raise level of dykes, and confine waters of stream to this artificial channel, thereby averting damage to our highway system and two adjacent large bridges which would have amounted in monetary value, to not less than \$50,000. Much more

## THE STAGECRAFTERS TO PRESENT ANOTHER PLAY

(Continued from page 1)

The Stagecrafters to direct them in their second play. Production date has been tentatively set for the early part of December.

*The Pursuit of Happiness*, which became widely known as the "bundling" play when it opened on Broadway in 1933, is a romantic comedy set in Revolutionary America. The Langners originally intended their play to be a satire on the social customs of the times, and, as bundling was one of the most publicized of those customs, it was written into the play. The charming naivete with which the bundling situation and the entire play were presented, captivated the imagination of blase New York audiences, and *The Pursuit of Happiness* was an overnight hit!

The Stagecrafters have chosen this play, not only because of its charms, humor and joie de vivre, but also because of its timeliness. For underneath the romantic plot runs a theme—a theme emphasized by the dry humor of Aaron, a Connecticut Yankee, and the vitality and enthusiasm of Max, a young Hessian soldier who deserts the British army—a theme devoted to the American ideals of equality and to "Life—Liberty—and the Pursuit of Happiness."

importantly, however, we protected the village homes of an otherwise peaceful community, averting private property damage and undoubtedly human life destruction.

I could not very well write you at less length than this and accomplish a description of circumstances for which I am so personally grateful and for which I extend the sincere appreciation not only of the New York State Department of Public Works, but the people of the State of New York as a whole.

I realize that I hardly had a right to expect any such enormous service from a radio station of your importance but in sheer desperation in the midst of a hopeless situation I appealed with only a hope. And you responded. \* \* \*

I do not happen to know names of particular gentlemen with whom I talked over the telephone at your station, but whoever they may be, I extend my further thanks.

This is an unforgettable experience which will leave me restless until I encounter a circumstance permitting me to reciprocate in at least some small measure.

(Signed)

J. W. Holler, District Engineer.



The NBC Transmitter salutes these members of the National Broadcasting Company who, this month, complete their tenth year with the Company.

### William R. McMillin

In 1928, when radio was still a wayward and temperamental child, few nurses had the training or experience to care



W. R. McMILLIN

properly for her. William R. McMillin, when he joined NBC as a radio operator at Station W J Z, B o u n d Brook, N. J., in that year, was one of the qualified few. He was a

graduate of the Capital Radio Engineers Institute in Washington, D. C., three U. S. Naval Radio Schools, and our Coast Guard Radio School. Furthermore, he had seen active service as radioman in the U. S. Navy from 1921 to 1926, and in the Coast Guard from 1926 to 1928.

After his job at Bound Brook, Mr. McMillin worked steadily with the Radio Facilities Group, New York City, helping to make the slow painstaking advances against undelineable factors that so plague the vanguard of radio engineering achievement. Much of his work with the Radio Facilities Group takes him to other stations in the NBC networks. He recently returned from Washington, D. C., where he spent several weeks conducting field intensity tests and other work for NBC.

Mr. McMillin's home is in Middlesex Borough, N. J., where he has lived for the past ten years. He is married, and has three boys, William R., Jr., aged eight, Thomas Leslie, three, and James Robert, one. Besides his work at NBC, Mr. McMillin's interests have thrust him pretty squarely into the tide of Middlesex Borough public activities. He has been Democratic County Committeeman, a member of the Beechwood Heights Fire Company, serving as secretary and assistant engineer and as driver of fire engine No. 2, and for three years was a member of the Borough Police Force with (O, Doubtful Distinction!) badge No. 13. In the last School Board Election, he was defeated by a scant 67 votes.

Somehow, besides all this, he finds time to pursue with zest his hobbies of gardening, fishing, and cooking.

### Esther Ludwig

November 15, 1928, was a momentous day for Miss Esther Ludwig in more ways than one. Not only was it her birthday, but it also was the day she was engaged as secretary in the Program Department of the National Broadcasting Company, which only a year before had opened offices in Chicago. She has worked in the Program Department ever since, and her present job is seeing that continuities are at the right place at the right time.

Miss Ludwig being interested in dramatic work, tried for a script show, *Keystone Chronicle*, in 1929 and got the part of the ingenue in the serial drama. She was a big success and played the part for a year and a half until the show went off the air. Though she has given up radio acting, she is still continuing her vocal studies which began when she was still in high school. She was one of the outstanding participants in the Tenth Anniversary Chicago Talent Show.

Miss Ludwig's favorite sport is golf, at which she excels — in fact, she won the low gross prize at the recent NBC outing.

Asked what she would do given the chance to back ten years and start all over again, Miss Ludwig replied, "I'd try to get a job at NBC if I could, as the ten years I have worked here have been interesting, exciting and happy ones."

### Keith B. Williams

Double congratulations are in order these days for Field Supervisor Keith B. Williams in Washington. He not only is passing his tenth milestone with NBC but is celebrating his tenth wedding anniversary simultaneously.



KEITH B. WILLIAMS



ESTHER LUDWIG

Mr. Williams was born and raised in Washington. He started working when he was fourteen years old as an office boy with the United States Chamber of Commerce. In 1925 Mr. Williams resigned from the Chamber

of Commerce to enlist in the United States Coast Guard . . . so that he could learn the technical end of radio. At the end of three years the course was finished and his cruise as Radioman First Class was completed. Wishing to be a landlubber once more, Mr. Williams joined the NBC staff as control engineer in Washington. During the ten years that have passed Mr. Williams says he has jumped from control room duties, to "field," to transmitter. He was appointed Field Supervisor in 1935.

Ever since President Coolidge's administration, Mr. Williams has been a member of the NBC presidential team. This means that virtually every radio speech that each President of the United States has made, Engineer Williams has covered, hustling along to all parts of the country to make the necessary technical broadcasting arrangements. During the present administration the Field Supervisor and other members of the presidential team have traveled with the President more than 75,000 miles.

### Frances Mellen

Ten years ago Mrs. Frances Mellen was faced with the prospect of raising a family suddenly left without a father. Having devoted all her years as a housewife to her home and children, she had no training for any other occupation; however, she gamely sought work, and found it, as a maid at the old 711 Fifth Avenue studios of NBC.

NBC has grown with the years, and today she is kept busy seeing that the client's rooms and speaker studios are kept in order, doing odd sewing jobs that cannot wait for the tailor, and serving at the luncheons given by Mr. Lohr in the Board Room. At these gatherings she has seen the great of our world. "They always talk about business," she comments. Maestro Toscanini surprised her. She had heard stories about his mercurial temperament, but at a luncheon, he was "as natural as any other man. He just sat there and spoke only when spoken to. You wouldn't think that he was the greatest conductor in the world."



FRANCES MELLEN

(Cont. next page)

During her years with us, Mrs. Mellen has raised a family of three children. John, the oldest, is married and has a family of his own. Vera, is a saleswoman, and Peter, the youngest, attends a local high school. He is mechanically inclined and his mother plans an engineering career for him.

**Joseph F. M. Proulx**

The auditor of the NBC branch in Philadelphia, Joseph F. M. Proulx, became a member of the NBC staff ten years ago when he joined the Auditing Department in New York. He was transferred to the Philadelphia office more than two years ago.

Born in Richmond, Quebec, Joe Proulx received his early education at the St. Charles Borromeo Seminary, Sherbrooke, Quebec. From school he went to work for the Canadian National Railways as car accountant, and subsequently became an assistant agent and yardmaster.

That took him up to 1926 when he became assistant agent for various stations on the Long Island Railroad. In 1927 he took a position in the accounting department of the International Business Machines Corporation in New York where he remained until he joined NBC. While with the I.B.M. corporation, Mr. Proulx studied accounting and business administration at the Pace Institute. After being graduated from Pace, he entered Columbia University where he majored in industrial engineering.

Back in '28 when the Accounting Department was housed in a modest-sized room at 711 Fifth Avenue, everything was done by hand. Joe's job was to check the reports of network programs of affiliated stations. Those were the hectic days when NBC was bounding ahead with such rapid strides that the accounting routine was changed from month to month in order to keep up with expanding business.



J. F. M. PROULX

After a year at report checking, Joe was moved to the Disbursement Division under Tom Reilly when the two of them and Ella Sheil comprised the division. This personnel was added to from time to time but the most memorable addition, at least to Mr. Proulx, was made in 1934 when Miss Malene Paulsen, of Brooklyn, joined the staff. In one year their acquaintanceship budded into romance and romance blossomed into matrimony.

**H. D. Zimmermann**

Requisitions from the various divisions of the Engineering Department for technical stock and supplies have been handled by H. D. Zimmermann, contact man with the Purchasing Department, during his ten years with NBC in New York.



H. D. ZIMMERMANN

Prior to joining the Company, he was with a tractor concern for two years, and he also spent several years with Western Electric, as storekeeper.

Born in Germany, Mr. Zimmermann came to this country when he was less than a year old. His family settled in Secaucus, New Jersey, where he was reared and educated. At present, he lives in Brooklyn with his wife and four-year-old son, Robert.

His chief hobby is driving the old family bus about the countryside during vacations and week-ends. His mileage so far is upwards of 150,000 miles — covering most of the United States as far west as St. Louis.

**Joseph W. Hogan**

If you should want to know what Howard Hughes said to NBC listeners during his recent epochal flight around the world, NBC not only can tell you exactly what Mr. Hughes said, but can also reproduce the broadcasts of that flight because NBC records most of its non-musical programs, particularly special events broadcasts. About seventy-five large discs contain a record of the Hughes flight as heard over NBC networks.

These, and thousands of other recordings of NBC programs are stored and methodically filed in a small air-conditioned room adjoining the Reference Recording Room on the fifth floor of the studio section in Radio City.



J. W. HOGAN

The custodian of the storehouse of NBC programs is Joseph W. Hogan of the Central Files Staff, who joined the Company as a messenger ten years ago. He says that NBC is making more and more recordings of its programs and that the records take up most of his time in Central Files. So far this year, more than five thousand records already have been cut, whereas in 1935 only 250 recordings were made.

Joe Hogan's aptitude for method and accuracy is as apparent in his favorite games — golf and bowling — as it is in his job. His golf is in the nineties and his bowling is equally good. He was one of the high-scorers for the General Service Department team which won the second half of the NBC bowling tournament last winter.

**Richard W. Pickard**

In 1928, NBC and RCA decided to construct special short-wave receiving equipment at Riverhead, Long Island, for trans-Atlantic broadcasts. It marked the beginning of NBC's expansion beyond the borders of the United States.



R. W. PICKARD

Among the engineers who were engaged to install and operate the equipment, was a twenty-year-old youth, Richard W. Pickard, who had been a radio operator at WSB, Atlanta, Georgia. He got into the radio field via the "ham" route which then supplied many trained men for the growing industry.

When he was twelve years old, his father gave him a Gilbert receiving and sending set. That started him off, and by the time he was fifteen he had built his own ham station and acquired a first class telegraph operator's license.

When RCA took over the trans-Atlantic equipment at Riverhead, Engineer Pickard was transferred to the Research and Development Division of the Engineering Department in New York. There he has spent many years working on special equipment for experimental and field broadcasts. He assisted Development Engineer Robert M. Morris in the design and construction of the first pack transmitter to be used for a parachute jump.

"Pick," as he is called by his friends, is now with the television group, as field engineer. He has been with the television group since 1936, when he was sent to the Empire State Building to help in the installation of the NBC television transmitter in the tower.

Pick is a bachelor. He is a lieutenant in the Naval Reserve. His main hobbies are flying and photography. He has recorded the progress of NBC television with excellent pictures taken with his Leica. He flies his own plane and has a transport pilot's license. A constant companion on many of his flights is his police dog, Boy. Not long ago Pick got a playmate for Boy—a Scotty pup given to him by the late renowned aviator Frank Hawks.

# KDKA PITTSBURGH

by Kay Barr

## New Transmitter Site

Balloon antenna tests are under way to find a new and better location for the KDKA transmitter, including the 718-foot steel radiator which was dedicated just a year ago.

The present transmitter plant at Sax-onburg was designed as a high-power commercial and experimental station in 1929. It was re-designed a year ago to give primary broadcasting service to an area ten times as great as that previously provided with strong signals, and the new tower was a dramatic feature of that improvement.

Since that time, it has become apparent that several years may elapse before KDKA receives a license for more power, so Westinghouse Electric and Manufacturing Company, owners of the station, decided to move the transmitter to a point within ten miles of the heart of the city in order to give the metropolitan area a more powerful signal immediately. Saxonburg is 23 miles from the Golden Triangle.

Tests with the balloon antenna and a truck transmitter are using 1000 watts. Two or three tentative locations are to be given thorough investigation before a final selection is made. The four short-wave transmitters of the International Broadcasting Station W8XK will also be moved to the new location.

## Golf Tournament

Five foursomes of KDKA staff men, engineers and musicians revived the station's annual golf match at the Stanton Heights Country Club, October 18, but those who didn't participate doubt whether all the stories have been told.

It was one of those kickers' handicap affairs and rumor says Announcer Dave Garroway won out with an 83. Why shouldn't he? Wasn't he city champion in St. Louis for two or three years?

But taking the handicaps into consideration, Bill Jackson, sales manager, and Buddy Murphy, of the orchestra, split the prize of two dozen golf balls with 72's. Manager Sherman D. Gregory won a sweater that was given as a "door prize."

However, Walter Hagen Horn, Sales, furnished the best story with his score of "approximately 200." Walter was doing everything wrong. His ball went so Cor-rigan, the rest of the boys couldn't tell what hole he was playing.

Finally he came to a tough one over

a ravine and up a hill. Horn looked at this carry shot and weakened.

"Here," he said, handing the driver to his caddy, "you shoot this one."

So the boy aimed carefully, got his stance and swung. The head of the club struck dirt six inches behind the ball, snapped off and flew 30 feet. The ball rolled about a yard.

## New Recording Outfit

KDKA has just received its new portable recording outfit. Chief Engineer Joe Baudino and his engineers, will cut the discs and at least a dozen uses will be made of the equipment by way of improving service to clients, program production, etc.

## Dixon Joins KDKA

Don Dixon, former director of musical clubs at Penn State, who has a number of musical compositions to his credit, has joined the KDKA staff as assistant to Librarian Betty Easley. He is the talented young man who introduced the Varsiteers to the air over KDKA.

## For Emergency Only

A few months ago a reserve telephone cable was laid between KDKA and the GRant exchange by a route not likely to be disturbed by floods. Now a Diesel engine and A-C generator have been installed to keep the batteries charged in case the regular power lines fail as they did in the big flood of 1936.

This equipment will take care of batteries, microphones, relays, amplifiers and enough lights to insure normal operation during the emergency.

## Of Music & Musicians

Maurice Spitalny and the entire KDKA orchestra, including the singers, Faye Parker and Billy Sherman, drove to Toledo, Ohio, October 22, to fill an engagement at a country club that night.

*We Two Together*, a new song composed by Maurice Spitalny, KDKA director of music, and his chief trumpeter, Al Egizi, was introduced to the audience by Mary Martha Briney, soloist on the Festival of Music program, October 12.

## Fashion Announcer

Janet Ross, director of the KDKA *Shopping Circle* programs, made a definite hit as commenting stylist at a (Kaufmann) department store style show, October 10-11.

The general scheme revolved around the activities of Career Women, a type which Janet brought into the spotlight with a series of interview broadcasts some months ago, and the 11 scenes were worked out like so many radio broadcasts from KDKA.

## Program Detoured

Commercial commitments prevented KDKA from taking Dr. Walter Damrosch and his *Music Appreciation Hour*. In order that schools and other listeners in Pittsburgh might enjoy the weekly programs, an arrangement was made to feed the broadcasts to WWSW.

## Elk Hasenbalg

It's "Hello Bill," for Roy Hasenbalg, national spot sales representative of the National Broadcasting Company at KDKA. He just joined Sheraden Lodge No. 949, B. P. O. Elks.



KDKA's manager, Sherman D. Gregory, (at left, wearing a coat) helps Westinghouse engineer send up a giant balloon to determine a new site for the KDKA transmitter. Herbert Irving, chief operator of the transmitter, is at the reel to the left. Others in the picture are Joe Baudino, chief engineer of KDKA; Ralph N. Harmon, chief engineer for Westinghouse, and Art Goodnow, assistant to Mr. Harmon.

**NBC CHICAGO**

— by Rudi Neubauer —

**New Employes**

Jack H. Fern, graduate of Ohio University and holder of a Master's degree from the University of Missouri, has joined the News and Special Events Division. Hobart Donavan, formerly with the John Barnes Company of Milwaukee, Wisconsin, has been added to the Continuity staff.

**Nimrods**

Bucky Harris is anxiously waiting for a chance to roost in the duck blinds . . . Jack Reese and Fred Klein, of the Mail Room, drove to Iowa over the weekend and brought back three ducks and four rabbits. The problem is how to divide the bag . . . Bob Brown reports that a tasty dish of partridge was served at his home one recent Sunday. While driving through the Skokie Valley on Saturday, Bob ran over the unsuspecting bird . . . Bill Weddell, Sales, recently went to northern Minnesota to join a group of Minneapolis advertising executives to go pheasant hunting. It was Bill's first hunt and as hunting equipment was not included in his wardrobe, his friends in the Sales Department loaned him all the necessary kit — boots, jacket, gun, hunting cap, etc. — and assembled it for him. Bill bought the bullets. When Bill came into the office, the assembled material gave him the scare of his life. Looming up in the far corner was a tall figure with bloodshot eyes leering out of a bloated white face. Weddell gasped, looked again, and then mopped his brow. It turned out



Henry Guill, Communications Department, and his fiancé, Miss Irene Croix. The wedding takes place November 24.

that the apparition was a bit of tomfoolery arranged by the boys, and that it consisted of Weddell's hat rack, draped with the hunting togs and shotgun, and a rubber balloon with a face painted on it.

**Sales Conference**

Roy C. Witmer, vice president in charge of sales, accompanied by J. M. Greene, of the New York sales force, paid a visit to the Chicago headquarters. A luncheon was held at the Merchants and Manufacturers Club, at which they and Niles Trammell, vice president in charge of the Central Division, and members of the Central Division Network Sales Department discussed company sales policies.

**Bowling News**

The NBC Team of the Merchandise Mart League is now in fourth place, having won ten games and lost five. The team average is 164, with Larry Dutton, Engineering, sporting the high average of 175.

Chicago employes are holding what is termed an "NBC Bowling Jamboree" on the first Thursday of every month throughout the bowling season. The Jamboree starts at 9:00 p.m. At the October Jamboree 24 employes participated. Joe Alusic, of the Engineering Department, with an average of 180, was high for the men. Ruby Downs, of the Sales Department, and Irene Shields, of the Cashier's Department, were high for the girls. No scores were announced.

The Chicago Federated Advertising Club invited NBC to enter a team in their Bowling League, so, on October 18 the NBC team marched up to the Gold Coast Alleys and found that their first opponent was the Columbia Broadcasting System. Our boys acquitted themselves nobly, winning all three games. Jim McEdwards, of the Sales Department, starred.

**Here And There**

Maline Cooper resigned her position in Artists Service as secretary to Robert M. Kendall on October 31. A member of the NBC staff for many years, Miss Cooper had to resign because of ill health.

The men in the Communications Department broke the record for the number of messages handled in one day in NBC Chicago during the recent European crisis which had them going 24 hours a day. On September 23 they handled 1971 messages.

**NEWSPAPERMAN JOINS PRESIDENT LOHR'S STAFF**

Earl H. Mullin, former newspaperman, has joined NBC as a member of the President's staff. He comes from Chicago where he worked for the *Chicago Tribune* and the *Herald Examiner*. He also has worked for an advertising agency in Chicago as a writer of publicity and radio continuity.

Mr. Mullin is a graduate of Northwestern University. During his last two years in college he served as a police reporter for the City News Bureau. He is a member of Sigma Chi Delta and Tau Kappa Epsilon.

Born in Missouri, he was reared and schooled in small towns along the Mississippi River where the children, Mr. Mullin said, are known as "swamp angels." Sometimes they are also called "river rats," Mr. Mullin added smilingly.

In addition to journalism, Mr. Mullin has done various other things — "from counting railroad ties, to scrubbing decks on river steamboats." He considers the story of the St. Valentine Day's Massacre, which occurred while he was with the *Chicago Tribune*, as one of his most exciting assignments.

William Ray, head of the Chicago Press Department, announced the arrival of William Bell Ray, 3rd, October 18. Master William weighed 8 pounds and 2 ounces on his arrival.

George Bolas, Sales Promotion, joins the ranks of benedicts on November 10. His bride will be Miss May Louise Govanus of Chicago.



Bill Weddell (right) finds a fellow hunter in his office in the Sales Department in Chicago just before he leaves for a weekend of pheasant hunting. (Read Nimrods.)

# NBC SAN FRANCISCO

by Louise Landis

## Wedding Bells

June is supposed to be the month of weddings but what do NBC folk care about seasons? Cupid scored two bull's-eyes in the last few weeks, and another is forecast for December.

The newlyweds are Program Manager Glenn Dolberg and Mrs. Dolberg, the former Miss Eleanor Rennie, and Special Events Director and News Editor Don Thompson and Mrs. Thompson (Kitty Morgan to her colleagues at NBC). The bride and groom-to-be are Soundman Don Fleming and Barbara Storey, also of the NBC staff.

Glenn Dolberg and his bride are married twice as firmly as the ordinary bride and groom — and thereby hangs a tale. Their wedding was set for October 1 in the First Baptist Church in Oakland where the bride sings solo with the choir, but when they stopped at the San Francisco marriage license bureau to pick up their license on their way to the wedding they discovered — much to their dismay — that since they had filed intention to wed in San Francisco, the license was good only in that county. Though Oakland is connected to San Francisco by a world-famous bridge it is in a different county. What to do? California's marriage law has that three-day clause that prevents impulsive weddings in any county. And the guests already were on their way to the Oakland church. What to do, indeed?

Dolberg, who has been a showman too long to let little problems like that hinder him, lost no time in solving this one. He raced across the bridge to Oakland with his bride-to-be, arrived at the crowded church in time for the wedding to be held before the assembled guests, and

then gave it a unique ending which made it legal.

With Verna Osborne, coloratura soprano, as bridesmaid, and Jack Edwards, NBC scriptwriter, as best man, the couple met at the altar and Reverend R. L. Ray read the marriage service. Then, while the organ pealed, the bridal procession filed slowly to the front door where it broke into a Marathon. In Dolberg's car, he and the bride and the minister raced back to San Francisco and to the bride's home where the reception was to be held. With ten minutes to spare before the guests arrived, Rev. Ray pulled out the little black book and read the service all over again. This time it was for keeps — "and worth it!" commented the bridegroom as he hauled out a double fee for the clergyman!

The marriage of Kitty Morgan and Don Thompson was sandwiched in between two feature broadcasts — the inauguration of the O'Schaughnessy Dam at Hetch-Hetchy, and a special broadcast from some foreign ships in port — directed and announced by Don.

On October 17 Kitty joined the NBC group, composed of Don Thompson, George Greaves, field supervisor; Ed Callahan, field engineer, and George Fuerst, traffic manager, that went to Hetch Hetchy. As soon as he signed off from the new dam, Don, with Kitty and Greaves, embarked for Minden, Nevada, while Callahan and Fuerst headed back for San Francisco with the field equipment. The wedding party hopped off for Carson City on October 18, where minister and license awaited. Thence they journeyed back to 'Frisco for the other special events broadcast — for come what may, "broadcasting will continue as usual."

## Comings And Goings

The recent meeting of Pacific Coast Advertising Agencies at Del Monte brought Vice President Don E. Gilman and Sydney Dixon, Western Division Sales Manager, so close to San Francisco that they dropped in for a welcome visit to their old stamping grounds.

And Noel Corbett, now of the Hollywood Press Department, proved during his visit here last month that he still has that mike instinct. Ira Blue put him On the Air (literally, that's the name of Ira's KGO program) and Noel chatted amiably about Hollywood and even tossed in a gag or two — just like a trouper.

## Transferred to Hollywood

Many farewells were bade by members of the staff in San Francisco to their colleagues who have been transferred to Hollywood's Radio City during the past few weeks. Good luck wishes floated after Henry Maas, Jane Burns, Paul Gale, Isabelle Menden, Jimmy Lyman, Gladys Ferguson, David MacPhail, John Wagner, Cliff Anderson, Dresser Dahlstead, Walter Lonner and Flo Clavere.

## Personnel Shifts

With the transfer of Paul Gale to Hollywood, George Fuerst has been appointed to replace him as head of the Traffic Department, and Robert Sandstrom has been made assistant manager of the department.

Madeline Attabit and Anita Gilmore have been transferred from Press to Traffic.

Edward Ulrich has joined the staff as supervisor of the receptionists.

Cliff Anderson, who was presented with a red beret as a send-off gift before he left for Hollywood Radio City last month, wouldn't wear the typical Hollywood head-gear for this picture but gladly flashed that Anderson smile as the girls lined up for a farewell kiss. Pictured from left to right are: KPO-KGO Manager Lloyd E. Yoder, Education Director Arthur Garbett, Production Manager Robert Seal, Producer Ned Tollinger, Program Traffic's Frank Nelson, Orchestra Contractor Rudy Pierce, Dorothy Hill (at telephone), Writer Jeannette Spiegelman, Program Manager Glenn Dolberg, Program Traffic's Florence Allen, Soundman Jerry McGee (behind Miss Allen), Janet Sligh (seated), Cliff Anderson, Kitty Morgan Thompson, Helen Stewart, Barbara Storey, Sam Dickson and John Ribbe.



# NBC TRANSMITTER

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## HOW THE WAGE AND HOUR LAW AFFECTS NBC

NBC advised its employes last month as to how the new Federal Wage and Hour Act, which went into effect October 24, affects them. The two most important parts of the act dealing with minimum wages and maximum working hours per week do not materially affect NBC employes, all of whose salaries exceed the 25-cent minimum for each hour's work and whose working hours are less than the 44-hour per week standard set by the law.

At no time in the history of the Company has an NBC employe been paid less than 25 cents per hour in wages and the average NBC employe works less than forty hours a week. The law requires the employer to pay time and a half at the regular salary rate for each hour's work in excess of 44 hours per work week. NBC employes have been advised that, in addition to any overtime money they may earn for working more than 44 hours in one week, they will continue to receive payment of the customary dinner money for working at night, two and a half or more hours in addition to their regular daily working schedules.

A 38-hour week, instead of a 44-hour  
(Continued on page 15)

## LOHR INVITES NBC FAMILY TO XMAS PARTY

President Lohr has invited members of the NBC staff in New York and their families to the annual children's Christmas party in Studio 8H at 10:30 on Friday morning, December 23. This year, as in the past, Santa Claus will give away presents to all the children who come, and a Christmas play will be shown on the large stage of 8H.

The Christmas play, according to George M. Nelson, of the Personnel Office, who is in charge of the preparations for the party, will feature Madge Tucker's child radio actors and Jolly Bill Steinke, NBC's perennial Santa Claus.

Be sure to come with the whole family. Mr. Nelson says that he is preparing to receive a bigger crowd than ever before and that he's sure it will be as big a treat for you as for the kiddies.

## NBC BOARD PROMOTES TRAMMELL AND MORTON



NILES TRAMMELL      ALFRED H. MORTON

Lenox R. Lohr, president, announced on November 25 the election of Niles Trammell, vice president in charge of the Central Division, as executive vice president. At the same time Alfred H. Morton, manager of the Operated Stations Department, was elected a vice president.

The promotions were the result of favorable action by the Board of Directors on Mr. Lohr's recommendation made at the board's meeting on the same day the appointments were announced. Mr. Trammell will assume his new duties on January 1, 1939, and Mr. Morton's promotion became effective on December 1.

As executive vice president, Mr. Trammell will transfer his activities to the Radio City headquarters in New York where he will assume functions of a general nature. His new position will not be identified with any particular department; it will embrace all departments. Mr. Trammell's successor in Chicago has not yet been announced.

Mr. Morton is in full charge of NBC's operated stations and will continue in this capacity.

Both promotions are in recognition of years of service in the radio broadcasting field. Mr. Trammell is one of the youngest and best-known major executives in radio. He became associated with the Radio Corporation of America in April, 1923, and since that time, his career has paralleled the growth of American broadcasting. Born in Marietta, Georgia, July 6, 1894, he attended Sewanee Military Academy and the University of the South.

When the United States entered the  
(Continued on page 8)

## AMERICANA RECORDINGS FOR FOREIGN COUNTRIES

A kaleidoscopic picture of the United States, of American people at work and at play, is being drawn for French and Latin American listeners in an ambitious series of recorded programs arranged jointly by the National Broadcasting Company and the Administration des Postes Telegraphes et Telephones, the official French broadcasting system.

Representatives of NBC and the P.T.T., will portray in Spanish, Portuguese and French every phase of American business, social and industrial life, in an encompassing series of on-the-spot recorded programs to be broadcast to Latin American countries and in France by the P.T.T.

Representatives of both companies, who are in charge of making the recordings, left New York early last month for a 20,000-mile tour of the country which will take them from coast to coast before they return to Radio City about the middle of next month. The expedition is in the charge of J. Harrison Hartley, assistant director of the NBC News and Special Events Division. Announcers Arthur S. Deter and John A. Barrett, of the NBC International Division, are making the Portuguese and Spanish recordings, respectively. The French recordings are being made by Henri Diamant Berger, famous French motion picture producer, who has been commissioned by the French Ministry of Communications to make a true sketch of the American scene to better acquaint Frenchmen with the citizens of the United States.

A few of the many American activities the expedition will record are the construction of an automobile, mining operations, the giant stockyards in Chicago, the Hollywood movie lots, the opening of Congress, and descriptions of many interesting landmarks, ranging from Chinatown in San Francisco to the Washington Monument and Lincoln Memorial in Washington, D. C.

Frank E. Mason, vice president in charge of the International Division, has announced that the Portuguese and Spanish recordings would supplement NBC's regular short-wave service.

## ENGINEERS LEADING IN A. A. BOWLING LEAGUE

With twelve teams competing, the Bowling League sponsored by the NBC Athletic Association, which started October 15, is winding up the first of its three periods of the season. NBC bowlers are divided into ten departmental teams composed of men and two teams of women. Late last month found Engineering Team, No. 2, captained by George McElrath, at the head of the list, with Engineering Team, No. 1, led by Captain George O. Milne, in second place and the team from the Auditing Department, headed by Captain Alexander D. Nicol, in third place.

Due largely to the indefatigable efforts of George O. Milne, chairman of the bowling committee, this year's bowling league is the biggest the staff has ever had. Almost every department of the Company is represented. So many employes have turned out to play on NBC night (Thursday) at the Radio City Bowling Alleys that there often has been a shortage of alleys to accommodate everyone. The feminine players, however, have not been fully organized and it is expected that more women players will participate in the games during the second period of the season which starts on December 22. If sufficient players can be persuaded to play regularly the committee plans to form a women's league. The women's teams are captained by Dorothy Michel of Traffic and Ella M. Sheil of Accounting, respectively.

The standing of the departmental teams as of November 17 is as follows:

TEAM	WON	LOST
Engineering, No. 2	17	1
Engineering, No. 1	14	4
Auditing	11	7
Traffic	9	9
Artists' Service	9	9
Treasurers	9	9
General Service, No. 2	7	11
Sales	5	13
Guest Relations	5	13
General Service, No. 1	4	14

The players on the leading team, Engineering, No. 2, are Albert W. Protzman, George McElrath, Raymond F. Guy, Courtney A. Snell and Edward R. Cullen. This is one of the two teams that represented NBC in the Rockefeller Center Bowling League last winter. This year all NBC bowlers are playing in the inter-departmental league and no teams are playing in outside leagues.

Frank R. Heitmann of General Service Team, No. 2, had the highest score for three games during the series—

## Christmas Greetings

The Transmitter has served well the happy purpose of better acquainting us, one with the other, in the midst of a business probably more complicated and exacting than any other. Through The Transmitter, it is with deep pleasure that I wish each NBC family a Christmas of happiness and contentment, and a New Year filled with health and opportunity.



Lenox R. Lohr

597; and Alexander D. Nicol, Auditing, was second with 583. Highest score for a single game was chalked up by Albert W. Protzman, Engineering, No. 2, who rolled a 232. Paul M. Massmann, Sales, was runner-up with 229.

The three highest averages for individual scores were made by Albert W. Protzman, Engineering, No. 2, whose average was 177 for 18 games; Peter G. House, Engineering, No. 1, with 175 for 9 games, and Alexander D. Nicol, Auditing, whose average was 174 for 18 games.

## NBC EMPLOYEES VISIT RCA SUBSIDIARIES

At the invitation of George K. Throckmorton, president of the RCA Manufacturing Co., Inc., thirty-five members of NBC from various departments in Radio City visited the RCA plant in Camden, N. J., on November 17.

Led by Vincent J. Gilcher, director of General Service, the NBC group visited several departments of RCAM during the tour which lasted all day. They were met by Julius Haber, who is in charge of the Press Department of RCAM, and taken through the plant in groups of six conducted by RCA men.

The tour started in the general offices where the NBCites met Mr. Throckmorton; thence, to the Engineering Department where the vice president in charge, L. M. Clement, gave them a demonstration of facsimile broadcasts being transmitted and received and then took them through the Photophone section where sound equipment for motion picture houses is manufactured. They saw many RCA products in the company's showroom. There they saw burglar alarms, dressing mirrors that automatically flashed lighted advertisements at short intervals while they looked into them, a piano that produced its notes electrically instead of mechanically by strings as in the

(Continued on page 14)



These members of different departmental teams in the NBC Bowling League each won a turkey for Thanksgiving. For being the high scorers in their respective teams, Lou Lewis, manager of the Radio City Bowling Alleys, presented them with the turkey prizes. Front row, left to right: Louis A. Zangaro, Traffic; Edward R. Hitz, Sales; George O. Milne, Engineering; Robert Thatcher, Engineering; Russell E. Humpfries, Accounting. Back row: Albert W. Frey, Sales; Alan Henderson, General Service; Robert Burholt, Treasurer; Robert S. Russell, Auditing, and Courtney A. Snell, Engineering.

# NBC CHICAGO

by John Lagen

## Stork News

On the night of October 25, Studio Engineer Ry Bierman did the inevitable corridor-pacing in the maternity ward of Westlake Hospital in Melrose Park. Mrs. Bierman presented Ray with their second girl. They call her Barbara.

## Ship Ahoy!

Engineer H. T. White is the latest member to join the NBC Navy. Engineer White has just acquired a new Sea Bird type yawl and has named it "Ghost."

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The season over, dry doeking has replaced sailing for nautical minded Announcers Bob Brown and Louis Roen. 'Skipper' Roen, with Mrs. Roen acting as 'first mate,' put up their yawl, "The Owl."

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Announcer Bob Brown, away on a special event, enlisted the services of Ed Cerny, Music Library, and Rube Carlson, Guest Relations, to do the dirty work on his sloop, "Apache." The two 'sailors' proved quite capable and soon "Apache" was away for the season.

## Transfers

Mrs. Martha Reinecker, formerly of Sales Promotion, has been appointed secretary to R. M. Kendall, in Artists Service. Mrs. Reinecker fills the post vacated by Miss Maline Cooper who resigned.

## Newcomers

Miss Mary O'Connell has been transferred from the Telephone Operating Section to Sales Promotion to fill the vacancy created by Mrs. Reinecker's transfer to Artists Service. Miss Norma Alderson, from Central Stenographic, replaces Miss O'Connell in PBX.

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Francis J. Riordan has been transferred from Audience Mail to Guest Relations where he is now a guide, replacing George Turner, deceased.

William Kломann comes to NBC from the *Chicago Herald & Examiner* to join the staff in the Mimeograph Division.

Miss Elizabeth Hart, former announcer at WNAC, NBC outlet in Boston, has joined the announcing staff. She is the only woman announcer in NBC Chicago. A native of Benton, Illinois, Miss Hart attended the National Park Seminary in Washington, D.C., and received her college education at the University of Illinois, the Alliance Francaise in Paris and Radcliffe College in Cambridge, Mass. She is an accomplished pianist and an active sportswoman. She likes sculling and plays a brilliant game of tennis.

## Departure

Howard Marcusson recently resigned his post as guide on the Guest Relations staff to join the announcing staff of NBC affiliate station KWK in St. Louis.

Howard is a graduate of Chief Announcer Everett Mitchell's announcing school, and proved his talent by winning his new position in a competitive audition.

## Etcetera

W. B. Drips, director of agriculture of the NBC Central Division, lost his hat while attending the National Corn-husking Championship. However, the

committee in charge very thoughtfully replaced it, presenting him with a huge ten gallon hat . . . Jack Frazer, Continuity, took Announcer Bob Brown in their annual fall football betting. Jack picked the Navy each time—it's his Alma Mater . . . Miss Francis Dixon, Production, and Miss Dorothy Masters, Press, ardently attending their Spanish classes . . . Engineer Joe Conn is teaching Announcer Fort Pearson "dots and dashes." Soon Fort will take his examinations for a radio operator's license . . . The E. C. Cunningham's, he's NBC Night Manager, gave an informal Thanksgiving dinner for a small party of NBCites . . . E. C. Carlson, manager of Sales Promotion, is hobbling about with the aid of a cane. It's not the dictates of fashion . . . he fell from a horse . . . To Rudi Neubauer goes the credit of making bowling NBC's favorite winter sport.

## School Daze

If some of the boys aren't talking out loud to themselves, then they can be seen studiously developing the proper technique of opening and closing doors—for school is now in full swing. The sound effects school, under the supervision of Tom Horan, supervisor of Sound Effects, and the announcing school under the direction of Chief Announcer Everett Mitchell, are now conducting weekly classes.

## Visitor

Major Lenox R. Lohr, president, Mrs. Lohr and friends were recent visitors to the NBC Central Division.

## Bowling News

The NBC team in the Merchandise Mart league is maintaining a steady pace with an average of 18 victories and 12 losses. The team is in fourth place, only two games behind the league leaders.

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The NBC Bowling Jamboree attracted 32 participants on November 3. Special efforts are being made to attract an entry list of at least 50 NBCites for the Sweepstakes January 5.

In the Chicago Federated Advertising league, the NBC team is in sixth place, with an average of 9 wins and 9 losses.



General Charles G. Dawes, former Vice President of the United States and now a member of the NBC Board of Directors, gets latest election returns from the News and Special Events Division of NBC Chicago on Election Night. Shown from left to right are: Kenneth D. Fry, manager of Special Events; General Dawes, Niles Trammell, vice president in charge of the Central Division of NBC, and Sidney N. Strotz, manager of the Program Department and Artists Service of NBC Chicago.

## NAMES IN THE NEWS

### NEW YORK

#### Promotions

Miss Lisa Lundin has been appointed to replace Bill Betts, resigned, as staff assistant to Wayne L. Randall, director of publicity. Her former post as secretary to Mr. Randall is filled by Miss Elizabeth A. Emerson who joined the Central Stenographic staff in September. Miss Lundin, a graduate of the University of Iowa, came to NBC from the Curtis Publishing Company almost two years ago. Miss Emerson, a native of Elkhart, Indiana, and a graduate of the Katharine Gibbs School in Boston, was formerly with J. P. Morgan and Company as secretary to the personnel manager.

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Dwight B. Herrick has been promoted in the Guest Relations office staff and is now in charge of studio and television tour promotion. He is replacing Walter B. Davison who recently was transferred to NBC Hollywood to head the Guest Relations Division in Hollywood Radio City. Mr. Herrick's promotion resulted in two other promotions, namely: Birger Hagerth's advancement to the supervisor's desk in the Broadcast Tickets Section, and Walter Wiebel's transfer from the uniformed staff to Mr. Hagerth's former clerical post in the same section. All three men started in the Company as pages four or more years ago. Mr. Herrick is a graduate of Colgate University, Mr. Hagerth attended City College of New York and Mr. Wiebel went to New York University.

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Miss Alice Bradford has been transferred from the Production Division to the Publicity Department where she is now assistant and secretary to Julian Street, Jr., replacing Miss Bessie Feagin, resigned. Miss Bradford is succeeded in Production by Miss Alma Brohard from the Sales Department.

Miss Bradford, whose new position deals with NBC publicity in magazines, came to NBC from Time, Inc., last January. She is a graduate of Lawrence College in Wisconsin. Miss Brohard, a graduate of Agnes Scott College in Georgia and the Katharine Gibbs Secretarial School in New York, joined the Company a year ago as a member of Central Stenographic.

William R. Nugent has been promoted in the Sound Effects Division and is now an apprentice sound technician. John F. Anderson, from News and Special Events, is replacing Mr. Nugent in the Sound Effects stock room; and William Eliscu of the page staff has been chosen to replace Mr. Anderson in News and Special Events.

Bill Nugent started in the Company as a page four years ago and was transferred to the set-up staff in Sound Effects two years later. Jack Anderson, also a former page, has been with NBC since 1931. Bill Eliscu, a graduate of Columbia University, class of 1936, has been here more than one year.

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Dwane Stewart, page, who was temporarily working in the International Division, has been made a regular member of the division as assistant to Carlos E. Bovet, musical director of international programs. He is replacing Edward N. Beck who resigned from the Company in order to continue his musical studies in Paris, France. Mr. Stewart, a graduate of Carleton College, Northfield, Minnesota, with a B.A. degree in music, came to NBC shortly after his graduation with the Class of 1937.

#### Newcomers

William Kostka, former associate publisher of *Everyday Photography Magazine*, has joined the writing staff of the Press Division to replace Eugene Speck who was recently transferred to News and Special Events.

Of Czech extraction, Mr. Kostka was born in Chicago where he attended the public schools. He attended Knox College, Galesburg, Illinois, where he became a member of the Sigma Delta Chi, Tau Kappa Epsilon and Phi Beta Kappa fraternities. After his graduation with the class of 1927, he went to work as a reporter for the *Chicago Daily Drovers Journal*. Later, he went to New York City to work for the International News Service of which he subsequently became Central Division Manager with offices in Chicago.

In 1933 Mr. Kostka went with the Fawcett Publications, Inc., in Minneapolis, as editor of *Modern Mechanix*

*Magazine*. When the company moved its headquarters to New York, he was appointed eastern managing editor. From Fawcett Publications he went to the Frank A. Munsey Co., to become editor of *Detective Fiction Weekly*. It was at that time that he and a friend went into partnership to publish a new picture magazine, *Everyday Photography Magazine*.

William Kostka is married, has a four-year-old boy, and lives in Cos Cob, Connecticut.

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Miss Aileen Soares, formerly of the Federal Council of Churches for which she handled radio publicity, has joined the staff of the Press Division. Miss Soares is filling a newly created post, religious editor, and she will be responsible for NBC publicity in the religious press. She has written articles for religious magazines and is now radio editor of Christian Herald and Pageant, church publications, for each of which she writes a regular radio column. Miss Soares is a graduate of Antioch College.

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Hudson Hawley, newspaperman of many years experience, has joined the staff of the International Division of the Program Department as news editor. He comes to NBC from the King Features Syndicate, Inc., where he was a staff writer.

Born in Boston, Massachusetts, Mr. Hawley was educated at Andover Academy and Yale University, graduating from the latter with the class of 1914. He went to work on the Hartford, Connecticut, *Times*, shortly after his graduation, and left that paper three years later to join the old morning *Sun* in New York.

He volunteered for Army service, enlisting in the 101st Machine Gun Battalion, 26th Division, and after six months' service with it was transferred to the staff of *The Stars and Stripes*, the official paper of the American Expeditionary Forces. Mr. Hawley remained with *The Stars and Stripes* until its discontinuance. For that work he was awarded the Order of the Purple Heart.

After a spell in Washington, D. C., doing news and feature work, he returned to Europe in 1921 where he remained until two and a half years ago, representing American news agencies and individual newspapers in France, Italy, Germany, England and Switzerland. He travelled extensively in other countries as well and for fifteen years he filed special wires for Latin American countries. He was the

NBC CHIMES—Looking for the ideal Xmas gift? If so, you can't find a more ingenious present than a set of hand chimes. Calls the family to dinner . . . signals the maid . . . the same three notes NBC uses on the air. Cost to NBC employees is \$2.00. In New York apply to A. S. Hennig, Room 313. In other divisions, place orders with your local auditor.

International News Service's chief of bureau in Berlin and director for Central Europe during Hitler's first year of power, and successively bureau chief for the same agency in London, Paris, Geneva and Rome. Returning to this country he became staff writer for King Features Syndicate. He has contributed articles and light verse to magazines, notably to the *American Legion Monthly*.

### Transfers

Mrs. Beatrice Hurlbut was transferred from Central Stenographic to the casting office in the Production Division, November 15, to replace Miss Harriet Holiday who resigned to be married next month. Miss Holiday, who was with the Company more than two years, became engaged to Douglas Mook of Metuchen, N. J., in September.

Mrs. Hurlbut, one-time public stenographer in her home town, El Paso, Texas, has worked in various departments since she came to NBC in August, 1937.

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### Engagements

Harry F. Wightman of the Music Division and Miss Elsie Inslee became engaged last month. The wedding is set for January 12.

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The engagement of Miss Katherine Dove Hoffmeir of General Sales and Scriptwriter Hubert V. Chain of Electrical Transcription Service was announced last month. The wedding has been set for Christmas Day and it will take place at St. Marks Church in Jackson Heights, Long Island.

The announcement of their engagement and forthcoming wedding came as a big surprise to their friends. The Stagecrafters, of which they are both active members, probably will never portray on the stage a more romantic episode than the real romance of Kay Hoffmeir and Hu Chain, who first met when they joined the NBC acting group last spring.

Miss Hoffmeir, who has been with NBC five years, attended Columbia University. Mr. Chain has been with the Company one year and a half. He is a graduate of Stanford University and he also attended the Universities of Grenoble and Paris in France. He was radio director at the Cornish School in Seattle for three years before coming to NBC.

### Marriages

Miss Mary E. Henderson of the Accounting Department was married to Frederick Fautt, Jr., at a nuptial mass

in the Carmelite Church, New York City, on Saturday morning, Nov. 19.

Mrs. Robert Russell, whose husband is also in the Accounting Department, was matron of honor. The wedding ceremony, attended by many NBCites, was followed by a breakfast at the Boulevard Tavern, Rego Park, Long Island.

A few days before her wedding, Miss Henderson, who has been with NBC more than ten years, was the guest of honor at a luncheon given in Radio City by the girls of her department.

Mr. and Mrs. Fautt went to Atlantic City on their honeymoon. They are now residing in Woodside, Long Island. Mr. Fautt is associated with Steinway & Sons.

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Miss Helen Gugenheim, who resigned from News and Special Events recently after being with the Company five years, was married to Dr. David Jacobson on October 30, according to reports from her home town, San Antonio, Texas. They are making their home at 273 East Lullwood Drive, San Antonio. Dr. Jacobson is associate rabbi at the Temple Beth El in that city.

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Frank Crowley of the Guest Relations staff was married to Miss Eleanor H. Fekety at St. Mary's Church in Yonkers on November 13. Following the wedding ceremony, a reception was held at the home of the bride's parents in Yonkers.

The newlyweds went on a motor trip through New England on their honeymoon. They are now residing at 168 Radford, Yonkers.



Mr. and Mrs. Frank Crowley photographed after their wedding at St. Mary's Church, Yonkers, N. Y., November 13. Mr. Crowley is with the Guest Relations staff. (Read Marriages.)

### Stork News

Thomas J. Dolan, supervisor of the Program Transmission Division in Traffic, became the father of a girl, Barbara Jean, on November 9. Mrs. Dolan, nee Barbara Jean, was formerly with NBC in Sales Traffic. Papa Tommy reports that mother and child have been doing very well.

### Resignations

George De Pue resigned from the Company November 15, in order to accept a position as assistant night program manager at Station WHN, New York. During his two years with NBC, Mr. De Pue worked in the Guest Relations Division and in the office of William Burke Miller, night program manager.

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Wendell Banks Toby, who joined the page force a year ago, has resigned from NBC in order to accept a position with the National Credit Office, Inc.

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A. Ward Fenton, Jr., resigned from the guide staff last month in order to take a position as announcer for Station WJIM, NBC affiliate in Lansing, Michigan. A student in the NBC school for announcers, he got the announcing post after an audition held in Radio City.

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Miss Dorothy Allred, secretary to Joseph J. Lilley of the Program Department, resigned from the Company, December 2, in order to accept a position with the Lord & Thomas advertising agency. Miss Allred was president of the NBC employees acting group, The Stagecrafters, which she helped to organize.

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Read Wilson resigned from the Mail Room staff, December 2, to accept a position as announcer at Station WNOX, Knoxville, Tennessee. A former radio and stock company actor, Mr. Wilson was a member of NBC's training school for announcers.

### Miscellaneous

Field Engineer Dewey Sturgell was chosen to cover the Pan-American Congress which is being held in Lima, Peru, this month. Mr. Sturgell sailed with NBC Commentator Edward Tomlinson, authority on political and cultural life in South America, on the S. S. Santa Clara, November 25. The American delegation, headed by Secretary of State Cordell Hull, sailed on the same ship. Following the adjournment of

(Continued on page 15)

## FIRST TELEVISION AUTO SHOW AIRED BY NBC

The first experimental television broadcast of an automobile show was put on the air by the National Broadcasting Company during the Auto Show in New York last month.

The program, broadcast on the afternoon of November 10, was witnessed by leading executives of automobile companies and advertising agencies. The program started with a review of different makes of automobiles in Rockefeller Plaza. As each car drove up to the RCA Building, its arrival was picked up by the NBC-RCA mobile television unit and relayed by coaxial cable to the transmitter in the Empire State Building tower. The guests watched the show through RCA television receivers.

Representatives of the automobile companies who drove up in their respective cars were greeted by E. P. H. James, NBC's sales promotion manager. After the outdoor demonstration, the program switched to the television studio, 3H, where official demonstrators discussed and displayed outstanding features of their cars and cutaway working models of the new engines.

Warren Wade directed the televised automobile show program, under the supervision of Thomas H. Hutchinson, manager of the Television Program Division. C. W. Farrier, coordinator of television activities, was in charge of televising the show.

## RADIO TALENT WANTED

Would you like to take part in an amateur NBC employes show to be broadcast sometime in the very near future? Members of the NBC staff in New York who are gifted with musical or dramatic talent are urged to communicate with the NBC TRANSMITTER. If you can sing, yodel, act, announce, or play the piano, violin, harmonica or some other instrument, or do imitations please write your name and talent on a memo and mail it to the NBC TRANSMITTER, Room 234.

You will be notified by mail as to the time and place for auditions. A committee of judges will hear and decide the auditions.

Non-professional but clever playwrights are invited to submit humorous and original playlets of from five to ten minutes in length. Scripts must be submitted on or before December 31. Do not hesitate to come to the NBC TRANSMITTER if you have any script ideas you would like to discuss before putting them on paper.

## NBC SAN FRANCISCO

—by Louise Landis—

### Wedding Bells

By the time this issue is out, Barbara Storey of Program Traffic will be Mrs. Don Fleming, and honeymooning in Yosemite National Park. The marriage of Barbara and the NBC sound man is scheduled for December 10. It will be a quiet, home affair, with relatives as guests, and Lois Berne of Music Rights as the bridal attendant. Barbara will wear a gown of metallic cloth and a sassy little chapeau to match.

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The days of commuting between Hollywood and San Francisco are over for Dee Waller and Fred Hegelund. They were married early in November in Mexico, and Dee's resignation from the Press Department in Hollywood took effect November 15.

Dee and the San Francisco producer met in the San Francisco offices of NBC, where she was a member of the Program Traffic Department. Since her transfer to Hollywood last April she and Fred have made many flying trips between the two cities. Their marriage was a complete surprise both to Dee's fellow workers in Hollywood and Fred's colleagues in San Francisco.

### Reunion

California's "big little game," the annual conflict between Santa Clara and St. Mary's, brought some former San Franciscans, now Hollywood boulevardiers, back to Kezar Stadium.

Lew Frost, executive assistant to Vice President Gilman, Hal Bock, Western Division press manager, and Mrs. Bock, were among the guests at a breakfast given by Mr. and Mrs. Lloyd E. Yoder at their beautiful home on Belvedere Island.

### Equine Accident

Elvina Jensen, secretary to KPO-KGO Manager Lloyd E. Yoder, is a patient in the St. Francis Hospital, recovering from a fracture to her elbow and upper arm, suffered in a riding accident. The horse on which Elvina was seated suddenly began to emulate an equine acrobat at a rodeo, stood on his head and then on his hind legs, until Elvina and he parted company. She says she can hardly wait until she gets out of the harness the doctor put on her arm, to get back on that horse and show him!

### Alpha Delta Sigma

Sales Manager William B. Ryan was initiated as an honorary member of Alpha Delta Sigma, national advertising honor society, at its annual initiation recently.

He is the third member of NBC to be so recognized for outstanding work in the advertising profession of the Pacific Coast. Mr. Gilman served last year as national president of the society, and Sydney Dixon, Western Division sales manager, was made an honorary member during the Pacific Advertising Clubs Association convention in Los Angeles in June.



Six newly-wedded members of the NBC family in San Francisco compare notes. Left to right: Special Events Director and News Editor Don Thompson, Program Manager Glenn Dolberg and Soundman Don Fleming, who seems to be getting some good advice from the two grooms who beat him to the altar by a month; Kitty Morgan Thompson, Barbara Storey Fleming and Mrs. Glenn Dolberg. Mrs. Fleming also seems to be the recipient of a lot of free advice on how to keep your mate happy.



## With Your Roving Reporter in New York

On the average of twice a week NBC receives letters from listeners who claim they have discovered a Stradivarius violin in their home and would like to know if some NBC violinist would like to buy it because "we need the money" or "we have no use for it anyway. It belonged to Grandpa, who used to play it. . . ." Though the chances are thousands to one that such discoveries may turn out to be real Strads, the NBC Information Division which handles listener mail refers their owners to reliable appraisers of musical instruments who are always on the lookout for the missing masterpieces. You can never tell. . . .

The Information Division, which seems to know everything, tells us that Antonio Stradivari made about 1,500 instruments of which 950 were violins, the rest cellos and violas. Only about 500 of the violins are known to exist today so there ought to be some 400 lying around somewhere waiting to be bought for tens of thousands of dollars. So you'd better be sure it's not a real Strad before you hock that fiddle you found in the attic. On the other hand, don't be fooled by a fake lable. There are as many counterfeit Stradivarius labels as there are plugged nickels.

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Earl Wrightson, who was recently promoted from the page force to the guide staff, played the part of a guide conducting a party of tourists through NBC in Radio City during a romantic play depicting the progress of radio since 1920 when the Harding-Cox presidential election returns were broadcast by KDKA. The script, *This Is Radio*, written by Thomas Langan, new member of the Script Division, was broadcast on Sunday, November 13, over the combined Red and Blue Networks, as a special feature commemorating NBC's twelfth anniversary. Guide Wrightson's part was copious—all of five sides.

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*The Stork* recently visited the homes of three young NBC engineers and left a seven-pound-and-two-ounce boy, John, Jr., at the John Pawleks, a little girl, Mary Elizabeth, at the William J. Kellys, and a boy, Robert Peaslee, at the Rodney D. Chipps. . . . E. Gardner Prime, Legal, won a white ribbon (fourth prize) with one of his horses—Ballela—in the open class for heavyweight hunters at the Horse Show last month. . . . Page DeVeré Englebach was recently written into the *Easy Aces* script as singing orphan. . . . Trade News Editor John Graham of Press is overdoing himself as an NBC publicist. . . . the other day his three-year-old daughter's aunt asked her what she had learned in school that day and little Miss Christie Gail Graham replied, "My NBC's. . . ."

Portuguese Announcer Arthur Deter of the International staff recently won a speech prize for an extemporaneous address he made before a press luncheon in Chicago. . . . Local Salesman and Mrs. Jere Baxter, 3rd, went to Chicago during a recent weekend to see the International Livestock Show. . . . The Stagecrafters are busy rehearsing *The Pursuit of Happiness* which will be ready for an audience very soon. . . . maybe next month. . . . we dropped in on one of their rehearsals the other night and saw a very earnestly played kissing scene. . . . we're still wondering whether they were 'acting'. . . . George Malcolm, of Guest Relations, says he isn't sure about Santa Claus but he's almost sure the Stork will come down his chimney on Christmas Eve.

## NBC WASHINGTON

by Marian P. Gale

### Schramm Resigns

Members of the house orchestra had a farewell party recently for Rudolph Schramm who has been their director for the past year. Schramm resigned December 1 because of his increased work as musical director for the U. S. Office of Education's Radio Division. For the time being Charlie Cliff, saxophonist, is acting conductor of the orchestra.

### Mary Mason's Picture

It did our hearts good to see Mary Mason, director of women's programs, receive national recognition this month in *Fortune* magazine. Mary's picture appeared on page 104 of *Fortune* along with such nationally known radio artists as Rudy Vallee, Don Ameche, Edgar Bergen and others appearing regularly on "Important radio programs directed by the J. Walter Thompson Company during 1938."

### Jury Duty

Rose Ewell, receptionist, is definitely tired of trials by jury. . . . particularly since she just finished a month of jury duty in District Criminal Court.

### Radio And Kidnapping

William Brown, father of 18-year-old Mary Brown, who was the victim in the recent Oxon Hill, Maryland, kidnapping case, praised radio Stations WRC and WMAL for the large part they played in aiding the search for his daughter. Brown said: "I want to thank your two stations for your cooperation in searching for my daughter. I feel that it was largely through the efforts of radio that the abductors learned of the intensity of the hunt for them and were frightened into returning my daughter unharmed. I extend to you my sincere thanks."

### Hittenmark's Doll House

"Timekeeper" Gordon Hittenmark has started his fourth annual campaign for Christmas toys for needy children in and around Washington. The dedication ceremonies of a specially constructed "Doll House" located at the Willard



"John Law" was one of the first to come to Announcer Gordon Hittenmark's "Doll House" in Washington, D. C., to contribute a doll to his annual Christmas Toy Campaign.

Corner, 14th and F Streets N.W., were held on the last day of November. Beginning December 1 and every morning thereafter until Christmas from 6:30 to 9:15 a.m. Hittenmark broadcasts his *Timekeeper* programs direct from the Doll House. People drive up during the day from 6:30 in the morning until 6:00 at night, depositing toys in the miniature structure. The doll collection will be turned over again this year to the Metropolitan Police Department for distribution.

## NBC TRANSMITTER

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

VOL. 4 DECEMBER, 1938 NO. 12

### EDITORIAL BOARD

DOM DAVIS	Editor
CARL CANNON	Associate Editor
GEORGE OLENSLAGER	Staff Writer
CHARLES H. NEWTON, JR.	Staff Writer
CHARLES VAN BERGEN	Photographs
BILL EDDY	Staff Artist

### N. Y. CONTRIBUTORS

WILLIAM A. GARDEN	Guest Relations
ROBERT LAMKIE	Guest Relations

## NBC BOARD PROMOTES TRAMMELL AND MORTON

(Continued from page 1)

World War, he was commissioned a second lieutenant, and at the close of the war, was a first lieutenant in the 36th Infantry, 12th Division. He remained in the army as a member of the staff of Major General Charles G. Morton until he entered the radio field.

In January, 1925, Mr. Trammell was named assistant sales manager of RCA for the Pacific Coast, and in March, 1928, was transferred to NBC. After two months in the New York headquarters, he was named manager of the Central Division. He was made a vice president the following March.

Mr. Morton left the College of Engineering of the University of Illinois in the Spring of 1917 with a Bachelor of Science degree to attend the first officers training school. After being commissioned as a second lieutenant, he was assigned to the 12th Field Artillery at Camp Deming, New Mexico. In September, 1917, two days prior to his planned sailing for France, he received orders to report for duty as an artillery instructor. He ended his war-time service as instructor in military science at Columbia University, where he also did graduate work leading to the degree of Master of Science.

Resigning from the Army with the rank of Captain, Mr. Morton joined the General Electric Company. Two years later, he was named manager of the Washington office of RCA.

In 1923, he returned to New York to become commercial manager of RCA Communications, and a year later he was transferred to Paris as European manager of RCA. In January, 1934, he again returned to New York as business manager of the Program Department of NBC, and three years later he was named general manager of NBC Operated Stations.

## NBC HALL OF FAME



Proposed NBC Statue No. 9 and Citation Plaque

### INTERNATIONAL DIVISION

*With interplanetary broadcasts to New Jersey "un fait accompli," we of NBC in our inimitable way, parade another group of pansophical long distance artists, those nomadic, omniscient, linguistical acrobats, the International Group.*

*Recognizing full well the porosity of national boundaries in this age of micro-waves, our polygot project was launched to spread abroad in brogue and patois, Chinook and Hindustani, the canards and gossip that comprise our daily news sheet.*

*Boasting aptitude in every language, except pantomime, we find these descendants of Babel living and working in utter harmony as they match jargon with gibberish in their eternal joust with perspicuity in the mother tongue.*

*And so, recognizing full well the shortcomings of English in dedicatory phrases, we simply offer this silent slab of granite to the International Division.*

# KDKA PITTSBURGH

— by Kay Barr —

## Safety Patrol Series

Having finished his football broadcasts, Announcer Bill Sutherland launched a series of Saturday morning programs over KDKA in connection with the School Safety Patrol on November 26. Safety Council and School authorities co-operated and some 200 boys and girls in white harness were in the studio for the first broadcast. Weekly prizes are being given to the schools that do outstanding work in safety and the protection of the youngsters in crossing streets near the schools.

## Sick List

Derby Sproul's Program Department at KDKA has been working under a triple handicap recently. Charley Urquart, production chief, is still under observation at the Cleveland Clinic Hospital with a mysterious malady that puzzles even the specialists; Johnny Shiliano, Sound Effects, has been out with auto crash injuries, Bernie Armstrong, organist and production man, has been out because of an operation on an infected foot, and Librarian Betty Easley was out with ptomaine poisoning. And the whole KDKA staff was handicapped by the ten-day absence of Edith Hingley, switchboard operator, who was down with the grip.

## Beal Gets Award

Bill Beal, of KDKA, is the winner of the 1938 H. P. Davis Memorial Announcer Award. Walter Sickles, of WWSW, received first honorable mention, and David Garroway, of KDKA, received the second honorable mention. Beal received a gold medal and \$150 in cash.



Announcer Bill Beal (right) accepts the H. P. Davis Award for Announcers for 1938 from L. W. Chubb, director of the research laboratory of Westinghouse Electric and Manufacturing Co., during a special broadcast over KDKA.

Mrs. H. P. Davis originated the annual awards six years ago in memory of her husband; the custom to be continued during her lifetime. Judges are named by the Microphone Playhouse, of which Marjorie Stewart is the director.

Beal was a regular member of the KDKA announcing staff until a few months ago when he was moved to the continuity staff. Since that transfer he has retained certain programs and has originated the popular *Tongue-Twisters* broadcast, heard every Friday evening. He is a graduate of Carnegie Tech Drama School.

## Here and There

Announcer Bill Sutherland became the father of a six pound-and-fourteen-ounce baby, Charles Sidney, on November 19. That makes two boys for the Bill Sutherlands.

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And speaking of babies, Janet Ross, director of the *KDKA Shopping Circle* programs, has another namesake. Several regular listeners have named baby girls for Janet. The last is Janet May Barner, daughter of Mr. and Mrs. Earl Barner of Bellefonte, Pennsylvania.

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Dave Garroway, announcer, is getting so much mail on his *You Don't Say* programs that he has employed Margie Anderson to help him take care of the correspondence.

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Officially, Clarence Pettit is director of public relations at KDKA. Unofficially he is the staff orator. *Radio Back Stage*, and *And Now Comes Television* were the titles of his two recent addresses before Schenley High School and the Drama League Institute.



KDKA's Program Board appraises programs, gives auditions, seeks new program ideas and cleans house periodically. Left to right, they are Manager Sherman D. Gregory, Clarence Pettit, director of public relations; William E. Jackson, sales manager; W. B. McGill, manager of sales and station promotion; Maurice Spitalny, director of music; Derby Sproul, program manager, and J. E. Baudino, chief engineer.

Oil City, Pennsylvania, celebrated "Million Dollar Holiday Week" from November 25, to December 3, 1938. Wednesday, November 30, was called "KDKA Day," featuring personal appearances of Announcer Ed Schaughency and several acts from the station.

## Admiral Byrd At KDKA

G. Dare Fleck, Traffic Manager, met Rear Admiral Richard E. Byrd face to face for the first time when the explorer was a guest of Janet Ross on an interview program late in November.

Fleck's voice was the first heard by the Byrd party after they landed at the barrier in Little America. That was December 29, 1928, and two days later Byrd wired KDKA the thanks of the expedition for the special broadcast. Byrd autographed a photostatic copy of that telegram for Fleck during his visit to the studios. Ted Kenney, engineer, also met the Admiral during the broadcast. Ted handled the dials for Fleck's broadcast.

## KDKA Program Board

The KDKA Program Board (*see cut*) has been so successful as a guardian of the station's program policies that Manager Sherman D. Gregory is planning to increase its duties and responsibilities.

It is planned to have the board audition new sustaining features and to reorganize or replace programs that are not "clicking" 100 per cent. The board will listen to and analyze programs that are not up to KDKA's standards of program popularity before proposing any changes to improve them or before deciding to replace them with new shows.

# NBC HOLLYWOOD

by Noel Corbett



Western Division Sales Manager and Mrs. Sydney Dixon photographed at the recent convention of the A.A.A.A. in Del Monte, California.

## Happy Yuletide

Christmas message from Don E. Gilman, vice president in charge of the Western Division:

"This Christmas of 1938 is indeed a happy Yuletide for us in the Western Division.

"In the past decade we have grown from a tiny group to a vast organization. We have entered new fields and have accomplished much.

"Now that we are in our new Hollywood Radio City, our Christmas is complete."

## NBC Entertains I. R. E.

A. H. Saxton, Division Engineer, played host to sound engineers from motion picture and radio studios Tuesday evening, November 22, when more than 400 I. R. E. members visited Hollywood Radio City last month.

R. F. Schuetz, engineer in charge of equipment installation, spoke on "New Facilities in Hollywood." "Miv" Adams gave a talk on field equipment, and Harry Saz and his boys put on a sound effects exhibit.

The meeting was followed by an inspection tour of the new studios.

Bob Brooke, studio engineer, is chairman of the Los Angeles chapter of the I. R. E.

## Institute of Radio

Don E. Gilman, vice president in charge of the Western Division, was the principal speaker before the first annual Institute of Radio held at the University of Southern California, Friday, November 18.

The general session closed a series of meetings attended by leaders in broadcasting.

Other speakers included Marvin Young, assistant program director, and

Charles Brown, sales promotion manager, and Carlton E. Morse author of *One Man's Family*.

## California Fire

When brush fires raged throughout the Santa Monica Mountains, causing several millions of dollars damage and endangering many homes of movie stars, Buddy Twiss, announcer in charge of special events, was on hand with his portable mike.

Bob Brooke and "Miv" Adams set up the field equipment at a spot where the flames were thickest.

Fire travels fast though, and ten minutes later when it came time to go on the air, the fire was over a mile away.

## ATE Dance

The ATE will have their first annual dance in Hollywood right after the holidays. R. G. "Denny" Denechoud, studio engineer, expects over four hundred to attend the affair which will be given at the Biltmore Hotel.

## "Miv" Confesses

After all this time, Marvin "Miv" Adams admits he was married September 7 to Miss Emmy Lou Winslow at Las Vegas, Nevada. "Miv", who is field supervisor in Hollywood, was formerly in the San Francisco office, and was one of the lucky men who made that trip to Canton Island to cover the eclipse.

## Mail Service De-Luxe

Norman Noyes, supervisor of pages, reports there shouldn't be any complaints on the mail pick-up service in his department.

Bing Crosby was supposed to pose for some still pictures in a tuxedo and makeup, so he had his valet bring his makeup kit and tux accessories to the studios. The valet brought them all right, but by mistake set them down on a desk mail box in one of the offices.

Two minutes later one of the pageboys came along, noticed Crosby's name on the package, took it to the mail room and five minutes later the tuxedo, accessories, makeup kit and all, were in

the mail addressed to Crosby's Toluca Lake home.

## Blimp Tour

Most newcomers to Hollywood generally take their time poking around getting acquainted with this part of California.

Jim Lyman, Auditing, decided wasting time and gasoline was too tedious for him. A couple of weeks after he was transferred from San Francisco, Jim and Mrs. Lyman took a scenic ride over Hollywood in the Goodyear blimp, "Volunteer."

## The NBC Dramalogue

The NBC Dramalogue put on Act III of *No More Ladies*, November 30, in Studio B. The program which was heard via the latest RCA public address system, with Studio Engineer Murdo MacKenzie at the controls, featured Janette White, Evelyn Hermanson of Program; Margery Wright of Music Rights; Myron Dutton and Joe Parker, directors; Helen Aldrich, Sales; Max Hutto, Mimeograph, and George McMenamin, General Maintenance.

## Officer Charlie McCarthy

Charlie McCarthy is now an honorary member of NBC's police force in Hollywood Radio City. It all came about when the little wooden-headed gentleman got chummy with Special Officer James Patrick Burns in a



Noontime finds these teams making the Hollywood Recreation Center's bowling alleys really sizzle. Left to right, back row, are Myron Dutton, director; Marvin Young, assistant to John Swallow; Walter Bunker, production manager; John Swallow, program manager of Western Division. Front row: Buddy Twiss, announcer in charge of special events; Carlton Morse, author of *One Man's Family*; Joe Parker, director, and Joy Storm, announcer.

## NBC HOLLYWOOD

(Continued from preceding page)



Don E. Gilman, vice president in charge of the Western Division, greeting Charlie McCarthy and Edgar Bergen on the steps of the new Hollywood Radio City.

crowded corridor after a recent Chase and Sanborn broadcast.

During the conversation with Charlie, Officer Burns had to go to another end of the building. He suddenly missed the badge on his coat and hurried back to find Charlie in the middle of a lobby directing traffic with the missing badge on his smart evening coat. A friendly squabble over the badge ensued after which Charlie returned the badge to Burns who promised to forget the encroachment upon his territory for an autographed picture of Charlie. The photograph, which Burns sent to a relative in County Cork, Ireland, was autographed, "From one good Irishman to another."

## Meredith Willson Resigns

Meredith Willson, for six years Western Division Musical Director, is resigning from NBC in order to devote all his time to commercial program commitments which are so numerous he no longer has time to devote to his duties with the Company. He will concentrate on his duties as musical director of *Good News of 1939* and the *Signal Carnival*, NBC programs in which he has been featured.

## Quick Pix

Bob Moss has been transferred from Engineering to the Production staff . . . Andy Love, in charge of Literary Rights, spoke at Pomona College, November 10. His subject was "Opportunity in Radio for Young Ladies" . . . Bill Howard, page, formerly of the New York staff, took a leave of absence to visit relatives in London . . . Alice Tyler, secretary to A. H. Saxton, plans to spend Xmas in San Francisco.

## KYW PHILADELPHIA

by J. A. Aull

## Sock and Buskin

With everybody still digesting Thanksgiving Day turkey at this writing, KYW thoughts already have turned to Christmas. The Sock and Buskin group of able amateur actors have turned their attention toward a new opus which they claim will far exceed their first radio efforts of last Hallowe'en. At that time they socked their listeners plenty by buskin into the airways for the first time in their lives.

John Thorp, of the announcing staff, who guides the destinies of this up and coming group, is keeping all plans safely under the hat. He does promise, however, that the talent of the last show will be heard from again around December 24th. Those who took part in the last skit were Kathryn Ullman, secretary to Lambert Beeuwkes; Helen Pearse, secretary to Al Watton; Mary Wilcox, hostess; Jack Pearce, of the Mail Department, and Bill Lang and Harry Wood, professional announcers, who put the play on and off the air on schedule.

## The Mask and Wig

At the invitation of General Manager Leslie Joy, KYW played host to members of the widely known Mask and Wig Club, dramatic society of the University of Pennsylvania, last month, in connection with this season's production of *All Around the Town*. This was quite in keeping for two reasons. First, because Mr. Joy is a Penn grad and a member of the club. Second, because the show deals with a radio studio in the first act and the boys wanted first hand comment and criticism from those "in the know." On the twenty-eighth, the club reciprocated with a half-hour program from the studios which was carried by the networks.

KYW broadcasting the election returns last month direct from the United Press Bureau in Philadelphia. From this corner of the U. P. Bureau the words "Governor Earle concedes the election" were flashed to a waiting world minutes before any other radio station. Left to right: Announcer Bill Lang, Publicity Director Jim Aull, Westinghouse Engineer Les Schumann, Announcer Dan Munster and Auditor Joe Proulx who acted as editor that night.



## Personal Tid Bits

While Jan Savitt, music director of KYW, and his KYW Top Hatters are on another tour of New England states, Nathan Snader, first violinist of the KYW orchestra, has been named acting director until Jan returns sometime after the first of the year.

Snader has been with the orchestra for the past two years. Before that he was the youngest member of the Washington Symphony Orchestra where he was assistant concert master and soloist at the age of 19. He is a graduate of the Curtis Institute.

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Mr. Joy has been appointed a member of the Radio Council of the National Foundation for Infantile Paralysis.

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Leroy Miller, Musical Clocker and panderer of nonsense, spoke at a luncheon meeting of the Camden Fire Insurance Association at the YMCA in Camden on December 16. The invitation mentioned that they asked him because most of the Association's members were chronic listeners to his program.

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John Thorp, director of the *R. F. D.* 1020 program, heard every morning over KYW, complained on the air the other day that he was saying a lot about church suppers and rural festivities but so far hadn't been able to attend any of them. The next day the Hershey Industrial School sent him a big box of fried chicken legs and gizzards.

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Sales Promotion Manager L. B. Beeuwkes has a surprise Christmas card in store for several thousand friends of KYW. They're going to receive KYW greetings direct from Bethlehem in Judea.



The NBC Transmitter salutes these members of the National Broadcasting Company who, this month, complete their tenth year with the Company.

#### Edward R. Hitz

Ten years ago while Edward R. Hitz was in the advertising department of the *New York Daily News* he received an offer from the National Broadcasting Company to join its sales staff. He hesitated to accept the proffered position because radio was new as an advertising medium and because NBC had cautioned him that "we have something to sell but we are not certain yet what it is." He asked the advice of older men in the advertising field and they all said, "Why not take a chance? It's new and it may grow into something."



Edward R. Hitz

Mr. Hitz took the chance and everything seems to have turned out for the best because he is still with NBC. He is now a national network salesman in the Sales Department in New York where he has been during his entire career with NBC, with the exception of two years he spent as NBC national sales representative in Philadelphia.

Mr. Hitz comes from a talented family. His sisters, Elsie and Gertrude, are famous actresses of the stage and radio. He is married and has two daughters, one three years and the other six months old. He has a home in Westport, Connecticut.

One of Mr. Hitz's big accounts is the Bristol-Myers show with Fred Allen. Mr. Hitz recalled how, a number of years ago, when Fred Allen started his present series on the air, the comedian used to bring his scripts, written in long hand, to Mr. Hitz who would check them and then have them mimeographed. Once, much to Mr. Hitz's chagrin, the script was lost while enroute to the mimeograph room, and Mr. Allen had to sit up all night writing another from memory. The following day Mr. Allen sent him the substitute script with the following note:

Dear Ed,

For goodness' sake don't lose

this— It is easier to get another account than another script.

(Signed) FRED ALLEN

#### Wanda Woodward

Wanda Woodward, efficient head of the San Francisco Audience Mail Department, is one of the most popular personalities in the Western Division. She and her staff handle all the letters that are received at the KPO-KGO offices, and dispense information on every subject under the sun.



Wanda Woodward

Long a resident of San Francisco, Miss Woodward was born in Laurel, Oregon. Her family had just moved to San Francisco when the 1906 fire broke out. Although she was too young to remember much of the catastrophe, she does recall living in a box car for several weeks when her home was burned down.

The NBC staff was still small when Miss Woodward joined it in 1928. She was telephone operator, hostess and several other things in those days—sometimes in turn and sometimes all at once.

"What do people write to radio stations about?" she was asked. "What don't they!" she replied. "Love, money troubles, cooking recipes, jobs, family problems, religion and of course—radio programs!" She replies sympathetically to the kickers and complainers, cheerily to the lonely, and thankfully to the appreciative.

#### Charles L. Bennis

The son of a railroad telegrapher, Charles L. Bennis of the Master Control Board staff in Radio City started his career in the field of communications as a railroad telegraph operator. Then he joined the Navy in 1919 and studied radio telegraphy in the Naval Communications School.



Charles L. Bennis

He remained in

the Navy eight years, his first assignment after his graduation from the radio school being at NAA, the naval radio station in Washington, D. C., which today gives NBC listeners the exact time every day at noon.

After serving on land, he was selected by the late Admiral W. H. G. Bullard to accompany him on the Asiatic Fleet. He was with the fleet five years during which time the terrible Japanese earthquake of 1927 took place. Radioman Bennis was among those of the Navy who were sent to Yokohama to help the Red Cross care for American citizens and to assist the Japanese in cleaning up the city and taking care of the wounded. Near the end of his service Mr. Bennis had one of his most memorable experiences in the Navy when, while at Gibraltar with the Naval yacht, Isabel, he had the pleasure of meeting Guglielmo Marconi and the privilege of being among those who were invited by the late inventor to visit his famous yacht, Elettra.

"That visit on the Elettra," said Mr. Bennis, "was more thrilling to me than all the typhoons, earthquakes and fighting I saw in the Orient."

In December, 1928, Mr. Bennis left the Navy to join NBC in New York. He started in as telegraph operator, handling traffic orders in the Engineering Department. Since then NBC has replaced its telegraph keys with teletype machines. After a short period "pounding brass" he was made a studio engineer and later he served with the Field Group. In 1935 he was appointed to the Master Control staff.

Charles Bennis is married and his home is in Brooklyn.

#### Frank Murtha

As the NBC star rose in its ascendancy, Frank Murtha of Artists Service rode right along with it. Following



Frank Murtha

a respite of a few years in Wall Street, Mr. Murtha joined the NBC page staff at 711 Fifth Avenue ten years ago and progressed to the position of receptionist for the Artists Bu-

(Cont. next p.)

reau of that period. When NBC moved its quarters to Radio City, he was placed in charge of the records concerning artists' activities.

At present, he is assistant to George Sax, in charge of sustaining bookings. George and Frank have been buddies for over fifteen years. In the NBC tenth anniversary show, in November, 1936, they won second prize as a pair of blackface comedians.

A bachelor, and a native New Yorker, Mr. Murtha lives in Brooklyn. Included in his extra-curricular activities is the job of Master of Ceremonies at the Top Hat Social Club.

**Claude L. Clayton**

In 1915 the British Army was shipping troops to Egypt to defend Great Britain's interests in North Africa during the War. Aboard one of the army transports was a young soldier whose duties during the voyage were to act as "nursemaid" to a bunch of mules. Not being very enthusiastic about his assignment, he performed his duties inefficiently and was about to be thrown into the brig for his negligence (he failed to clean out two stalls one day) when the radio shack recruited him for emergency service.



C. L. Clayton

And that is how Claude L. Clayton broke into radio. He had learned about wireless telegraphy at the military training school in Salisbury Plain in the South of England, and during the remainder of the War he served in the artillery signal corps of several cavalry divisions. After the War, he went to sea as merchant marine radio operator for six years. Then he settled in Boston for two years, studying music and learning to play the piano at the New England Conservatory of Music.

His music studies were not meant to supersede his career in radio; they were planned to complement his training in radio with an eye to radio broadcasting. After two years in Boston he got the job he wanted—studio engineer for the National Broadcasting Company in New York. His musical training has been invaluable in his studio work and Mr. Clayton will never regret those two musical years.

Born British, Engineer Clayton is now an American. He is married and has one boy, Claude, Jr., who was probably the most well-known baby in

the United States at the time he was born three months ago when Walter Winchell, whose Sunday evening broadcasts are regulated for the airwaves by Engineer Clayton, announced his birth on the air and in his newspaper column.

Engineer Clayton is active in the ATE (Association of Technical Employees). He has been secretary of the ATE chapter in New York for four years.

**Stephen Varley**

Born on a small farm in County Galway, Ireland, Stephen Varley of the Building Maintenance Division came to America at the age of 19. He was the third member of a family of ten sons to come to this country. Shortly after his arrival, he found a job in the General Service Department of NBC where he has served faithfully since December 31, 1928.



Stephen Varley

"Steve," as he is known to his associates in Radio City, received his early education in Irish parochial schools. After school he went to work as a gardener before deciding to follow his older brothers to America. Once here he continued his studies at the Bryant High School in Long Island City.

Recently, another of Steve's brothers came to America and is now a clerk. He, Steve and an older brother, who is an accountant, live with an aunt at Rego Park, Long Island. The other brother in this country is a policeman and he has his own family and home. The other six brothers are at home. Four years ago Steve went to visit them and his parents at the old farm. It was a happy reunion, he said, and he is now planning to go home again for another visit.

**Edward Prince**

The Cost Accounting Section of the Engineering Department in New York consists of two men whose duties are principally the preparation of appropriation and budget records, and the maintenance of a record of all the expenditures in the department. They are Engineer James Wood,



Edward Prince

Jr., and his young assistant, Edward Prince.

Mr. Prince, who left high school when he was sixteen in order to join NBC, completes his tenth year with the Company this month. He started in the Mail Room where he was subsequently placed in charge of the stamp desk and of the financial records. That led to his promotion to the Engineering Department in 1934.

Edward Prince got married five years after joining NBC and he is now the father of a two-year-old boy named Edward Robert. Asked about hobbies, he said he had no time for them. He prefers to study and is, at present, taking an evening course in Mechanical Drafting at Long Island High School.

He is a native New Yorker and he received his early education in the city's public schools. During his last year in high school, before he came to NBC, Edward Prince worked nights for the New York *Daily Mirror* as copy boy.

**Waldo D. MacQueen**

Waldo D. MacQueen, this month, completes his tenth year in the Maintenance Division of the Engineering Department in New York. He came to NBC from the Navy where he served eight years as radio operator.



W. D. MacQueen

Mr. MacQueen was born in Maine and reared in Boston where he attended the public schools. With the intention of learning radio telegraphy in the Naval Radio School, he joined the Navy right after his graduation from high school. A year later, after his training in the Naval Radio School, he was assigned to submarine duty for three years until the end of his enlistment. Yearning for travel abroad, he re-enlisted in the Navy and joined the European Squadron which took him to almost every port in Europe and North Africa.

During his second enlistment, while he was on land duty at the Naval radio station in Philadelphia, Radio Operator MacQueen got married and that was the principal reason he did not re-enlist at the end of his eighth year. Mr. and Mrs. MacQueen now have a daughter, Elizabeth, eight years old, and they have a home in Oceanside, Long Island.

# WGY SCHENECTADY

by W. T. Meenam



The Kitchen Studio at WGY, Schenectady, which has a large window through which visitors may watch the broadcasts of the station's cooking experts, Betty Lenox (right) and Martha Brooks.

## Pheasants and Rabbits

When Howard Wheeler of WGY's technical staff goes hunting, he takes camera as well as gun, knowing that none will believe his tales of success without pictorial evidence. Recently he brought back a picture of his setter, Don, and the bag for a day's hunting, two pheasants and a rabbit.

A day or two after this hunting expedition Charles J. Dickson of the New York Engineering staff arrived in Schenectady to take off for the hunting ground. He was accompanied by two other NBC engineers, and all were properly fitted and armed. Fortune, however, didn't smile and they returned weary and without a trophy. Dickson, by the way, borrowed a print of Wheeler's dog and the pheasants. Howard doesn't know what use the picture was put to, but he does wish it understood that the dog and the game are all his.

Ray Strong and Pete Narkon, also of the engineering staff bagged a pair of pheasants and a rabbit. W. J. Purcell and Albert Knapp also hunted.

My! My!

Radcliffe Hall, announcer and production man, proved himself equal to a brilliant personal appearance assignment, Thanksgiving eve, when he performed as master of ceremonies at the annual ball of the Schenectady Permanent Firemen's Association, at the new Schenectady Armory. It is estimated

that 5000 people attended the ball for which NBC had provided three orchestras—the units of Blue Barron, Gordie Randall and Freddie Goodman. In addition, there were several entertainers headed by Fifi D'Orsay. Rad performed as "straight" man for Fifi's comedy and it is reported that the feature included a demonstration of osculation after the D'Orsay manner. My—My!

## WGY Notes

Kenneth Hallenbeck has succeeded Mrs. Ione Caranchini in the Press Department. Ione was married recently to Silvio Caranchini of the control room staff.

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Jack Keane, WGY's chief usher, spent the Thanksgiving week-end in New York. Jack, who was associated with the New York-NBC Guest Relations Division for three years, is planning another, and very important trip to New York for the Christmas holidays. While there he will be married to Miss Winifred O'Rourke, on December 26.

## 11,347 Visitors

The Little Radio City—that's what WGY's new studio building is called in the Mohawk Valley—attracted 11,347 visitors during the month of October. Audience shows continue to attract capacity crowds and admission tickets

## NBC EMPLOYEES VISIT RCA SUBSIDIARIES

(Continued from page 2)

ordinary piano, police and airplane radio equipment, the latest RCA receiving sets and parts, and a dozen other RCA products and recent inventions.

Before lunch in the RCA dining hall, the NBC members met Dr. V. K. Zworykin who took them through a section of his laboratory where he showed his latest inventions and developments for television and a new gun-like microphone for picking up sound from a distance without using a parabola.

After lunch the tour of inspection was continued in the plant where RCA sets are made. There they saw how the chassis of a set is assembled by assembly lines, in the same manner that automobiles are assembled, and, finally, how the chassis is placed in its cabinet. They also saw practical demonstrations of the manufacture of RCA Victor records.

Tom Joyce, advertising and sales promotion manager, addressed the NBC group before it left Camden at the end of a visit which is expected to be followed by many others from NBC. The visit, which was arranged through the Personnel Office of NBC, is part of a reciprocal plan in which members of the RCA Family may learn more about each other's companies by exchanging visits. Three months ago a number of RCA executives from Camden visited the NBC offices and studios in Radio City.

On November 22 another large group of NBC employees, headed by C. W. Farrier, coordinator of NBC's television activities, visited RCA's transmitters at Rocky Point and Riverhead, Long Island, and on December 1, a third group, headed by C. A. Rackey, audio facilities engineer, made a tour of the offices of the RCA Communications, Inc., on Broad Street, New York City.

are now in demand two and three weeks in advance of performances.

## Bowling

The bowling league is in its fourth week, with the Whistles holding a two-game lead over the Statics, Faders, Ripples and Howls, all tied with five games won and four lost. There are six teams in the league, which is presided by John Howe of Sales. At the moment, Radcliffe Hall holds the record of high single and high three. The teams play every Saturday afternoon.

**STAMP CLUB NOTES**

Harry L. Lindquist, chairman of the National Federation of Stamp Clubs, and W. S. R. Smith, president of the Associated Business Stamp Clubs, addressed the members of the NBC Stamp Club who attended a stamp collectors' banquet held in the President's Conference Room in Radio City on the evening of November 14th.

The buffet supper, an elaborate spread prepared under the supervision of the club's "Oscar," George M. Nelson, of the Personnel Office, was followed by a lively session of stamp trading.

**How The Wage And Hour Law Affects NBC**

*(Continued from page 1)*

week, will be used by NBC in determining the basic hourly wage rate at which overtime wages, if any, will be paid to those who are eligible, according to the law, to receive overtime wages.

Executives, administrative employes, professionals and outside salesmen are exempt from the act. NBC has classified its employes according to the act and regulations, and each employe will be notified of his classification by his supervisory officer.

The Company has made the rule that overtime work is not to be performed by any employe subject to the act, except when such work is necessary and is done with the prior approval of his supervisor.

Under the act employers are permitted to make their own rules as to extra work where the work week does not exceed 44 hours. However, for work beyond 44 hours a week employes will be compensated at the rate of time and a half in money for each hour of overtime.

Where given classes of employes are included within labor agreements with the Company, such agreements as to hours and overtime will continue to be observed as long as they are in force, excepting that such classes of these employes as are covered by the Wage and Hour Law must be paid in money, at the rate of time and a half, for work in excess of 44 hours per work week, regardless of the provisions of such labor contracts. If such contracts with the Company are approved by the National Labor Relations Board, the provisions of those contracts as to overtime will supersede the above regulation.

**KOA DENVER**

by Mack Switzer

**Zippered Vest**

Jim Lehmann, 150-pound announcer and oft-times writer of this column, bought a suit with a zipper, instead of buttons, on the vest. Control Assistant Supervisor Joe Rohrer saw the vest at the tailor shop and tried it on. The zipper worked perfectly—on the way up, but when the time came to take it off Joe's 175 pounds wouldn't give, neither would the stuck zipper, so a sad tailor cut him out of the waistcoat.

To top it off, Announcer Lehmann, while wearing the new vest, got terribly hungry one evening and ate two dinners. Bang!—and the zipper burst into a hundred pieces.

P.S. Jim Lehmann, defying modernity, now buttons his vest—the old-fashioned way.

**Spot News**

Traffic Manager Helen Loucks disclosed her latent talent for acting when she played the part of a Civil War soldier's mother in *Light on the West*, a dramatic program broadcast by KOA on November 19.

Announcer James Lehmann's wife, Mildred, who won a two-year scholarship to the Juilliard School of Music, is now in New York City pursuing her vocal studies.

The staff of KOA was grieved to learn of the death of Eddie Gleaves, former KOA announcer, in Nashville, Tennessee.

Louise Wadsworth, of the KOA staff, and Swingster Lucien Morgan, who is often heard over KOA, were married on November 14 at an informal wedding at the home of Miss Wadsworth's parents.

Bill Stulla, Continuity and Production, swears he will cancel his subscription to this worthy sheet unless it conducts a camera contest so he can really put to practical use his new Rolleicord camera (Model a-A-174932 plus). Dear Editor: Please oblige so we can hear the last of this.

Editor's Note: Mr. Stulla and other photographers need not wait until the next photo contest to get their pictures published in the NBC TRANSMITTER. Pictures deemed by the Editorial Board of interest to NBCites in general are accepted for publication. Pictures must be completely captioned.

**NAMES IN THE NEWS**

*(Continued from page 5)*

the conference, Mr. Sturgell is expected back in Radio City early next month.

Production Manager William S. Rainey, who underwent an appendectomy early last month, has returned to his office in Radio City.

Miss Frances Rockefeller King, manager of the Private Entertainment Bureau in Artists Service, returned to her office late last month after several weeks' illness.

Harry Weir, according to reports received last month by his family, was killed in action, fighting for the Loyalist cause in Spain. Onetime member of the NBC page staff, Mr. Weir sailed for Spain last year to join the Lincoln Brigade.

His presence on the page staff, of which he was a member for three years, was highlighted by the *RCA Family Circle* when his name and picture was included among those of NBC who were descended from or related to famous men. Harry Weir was a great grandson of Gustave Doré, artist who was noted for his biblical etchings and portrait of Napoleon. He was a quiet, studious young man—well-liked by his many friends among NBC employes and artists.

**BASKETBALL TEAM WINS**

Playing their first game of the season, the NBC basketball team chalked one up on the winning side of their ledger, in a closely played game against the Roxy Theatre team at Prospect Hall in Brooklyn, Sunday evening, November 20. The game was played as a preliminary event to a professional game between the Brooklyn Visitations and Jersey City Reds teams.

The NBC boys, smartly attired in their gold and blue uniforms, caught the fancy of the crowd with their aggressive playing and their staving off of a last period rally by the opposing team. The final score was 14-12.

The line-up for NBC was as follows: Jack Graham (Guest Relations), L.F.; Bill Hannah (Duplicating), R.F.; Jack Carmody (Mail Room), C.; Bill Garden (Guest Relations), L.G.; Jack Garland (PBX), R.G.

Substitutions: John McHugh, Guest Relations; James von Frank, Guest Relations; Robert Robbins, Mail Room.

## WTAM CLEVELAND

by Bob Dailey

### Party For Mr. Pribble

A staff committee is busy making arrangements for the fourth annual party to be given in honor of Manager Vernon H. Pribble which will be held Tuesday, December 20, in the Olmsted hotel. December 20 is the date Mr. Pribble was named manager of WTAM four years ago.

Members of the committee include Pearl Hummell, Mildred Funnell, S. E. Leonard, Hal Metzger, Tom Manning, John Disbrow, Lee Gordon and Charles Avellone.

### WTAM Entertains Newswomen

Jane Weaver, as director of women's activities at WTAM, was hostess to 75 members of the Ohio Newspaper Women's association at a party in the studios during the annual convention held in Cleveland last month.

A feature of the evening's entertainment was a broadcast with Miss Weaver as mistress of ceremonies and interviewer of several convention delegates. Lee Gordon and his orchestra provided music for the program and party. Assisting Miss Weaver were



Jane Weaver

Mildred Funnell, secretary to Manager Vernon H. Pribble; Pearl Hummell, auditor and office manager; Hazel Finney, Betty Bauer, Hal Metzger, assistant station manager and program director, and Bob Dailey, press relations director.

### Manning Receives Trophy

Presentation of a handsome trophy by the *Sporting News* to Sports Announcer Tom Manning as the best baseball announcer of 1938 was made during a half-hour broadcast November 29. E. G. Brand, editor of the official baseball publication, came to Cleveland from St. Louis, to make the presentation. Other tributes given during the program were made by Harold H. Burton, of Cleveland; Alva Bradley, president of the Cleveland Indians; William Duggan, president of the Na-

tional Amateur Baseball federation; Al Sutphin, Cleveland sportsman and president of the Arena, and Manager Pribble. Stubby Gordon's orchestra provided the musical setting with *Take Me Out to the Ball Game* and other tunes associated with the national pastime.

Two weeks previous, Manning was presented with a beautiful silver plaque by the Cleveland Baseball Federation in token of his support to amateur baseball, and in recognition of his winning the best baseball announcer award for 1938.

### Edith Wheeler's Notes

Bookkeeper Joy Wassem carting her school books out to lunch with her every day to do the homework required in her evening classes at Cleveland College . . . Harold Winters being added to the WTAM office staff . . . Night Program Manager Chet Zohn stopping for cigarettes on his way home and taking \$15 from a slot machine with a 25-cent investment . . . Jane Weaver vacationing in Green Springs, Ohio, for a week . . . Night Control Supervisor Barney Pruitt raising a goatee! !

## NBC BOSTON & SPRINGFIELD

by Jim Lee

### Election Night

The WBZ and WBZA election-night story featuring a diversified program of political highlights and up-to-the-minute vote tabulations, went over the air without a break. From hundreds of reports received by the station and cooperating newspapers, NBC in New England again was out in front with its election broadcast.

Governor-elect Leverett Saltonstall of Massachusetts appeared with his family at the studio as the guests of General Manager John A. Holman, to express his thanks to the voters.

John Barry, ace political commentator of the *Boston Globe*, and Walter Bonney, political writer of the *Springfield Republican*, kept up a running commentary of the election scene from their respective news rooms.

George Harder, News and Promotion manager, who was assigned the job of directing the election broadcast by Mr. Holman, kept a majority of the operating and office staff on duty until the early morning hours.

### "Freedom of the Air"

John A. Holman, general manager of WBZ and WBZA, recently appeared as guest speaker before a large and enthusiastic group of the Village Churchmen at Wellesley. He spoke on "Freedom of the Air."

### Studio Notes

WBZ's News and Promotion staff put on a special broadcast for the Esso dealers in Worcester last month. The show was every bit as successful as the recent Esso performance for Greater Boston dealers.

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Mildred W. Carlson, director of the *Home Forum*, and Helen Lyman, who broadcasts WBZ's *Your Home and Mine* program, have inaugurated an illustrated four-page monthly bulletin for distribution to listeners. The bulletin includes special recipes, fashion advice, table decorations and holiday gift making.

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James Lee, formerly of the *New York Times* and *Washington Herald*

and *Star*, has joined the News and Promotion staff of WBZ and WBZA. He also is your new NBC TRANSMITTER correspondent. Lee, a graduate of Middlesex School and Harvard College, was a lieutenant in the U. S. Navy during the World War.

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Bob Evans is now in charge of Special Events. For the past year he has been one of the Esso Reporters and has broadcast such sport highlights as the International Fisherman's Races and various intercollegiate football games.

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Evidently many of WBZ's roster are vocal minded. Signatures are mounting for enlistment as male and female choristers. For the present the warbling will be confined to dead microphones.

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Harry D. Goodwin, Esso Reporter and member of WBZ's News and Promotion staff, was recently married to Miss Priscilla R. Clancy of Arlington where they are making their home.