

NATIONAL BROADCASTING COMPANY



NBC'S *New* BUILDING || KYW'S *New* STUDIO



W E L C O M E

Climaxing sixteen years of radio service to the public, KYW recently dedicated its new home at 1619 Walnut Street, Philadelphia. Westinghouse Electric and Manufacturing Company, owners and operators of KYW, and the National Broadcasting Company, which transmits programs from the station, join in extending a cordial invitation to visit their new home. The new ultra-modern studios were designed and constructed by the National Broadcasting Company, whose engineers contributed their vast accumulated knowledge and experience to building a "Radio Capitol" which embodies the latest technique in broadcasting, air-conditioning and acoustics in the third largest market of the United States.



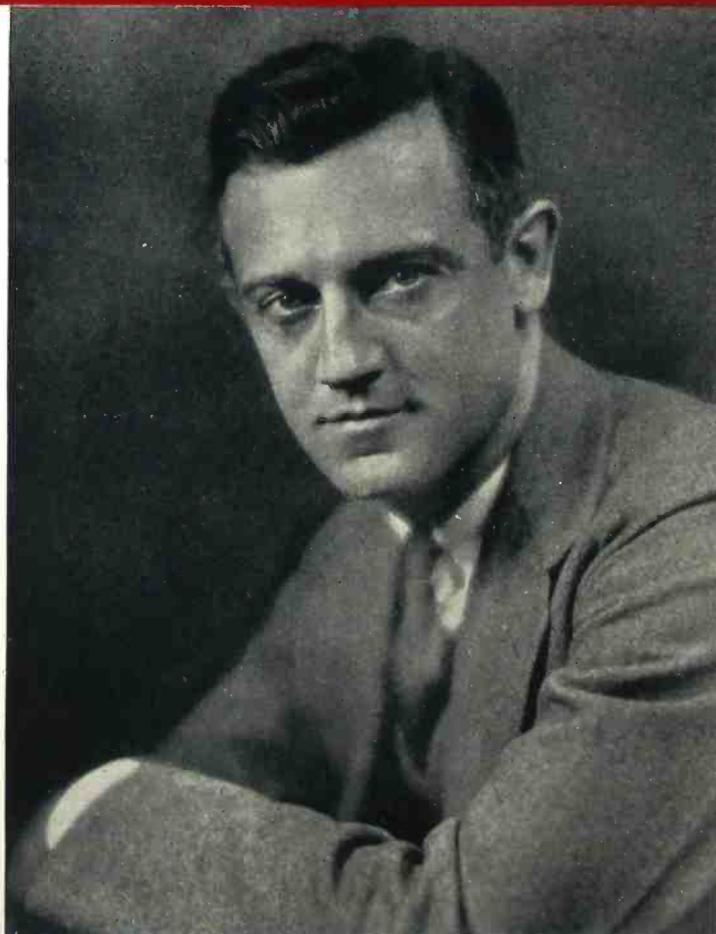
KYW's hospitable lobby in gleaming Spanish marble with bright accents of aluminum trim



Luxurious comfort, splendid acoustics and complete visibility enhance KYW's auditorium

A distinct innovation in radio studio construction is exemplified by KYW's spacious auditorium built two stories below street level. A "cameo theatre" . . . the 200 luxuriously upholstered seats are built upon a sharp incline affording an unobstructed view of the stage. A glass soundproof observation balcony at the rear allows clients to see the program and hear it via the loud-speaker system.

LESLIE W. JOY . . . *Station Manager*





The wide and deep stage accommodates a large orchestra comfortably

At the rear of the stage is the famous Westinghouse Automatic kitchen where the "KYW Home Forum" originates every week-day—its popularity with housewives increasing yearly. Many of KYW's outstanding programs such as the Civic Symphony Orchestra; "Music for Moderns" conducted by the distinguished Jan Savitt; and the "KYW Top Hatters" are broadcast from the Auditorium.



JAN SAVITT... *Musical Director*



MASTER CONTROL ROOM

ERNEST GAGER ... *Plant Manager*



The "heart" of KYW is the Master Control Room, where 30 miles of delicate wire converge in panels of winking, multi-colored signal lights. Through these arteries flow electric impulses, later to be translated as world-famous symphonies . . . smart banter of comedians . . . grave discussions of world problems . . . in short, the widely varied programs transmitted during 18 hours of KYW's radio day.

In marked contrast to the ultra-modern *décor* of the studios, the Client's Audition Room is done in the restrained simplicity of an early Colonial drawing room of the Adam period, with soft pastel shades of grey and green predominating. Completely concealed by a grey gauze panel above the fireplace, a radio speaker brings programs from the building studios and the network.

CLIENT'S AUDITION ROOM



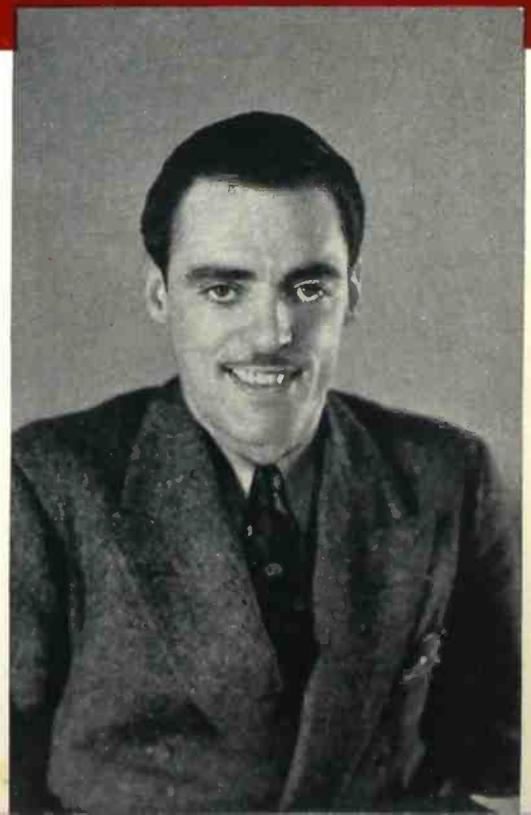
JOHN S. K. HAMMANN . . . *Sales Manager*



A ceiling two floors high adds spaciousness to Studio "B"

Studio "B," in common with every KYW studio, embodies every latest improvement in radio broadcasting technique including completely soundproof transite walls, indirect lighting, air-conditioning and splendid acoustics. The wide wall panels are light green accented with silver chromium strips. Old rose and light green borders add pleasing color harmonies to the ensemble.

JAMES P. BEGLEY . . . *Program Director*



Many of KYW's exceptionally interesting educational feature programs originate in this intimate studio. Every effort has been made to duplicate a man's own study, with walls panelled in rare woods, a library table of ample proportions and chairs upholstered in fine leather. Books and magazines add a colorful note.



Even diffident speakers feel "at home" in this charming studio

Slightly smaller than Studio "B," Studio "D" is done in warm colors. The floor is soft terra cotta with harmonizing rubber wainscoting and paler side walls. Programs of popular character as well as the more *intime* productions of Chamber Music are broadcast from Studio "D."



Warm tones of terra cotta and light tan make Studio "D" unusually attractive



Studio "E"—the "twin" to "D"— is used principally for dramatic productions and other programs not requiring too much floor space. The "KYW Players" in their ever popular series of Broadway hits are heard from Studio "E."

Acoustically perfect Studio "E" in light green and silver, with a grey floor

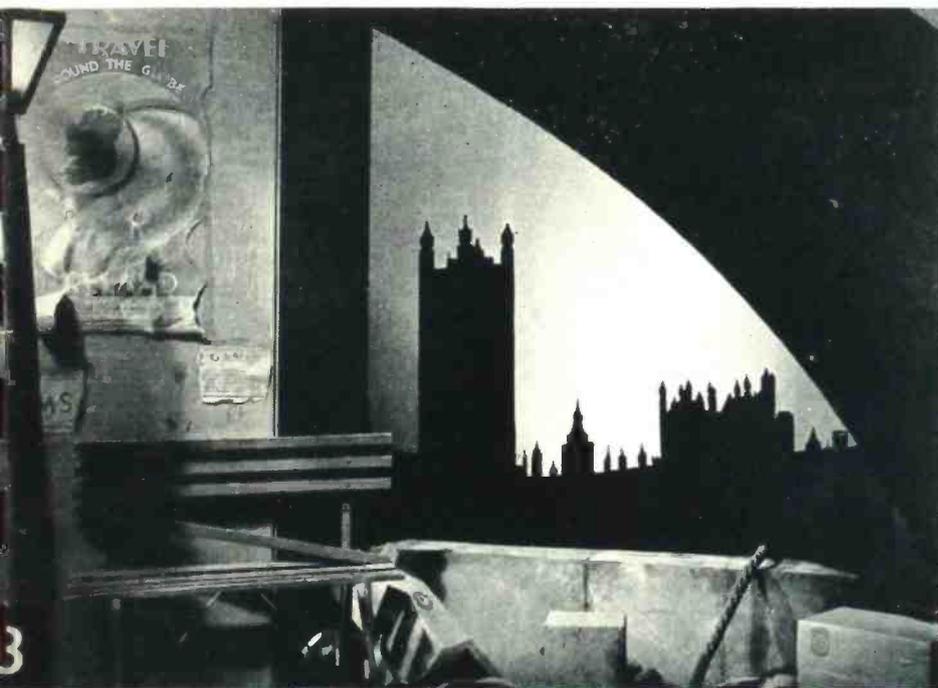
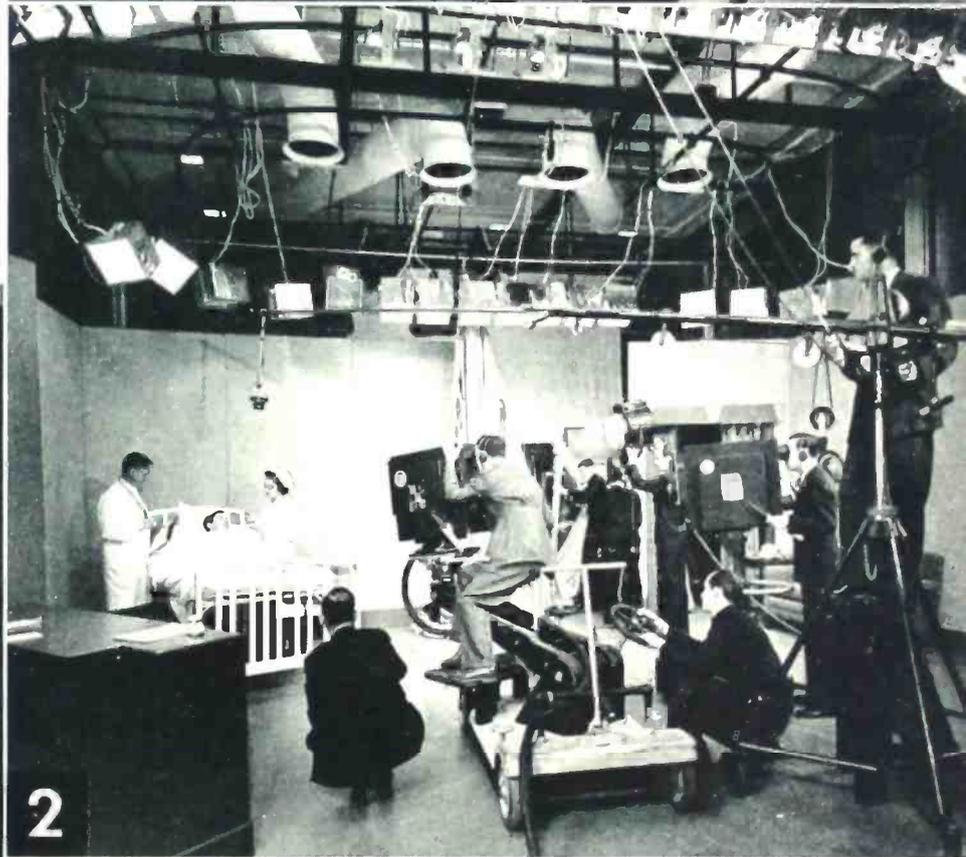
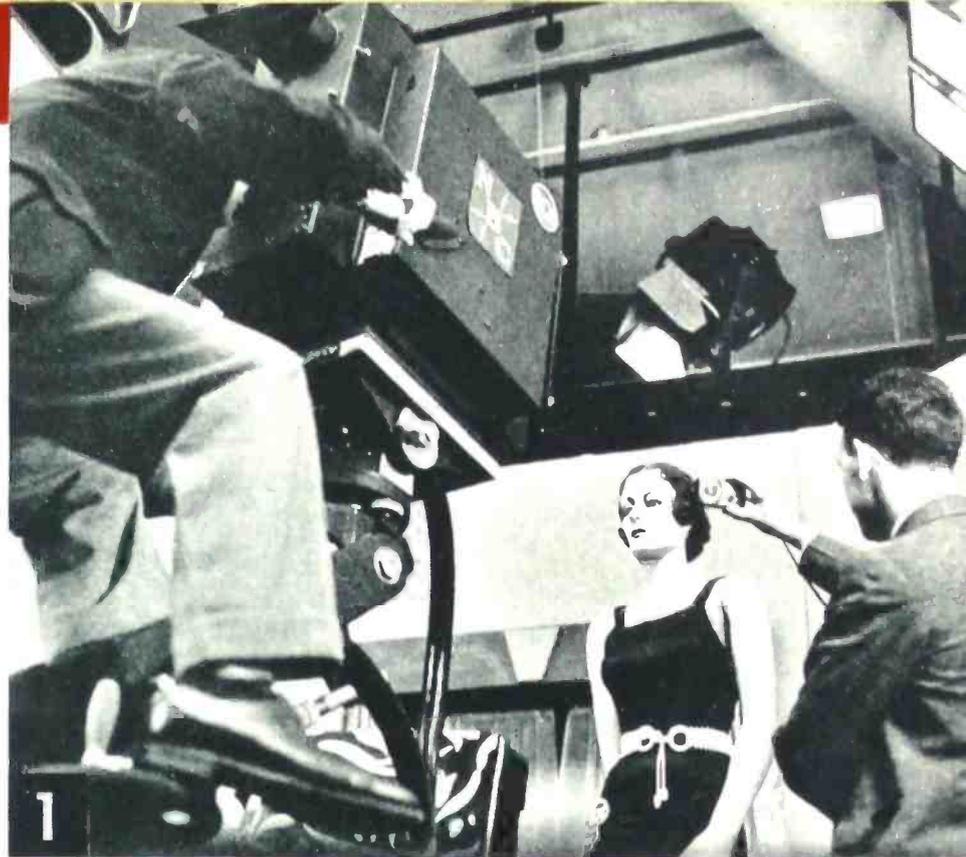
"TRANSCRIPTION" & "STAND-BY" Studios "F" and "G"

Adjacent to the master control room are Studios "F" and "G." In Studio "F," complete transcriptions are made of many programs broadcast over KYW. Studio "G" is used for announcing "station identification" and for rare emergencies when a "stand-by" program is required.



TELEVISION

Because KYW is the Philadelphia terminus of the famous coaxial cable laid between New York and Philadelphia, it is only natural that ample provision should have been made for television broadcasting. The fifth and sixth floors of the studio building have been assigned to television broadcasting. As soon as television emerges from its purely experimental stage, a complete television studio will be installed. These photographs of NBC's New York television studios show some of the recent advances made in this newest of the arts.



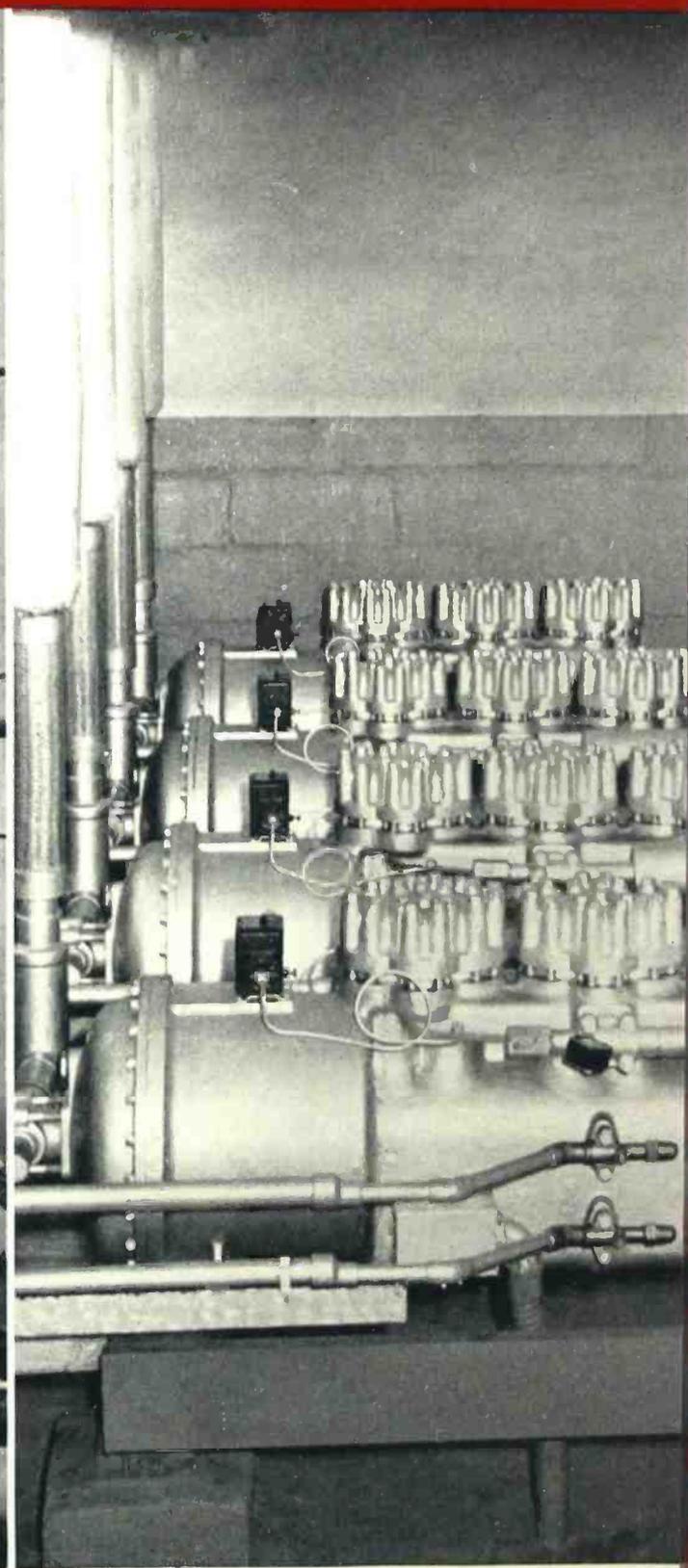
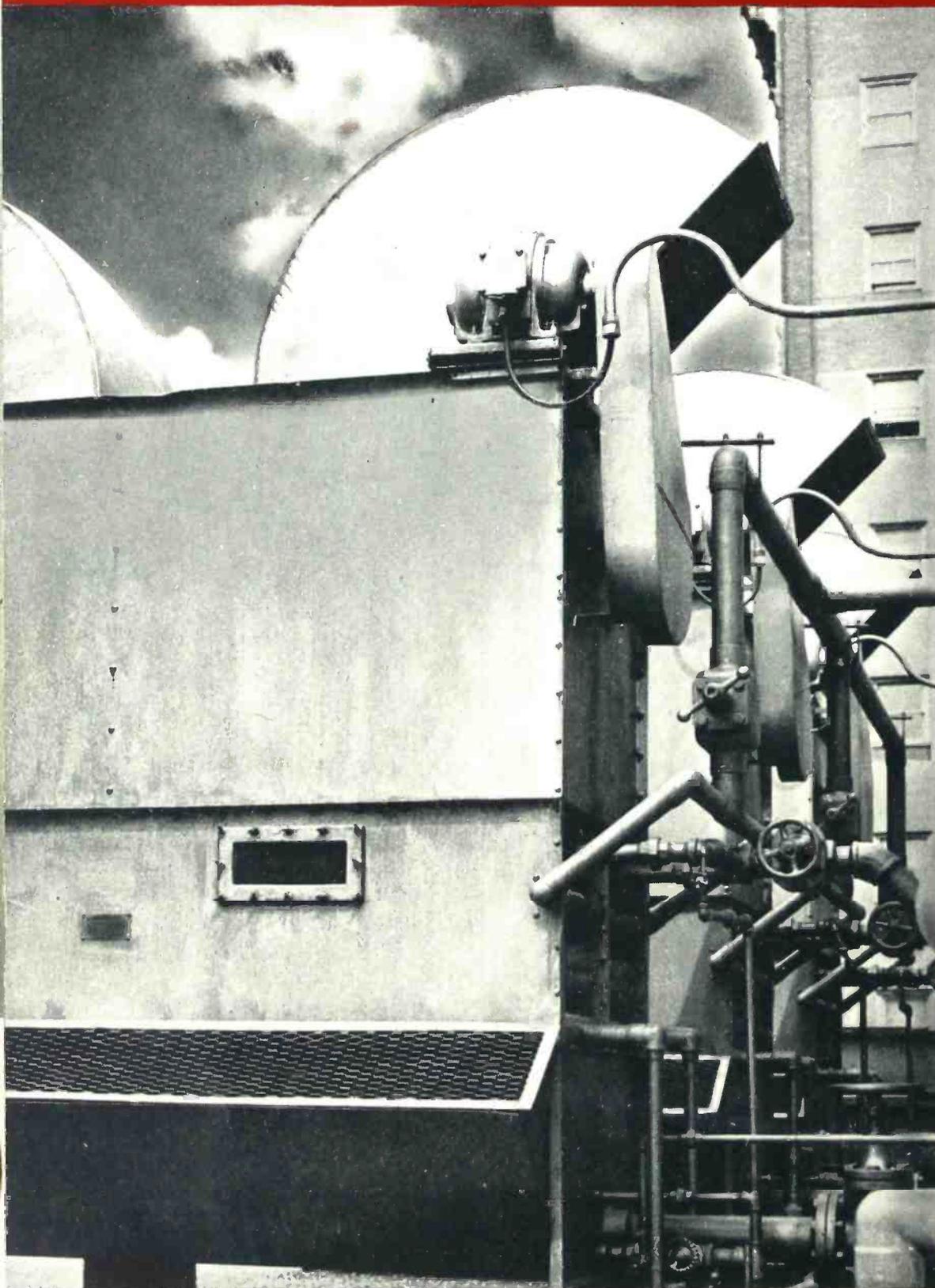
1. Testing "Miss Patience"—the dummy "stand-in"

2. Shooting a sequence

3. Set for television drama—"Sleeping Out"

4. Television Mobile Unit

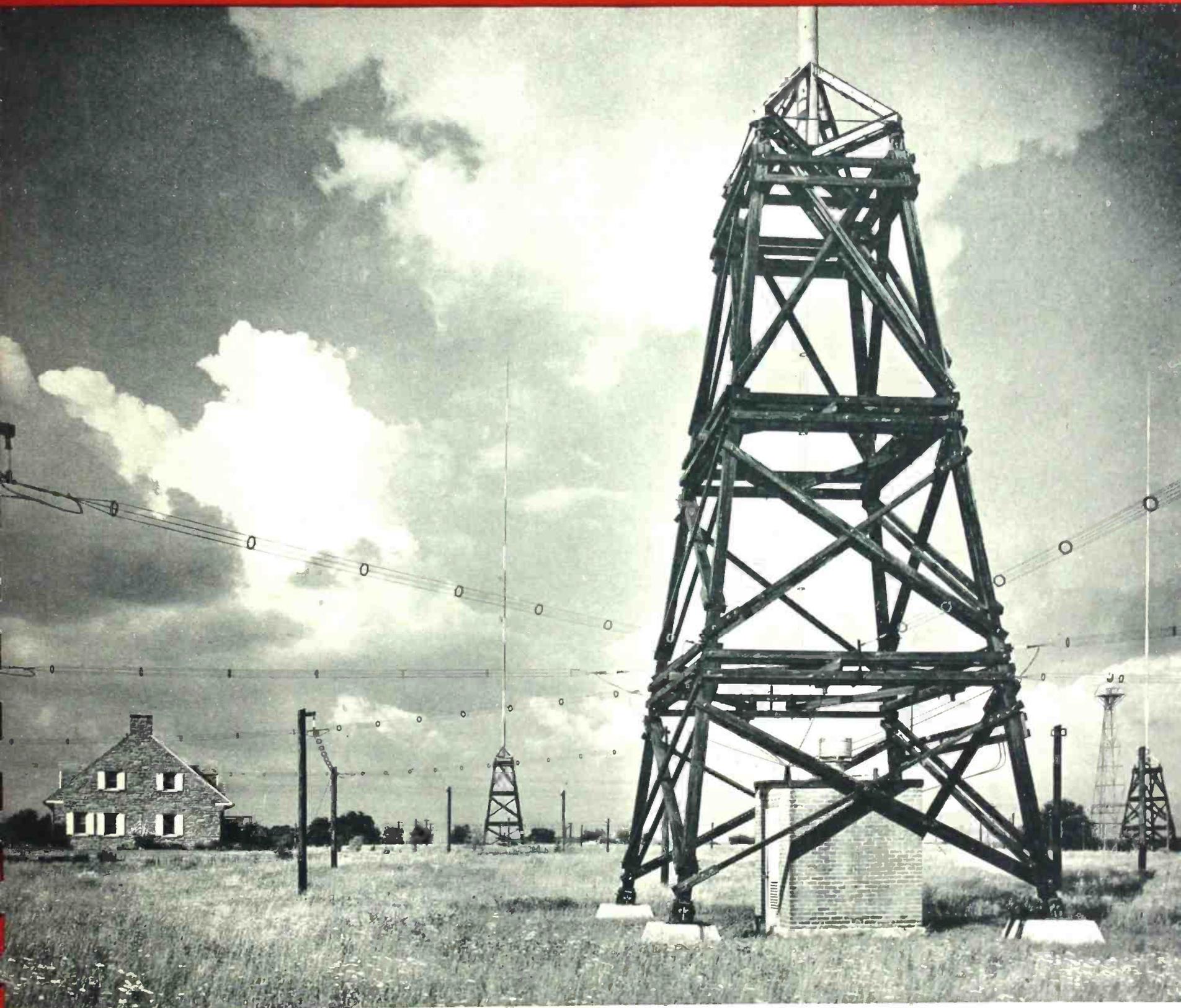
AIR-CONDITIONING



All KYW studios and offices are completely air-conditioned with equipment manufactured by Westinghouse Air Conditioning Division. Four 25-ton condensing units are operated in a series. 200 gallons of water a minute are required for the four machines. Three evaporating condenser units on the roof aerate the water and reduce its temperature so that it may

be used over and over—with only one percent lost. A variation from 25 to 100 tons is available depending on weather conditions. The cooling equipment consists of a fan, cooling coil and air washing system. 27,000 cubic feet of air a minute are delivered through ducts of which 7,000 cubic feet are brought in from the outside.

KYW'S TRANSMITTER



When Westinghouse moved the studios and operations of KYW from Chicago to Philadelphia in 1934, completely new transmitting equipment was installed in a colonial style building at Whitmarsh, Pennsylvania, 12 miles distant from Philadelphia.

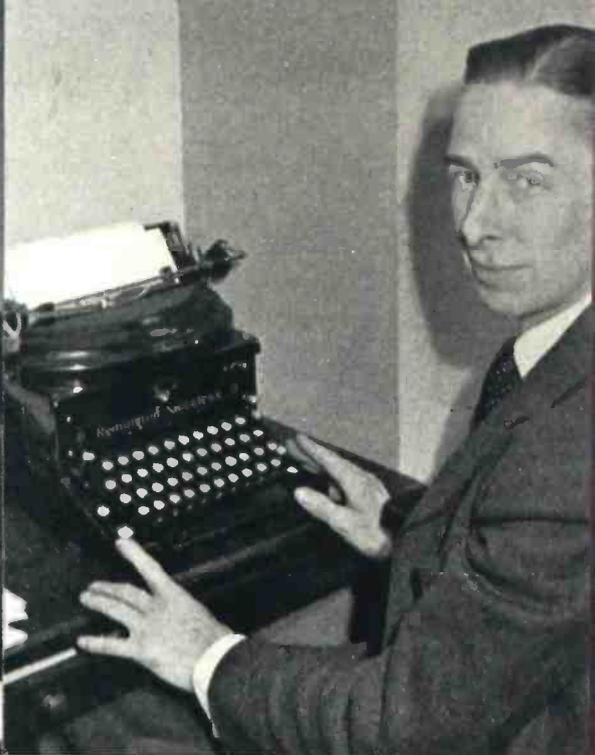
Adjacent to the building are 4 vertical antennae operating on a frequency of 1020 kilocycles with 10,000 watts of power, transmitting KYW programs to a potential radio audience of 10,000,000 people.



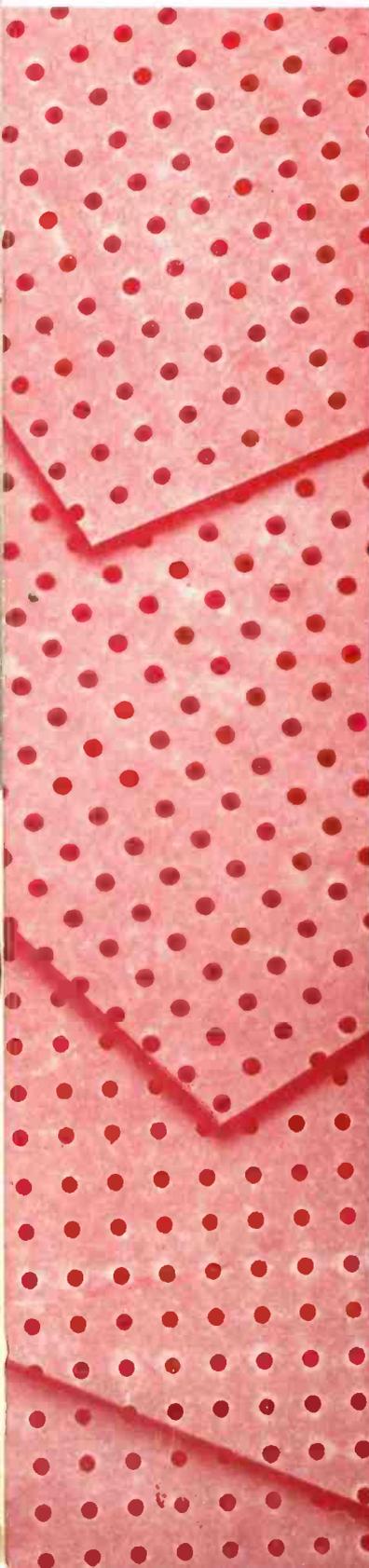
J. F. M. PROULX, Auditor



L. B. BEEUWKES, Sales Promotion Mgr.



J. A. AULL, 3rd, Publicity Director



LEROY MILLER, Announcer



JOHN THORPE, Announcer



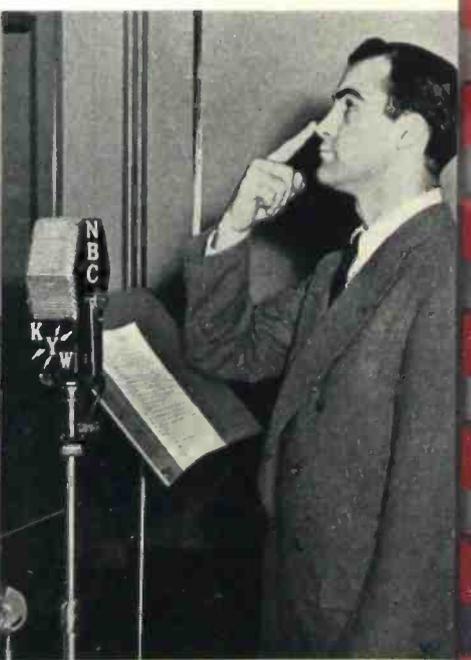
GORDON HEYWORTH, Announcer



HARRY WOOD, Announcer



WILLIAM LANG, Announcer



DANIEL MUNSTER, Announcer



ROBERT COTTINGHAM, Press Department



ARTHUR HINETT, Studio Accompanist



The KYW STAFF. Front row, sitting and kneeling on the floor: Howard Cook, Irving Leschner, Gabriel Galinas, George White, Carl Bubeck, Harold Kearns, Harry Roberts, John Warrington, Charles Jensen, Nathan Snader, Martin Gabowitz, J. C. Hanson, Josef Druian, Maury Evans.
Second row, sitting: Burton Lambert, Jan Savitt, Lambert Beeuwkes, James P. Begley, Leslie W. Joy, J. S. K. Hammann, James A. Aull, Joseph F. M. Proulx, Daniel C. Parks.
Standing, first row: Arthur Hinett, LeRoy Miller, Emma Mae Lysle, Ethel Korn, Helen Pearse, Evelyn Dewees, Kathryn Ullmen, 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. Watton, Harry Wood.



BURTON LAMBERT, Sales Representative



DANIEL PARK, Sales Representative

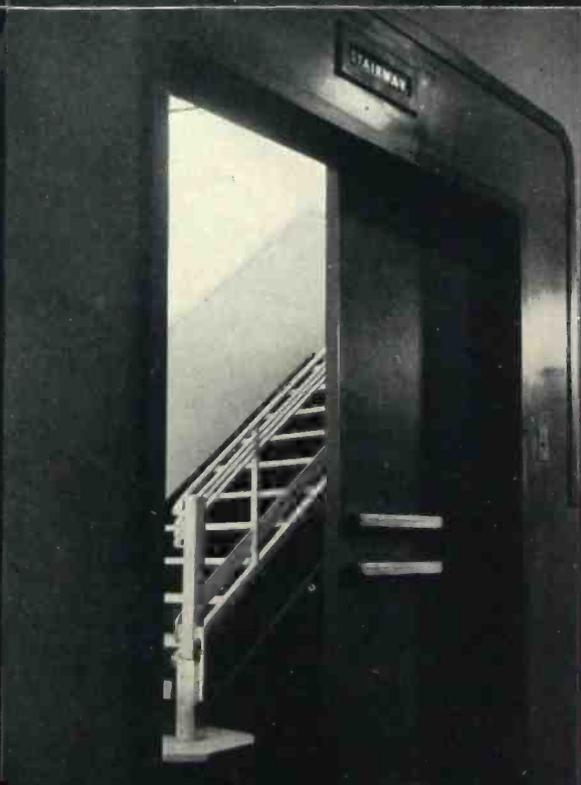




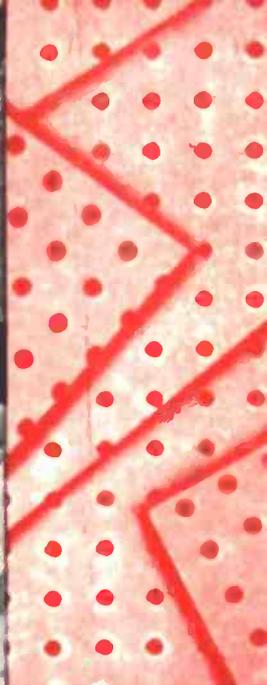
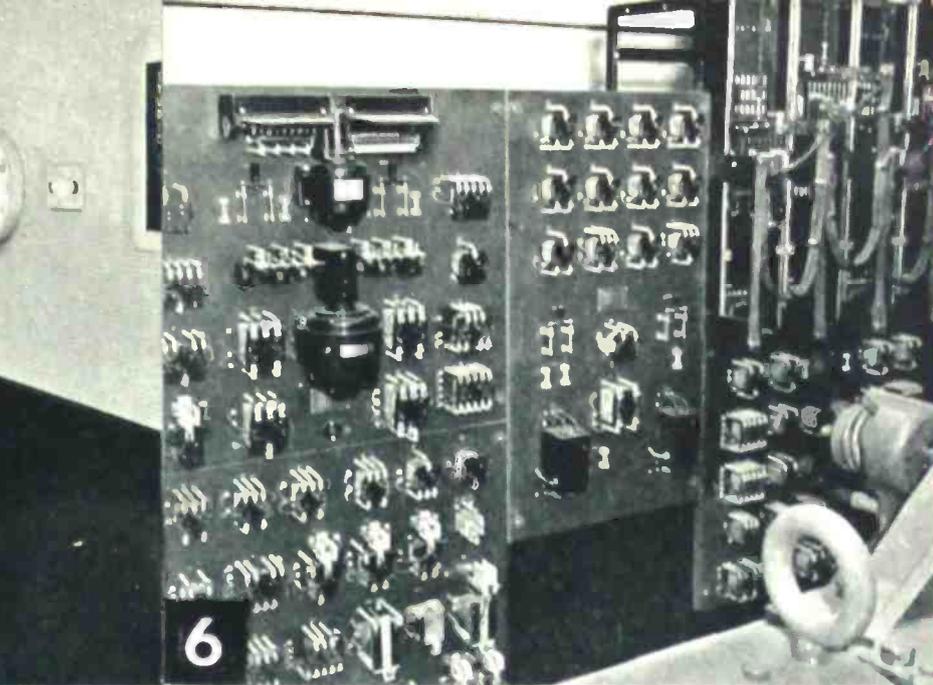
1



2



3



- 1 Westinghouse Automatic Kitchen
- 2 Reception Lobby—Studio Floor
- 3 Stairway to Auditorium
- 4 RCA Electrical Transcription equipment
- 5 One of KYW's Ultra-Modern Elevator Cars
- 6 Elevator Machinery Control Board
- 7 Music Library
- 8 Continuity Department —
A. M. Watton, James Harvey.



WHAT KYW'S INCREASED FACILITIES MEAN TO YOU AS AN ADVERTISER . .

In retrospect . . . KYW was the ninth station in the United States to be assigned a regular broadcast license, transmitting its first program on Armistice Day, 1921, in Chicago. For thirty-five years previously, the Westinghouse Electric and Manufacturing Company—owners of KYW—had been serving humanity in many ways and, with the advent of Radio, carried on the same high traditions of service.

In 1934, Westinghouse moved the station to Philadelphia, installing completely new transmitting equipment. With the inauguration of service in this city, KYW was made a member of the basic Red network of the National Broadcasting Company. Two years later, NBC contracted to supply both local and network programs on the station, and staffed KYW with selected personnel thoroughly familiar with the individual problems of Philadelphia's civic and business affairs.

In the eleven years of its existence, the National Broadcasting Company—the biggest broadcasting system in the world, with more than 150 stations from coast to coast—has consistently produced the finest in entertainment: music, drama, religion, education, and special events.

Thus, the call letters "KYW" carry a prestige and guarantee of the highest standards in broadcasting service.

Ready acceptance of the superiority of KYW's program-product long has been evident . . . by the station's leadership in independent surveys; and the regular weekly scheduling of many KYW-originating features for nationwide network broadcasting.

But NOW . . . in addition to the distinct advantages of a broad, resourceful service background, *actual* audience popularity, and excellent business character . . . KYW offers to advertisers the last word in physical studio conveniences and extensive facilities for better production of commercial programs, dealer and consumer merchandising opportunities, and promotion of public good-will.

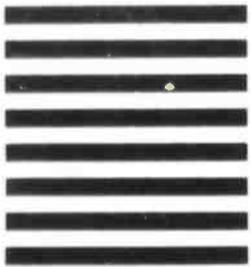
The limitless sales possibilities resulting from use of KYW—the dominant station of the *third* largest market in the United States—may best be realized from a glance at government figures on the concentrated buying power of KYW's *primary* area: retail sales . . . one and a quarter billions of dollars; effective buying income . . . two and a half billions of dollars. Only nine states produce greater retail sales volume, and possess more effective buying income!

Our sales representatives have complete data on coverage, as well as successful "case histories". We shall be most happy to work out campaign details with your executives and radio time buyers, confident that KYW will fulfill every promise we make for it.

OH-01-27-1202
KEYBANK
127 PUBLIC SQ 12TH FLOOR
CLEVELAND OH 44114-9879
David McLaughlin
0100-5112035

BUSINESS REPLY MAIL
FIRST-CLASS MAIL PERMIT NO. 13865 CLEVELAND OH
POSTAGE WILL BE PAID BY ADDRESSEE

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES





KYW

1619 WALNUT STREET
PHILADELPHIA, PA.

...and here is

how KYW

opened its

new building ...

O P E N I N G

THURSDAY, MAY 19, 5:15-5:30 P. M.

KYW BUILDING OPENING. Something deeper than mere ceremony accompanied the opening of the KYW BUILDING: a significance felt by every Philadelphian . . . for the man who turned the gold key in the lock is one whose ancestors lived on this property since the middle of the last century: George Wharton Pepper, statesman.

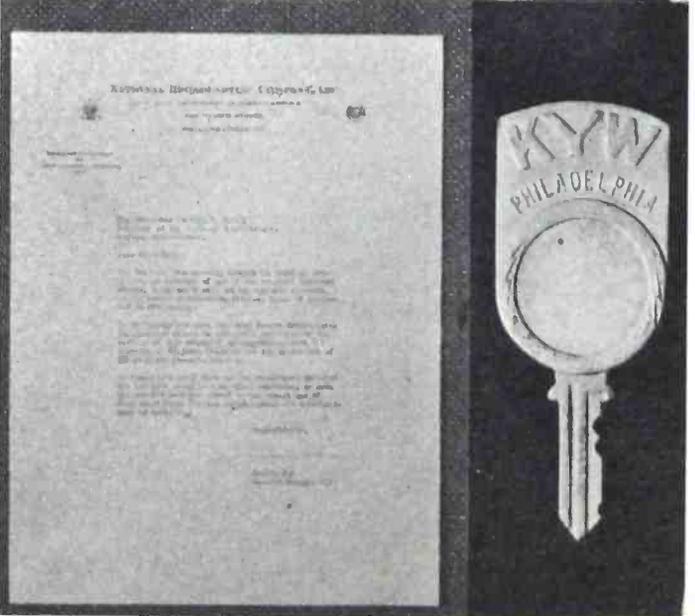
Immediately after the building opened, Postmaster Joseph F. Gallagher dispatched (by P. O. motorcycles to the Camden Airport) thirteen exact duplicates of Mr. Pepper's gold key to the Governors of the thirteen original states, with letters of explanation and greetings.

As the motorcycle roared away, Thomas H. Huff (designer of the first U. S. Mail-Plane) compared notes on equipment with one of today's transcontinental air-mail pilots. Following this, an exchange of greetings with the Navy was effected by a two-way conversation between planes soaring over the KYW BUILDING and broadcasters on Walnut Street.

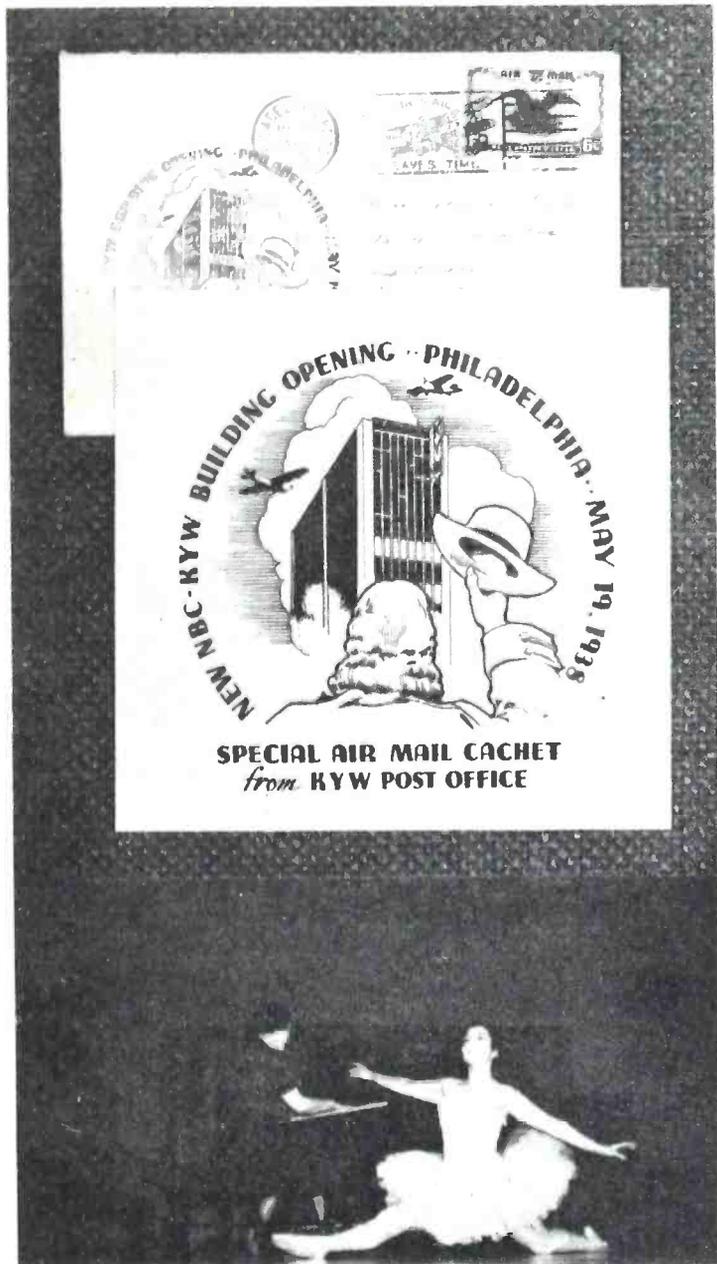
★ ★ ★
KEY. A gold key, of unique design, used in the official opening ceremonies, was air-mailed to Station KGU, Honolulu, most distant NBC station. Here a greeting of best wishes was inscribed in Hawaiian, and the key was re-air-mailed to Philadelphia, to arrive just in time for the opening ceremonies. The stunt, arranged especially for National Air-Mail Week, gained nation-wide attention, showing, as it did, the amazing speed (4 days transport time, round trip!) of U. S. air-mail.

★ ★ ★
NATIONAL AIR-MAIL WEEK AND KYW. A specially authorized air-mail sub-station was in the KYW lobby for National Air-Mail Week (May 16-23). All letters air-mailed from this point carried the special-cachet shown, designed by Roland Harper, well-known Philadelphia artist. Col. Clarence Chamberlain, famous aviator, is shown purchasing the first air-mail stamps sold at the KYW sub-station.

Displayed in KYW's street floor windows was a priceless collection of the world's first air-mail letters (by ballon poste, France, 1870), rare U. S. and Hawaiian first-flight air-mail covers, and special-cachets.

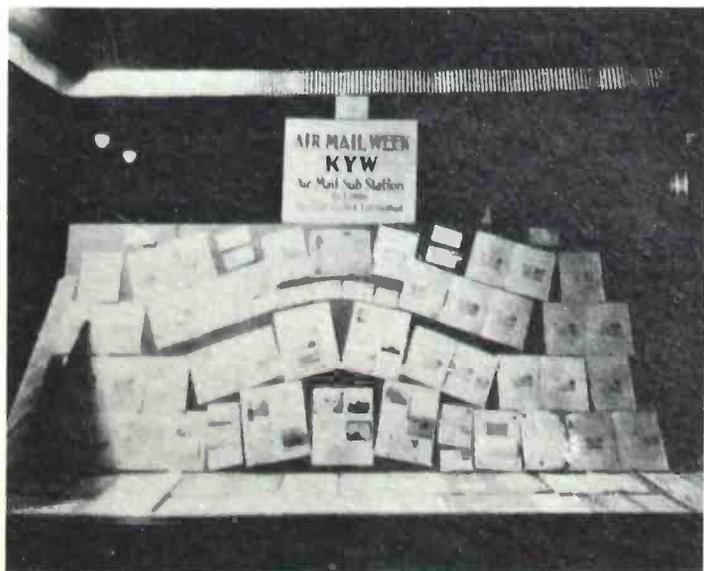


E R E M O N I E



NATIONAL AIR-MAIL WEEK, CONTINUED

Among prominent exhibitors of stamps was lovely Helene Creed, celebrated ballerina (shown rehearsing on the stage of the auditorium studio), and her brother, Georges Creed, one of the best known philatelic authorities in the United States.



THURSDAY, MAY 19, 5:45 P. M.

PRESS PARTY. Following the opening ceremony, 500 newspapermen attended a cocktail party held in their honor in the KYW BUILDING, and made a tour of inspection, armed with a 38-inch "Tour Ticket" (!) which explained the various details incidental to the radio building of today.

Shown above is lovely Olivia DeHavilland, one of Warner



FRIDAY, MAY 20, 5:00-7:00 P. M.

COCKTAIL PARTY. 600 advertisers, agency members, and NBC, RCA and Westinghouse officials attended a cocktail party held in the KYW Exhibition Hall the afternoon following the opening, and made a thorough tour of the new KYW

S A N D O T H



Bros. newer stars. She was guest of honor and is seated with Bill Lang, popular announcer. Note the press table in the exhibition hall, piled high with material for newspapermen.

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KITE. Coming at the time of the unveiling of Philadelphia's Franklin Memorial, a kite was sent soaring over the KYW

BUILDING with a huge aluminum key fast to its cable, symbolizing Franklin's epochal experiment with lightning and the opening of the new KYW BUILDING.

Left to right on the roof, at the special broadcast, are: Vladimir Zworykin (RCA television wizard), Alfred H. Morton (in charge of NBC managed and operated stations) and Irving Caesar (noted composer of the popular "Safety Songs")



BUILDING. Leslie Joy (KYW manager) is shown with "the brave little women behind the KYW department heads"; also Robert Thatcher, resident NBC construction engineer who supervised the building of KYW.

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PHOTO EXHIBIT. The famous NBC traveling exhibition of photographs of radio personalities and television was hung in the KYW Exhibition Hall during the eventful days of "opening week," thousands of Philadelphians coming in to view this display.

E R E V E N T S



SATURDAY, MAY 21, 10:30 P. M.-3:30 A. M.

KYW OPENING CELEBRATED AT RITZ-CARLTON.

Four hundred invited guests—business and civic leaders—celebrated the opening of the new KYW BUILDING in a nation-wide Dedicatory Program held at the Ritz-Carlton Hotel, Philadelphia, and broadcast over 78 NBC stations, as far distant as Honolulu.

Jan Savitt conducted the KYW orchestra, augmented by members of a distinguished Philadelphia orchestra. Featured artists were Lucille Manners, soprano, and Conrad Thibault, baritone; the Golden Gate Male Quartet, and Frank Black (in charge of all NBC music) as guest conductor.

As a crowning finish, an American flag was formally presented by the Betsy Ross Memorial Association to Alfred H. Morton, Manager NBC operated stations. (Mr. Joy is shown receiving a preview presentation from two charming Betsy Ross Misses.)

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Shortly following the broadcast, Wayne King, "the Waltz King," arrived to pay his respects, in commemoration of his first radio appearance, which was made over KYW.

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An interesting feature of the evening's later entertainment was the KYW "roving microphone," which was circulated among the guests, picking up odd bits of conversation, greetings, good wishes, and "Having wonderful time——."

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At midnight Jan Savitt began his second network program of the evening, conducting his KYW "Top Hatters." Later Blue Barron played a Salute Broadcast to KYW from Chicago.

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At right, Wm. S. Hedges (NBC stations relations head) discussing the perfection of the new KYW facilities with Arthur Goodnow (Westinghouse installation engineer).





COUNTY SALUTES. Prior to its opening, KYW saluted 26 counties in its area with daily half-hour musical shows, punctuated by 4-minute talks on its people, history, and advantages of each county from business and residential standpoints. Many of the counties sent personal representatives to deliver the talk or to serve as entertainment; for example, Pumpernickle Bill, the Fink Family, and Jolly Bill Steinke by the "ALLENTOWN MORNING CALL" shown above; and Ron G. Sercombe, Feature Editor of the "READING EAGLE."

This
R.C.A. Victor
Radio Phonograph
is presented to
Lieutenant Carroll Francis
 U S N Retd
as winner of
"Thrill of the Week"
Special Contest
held by
K Y W
to celebrate the Opening of its
NEW NBC BUILDING-
 1610 Walnut Street



TUESDAY, MAY 17, 8:00-8:30 P. M.

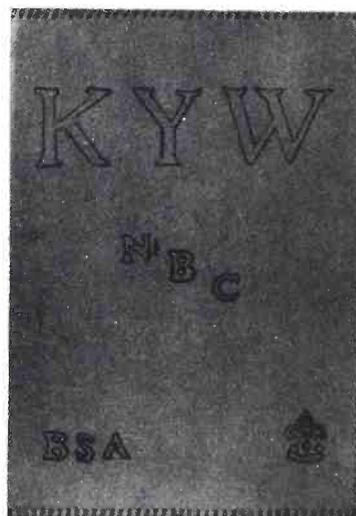
KYW FINDS "THRILL OF THE WEEK" CANDIDATE. As a result of a special KYW "Thrill of the Week" contest, KYW produced Lieutenant Carroll Francis, U. S. N., retired, whose incredible experience with the Navy in the Far East was dramatized on the Philip Morris program of KYW Opening Week.



FRIDAY, MAY 20, 1:45-2:00 P. M.

KYW CAKE CONTEST. Miss Betty Parker presented the winner, Lawrence Castagna, chef de patisserie of the Arcadia International Restaurant, with a fine silver trophy for the cake of distinctive design and beauty, appropriate to the occasion of KYW's new building dedication.

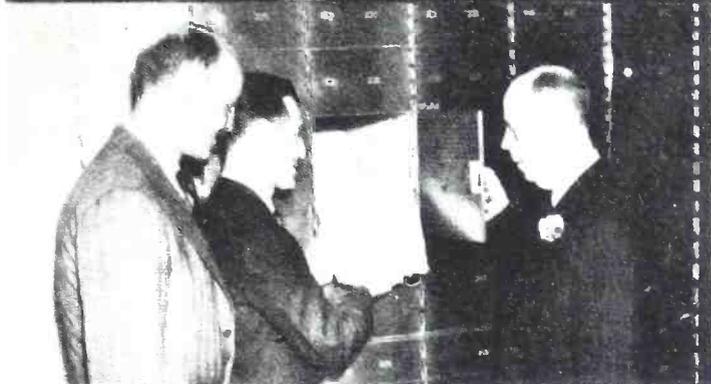
Tommy Loughran, former light-heavyweight champion, now proprietor of a swank restaurant, and Charles Lamm, Ritz-Carlton pastry chef, inspect one of the KYW cake contest entries with a critical eye.



SATURDAY, MAY 21, 9:00 A. M.-12:00 NOON

SCOUTS RUN KYW. After their regular Saturday morning broadcast, a troop of Boy Scouts took over the management and operation of KYW (with the single exception of the Master Control Board) all Saturday morning.

Shown is Scout Raymond Yeldham assuming duties of Leslie Joy, manager of KYW; and the beautiful leather guest book presented by the Boy Scouts to the station.



SATURDAY, MAY 21

FOR POSTERITY. All the newspapers of the day, published in the KYW Area, were sealed in the archives of the Pennsylvania Company for future anniversaries. Mr. A. B. Leckie, G-man, finger-prints NBC officials present in the bank's safe deposit vault.



Greetings

FROM THE NATIONAL BROADCASTING COMPANY IN PHILADELPHIA ON THE OCCASION OF THE NEW KYW BUILDING DEDICATION

General Manager



SATURDAY, MAY 21

KYW PIGEON RACING TOURNAMENT. Major Robert J. Milne, U. S. Signal Corps, released 625 racing pigeons from roof of KYW Building, carrying messages of greeting to National Broadcasting Company headquarters in New York and Washington. An added race, which included birds from the Army and Navy lofts, had Asbury Park, N. J., as its terminating point. Beautiful spun-gold trophies were presented to the owners of the winning birds in the three respective races. Shown is one of the trophies and a message.

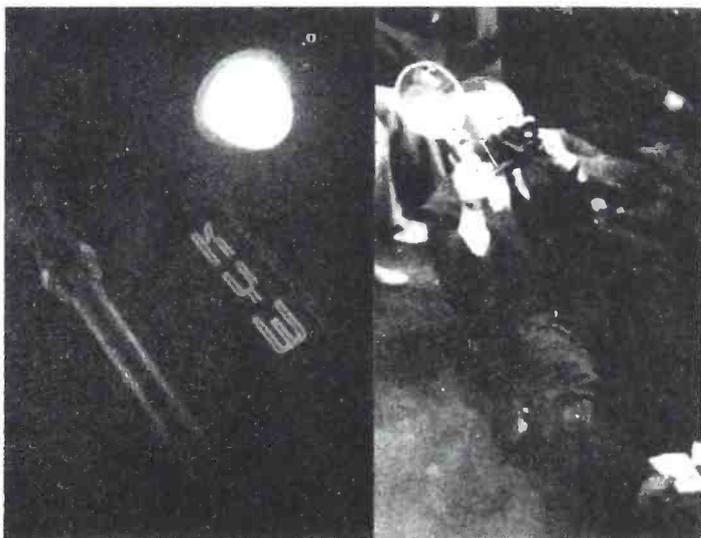


SUNDAY, MAY 22, 10:30-11:00 A. M.

OPEN HOUSE. Walnut Street had never before witnessed such a Sunday crowd as the 6,000 people who stormed the doors of KYW for Open House inspection of the nation's most modern broadcasting plant. Visitors were met at the elevators by college-trained guides, members of the KYW Guest Relations Staff, and conducted on a special tour of the studios and general facilities of KYW.



NETWORK PROGRAMS VISIT KYW. KYW was the host of many national network programs immediately following opening week, including "THE MYSTERY CHEF," "LADY ESTHER SERENADE," Rush Hughes' "HUGHES REEL" and "AMERICAN SOCIETY OF ANCIENT INSTRUMENTS."

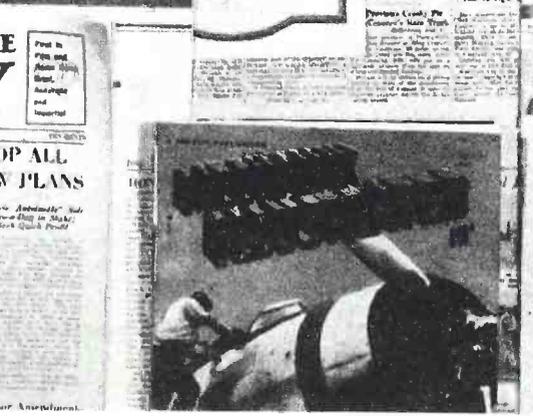
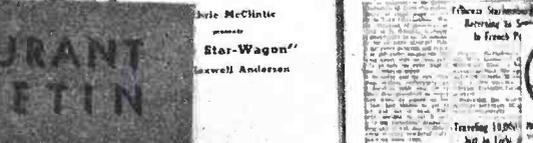
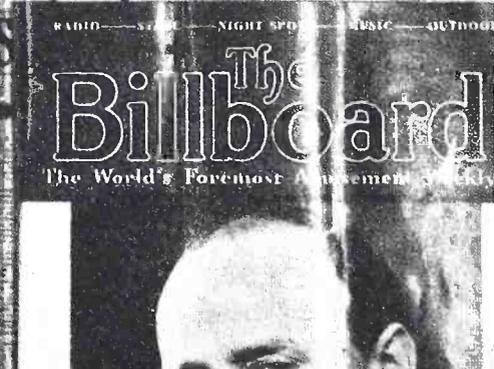
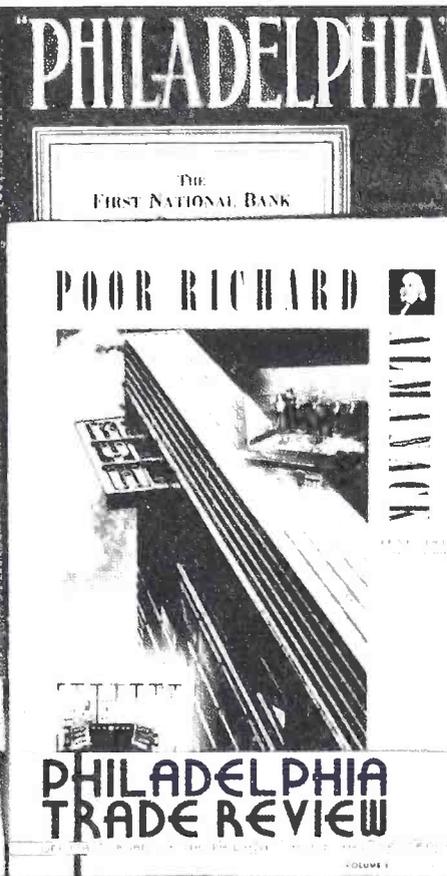
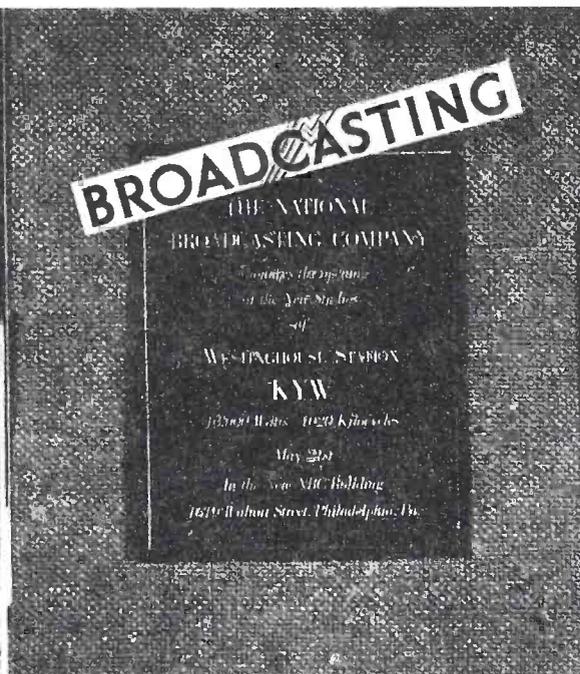


MONDAY, MAY 23, 8:00-11:00 P. M.

KYW AMATEUR CAMERA NIGHT. James Harvey, director of the KYW Camera Club, with a program every Monday at 7:45 P. M., invited his 1200 club members, and all other amateur enthusiasts, to a three-hour competition for cash and photographic merchandise prizes.

Unusual night shot of KYW's huge neon sign, by William Perlitch, took first prize and is shown above.

★ ★ ★

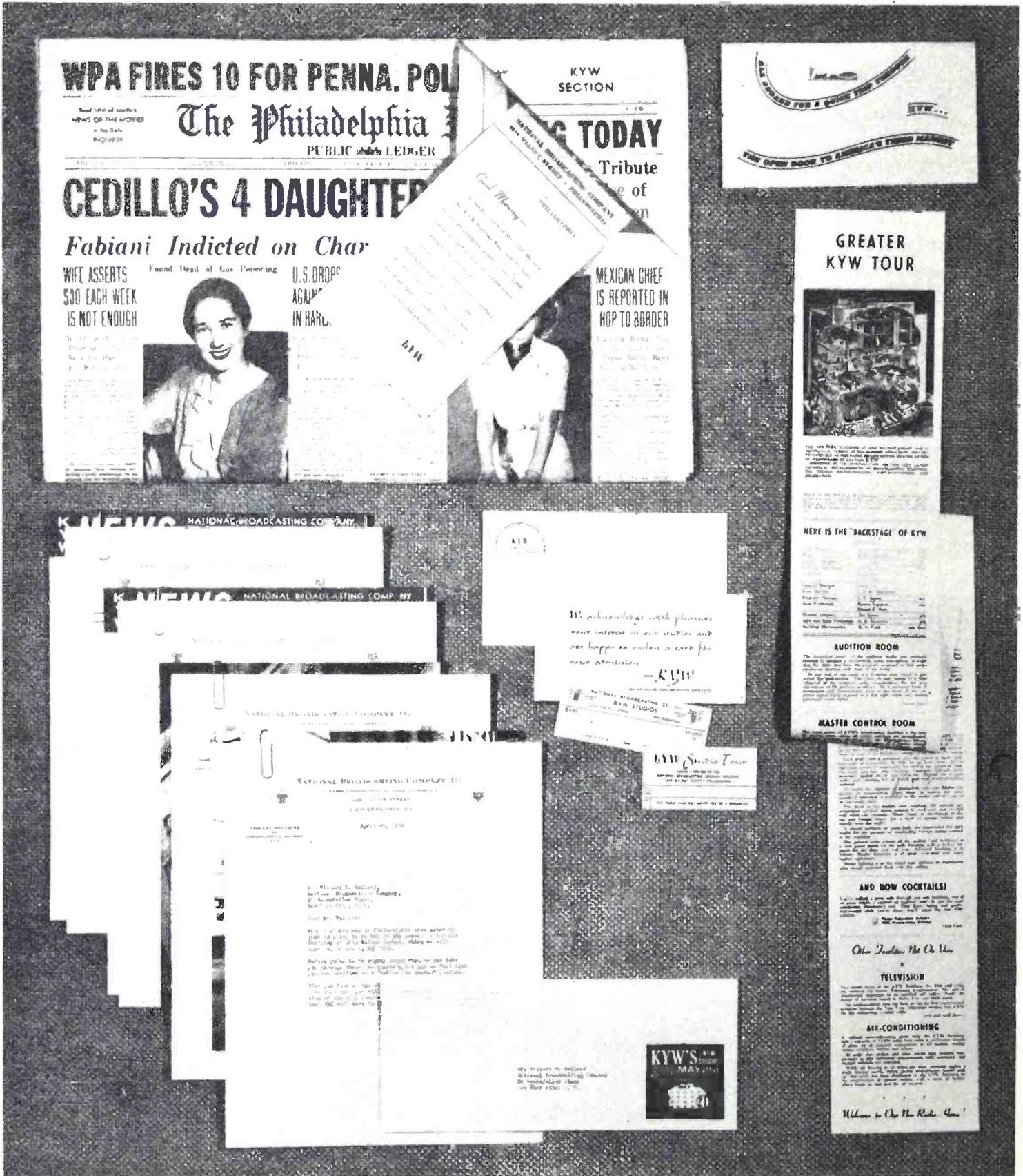


MAGAZINE

A number of Philadelphia civic and national trade and advertising magazines (representing possibly a million circulation) generously contributed valuable space to KYW's new building opening; in several cases giving over their front covers for pictorial treatments.

The Bell Telephone Company mailed out with the monthly bills to 230,000 Philadelphians special folders containing a map of the stations carrying the KYW opening celebration program, and a description of the technical workings of the 'NBC lines.'

A D V E R T I S



DIRECT MAIL

Greetings accompanying 2,000 copies of the Philadelphia Inquirer (special KYW issue) were sent to advertisers and advertising agencies over the country.

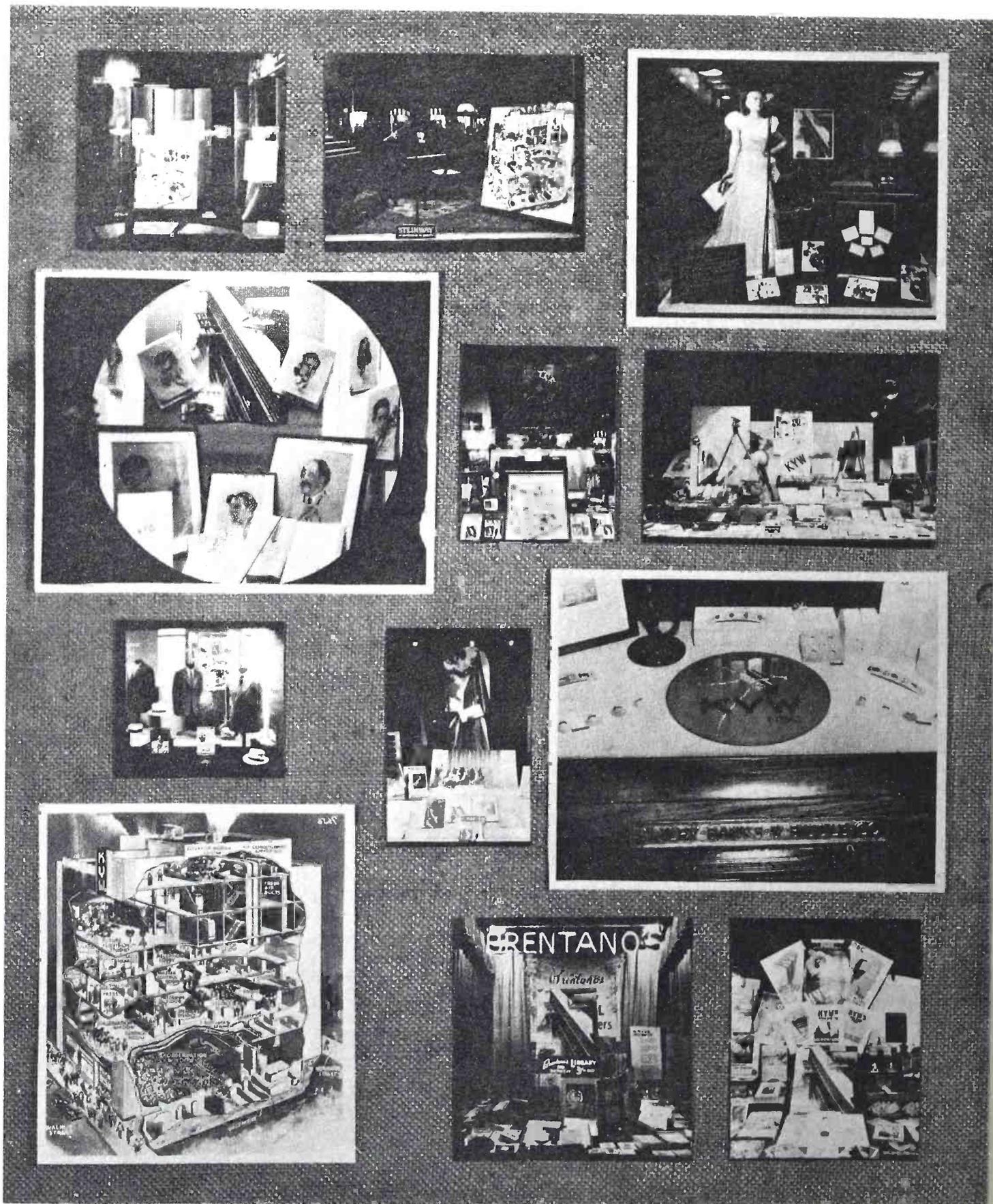
Greetings and 38" Tour Tickets were sent to 2,000 out-of-town advertisers and advertising agencies. These Tour Tickets were also given out at the press preview, Thursday, and the reception for advertisers and advertising agencies, Friday.

A series of news bulletins on progress of new KYW BUILDING was sent to advertisers, advertising agencies and Philadelphia business and civic leaders.

Acknowledgment and ticket of admission is sent to public, groups, etc., requesting admission to KYW.

All outgoing mail from KYW for several weeks prior to moving into the new building carried special envelope stickers.

U B L I C I T Y



W I N D O W D I S P L A Y S

Here are some of the window displays devoted to KYW by leading Philadelphia retailers in all lines. In addition twenty-four Westinghouse dealers, located in various parts of metropolitan Philadelphia, displayed the 22" x 30" cut-awa of the building, shown in the lower-left corner, designed by Logan Reavis, specialist in this work for the illustration of man national magazines. ¶ Especially effective was the KYW microphone \$35,000 gem display (adapted from an original design by a well-known Philadelphia artist) of rubies, emeralds and diamonds in the window of the famous jeweler—Bailey, Bank and Biddle Co. (right).