

NBC TRANSMITTER

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NO. 1

RADIO SIGNALS USED TO FORECAST WEATHER

Everyone knows that KDKA, NBC station in Pittsburgh, broadcasts government weather reports and forecasts several times a day. That's not news.

But it is news that Professor Robert C. Colwell of West Virginia University, Morgantown, uses the Pioneer broadcasting station's radio waves to make up his own prognostications. And he claims they are 90 per cent correct.

Professor Colwell, who is head of the physics department, tunes in KDKA to determine the intensity of the station's radio wave. Back in 1925 he discovered that the signals from KDKA varied from day to night according to weather conditions. If high atmospheric pressure prevailed over both the KDKA transmitter and Morgantown the day and night signals were of the same intensity. But if a lower pressure area were present, the night signals were much the stronger.

Knowing that high pressure areas bring fair weather and that low pressure areas bring stormy weather, Professor Colwell was able to forecast the weather 24 hours in advance with surprising accuracy.

Supplementing this unique method of observation, Professor Colwell and Professor A. W. Friend, also of the physics department, send out from the transmitter on top of the university chemistry building, a short pulse of radio waves one ten-millionth of a second in length, at regular intervals. These waves rebound from a layer of ether waves approximately half a mile above the campus.

The rebound is caught by an oscilloscope in the physics building and the beam of electrons in this vacuum tube machine records the height to which the waves travel before they are reflected. If a high pressure area is directly over the experimental transmitter, the reflecting layer is lower than usual and if a low pressure area prevails it is higher than usual. Weather for the next 24 hours will be stormy or fair accordingly, says Professor Colwell.

THE STORY OF IMBY AND HIS CREATOR

By the time you read this everybody in NBC probably will have seen Bill Eddy's NBC calendar for 1939 made up of his famous "NBC Hall of Fame" cartoons that appear in the TRANSMITTER every issue. (See page 8.) These cartoons were so clever in their satire of NBC departments and their constituents that it was decided to have a calendar made of them for distribution among NBCites and NBC's business associates throughout the land.

But this story is about Artist Bill Eddy and that character who inhabits his cartoons.

For the uninformed few, Mr. Eddy—he prefers to be called Bill—is a member of the Engineering Department in New York. He is a television engineer in charge of Video Effects. He and his two assistants suggest, conceive, invent and construct such things as animated titles and figures, miniature mechanical sets, studio typhoons, tornadoes, snowstorms, earthquakes, and other eccentricities of Nature. A few of the gadgets they've made for television
(Continued on page 3)

STUDIO TOURS BEGIN IN HOLLYWOOD RADIO CITY

The inner workings of Hollywood Radio City were revealed to the public for the first time when NBC inaugurated guided tours through the new Hollywood studio building, Sunday, January 1. Although the auditorium studios have been open to the public since the inauguration of broadcasting at Hollywood Radio City, public tours were not scheduled until construction had been completed and exhibits had been arranged.

Under the direction of trained guides, visitors to Hollywood Radio City are conducted through the mammoth broadcasting plant, and shown all the details of studio operation. Tours leave the main lobby at half-hour intervals, groups of twenty persons being shown the studios and exhibits on each tour. Visitors are charged forty cents for the tour. The staff of eleven guides is headed by Walter B. Davison, formerly of Guest Relations in New York. Mr. Davison was transferred to Hollywood to train the new staff and to take charge of tour promotion.

Beginning with the 200-foot long Sunset Boulevard terrace, the tour includes the four big audience studios, a control room, and the sound-proof corridors separating the studios. The basement, containing exhibits showing every phase of studio and radio operation, is the center of interest during the tours. Visitors look through giant portholes into the 85,000-gallon water tank that serves the air-conditioning system, and the operation of air mixers, coolers and filters is described in detail.

Sound effects constitute a special display arranged for visitors. A booth containing sound effects equipment has been installed, and skilled technicians demonstrate their operation.

The ABC of Radio, an exhibit showing what happens to a radio program from the time it starts into the microphone in Hollywood Radio City until it arrives in the loudspeaker of a home radio, is included in the base-

(Continued on page 8)



The main lobby of Hollywood Radio City showing Ed Trumbull's magnificent mural which occupies the curved wall above the Master Control Room which may be seen by visitors through a large wall of invisible glass. A genie supporting a radio receiver dominates the mural which includes scenes illustrating the activity of broadcasting. The studio tours begin and end here.

NBC BOSTON

by Jim Lee

WBZ Xmas Party

NBC's annual Christmas party went over with a bang on December 23. Beginning with a gala luncheon at high noon, the afternoon progressed gaily with studio entertainments, dancing and general high jinks. All members of the Westinghouse and NBC staffs participated.

General Manager John A. Holman was chairman of the matinee, assisted by Receptionist Grace Edmonds, Mildred Carlson of the *Home Forum*, and Ruth Moran, Sales Department secretary. John McNamara, program manager, had charge of entertainment. Other active instigators of the festivities were Sales Manager Frank Bowes and Salesmen Babe Norris and Herb Masse.

Personals

Pete Green, bull-fiddlist of Rakov's Orchestra, was married to Gail Reese, New York vocalist, on January 7. Pete, who holds a pilot's license, took his bride on an aerial honeymoon.

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Bob White, chief announcer, participated in a 'broadcast' at the annual Clover Club dinner of Boston celebrities to welcome Gov. Leverett Saltonstall.

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Bob Evans, Special Events, and his wife spent Christmas at the home of Bob's parents, Mr. and Mrs. Billy Evans, in Cleveland.

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Arch MacDonald, Program Department, is again the recipient of a deluxe Christmas gift from an anonymous admirer. This partly compensates for the recent burning of his automobile.

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The plush-covered and chromium-hooked barrier which guards WBZ's control room from the foyer is a liability as well as an asset in Control Operator Bob Henderson's opinion. The hook impaled itself in Bob's hind pocket as he was hurrying to cross the threshold. Luckily he had his overcoat with him.

Alumni Greetings

The NBC staff received a Christmas greeting from Brother Aelred of Graymoor Monastery, Garrison, N. Y. He was Aiden Redmond, former popular chief announcer of WBZ & WBZA. Another WBZ alumnus to remember his former associates was Warren Hull, now of Hollywood.

NBC WASHINGTON

by Marian P. Gale

Noel! Noel!

Our annual Christmas party the Saturday before the holiday was a complete success from the opening of our two-bit gift packages to some alleged harmony from the heretofore reserved brass hats. The screaming and whooping which accompanied the opening of the gift packages was confined to sound-proof Studio A . . . thank goodness.

Vice President Russell, Manager Berkeley, Commercial Manager Dodge and Chief Engineer Johnson took the platform at one stage of the party to sing a few bars of *She'll Be Coming 'Round the Mountain*.

The party was topped off with a series of ping-pong matches and some rather odd toasts by Announcer Jim McGrath.

Traffic Campaign

Bill McAndrew, our news editor and director of Special Events, has been appointed a member of the Traffic Advisory Council by the District Commissioners. As the result of McAndrew's appointment the two stations, WRC-WMAL, are conducting another intensive traffic campaign. This time the drive is to determine what the people of Washington think about the proposed pedestrian control regulations for the District. Public hearings on pedestrian regulations are being broadcast as well as man-in-the-street programs asking passers-by what they think on the subject.

Hittenmark's 20,000 Toys

Gordon Hittenmark, WRC's Timekeeper, finished his fourth annual local drive for Christmas toys for the needy with an all-time record. A total of 20,000 toys were donated for his doll campaign last month. One of the most amazing things is that not more than two dozen toys were second-hand. Hittenmark says they were sent to him from all parts of the country . . . from people who had left Washington since last year's campaign but who still wanted to make their donation. One package of dolls was willed to Hittenmark and delivered by the Executor of the estate. . . . Two of the dolls in this year's

collection came from outstanding network artists . . . Walter Winchell and Tommy Dorsey.

The Midshipmen were on the scene again this year for the finale. One hundred and fifty taxicabs were detailed to Annapolis in order to transport 500 "Middies" to Washington for the occasion. . . . Hittenmark told them on his early morning program that their tickets of transportation would be a doll apiece.

Here and There

Commercial Manager John Dodge is sailing for South America on a twenty-one day cruise on January 27th. . . . Carleton Smith is master of ceremonies of the new local RCA show which features outstanding New York radio artists each week. . . . Commercial Department awarded two fifty-dollar prizes for WRC and WMAL slogan contests. . . . The contest blanks were sent out only to advertisers and agencies . . . the winning slogans were "To Tell — To Sell — Use WMAL" and "WRC—First in Washington." . . . Hilmar Baukhage of the News Department found "subbing" for Earl Godwin on the Farm News broadcast to the Southeast network this month was very pleasant work . . . particularly when a listener sent him some country sausages . . . one of Baukhage's favorite dishes.



The holiday spirit prevailed on the "National Farm and Home Hour" a few days before Christmas. Lucy Alexander, of the Bureau of Economics of the Department of Agriculture, cooked a 13-pound turkey for the Farm and Home Hour speakers. Pictured above are, from left to right, E. J. Rowell of the Dept. of Agriculture, Announcer Edwin Rogers, Wallace L. Kadderley of the Department; NBC Vice President Frank M. Russell, and H. L. Shrader of the Department.

**THE STORY OF IMBY
AND HIS CREATOR**



As Engineer-Artist Bill Eddy sits before his drawing board another "NBC Hall of Fame" statue begins to take shape.

(Continued from page 1)

shows are now on exhibit on the Television Tour of Radio City.

And as for that creature which inhabits the cartoons, whom Bill calls Imby, it was born a long time ago—fifteen years ago to be exact—when Bill was a midshipman at Annapolis and staff artist for the *Naval Academy Log*. Imby went through Annapolis with Bill, but not without mishaps and close brushes with the authorities, and then, after graduation, followed him to all corners of the earth on training ships, submarines, battleships, and other naval vessels. Imby has appeared in various foreign publications—Chinese, Spanish, Danish and Hawaiian—as well as making personal three-dimension appearances in wood and in plaster.

When Lieutenant Eddy had to retire from the Navy in 1934 because of a bad ear, Imby retired with him. He has been a faithful lad, this Imby, though perhaps not a brilliant one.

Strangely enough, although Imby has been with NBC more than a year, he has yet to crash television.

In addition to his art work, Bill also does quite a bit of writing on the side. He has contributed fiction stories and articles on various subjects to national magazines. But swears that those thirty-five cent words he squanders so freely on the citation plaques are not used in his serious literary output.

And that, albeit sketchily, is the story of Bill Eddy and Imby.

About Those Scoops . . .

Max Jordan, NBC's famous Continental European representative, is spending a few weeks at Radio City, telling the boys how he scooped all opposition on the Munich pact and Hitler's speech at Linz, and laying plans for future NBC programs from the Continent. He has had his unique passport (a couple of yards long and bearing visas from some twenty European countries) photographed for the record.

KYW PHILADELPHIA

by J. A. Aull

Santa Claus Comes to KYW

KYW climaxed the year's activities with a huge family party on Friday, December 23, in the new auditorium studio. Every member of the staff including our Westinghouse associates were on hand with the wives and children.

Three very creditable shows were given for the benefit of the kids. They were produced and written by John Thorp. Various members of the organization took part. After the plays, Manager Joy made a brief curtain speech, welcomed everybody and introduced Santa Claus. Santa appeared with the biggest pack the children had ever seen and according to the old gent himself the heaviest he had ever carried. In fact, there was doubt for a time whether or not he would be able to make the stairs to the stage. Santa was in the person of Leroy Miller. In spite of the very estimable air conditioning in the studio Roy was practically swimming in his beard by the time more than 50 children had assembled on the stage.

When the Saint had dispersed his pack to the amusement and delight of everybody, Walter Dabney held the audience at bay while the stage was

arranged for refreshments. After the first taste it was admitted by everyone that Joe Proulx had lost none of his technique at producing just the right victuals.

Spot News

Bill Lang, announcer and ace news commentator, has been absent from the shop for the past two weeks as the result of a badly infected eye. He is expected back soon after this writing.

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Al Watton, of the Program Department, is hobbling around on a cane and looks like the old man in "Every picture tells a story." He managed to trip on Jim Begley's front doorstep and gave his ankle a bad twist.

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Marie Dixon, Sales Manager Jack Hammann's secretary, is back at her desk after an absence of several weeks with bronchial pneumonia.

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There's plenty of activity these days on the fifth floor of the new building. The Westinghouse engineers chipped in and bought a ping pong table while the announcers have provided a dart board.



Following the Christmas Party in Studio 8H, Radio City, December 23, gifts were given away to some 300 children that were present. More than one thousand members of the NBC Family in New York witnessed a Christmas play featuring Producer Madge Tucker's child actors and Santa Claus, played by "Jolly" Bill Steinke, shown above distributing toys.

NAMES IN THE NEWS

NEW YORK

Promotions

Miss Edna C. Opper, of the President's Office, has been named secretary to Niles Trammell, newly appointed executive vice president who assumed his new duties in Radio City on January 2. Miss Opper is well versed in Company affairs, having worked for various executives in different departments during her more than eleven years with NBC. She has been succeeded in her former post as chief clerk in the President's Office by Theodore Van Cott from the office staff of Vice President and Chief Engineer O. B. Hanson; and Albert Crenshaw has been transferred from the President's Office to Engineering to replace Mr. Van Cott.

Mr. Van Cott has been with the Company eleven years, of which he spent ten in Mr. Hanson's office.

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Roderick Mitchell of Guest Relations was chosen last month from the members of the NBC announcing school by Supervisor Pat Kelly to fill a vacancy on the announcing staff. Mr. Mitchell turned in his guide uniform and assumed his announcerial duties on December 21. Formerly a newspaper reporter on the West Coast, Junior Announcer Mitchell has been with NBC two years.

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Theodore M. Thompson has been transferred from General Service to the Program Department where he is now administrative assistant to Walter G. Preston, Jr., manager of the Educational Division. A graduate of Dartmouth College, Mr. Thompson started in the Company four years ago as a page. Subsequently, he was promoted to supervisory positions in the Guest Relations staff, transferred to the Office Services Division and then to the Personnel Office.

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B. Wright Mallory has been promoted from the page staff to the Information Division. A graduate of Dartmouth, class of 1938, Mr. Mallory joined the NBC staff last August.

In college he majored in English, sang in the Glee Club, played varsity basketball, and was pledged Psi Upsilon.

Burton M. Adams has been promoted in the Station Relations Department, and his former clerical duties have been assigned to Thomas B. Campbell from the page staff. Mr. Adams, a graduate of the University of Pennsylvania, has been with NBC more than two years. He also started in Guest Relations. Mr. Campbell, who will now occupy the receptionist's desk in Station Relations, is a graduate of Colgate University, class of '37.

Newcomers

Miss Marion Jostedt, a graduate of Missouri University where she majored in journalism, has been added to the secretarial staff in the Legal Department, in Vice President A. L. Ashby's office. She did legal stenographic work in St. Louis, her home city, before coming to Radio City.

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Miss Margaret M. Stillman, who hails from St. Johnsbury, Vermont, has been made a regular member of the Stenographic staff. She is a graduate of Boston University, class of 1936, where she was active in dramatics. Miss Stillman also has had experience as an actress in summer stock.

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Miss Mary Lesko, formerly with the International Business Machines Corporation, has been engaged to replace Mrs. Dorothy Muller, who resigned from the Auditing Department.

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Miss Lucille Claus, formerly office manager of the Rosenwald Family Association in New York, has joined the staff of the Central Files Section in General Service. A native New Yorker and graduate of the Petersburg School in Virginia, Miss Claus was in the brokerage business for several years before her association with the Rosenwald Family Association.

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John Briggs, formerly with the Constance Hope Associates, publicity firm, has joined the Press Division, devoting most of his time to writing special music stories. A graduate of the University of North Carolina where he majored in journalism and was active in dramatics with the Playmakers, Mr. Briggs studied voice at the Curtis Institute of Music in New York before going into the publicity field. He has had experience as a concert singer, and also sang over several radio stations in North Carolina, his home state.

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Miss Thelma A. Prescott has joined the Television Program Division. A photographer, journalist, fashion ex-

pert and artist, Miss Prescott will handle events and programs of interest to women and will assist in the direction of programs "from the woman's angle."

She comes to NBC from Paris, France, which has been her home for the past ten years. Miss Prescott was among the first to introduce the use of informal camera pictures of society in European centers. While abroad she contributed as a free-lance writer to leading American magazines, worked on the Paris edition of the *New York Herald* and on the staff of *Women's Wear Daily* as feature writer and artist. From 1932 to 1938, she operated her own publicity bureau, representing American and European hotels. In connection with this work she organized many important social events.

Miss Prescott's formal education included art studies at the New York School of Fine Arts, on scholarships in New York, Paris and Florence, Italy. She has also studied photography in Paris and music in the Philippe school in France.

Transfers

Miss Marjorie Milligan, who has been pinch-hitting in various departments since she came to NBC last summer, is now secretary in the office of Vice President Frank E. Mason, assisting Miss Bessie Dodican. A graduate of Wellesley College and the Miss Conklin Secretarial School, Miss Milligan formerly was secretary to the president of the Davis Emergency Equipment Co., secretary to the dean of Washington Square College of New York University, and a secretary at the Rockefeller Foundation in New York.

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Miss Virginia Forsman, who has been with NBC a year, has been transferred from Central Stenographic to the Sales Department where she has replaced Miss Alma Brohard, now in Production, as receptionist.

Resignations

Joseph J. Novenson, resigned from the Guest Relations staff, December 20, in order to go to Winston-Salem, North Carolina, to join the announcing staff of Station WAIR. He was engaged, following an audition among the members of NBC's announcing school, to replace Don Gardiner, also a former NBC guide, who left WAIR to join the NBC announcing staff in Washington, D. C. Mr. Novenson had some experience as a radio singer and announcer for WHN, New York, before he joined NBC last summer. An-

other graduate of Dan Russell's training school for announcers and also a former NBC guide, Roger Von Roth is also a WAIR announcer.

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Milton S. James resigned from the Tabulating Section of Statistical last month in order to go to Baltimore where he is now employed by the Social Security Board.

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William Robotham resigned from the Mail and Messenger staff on December 10 in order to join his father's advertising agency in Hartford, Connecticut. His resignation terminated two years with the Company.

Engagements

Miss Elizabeth Scott, secretary to John H. Norton, Jr., of Station Relations, became engaged to Richard W. Gilbert on December 27. Mr. Gilbert is associated with the Yorkshire Insurance Company, Ltd. Both are graduates of Bucknell University where they were members of the class of '36. The wedding date has not been set.

Marriages

John H. Norton, Jr., Station Relations, and Miss Virginia Skeen of Atlanta, Georgia, were married at an informal wedding in St. Bartholomew's Church on December 16. William Hughes, of the Lambert & Feasely Advertising Agency, was best man.

Mr. and Mrs. Norton went to Florida on their honeymoon and are now back in New York where they will make their residence.

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Gilbert Ralston, program director of Electrical Transcription Service, and Miss Mary Katherine Hart, actress, were married in the chapel of St. Patrick's Cathedral on December 20. The wedding, a small informal affair, was attended only by their immediate families.

The newlyweds recently returned from their honeymoon trip and are now residing at 39 East 49th Street, New York City.

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Lester F. Miles, studio engineer, was married to Miss Jeanne Marchant at the Flatbush Presbyterian Church on November 26. The newlyweds went to Bermuda on their honeymoon and are now residing at 425 East 23rd Street, Brooklyn, where Mr. Miles, who is also a licensed psychologist, has resumed his part-time practice as psychology consultant.

Edward J. Weille, of the air-conditioning staff, and Miss Eleanor Covatti, who works at Bloomingdale's, were married at the Mount Carmel Church in Astoria, January 2. They went to Bermuda on their honeymoon, and upon their return they plan to live in Forest Hills.

Stork News

Andrew Ferri, of the Mail and Messenger Section, is the proud father of a baby girl, Barbara Rorhach, born on December 2.

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John Philip Malcolm, ten pounds, was born to the George Malcolms at their home in West Islip on December 18. That made three children to whom NBC's studio host had to play Santa Claus on Christmas Eve.

Miscellaneous

Dr. James Rowland Angell, NBC Educational Counsellor, was recently elected president of the English-Speaking Union of the United States at the annual organization meeting of the Union's board of directors. He assumed his duties as president of the Union on January 2. Dr. Angell, former president of Yale University, succeeds John W. Davis. Mr. Davis, who will remain a director, was named Honorary President of the organization in recognition of his long period of service—seventeen years as national president.

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Vice President John F. Royal re-

turned to New York in time for Christmas after attending the Pan-American Conference in Lima, Peru, as an unofficial observer for RCA and NBC. During his two-week stay in Lima, Mr. Royal discussed international programs with representatives of the Latin American countries and made plans for a greater exchange of radio programs between NBC and broadcasting systems in Latin America.

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Miss Flo Cunningham of Stations Relations left Radio City on a leave of absence on December 23. She will be gone for an indefinite period.

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Robert M. Fraser, Photo Section of Press, has returned after a month's illness.

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Little the worse for their mid-winter vacations, Amelia Umnitz, fashion editor of the NBC Press Division at Radio City, and Leonard Braddock, manager of the Information Division, have returned to work. Braddock went down Florida way and told the home folks about the wonders of Radio City in exchange for baked yams and soft southern accents. Miss Umnitz spent the holidays with her sister in San Anita to do a broadcast at the season's opening of the famous racing course. She described the costumes of such well known film stars as Constance Bennett, Virginia Bruce, Gail Patrick and Bing Crosby.

Here It Is!

This is a scoop . . . but then, why shouldn't it be? We're the press agents for the Stagecrafters. "The Pursuit of Happiness" is at last going to be produced; not by Fred Allen—not by Jack Benny—not even by Charlie McCarthy—but by those dilettantes of the drama . . . those Barrymores of the boards . . . those Fontannes of the footlights . . . the NBC Stagecrafters!

Now we don't like blind dates and we hate to bother you when you're reading, but what are you doing on January 19th? Or if you can't make it then, how about the 26th? And if you want to meet us in Studio 8G at 8:45 P. M., shoot a memo now to Ranald MacDougall, Room 255. He's First Secretary-In-Charge-Of-Where-You're-Going-To-Sit.

We won't go into the cast because we think our programs are cute and we want you to use them for something besides doodling during intermission. But we have peeped into some of the rehearsals and we were so impressed we elected ourselves Vice Presidents In-Charge-Of-Telling-Everybody-How-Good-the-Show's-Going-To-Be. . . .

EVERYBODY — IT'S GOING TO BE GOOD!

NBC HOLLYWOOD

by Noel Corbett

Santa Claus Don Wilson

Hollywood Radio City's first Christmas was a joyous one.

All the departments held open house, and on December 23 Lew Frost arranged for a kids party in Studio D. Santa Claus (Don Wilson) had a gift for every kiddie attending, and plenty of laughs were provided when he started pulling out gag presents for the different employees.

Some of those who attended with their youngsters were Helen Wendt, Program; Sydney Dixon, Western Division Sales Manager; Cliff Anderson, Program Traffic Manager; Floyd Caton, Sound Effects; "Bud" Miller, Guest Relations; Harry Saz, Chief Soundman.

Uninsured Pickings

Imagine some pickpocket's dismay when he opened Matt Barr's wallet, after relieving him of it in a Christmas crowd, and found it contained an application for burglary and holdup insurance.

Barr, who writes for and edits the Daily News Letter, had been putting off applying for the insurance. The occurrence though, speeded him into filling out and sending in another blank.

On With The Show

Joe Parker, announcer-director, was forced to receive his visit from Santa Claus from his bed, following a Christmas Eve auto accident.

Parker had to turn sharply to avoid a car that swerved in his path. He side-swiped a telephone pole. The next day found him at the studios however, ready for his stint as director on Amos 'n' Andy's broadcast.

You Ought to Be in Movies

Wynn Rocamora, assistant manager of the Hollywood Artists Service, accompanied Dorothy Lamour to Gail Patrick's party the night that bad storm hit Hollywood.

On their way home they were marooned, so decided to abandon their car and start ringing doorbells.

The door of the first

house they came to was opened by an elderly lady. Seeing their plight, she rushed them into the house, sat them by a roaring fire and gave them dry coats and slippers. Then despite Rocamora's protestations that he wanted nothing but a telephone called her chauffeur and instructed him to get out her car.

Finally, though Rocamora had explained several times who they were, the lady of the house suddenly blurted out to Miss Lamour: "My, you certainly resemble Dorothy Lamour. You're very beautiful."

Reward

When Mrs. Knute Rockne visited Hollywood Radio City, Soundman Ralph Amato retrieved a charm which the widow of the famous football coach dropped from her bracelet. The gracious lady rewarded Amato by adding her signature to the six-by-six-foot steerhide thunder drum which Harry Saz and his boys constructed. The huge sound effect has hundreds of names of celebrities already recorded.

Seein' Snakes

Carlton E. Morse, author of NBC's *One Man's Family*, literally saw snakes last week.

In his new home in the Hollywood Hills, the writer had a beautifully designed fountain built into the dining room.

Following its second week of use, a couple of garter snakes made their appearance in the fountain. Morse had the visitors removed in a hurry, and ordered his contractor to install a netting over the drains. When more snakes appeared despite all the precautions taken, Morse grabbed the phone and called the contractor. "I've decided to write the fountain out of the script," he shouted. "so come up and take it out."

Staff Notes

On December 12, Frank Dellett, Western Division Auditor, and his gang welcomed Fred Bryant to the Hollywood office. Bryant, who has been with the Company for about a year, comes from San Francisco.

Bill Andrews, night manager, gave his wife a swell end table which he made during his spare time in Claud Ferrel's shop.

Andrews says the only help he got was a few words of advice from Gus Bansemer, our new carpenter. Gus, incidentally, is a past master in the art of constructing end tables.

Ken Carpenter was greeting old friends in a big way last week when the champion basketball team from his home town, Peoria, visited Hollywood Radio City.

Carpenter and Bob Waddell, Guest Relations, also of Peoria, gave the twenty-five visitors a personal tour of the new building and later were all photographed together in Studio B.

Quick Pix

Caroline Gay, newest member of the Hollywood Press Department, was a member of the Script Division in New York for over a year . . . Noontimes find at least a dozen NBCers spotted amongst the stars at the Brown Derby . . . The world-famous restaurant is only a short block from Hollywood Radio City . . . Cecil Underwood, producer of Fibber McGee's broadcasts, spent Christmas in Hollywood with friends and his family . . . Lew Frost spent New Year's in San Francisco, where he attended the East-West game. . .



The Main Lobby of NBC's Radio City in Hollywood.

NBC CHICAGO

by Lynn Brandt

Xmas Parties

The annual Christmas party for members and families of the NBC Chicago staff reached a new high for attendance and entertainment on Friday, December 23. Studio "A" was filled to capacity as the two-hour program began at 11:00 A.M. Entertainment included a dramatization of Snow White, the Seven Dwarfs, and Santa Claus. Annette King, staff singer, was the beautiful Snow White; Don McNeill, master of ceremonies of the *Breakfast Club* and the *NBC Jamboree*, was Santa; and the dwarfs were played by child actors from various script shows on NBC. A. D. Scott, Production, directed the sketch.

The announcers' orchestra, composed of Louis Roen, Bob Brown, Dave Zimmerman, Don Dowd, Don McNeill, Norman Barry, Gene Rouse, Lynn Brandt, Fort Pearson and Charles Lyon fought through two medleys of popular tunes. One school of thought holds that this orchestra reached a new low in musical entertainment, insisting that the spontaneous applause heard at various intervals was only to drown out the confusion of macabre and unbelievable harmonies emanating from the announcerial musical weapons. Other features of the program presented Malcolm (Uncle Mal) Claire, popular children's hour story teller; a magician; and Christmas tree gifts for all the children in attendance. A swell party, but oh—that announcers' orchestra!

Good Luck

A farewell party in honor of John Lagen, Reception Staff, who left on December 15 to accept a position as writer on the continuity staff of NBC affiliate station KSO of the Iowa Broadcasting System in Des Moines, was staged in the bachelor quarters of Rube Carlson, Reception Staff, Saturday, December 17. Open house was in order. One of the most enthusiastic of the party-goers was the landlady, whose repeated visits proved her interest in the celebration.

Appointments in Sales

Kenneth Carpenter, sales manager of the Central Division since 1932, has been appointed sales manager of the Blue Network of

of the Central Division, and Harry C. Kopf, with NBC since 1931, has been appointed sales manager of the Central Division. Both appointments have been made so that Mr. Carpenter can henceforth devote his entire time to the development, promotion and selling of the Blue Network.

Mr. Kopf, who came to NBC from the advertising sales department of the *Literary Digest* magazine in November, 1931, has done an outstanding job since then in selling and supervising a large percentage of the NBC Central Division accounts.

Tea-Room

With Florence Moeller, Sales, as chairman, the women of NBC Chicago held another of their informal get-togethers on December 4 in one of Chicago's famous tea-rooms. Guest of honor was Esther Ludwig, Continuity. Black-haired Esther was presented with a set of NBC chimes to commemorate her recent 10th anniversary with the Company.

5-Second Descriptions

Ken Robinson, Continuity chief

The world's largest book of philosophy, with every third page an advertisement for a new script show.
Gene Rouse, Announcer

The deacon who, en route to service, stops long enough to check what

happened in the 4th at Santa Anita.
Ed Horstman, Senior Control Supervisor

The vice-president-of-the-local-Rotary-Club type, Chairman of the local Community Fund drive; has the best-kept lawn on his street, and is Scoutmaster of Eagle Troop No. 1.
Judith Waller, Educational Director, Central Division

Joan of Arc, brandishing a textbook, leading her battalion of 15-minute educational programs into battle.

Planning Board

The "crew" of your ship when it comes in.

Congratulations

Studio Engineer and Mrs. Glen E. Webster are the happy parents of a baby daughter whose arrival preceded Christmas by 18 days. Sandra Lynne Webster, 6 lbs., and 9 ounces, was born on December 7, 1938.

Personnel Personals

Miss Esther Nilsen, Sales, is home convalescing, following a series of serious operations. Miss Nilsen is expected back at her post this month.

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Bill Rosee, Press, was recently appointed to rank of Sergeant in D Battery, 122nd Field Artillery of the Illinois National Guard.

Past and Present Tense

Many of our NBC Chicagoans began careers in other professions prior to radio. For instance, Roy Shield, director of music for the Central Division, was concert pianist with a national reputation. Believe it or not, Staff Singer Fran (Aunt Fanny) Allison was once a school teacher. Irma Glen, staff organist, was in vaudeville at the age of 14. Ken Fry, Special Events chief, was once sports editor of the *Evening Post* in Chicago. Russell Sturges, relief control supervisor, is a former professional clam digger. He dug clams at Cape Cod, Mass., for \$9.00 a day, digging an average of three barrels daily. There were some 1,200 clams per barrel. So let's see—3,600 clams divided into \$9.00 equals—?



Santa Claus and the Seven Dwarfs entertain the guests at the NBC Christmas Party in Chicago. They are, from left to right, Don Kraatz, Dick Holland, Joe Flannery, Cleve Towne, Bill Christy, Eugene Giesler, Jackie Harrison and Don McNeill (Santa).

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STUDIO TOURS BEGIN IN HOLLYWOOD RADIO CITY

(Continued from page 1)

ment exhibits. Diagrams, exhibits and motion pictures are combined in the display, which is explained by the guide. Plans have been made to include a tube exhibit, showing in enlarged form the working interior of a radio set. Television exhibits and other technical displays also will be added to the equipment installed in the basement in the near future.

Following their tour of the basement, visitors are shown the artists' corridor, 300 feet long, and the non-audience studios which open from it. Construction of the NBC organ studio, which is a room within a room and is so constructed as to eliminate outside sound vibrations, is explained in detail.

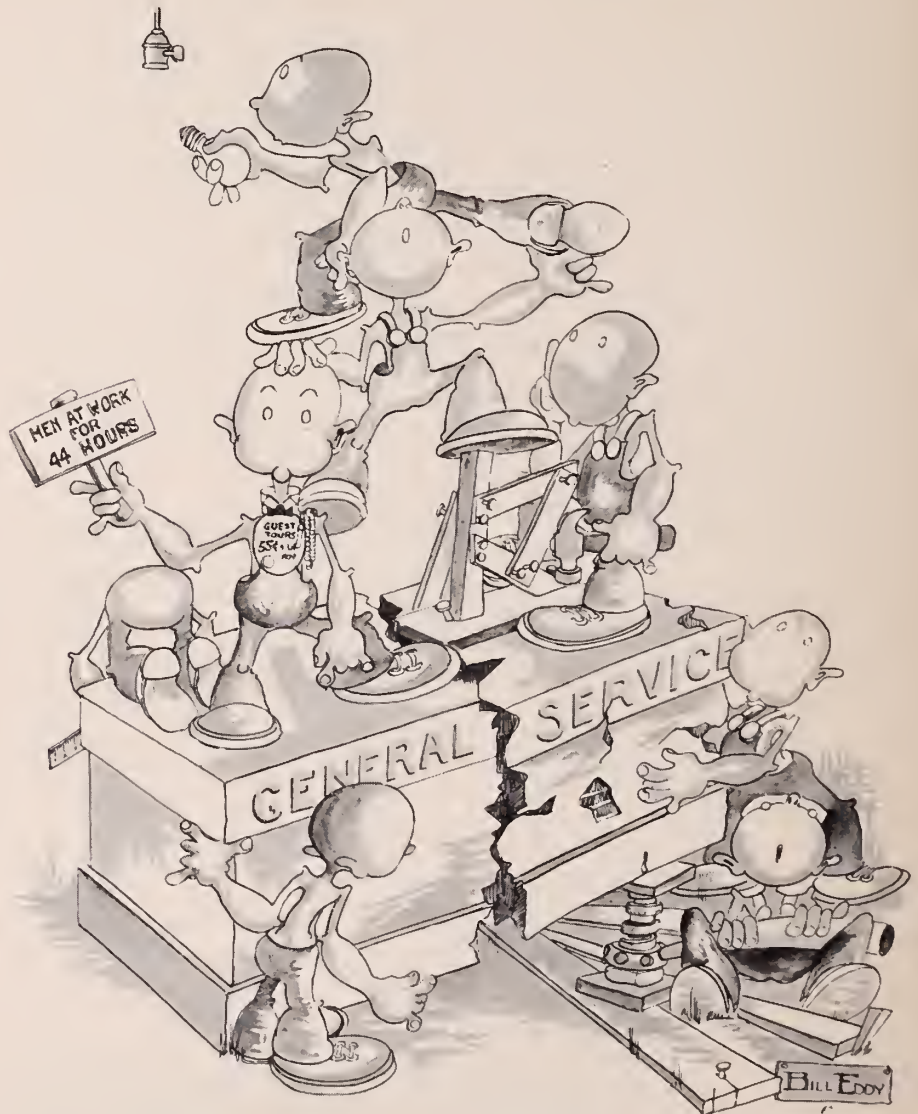
The studio tours terminate in the main lobby. There the operation of the master control panel is explained, and visitors are shown the huge board through its partition of invisible glass, which allows inspection without interference by light reflections.

SALUTE THREE NEW JUVENILE PROGRAMS

Dr. James Rowland Angell and Dr. Walter Damrosch were the principal speakers at a luncheon meeting in the Rainbow Room on January 12, saluting the return of Irene Wicker to the NBC networks and the premiere of three new children's programs.

The new programs are the series of Hans Christian Andersen tales, told by Paul Leyssac. Danish writer and lecturer; *Renfrew of the Mounted*, conducted by Laurie York Erskine, and *Chimney House*, by Pauline Gibson, of Scholastic Magazine.

NBC HALL OF FAME



Proposed NBC Statue No. 10 and Citation Plaque

GENERAL SERVICE

At long last our satirical nickels have hit the jack pot and produced for our subtle vivisection the Gargantuan Service Department, an activity so colossal that frequently it transcends departmental classifications completely and lists itself as an Authority.

Truly the melting pot of the industry, it incorporates into its heteromorphic framework a potpourri of activities ranging from the observation, analyzation, and subsequent replacement of defunct lamp bulbs to a generous helping of impassioned effervescence at fifty-five cents a tour. So complete has this alloy become that construction and destruction are both filed under 'routine' while the embarrassing index 'priority' has been completely removed from the redundant catalogue of the project.

And so with an abashed and deferential curtsy to the distaff side, so winsomely represented in the Stenographic Section, we deliver this morsel of granite to General Service, to be moved incessantly from place to place in their untiring battle against the possibility of monotonous environment.

KDKA PITTSBURGH

— by Kay Barr —

Christmas Party

Members of the KDKA staff saw themselves as their colleagues see them in two amusing features of the annual Christmas party December 23, and if any of the shoes pinched no one dared say anything about it.

One two-bit gift was the price of admission and Bill Jackson, vice-president in charge of gifts, stood at the door to enforce this requirement. Of course the gadgets and jimcracks made a lot of fun as well as business for the pitchmen down the street.

After Clarence Pettit, vice-president in charge of refreshments, assisted by Mary Kenney, all dolled up in a white jacket and a new permanent, had dished out the punch and fruit cake, Announcer Bill Sutherland took the floor.

Acting by and with the authority of W. B. "Mac" McGill, vice-president in charge of decorations, Sutherland made a speech in spite of much heckling, and finally got around to the unveiling of a figure described as a composite picture of all the members of the staff. It was an animated "Dopey," with the tongue, eyes and tinkle bells going full blast.

All the little boys and girls played with their mechanical toys and games for a while and Sutherland again called for order. This time he was acting for Derby Sproul, vice-president in charge of entertainment, who had turned his assignment over to the announcers.

Bill Beal wrote a script and the trained tonsils made the 25-minute

recording which burlesqued various members of the staff from Manager Sherman Gregory down. One by one each of the targets became manager of KDKA and the sequence of scenes glimpsed the activity of the station as it might be under the different bosses. They had to run to the year 2030 in order to get everyone into the big chair in the front office.

KDKA Miscellany

Sales Manager Bill Jackson's Christmas gift to his wife and kiddies was an addition to the family home in Whitaker, near Pittsburgh.

△ △ △

Harry Azinsky, concert master of the KDKA orchestra, has been made assistant conductor by Maurice Spitalny, director of music.

△ △ △

Bill Beal, Continuity, was drafted by NBC in New York to handle the American end of a trans-Atlantic tongue twister tournament. The BBC presented the London end and the program was aired on Christmas Day.

△ △ △

When Announcer Dave Garroway presents his *You Don't Say* program from KDKA each Sunday evening, it is 10 A.M. Monday in Australia. Fifteen girls in a junior high school of Queensland always listen to the broadcast as a part of their regular school work, according to a letter from them.

△ △ △

Fred Saviers, evening guide at KDKA, spent Christmas with relatives in Ohio. Janet Ross, director of the *KDKA Shopping Circle* programs, entertained with a family dinner.

△ △ △

Organist Bernie Armstrong had a well-equipped work shop in his basement with which he made all sorts of things. A few weeks ago he was pushing a block of wood through the groover when it twisted and he almost lost three fingers. It scared him so badly that he sold the whole outfit of jigsaws, planers, punches, etc.



Clarence Pettit forgot KDKA's public relations at the Christmas Party and donned a white cap and jacket to serve punch while Mary Kenney, Press, dished out fruit cake. The "customers" pictured above, all members of the KDKA orchestra, are, from left to right, Pete Murphy, drummer; Harry Azinsky, concert master and assistant conductor, and Clement landiorio, violinist.

"First" Broadcast Recalled

When KDKA made that historic "first" broadcast, November 2, 1920, giving the world the Harding-Cox election returns, a party of 300 people assembled at the Edgewood Club and got the returns from the first loud speaker.

It was one of those morning-glory horns borrowed from a phonograph and was set up by L. W. Chubb, director of the research laboratories of the Westinghouse Electric and Manufacturing Company.

Many of the same people gathered at the club last December 15 to celebrate the anniversary and to receive from Dr. Frank Conrad, assistant chief engineer of Westinghouse, a plaque commemorating the occasion. Dr. Conrad recalled some of the early days of radio in which he was such a prominent pioneer, and a special program from KDKA studios was heard as an interesting feature of the celebration.

\$40,000 For Milk Fund

With the co-operation of the Variety Club, *The Pittsburgh Press* and station WWSW, KDKA presented four radio benefit programs for the Pittsburgh Milk Fund last month. All work and all talent were on the volunteer basis and the programs ran until about 4 A.M. each night.

Pledges totaled about \$20,000 and William Zeuger, Sr., who has a birthday at Christmas time, matched the pledges dollar for dollar, so the boys and girls in 31 charitable institutions will have \$40,000 worth of milk during the coming year.



An eight-foot figure of "Dopey" (with apologies to Walt Disney) was described at the KDKA Christmas Party as "the composite picture of all members of the staff." W. B. Magill, right, was the Dizzy Walt who conceived and created the animated character. Walter Horn, Sales, and Manager Sherman D. Gregory are at the left.



John Ribbe, chairman of the A.R.E. in San Francisco, dancing with Sylvia Jalbert of Audience Mail.

NBC SAN FRANCISCO

The Associated Radio Employees of NBC in San Francisco gave their second annual party at the Hotel Sir Frances Drake on December 16. These pictures, showing members of the NBC staff, were taken at the party.



Photographer Bob Crawford dropped his camera to dance with Edwanda Pickett of Press.



This is the committee that made the Christmas Party one of the jolliest events of the season at NBC San Francisco. They are Salesman Ray Rhodes (left), Kay Bowman of Continuity Acceptance, and Announcer Archie Presby.



Two proud fathers receive intimate apparel for little tots at the Xmas party. They are Field Engineer Guy Cassidy (left) and Producer Arnold Marquis. It was a first-born son for each.



Wanda Woodward, head of Audience Mail, greeted the guests to the A.R.E. party at the door.



Doing the Lambeth Walk—Helen Stewart, of the Educational Division, and Cliff Engle, m.c. of "Good Morning Tonite."



The camera caught Program Manager Glenn Dolberg (left) and Press Manager Milton Samuel radiating joviality.

NBC SAN FRANCISCO

—by Louise Landis—

Charlie Mc Saves Day

Because Charlie McCarthy got there in time (by courtesy of the NBC Audience Mail Division) a San Francisco wedding took place as scheduled, although it makes one shudder to think what might have happened had not Edgar Bergen's little friend been available.

An excited feminine voice called the San Francisco listening post a few days ago, demanding to know where a dummy of the world's most famous dummy could be obtained. Audience Mail's Wanda Woodward wondered why, and the voice explained that a crisis was impending. It seemed that she was to be a guest at a wedding where the bride and groom were ardent McCarthy fans. Their friends had obtained a facsimile of Bergen's bad boy, and had planned to place it, right after the ceremony, on the church steps with a sheaf of telegrams for the bride and groom. But just half an hour before the wedding some heartless burglar had absconded with the dummy. The maid of honor was delaying the ceremony by heroic means, pretending her car had broken down, while the caller was trying to replace the missing dummy.

Wanda went into action (Audience Mail folks are used to having anything happen), and the wedding proceeded, with a pasteboard Charlie (contributed by Wanda's young son) smiling cheerily at the church door.

Engaged

Romance is still hovering over NBC . . . and now it's Marian Hanson, Mr. Peck's secretary, who is wearing a diamond ring. The lucky man is Frank MacQuarrie, young Oakland real estate man. The wedding will be in the Fall.

Additions to NBC Family

The stork visited the Arnold Marquis home Sunday afternoon, December 18, while Director Marquis was producing the *Professor Puzzlewit* program, and then popped in at the Guy Cassidy (Field Engineer) residence at one a.m. the following morning, bringing William Harrison Cassidy, six pounds and fourteen ounces.

The Marquis heir is still unnamed as we go to press, but he boasts bright blue eyes, more hair than his poppa, and a permanent Christmas tree of his own. "Sandy" Pratt, father of the outdoor Christmas tree movement, was a guest on the *Puzzlewit* program, and heard the whispered announcement "It's a boy!" So he presented the proud father with a beautiful, tiny evergreen which has been planted outside the Marquis house.

Traffic's Xmas Tree

Speaking of trees, nomination for NBC's most unique one goes to the Traffic Department. Teletype ticker-tape festooned it and added a lacy appearance to the boughs . . . Traffic Department also wins nomination for tops in thoughtfulness as embodied in its Anita Gilmore . . . who didn't forget her pals of Press Department days but arrived bright and early the day before Christmas with cheer for her old gang.

Favored by Santa

NBC fared well at the annual Christmas party of the San Francisco advertising club. Chester Blomsness and Lola Camaches, of the Sales Department, both won prizes. Blomsness came back with some nifty cocktail glasses, his loot from the drawing, and Lola won an arm-full of paints, floor wax and similar things to help her shine for '39.



With Your Roving Reporter in New York

Want to get on the air? This is how some of the guides and pages did it—without even rehearsing—

Following the Christmas Party in 311, the boys went back to their locker room to carry on with Christmas carols . . . Guest Relations Manager Thurman heard them, liked their singing, and suggested they go up to the sixth floor to serenade Major Lohr . . . the blue uniforms went up en masse and sang outside the Prexy's office . . . Major Lohr came out to see what it was all about . . . and shook hands all around, wishing the boys a Merry Christmas.

From there the troubadors went down to the Program and Sales Departments where some of the executives joined in the singing . . . Sustaining Program Manager Phillips Carlin heard them . . . said they were good enough for the air . . . and the next thing they knew they were in Studio 3D singing carols in the middle of Dorothy Dreslin's program . . . while Announcer Dan Russell explained to his listeners that what they were hearing was an impromptu feature . . . unrehearsed . . . unlocked . . . unleashed by Christmas spirit.

* * *

Richard A. Haggerty, music copyist, spends his time commuting between his office in New York and Boston where he conducts the Boston Chamber String Orchestra, a non-profit organization of professional musicians . . . He started playing the violin at the age of four . . . and by the time he was fourteen he had to join the musicians' union because he was getting around so much, playing with various orchestras. He's a graduate of Boston University where he organized and led a campus orchestra . . . and he has an M.A. in music from Harvard. Musician Haggerty at one time studied with Shedlovsky. He does and has done many musical arrangements for NBC programs since he became associated with the Company last spring.

* * *

The electric foot oscillator in the guides' and pages' locker room has massaged many a tired foot since Guest Relations Manager Thurman had it installed a few weeks ago . . . we tried it and liked it although our feet are a bit ticklish . . . it's almost as much fun as having your back rubbed. Guides Earl Wrightson and Lewis Julian made quite a hit when they sang on Amanda Snow's program on Sunday afternoon . . . Earl, a baritone with lots of personality in his voice, used to sing over Baltimore stations before coming to Radio City . . . Tenor Julian recently returned to the guide staff after spending many months on the road and in night clubs, singing with Russ Morgan's band . . . All of which reminds us that there's quite a bit of uncovered talent in NBC . . . according to the names that are coming in for the forthcoming NBC Employees Show. . . .

Christmas cards to be long remembered were those we got from Kay Barr, publicity chief for KDKA, whose greetings were hand painted on a large piece of flat cork, and from Harold Bisson of Publicity, whose card was shaped like a television receiver with a revolving card which showed, through an opening, pictures of his family and a Christmas greeting. Mr. and Mrs. Parks Johnson (Vox Pop) entertained several pages and guides, who were unable to go home for Christmas, with a turkey dinner on December 25.

Quartermaster Hans Ruthe is still trying to figure it out . . . he found on one of the Guest Relations uniforms a brass button inscribed, "Paterson, N. J., Police."



Tenth Anniversary Chimes

The NBC Transmitter salutes these members of the National Broadcasting Company who, this month, complete their tenth year with the Company.

Gordon V. Olmstead

World traveler, sportsman, athlete and student. We write of Gordon V. Olmstead, Supervisor of Communications of the NBC Central Division.



Gordon V. Olmstead

Leaving school at Marquette, Michigan, in 1922 to satisfy a desire for travel, Mr. Olmstead was not to be disappointed. Jobs passed in quick review as lumberjack, wheat-

harvest hand, and construction laborer. In fact, anything to procure expenses for further adventuring was acceptable.

In 1924, Mr. Olmstead accompanied a midshipman's cruise to Europe. When he returned to Marquette, which was prior to his twentieth birthday, he had visited 37 of the United States, and nine foreign countries.

His radio communications career has extended from 1923 to the present day, and includes six years of service with the U.S.S. *New York*, the United States Navy radio station at Guantanamo Bay, Cuba, and the 9th Naval District at Great Lakes, Illinois. He entered the NBC Communications Department on January 1, 1929, and has been in charge of the department for five years.

Mr. Olmstead today is more than active in his pursuit of extra-curricular knowledge.

"Navy student courses, in addition to my routine radio studies," Mr. Olmstead says, "covered school subjects I had passed up as a boy in order to see the world. I did a bit of cramming then, which now has become somewhat of a habit."

Last August, Mr. Olmstead was graduated by the Sheldon School of Chicago where he studied human engineering, business philosophy, business building, sales psychology, salesmanship and other subjects.

"Ole," as he is nicknamed by his friends, is an expert rifleman, oarsman, and boxer. He is married and has a three-year-old son named Ned.

Eleanor Antell

Eleanor Antell is of medium height, has light brown hair and a fair-northern complexion. She speaks quietly and very directly. In NBC New York she acts as secretary to R. L. Porrier of Artists Service, for whom she has worked almost continually since she first entered NBC in January 28, 1929.



Eleanor Antell

Born in Brooklyn, Miss Antell went through her early schooling there before attending Barnard College from where she was graduated in 1926. When she entered NBC three years later as secretary to Sam Ross, the Artists Service Bureau was a fairly new addition to full-fledged departments at the old 711 offices. Soon after this, Mr. Porrier was transferred from the Auditing Department to take charge of Accounting for Artists Service, and Miss Antell opened a new desk in his office where she has since stayed.

Besides her regular work there, she has proved very helpful in an unofficial lingual capacity. For not only does she profess a knowledge of French (her major in Barnard), but she knows Swedish, Norwegian, Finnish, and Danish! So the puzzling press-clippings and song titles which enlarge the dossiers of many of the Artists Service's Scandinavian artists become lucid and English through Miss Antell's translations.

Miss Antell thinks that any ordinary business, after NBC, should prove very dull.

Carl Lorenz

Carl Lorenz, Hollywood Studio Engineer who celebrated his 10th year with NBC January 14, has been a member of the RCA Family since 1926. He got his early training as an operator in the Radiomarine, a subsidiary of RCA.

Mr. Lorenz was born in Germany



Carl Lorenz

and educated at the City School in Hanover. In 1922 he came to the United States. Soon after, he became interested in radio and took a course at the old Marconi Institute which is now known as the Radio Institute of America. During that time he worked for the New York Edison Company.

Mr. Lorenz has been married since 1932, and he and his wife, Louise, have one son, Carl, who recently celebrated his fifth birthday.

The Lorenz' live in Pasadena where they settled when he was transferred here 14 months ago from New York.

Carl says he has just two hobbies, his work and fresh-water fishing.

Charles Butler

Charlie Butler always knew what he wanted to be in radio—when only 14 years old he had already won his government radio amateur operator's license. This was back in 1919. Two years later he received his certificate as a first class First Grade Commercial Radio operator, a government certificate which authorized him to operate the radio apparatus of sea-going liners.

But he did not actually go to sea, until 1922, when he became an operator for RCA. During the intervening years, he studied at the Massachusetts Radio & Telegraph School in Boston.

Then in December, 1924, he joined the engineering staff of WTAG, Worcester, Massachusetts. A short time later, WTAG became one of the first ten stations on the Red Network, and it was then that Butler decided he'd like to be with NBC. He resigned from WTAG, therefore, and came to New York in December, 1928, to join NBC as a studio engineer. In October, 1930, he was transferred to the NBC Central Division, where he has remained since.

Charlie, one of the most popular engineers in the Central Division, is rarely seen without his briar pipe. He is married and the father of two fine youngsters, Bruce 4, and Marilyn, 2.



Charles Butler

Marshall W. Rife

On a certain day back in 1920 when first he heard the roar of a 2KW rotary gap at a friend's amateur spark transmitter, Marshall W. Rife, Field Supervisor of the NBC Central Division, dialed himself into an interesting radio career. That same day he drew from the bank his entire life savings to buy a one-tube variometer receiver and a Ford spark coil. He continued with radio as a hobby at the St. John's Military Academy in Delafields, Wisconsin; as a radio club member, and as operator of the Signal Corps station at the school.



Marshall W. Rife

Following his graduation in 1925, he obtained his first commercial license and promptly proceeded to New Orleans to accept a position as radio operator on a tramp freighter plying Gulf, Car-

ibbean and South American ports. Two years of oceanic travel included stop-overs on both coasts of the United States and South America at Trinidad, Cuba, Australia, India, Ceylon, Egypt and Arabia.

An ambition to secure a commercial extra-first class operator's license brought him back to the Dodges Radio School at Valparaiso, Indiana, to study additional requirements of the American Morse Code. While in school Mr. Rife learned that the NBC Chicago office was searching for additional operators.

A quick decision and an interview gained him a position with NBC in January, 1929. Duties as an operator in those days included studio, field, control and maintenance work.

Two years later, he was placed in charge of the Field Engineering group.

Marshall Rife is married, has one son, John, age 6.

Edward Nolen

Engineer Edward Nolen, of the Audio Facilities Group, recently returned to New York from NBC Hollywood in time to spend Christmas and to celebrate his tenth NBC anniversary in the East. He went to Hollywood last spring to assist Robert Schuetz in the supervision of the installation of broadcast equipment in the new studios.

Since he joined the Maintenance Division of the Engineering Department in New York ten years ago, Mr. Nolen has accomplished many con-

struction jobs for NBC. His first big assignment was the installation of new studio equipment in the old 711 Fifth Avenue headquarters for condenser microphones which were put into use in 1929. The following year he was sent to Chicago to supervise the construction and installation of broadcast equipment in the NBC studios in the Merchandise Mart. Later, he did some work for the old experimental television transmitters near Times Square.

In 1933, as Radio City was rising out of the ground to its fullest height, Mr. Nolen supervised the immediate



Edward Nolen

installation of broadcast equipment in the Music Hall and Center Theatre, and then he supervised the installation of the studio control equipment for the new NBC headquarters. Two years

later he went to Washington, D. C., for the installation of equipment of the new NBC studios in the Capital. At that time he also did a lot of work on the experimental television studios in New York.

Thus, Engineer Nolen has been kept on the go, keeping up with NBC's rapid growth and progress. A graduate of the Ridge Technical School in Cambridge, Massachusetts, he studied engineering at the Wentworth Institute in Boston, and years later he continued his studies in engineering at New York University where he has completed three years of a six-year course.

Ted, as he is known by his associates, is married and has a baby boy, Michael, who will be two years old in June. Since he was born, little Michael has travelled about 15,000 miles, following his father from one NBC job to another.

Marjorie G. Geddes

Ten years ago Miss Marjorie Grace Geddes gave up a clerical position with the telephone company in New York in order to join NBC. She had made up her mind before she made the change that it was what she wanted to do, and with characteristic perseverance she has served NBC faithfully ever since. She is equally devoted



Marjorie Geddes

to her department, General Service, on whose Audience Mail staff she has served during her decade with the Company.

Though we still know her as Miss Geddes, she is now, and has been for more than two years, Mrs. Albert Knivel of Elmhurst, Long Island. Her husband is associated with the City of New York's Department of Purchase. They were married in Elmhurst where both their families live.

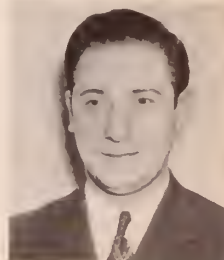
Born and schooled in Elmhurst, where she attended Newtown High School, Miss Geddes went to business school before going out into the business world. Once here at NBC she had to go back to business school for a week to learn how to operate key punching machines which the Company had acquired to record fan mail as to the state and county of its origin, its date, the program referred to, the station that received the mail, and whether or not the contents of the mail is favorable or unfavorable to the program.

Anthony J. Forino

On his birthday, January 27, in 1928, Anthony J. Forino applied for a job at the NBC headquarters, then located at 711 Fifth Avenue, and the following day he was called to report for work in the Mail Room where, for a year, he served in various capacities until he was transferred to the Central Supply and Receiving Section.

He is now assistant to the supervisor of the Central Supply and Receiving Section, Walter Hawes. During his nine years in the "Supply Room," which handles practically everything that is not mailed that comes and goes from NBC. Tony Forino says that they have handled a lot of strange things. Once, they received a duck sent to Joe Penner by a generous fan. At another time they had to take care of several crates full of snakes that were used on a program. In addition to handling the shipping traffic in and out of NBC, Mr. Forino and his associates keep our offices constantly supplied with "anything from paper clips to filing cabinets."

Born and reared in New York. Mr. Forino is now married, lives downtown, and goes fishing at Long Branch, N. J., on warm weekends. He was married almost three years ago—on April 25, 1936. (Cont. next page)



Anthony J. Forino

TENTH ANNIVERSARY CHIMES

(Continued from page 13)

Milton W. Kitchen

Milton W. Kitchen, being born in a family of builders, was brought up and educated to be an architect but after finishing his education in that field he changed his mind and went to work for an insurance company. He did stenographic and clerical work for two years, then decided he didn't like office work



so he got a job at the telephone company in New York as an inside line man. He worked at night and studied telegraphy in the daytime. His next job was with Postal Telegraph.

Heeding the loud calls of a technical school which offered a "future in radio," he enrolled for a course in radio telegraphy. From the radio school and Postal Telegraph, Mr. Kitchen went to sea as radio operator. The last of almost five years at sea was spent as a member of the RCA Radiomarine staff.

On January 8, 1929, he joined NBC in New York. After serving seven years, alternately as studio engineer and field engineer, he was appointed to the Master Control Room in Radio City where he now devotes most of his time to the transmission section.

Elmer F. Mead

During NBC's formative years its staff was recruited from various related fields, and, particularly in the Engineering Department, it was necessary to employ experienced men in addition to the apprentices. Elmer F. Mead was among those who came to NBC to form the Engineering staff. Having had three years' experience in the installation and repair department of the telephone company in New York, he was engaged for the Maintenance Division.



One of his first big jobs was the supervision of the installation of NBC equipment in the old studio in the New Amsterdam Theatre on Times Square. In 1932 he was sent to Washington, D. C., to assist in the installation of new audio equipment for the WRC transmitter.

The Master Control Board and its intricate switching system in Radio City is proudly pointed out to visitors by NBC, and Mr. Mead is equally proud of the working model he made of the system before it was installed. He also supervised the installation of the relay system in the NBC headquarters. In 1936, he went back to Washington to work on the new studios there.

KOA DENVER

by Mack Switzer

KOA Xmas Party

The entire KOA staff frolicked again this yuletide in its annual Christmas party held in the Client's audition room on December 24th.

Preparations by a secret committee had been going on for several days prior to the event and hints now and then concerning activities whetted an already growing interest.

Certainly no one was let down when the doors were finally opened. Following a luncheon, each member of the staff received an automatic pencil with the words KOA-NBC engraved on it and other presents, including gardenias for the ladies.

Station Manager Robert G. Owen was singled out for a special Xmas gift from the entire staff—a pair of high power binoculars. Clarence Moore, program manager, acted as Master of Ceremonies and Santa Claus.

Although approximately 55 of the station's staff were present "broadcasting continued as usual." The transmitter boys who were so unfortunate as to be on duty were represented to Santa Claus Moore by proxies.

Personal News

Marie Gregoire, Secretary to Manager Owen, proved herself KOA's champion knitter, if not one of the most generous of gift givers. Marie knitted an afghan as a Christmas gift that contained 99,234 stitches. The afghan is 82 inches square, green and rust in color, is valued at \$100 and required six weeks to make. (Price not based on Wage and Hour Law Standard.)

△ △ △

Santa Claus and the Stork collaborated on Xmas day and brought a five-and-a-half-pound girl to Engineer and Mrs. Carl Schuknecht.

△ △ △

Joe Rohrer, assistant control supervisor, and Mrs. Rohrer entertained the entire KOA staff at a pre-Christmas party given at their home Sunday, December 18.

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Betty Stulla (wife of Bill Stulla of Continuity) suffered lacerations of the face and head, and several fractured ribs as the result of an automobile accident on an icy mountain road while returning from a skating party in Evergreen, Colorado. Her recovery was rapid, however, and after a few days in bed, she was able to return to her writing.



Members of the NBC staff in Denver got together for their annual Christmas Party in the KOA studios on December 24th.

W G Y S C H E N E C T A D Y

by W. T. Meenam

Xmas At WGY

WGY's first Christmas in its handsome studio building was celebrated with a huge party and the personal appearance of Santa Claus.

It was two nights before Christmas when all the staff members not actually engaged in broadcasting, along with several General Electric executives and some of the artists and agency representatives, assembled in the foyer about a beautifully trimmed giant Christmas tree that was brilliantly aglow with the reflected light of several floods.

Santa Claus was Maurice Randall, a member of the original WGY Player group of 1922 and annually WGY's official air Santa Claus. There was a gift for everyone on the tree and no one knew the donor. Accompanying the gift was a brief original jingle which had to be read before anyone could open his present. Tommy Martin, announcer, wrote many of the jingles, displaying admirable talent for rhyming, along with a fine disregard for meter.

In addition to the more modest gifts which were mostly of a humorous nature, presentations from the staff were made to Manager Kolin Hager, W. J. Purcell and A. O. Coggeshall.

When all the others had received and gracefully acknowledged their presents, Jack Keane, chief usher, was given a wedding present. Jack, formerly with NBC New York Guest Relations, was married in New York, December 26, to Miss Winifred O'Rourke.

The fine new kitchen studio afforded an incomparable base of operations for the caterer who served refreshments. In the same kitchen Irma Lenke, of the Home Economics Department of WGY, demonstrated that she knows how to cook as well as how to read recipes by delivering a variety of lollipops which were used to decorate the tree for a little while.

Among the General Electric guests were E. O. Shreve, vice-president, Chester H. Lang, manager of publicity, W. V. B. Van Dyck, assistant to President of International General Electric Company, Boyd W. Bullock, assistant manager of publicity, C. D. Wagoner, manager, news bureau, Walter Reagles, art director, Henry Laning, Emerson Markham, John Sheehan and Eugene Darlington.

The Christmas party was pronounced a great success. The committee of arrangements consisted of Caroline Osan and John Howe.

Names In The News

Manager Kolin Hager was the guest of Albany Kiwanians during the Christmas season. Mr. Hager spoke of radio's contribution to world peace during the Czecho-Slovakian crisis and traced many of the developments which have set the stage for broadcasting's role in the future as a powerful factor and helpful servant of all mankind.

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Three of WGY's announcers were able to "get home" for Christmas: Howard Tupper to Canton, N. Y., Bob Mahaney to Utica, and Radcliffe Hall to Erie, Pa.

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We are pleased to welcome three new members to the WGY staff. John Carnell in the Accounting Department, Miss Catherine Anglesey at the reception desk, and James Connolly, file clerk. John Carnell is a Dartmouth graduate, formerly with NBC in New York, Miss Anglesey was with the Schenectady office of the New York Telephone Co., and Mr. Connolly was formerly connected with the Swift Packing Company at Albany.

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Mrs. Lawrence Pike, who is WGY's household expert under the name of Betty Lennox, was surprised and delighted to note her picture in *Fortune* magazine in a group of such air celebrities as Edgar Bergen and Charlie McCarthy, Don Ameche, etc. It was the advertisement of the J. Walter Thompson Agency.

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WGY's staff wishes a very Happy New Year to the TRANSMITTER staff and—of course—to the whole NBC Family.

ALEX ROBB TO ARTISTS SERVICE IN HOLLYWOOD

Don E. Gilman, vice president in charge of the Western Division, has announced the appointment of Alex Robb as manager of the Hollywood Artists Service, effective January 1. Mr. Robb succeeds Dema Harshbarger who resigned recently.

The appointment of Wynn Rocamora as assistant to the manager was announced at the same time by Mr. Gilman.

Mr. Robb, who for eight years was manager of Artists Service in Chicago, has had long experience in the theatre and in radio. Previous to joining NBC, he was personal representative for Amos 'n' Andy.

Miss Harshbarger established Artists Service in Hollywood three and one-half years ago. She had been identified with artists and concert work for over twenty-six years and had been planning retirement for more than a year.

Mr. Rocamora joined NBC a year ago, coming from the concert field. He was associated with L. E. Behymer in Los Angeles and prior to that with several eastern radio stations as manager.

* * *

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



Santa Claus (Maurice Randall) comes to the WGY Christmas Party. Pictured above in the foyer of the new WGY studio building in Schenectady are members of the staff and several guests from General Electric. WGY's manager, Kolin Hager, is to the right of Santa Claus.

WTAM CLEVELAND

by Bob Dailey

Staff Party For Pribble

Christmas Week at WTAM was a memorable one for the entire staff. Tuesday night at the Hotel Allerton, the staff gave a dinner party in honor of Manager Vernon H. Pribble on his fourth anniversary at WTAM.

Two highlights of the party were satirical sketches of the staff members by Funsters Stubby Gordon, Charles Avellone, John Disbrow and Tommy Carter, and the surprise presentation of a life-sized oil portrait of Manager Pribble painted by Salesman-Artist Russel "Nick" Carter.

The "ribbing" sketches, which were done in costume on a small stage, have become an important feature of the annual staff parties given Mr. Pribble. And the four actors and writers got a big hand this year for their best show so far.

Artist Carter had worked on his portrait of Mr. Pribble since last October, using a photograph as a guide. But the unveiling of the painting by Office Manager Paul Hummell came as a complete surprise to everyone, including Mr. Pribble. Carter, a veteran WTAM salesman and former advertising executive, spends his leisure time doing water colors, oil paintings, pastels and wood carvings. Several of his paintings are to be hung in the annual Cleveland Society of Artists show.

On behalf of the staff, Announcer Tom Manning presented Mr. Pribble with a Browning automatic shotgun.

This oil portrait of Vernon H. Pribble, painted by WTAM Salesman Russell Carter, was presented to him at the party given by the staff to Mr. Pribble on his fourth anniversary with the station.



with case, as an addition to his hunting equipment.

WTAM's Xmas Party

Manager Pribble gave the staff his annual Christmas party later in the week in Studio A. Musician Charley Avellone, dressed as Santa Claus, distributed presents among the staff; Organist Dorothy Crandall and Harpist Nell Steck gave a recital of Christmas music, and Jane Weaver, director of women's activities, gave a reading of Bird's *Christmas Carol*.

Highlight of the party was the dramatic moment when Mr. Pribble and Program Director Hal Metzger, both garbed in chef outfits, marched into the studio carrying a roasted pig on a large platter tray with the flames dancing up around the porky in true festive style. Messrs. Pribble and Metzger carried out their duties as chefs by carving the meat and serving it with the assistance of Betty and Bunny Pribble, the two young daughters of WTAM's manager.

Metzger's Wedding

Program Director Metzger was married on Christmas Day to Margaret Funnell in Sandusky, Ohio. The bride is the sister of Mildred Funnell, secretary to Mr. Pribble. The ceremony took place in the home of the bride, with Mildred Funnell as matron of honor, and her husband Clyde Goodman, as best man. The couple left for a honeymoon in Canada.

Gene and Glenn

Gene and Glenn, NBC comedy team of Chicago and formerly with WTAM, visited their friends here Christmas week, following a benefit show given in Akron for the *Akron Beacon Journal*. Tom Manning, who was the announcer for the team while it was heard over WTAM, acted as master of ceremonies for the Akron theater show.

Kaleidoscope

Private notes from Edith Wheeler's Little Black Book: Announcer George Hatrick turning up with his annual ankle injury . . . Stenographer Helen Forsythe getting Christmas greetings borne by a live turtle with the words "Merry Christmas" written on the shell . . . May Draxell, supervisor of the Stenographic Department, passing around Christmas cookies she baked in cooking school . . . Nell Steck holding open house at her home Christmas Day . . . Musician Tommy Carter buying a Scottie pup from Engineer Tommy Cox for a present to his two children. . . .



A burlesque during WTAM's party in honor of Manager Vernon H. Pribble's fourth anniversary with the station. They are Musician Charley Avellone as Office Manager Paul Hummell (at desk), Engineer John Disbrow as Program Director Hal Metzger, and Assistant Musical Director Stubby Gordon in the long skirt.



Members of the WTAM staff were entertained by Manager Pribble at a Christmas Party given in Studio A during the holidays. Mr. Pribble, assisted by Program Manager Metzger (in chef's cap), is shown above carving a roasted pig at the gay occasion. Mr. Pribble's daughters, Betty and Bunny, are also pictured, waiting in line for the eats. This and other pictures of the party were taken by John Disbrow, operations supervisor of the engineering staff.

NBC TRANSMITTER

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NO. 2

LONDON AND NEW YORK MAYORS HEARD IN UNIQUE BROADCAST

The first transatlantic broadcast in which two persons conversed while riding in moving vehicles was staged



Mayor La Guardia . . . Hello London . . .

by the National Broadcasting Company, and the British Broadcasting Corporation on January 24, when Mayor Fiorello H. La Guardia of New York City, traveling from his home to the City Hall by automobile, and the Lord Mayor of London, Major Sir Frank Henry Bowater, riding in his state coach from the Mansion House to the City Guildhall, conversed for fifteen minutes while listeners on both sides of the Atlantic tuned in. The unique broadcast was heard as clearly as local programs.

The program started at 9:45 in the morning, New York time, (2:45 p.m., London time) when the two mayors greeted each other. Major Bowater described his plans for the rest of the day and then asked Mayor La Guardia what his plans were. Mayor La Guardia responded with his schedule for the day and then asked the Lord Mayor about the weather in London, explaining that it was snowing in New York. Following their discussion of the weather, while their vehicles brought them nearer to their respective destinations, Mayor La Guardia raised his voice and gave a boost for his city's forthcoming fair by inviting the Lord Mayor of

(Continued on page 8)

10,000 SEE FIRST RCA-NBC ELECTRONIC TELEVISION DEMONSTRATIONS IN WASHINGTON

With America's first telemobile unit, RCA and NBC gave the first showing of RCA's all-electronic television system in Washington, D. C., in a series of demonstrations which were attended by more than ten thousand people, including prominent members of Washington officialdom, from January 27 to February 3.

During the seven-day period, programs, composed of side-walk interviews and outdoor views of well-known buildings and monuments, including the Washington monument and the Congressional Library, were broadcast by the RCA-NBC telemobile unit, while televiewers watched the demonstrations through RCA receivers in the National Press Club. Although it rained frequently during the demonstrations, all those who witnessed them were greatly impressed with the clarity of the pictures and the progress that has been made by RCA and NBC in television. The demonstrations aroused great popular interest at the Capital.

The Speaker of the House of Representatives, William B. Bankhead, opened the first demonstration on January 27 with a short speech which, in addition to his image, was broadcast from the Mall, near the Agriculture

Building, to the receivers at the Press Club, about half a mile away. Gordon Hittenmark, NBC announcer in Washington, interviewed him afterwards and asked him what effect he thought televising Congress might have on its members. Mr. Bankhead replied:

"Well, some of them might have to take their feet off their chairs and straighten up a little."

Sam Rayburn, majority leader of the House of Representatives; Joseph W. Martin, Jr., minority leader, and Representative Edith Nourse Rogers of Massachusetts, followed Mr. Bankhead before the Iconoscope of the television camera. Other Washington notables, including Frank R. McNinch, chairman of the Federal Communications Commission, were televised on succeeding days. Because of the weather, many of the interviews had to be conducted under umbrellas and a battery of lights.

Those who were invited to the demonstrations in the Press Club included cabinet officers, members of Congress, diplomats, government officials and representatives of business, educational, religious and engineering groups. Invitations and arrangements for local facilities were handled by Frank E.

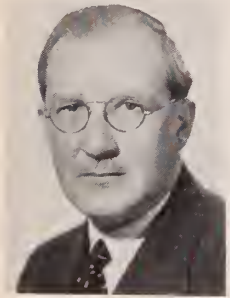
(Continued on page 11)



NBC Photo by Sydney Desfor
Announcer Bill Crago poses with a bevy of schoolgirls for the television camera during a recent RCA-NBC television demonstration in Washington, D. C. NBC Engineer Alfred E. Jackson is cameraman.

WHO'S WHO IN THE NBC NETWORKS

"He it was that first gave to the law the air of a science. He found it a skeleton, and clothed it with life,



A. L. Ashby

colour, and complexion; he embraced the cold statue, and by his touch it grew into youth, health, and beauty." Thus wrote Lord Avonmore of Sir William Blackstone: and thus may one speak of A. L. Ashby today when speaking of the law as it applies to radio broadcasting in the United States. Since he joined the National Broadcasting Company ten years ago, Vice-President and General Counsel Ashby has guided NBC through the narrow and uncertain paths of the law.

He led the baby company by the hand when it was learning to walk; he helped to give it strong legs on which to stand firmly and with which to carry its ever growing load of public responsibilities. Whenever any important question arises in the broadcasting field today the industry seeks his counsel and advice. His genial disposition makes it easy for NBC officials to discuss company problems with him. Not only has he guided NBC in the law but he also has made many recommendations for drafting laws for the new industry. Ten years ago he cautioned the law-makers and said:

"It is sound practice in fundamental law affecting business and people to make haste slowly. This practice cannot be too highly commended. Experience in a given field should first be crystallized over a period of time. When sound experience suggests the legal protection that is needed, then laws should be enacted. Think of the chaos that would result today if this practice had not been followed as illustrated by the uniform laws in force covering negotiable instruments, sales, etc. To this radio is no exception. Caution now in legal enactments will safeguard the future value of radio."

Early this month the members of the Legal Department in Radio City gave a dinner in honor of Judge Ashby on the occasion of his tenth anniversary with NBC. It was attended by all of the resident members of his staff

as well as several former associates of his department.

A. L. Ashby came to NBC from the Westinghouse Electric and Manufacturing Company for which he was assistant general attorney for eighteen years, handling among other important matters, all radio cases of the firm and its associated companies. While with Westinghouse, Mr. Ashby also acted as head of the law department of the School of Business Administration at the University of Pittsburgh for fifteen years. His teachings there included corporation finance, and several of his former students today are regarded as authorities on the subject by the bond houses that employ them.

A. L. Ashby was born in Michigan. After attending the public schools he went to Olivet College from which he was graduated in 1908. In college he was active in athletics, won honors in oratory, managed the glee club, sang in the college quartet, and distinguished himself on the campus by balancing the budget of his fraternity, Phi Alpha Pi, which was \$25,000 in the hole when he joined it. It was this accomplishment in college finance that later led to his association with Westinghouse, when a contemporary fraternity brother, John J. Jackson, general attorney for the firm, remembered him and his financial astuteness and executive ability when Westinghouse was reorganizing its legal staff.

From Olivet, Mr. Ashby went to New York University to study law. For two successive years he was president of his class at N. Y. U., and of his legal fraternity, Phi Delta Phi. He was graduated in 1910 with high honors, and then he studied for another year for a doctor's degree.

While still in college and law school, Mr. Ashby spent his summers managing a popular resort hotel in Fort Huron, Michigan. His first job after leaving college was as teacher at Prospect Heights School for Boys in Brooklyn, where he spent three years during which time he studied law. Then he took a position at the New York University as acting secretary of the School of Commerce. It was at that time that Westinghouse, through John J. Jackson, general attorney, asked him to help organize its Legal Department. During his eighteen years with Westinghouse he gained fame as a leading corporation counsel and was granted a full professorship in finance and law

GROUPS FORMED TO STUDY NBC DEPARTMENTS

A number of members of the General Service Department in New York have, during the past few weeks, formed study groups to learn about the functions of different departments of the Company and other matters concerning the radio industry. With the co-operation of the Personnel Office, these groups have acquired authoritative books on the subjects they are studying.

Last month the study groups were addressed by two authorities in their respective fields in the industry. The lecturers were Lewis H. Titterton, manager of the Script Division, who spoke on the development of radio drama, and Carl Menzer, director of WSUI, radio station of the State University of Iowa, who spoke on the procedure of obtaining a station license from the Federal Communications Commission. Mr. Menzer is at present in Radio City, studying network operation under a Rockefeller Foundation fellowship.

The study groups are planning to have more lecturers, particularly executives of NBC, who may help them in their studies. They also are planning to do research work in various departments. Employees wishing to join these groups may apply to the Personnel Office for assistance.

by the University of Pittsburgh. He was on the board of directors of several banks and industries in Pittsburgh during his many years in that city, where he was a leader in civic affairs.

A man of wide interests and of boundless energy, Judge Ashby is today a member of many legal, economic, fraternal and social organizations. Among other things, he is a trustee of his alma mater, Olivet College, a director of the New York County Lawyers' Association, as well as being chairman of its Committees on Communications and Meetings. He is also a director of NBC's Civic Concerts Service, Inc., and Artists Service Inc., of Massachusetts. Mr. Ashby is admitted to practice before many Commissions and before many Courts, including the Supreme Court of the United States.

A. L. Ashby is married and has two children, John Lee, 20, and Marjory Lee, 16. His home is in Bronxville, where he is also active in community affairs, devoting much of his spare time to welfare projects.

NBC SAN FRANCISCO

—by Louise Landis—



No discord in this marriage as you can see from the picture. They are newlyweds Mr. and Mrs. Fred Hegelund. The groom is a member of the production staff in San Francisco and the bride was, until her marriage in November, with NBC Hollywood; and before that she was in the Program Traffic Department in San Francisco.

Guest Speakers

Lloyd E. Yoder, KPO-KGO manager, and Sales Manager William B. Ryan addressed 120 Jesuit priests and scholastics of Alma College at a dinner recently held in the college, where the two NBC executives were guests of honor. Mr. Yoder discussed the Shrine East-West football game, the annual grid classic given for the benefit of the Shriners Hospital for Crippled Children and answered questions on football from the audience. Mr. Yoder was an All-American star, and played in the East-West game of 1927, which brought him to San Francisco and ultimately to NBC.

Mr. Ryan talked on the social phases of radio broadcasting, and took part in the general discussion on public speaking as a means of communication adaptable for religious teaching.

Transferred to Hollywood

NBC San Franciscans transferred to Hollywood last month were Kathryn Harris of Accounting and Charles B. Brown, Sales Promotion manager, who left with sheafs of good wishes from San Francisco.

Robert J. McAndrews has succeeded Mr. Brown as manager of Sales Promotion in San Francisco.

Salute to The Fair

Every station in the San Francisco Bay area joined NBC on January 13 to salute the Golden Gate International Exposition, due to open just a month from that date. Nine stations were linked with KPO and KGO to release the program originating in the NBC studios. It is believed to be the first time that all the Bay stations were thus united.

Staff Notes

Two NBCites who started 1939 in the hospital are back at their desks, both recovering from appendicitis. They are Oscar Berg, Maintenance Supervisor, and Byron Mills, editor of Continuity Acceptance.

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If NBC listeners noted an especially cheery tone in the voice of Bob Andersen "Your KPO Radio Reporter" the other morning, they were right . . . how would YOU feel if you had just been notified the ticket you had in your pocket had won a \$500 prize? Bob wasted no time deciding what to do with it . . . the Andersen automobile is all his, now.

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NBC and RCA Manufacturing Company share a pair of identical twins between them. NBC's twin is Marie Goodwin, acting secretary to KPO-KGO Manager Yoder, and RCA's is her sister, Margaret Goodwin. They're real twins, too; in person or on the telephone they resemble each other so closely that even Mrs. Goodwin can't tell them apart.

STARS STOW AWAY ON STUDIO TOUR

During a recent tour of the NBC studios in Hollywood Radio City, Guide Miles Bohm Auer started out with a party of 20 and ended up with 25 people. Guide Auer, who incidentally is no relation to Mischa, but who did go to school with the actor in New York, says that the original members of the party got their 40 cents worth because the five people who joined the group while going through the artists hall were none other than Claudette Colbert, Dorothy Lamour, Don Ameche, Robert Armbruster and Wynn Rocamora.

TWO ADDITIONS RAISE NBC STATIONS TO 168

The addition of two stations—one in January and the other early this month—has increased the number of NBC affiliates to 168. The recent additions are WBCM, Bay City, Michigan, which will serve as a supplementary station to the Basic Blue Network; and KVOA, Tucson, Arizona, which was linked to the NBC networks on February 5 as a full-time station which will be available to either Blue or Red Network advertisers.



NBC engineers in San Francisco receive instructions in first aid and artificial respiration from Maurice Convey of the Employers Liability Assurance Corporation. Pictured above are Don Hall working on George Deewing, under the eye of Mr. Convey. Looking on, from left to right, are: George Greaves, Dan Williams, Tommy Watson, Ed Parkhurst, Lee Holm, Gordon Morrison, George McElwain and Ben Palmer.

NAMES IN THE NEWS

NEW YORK

Promotions

The resignation of Mrs. Louise Finch and Norman Ward from the traffic section of Electrical Transcription Service last month resulted in various personnel changes in the department. Daniel E. Schmidt III has been promoted from clerk and office boy to the position resigned by Mrs. Finch, and Miss Marian Stuart, of Central Stenographic, was chosen to replace Norman Ward, who resigned in order to accept a position with the recording division of RCA Manufacturing Co., Inc., in New York City. John F. Becker, from the page staff, is taking over Mr. Schmidt's former duties.

Mr. Schmidt, who has been in Electrical Transcription Service a year, was formerly with the Mail Room staff. Miss Stuart, a graduate of the College of William and Mary, was associated with the Mountain Side Hospital and the Board of Education in Montclair, N. J., her home town, before she came to NBC in December. John F. Becker joined the page force last fall, after spending the summer as writer and director of a weekly half-hour script show broadcast over Station KBB in his home town, Dubuque, Iowa. He attended Columbia College in Dubuque where he earned an A. B. degree in three years, graduating with high honors. Following his graduation from college, he attended the School of Journalism at Columbia University, New York, from which he was graduated with a master's degree. In addition to his radio experience, he has had some experience in summer stock companies as an actor and director. While in college he wrote two full-length plays which were produced by the students' drama group.

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Mrs. Rae Hogrefe, who joined the Stenographic staff last October, has been appointed secretary to Miss Martha McGrew of the President's Office. A graduate of Carnegie Tech, Mrs. Hogrefe was associated with the Mellon Institute in Pittsburgh before she came to Radio City. She hails from Chadron, Nebraska.

Newcomers

Carol Roehrs, formerly of Rockefeller Center, Inc., has been made a regular member of the Stenographic staff. She is a recent graduate of the Drake Business School in New York. She was with Rockefeller Center, Inc., three years, during which she worked in various departments. Miss Roehrs is a student of horticulture, which is her chief hobby.

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Scott W. Biggs and Harlow F. Dean have joined the staff of field representatives in Civic Concert Service. Their first assignment has taken them both to New England.

Mr. Biggs was formerly associated with Snellenburg and Co., Philadelphia, as promotion display director. He was with the Snellenburg Co. seven years, and previous to that he was associated with Stern Brothers, New York, in the same capacity.

Harlow F. Dean comes to NBC with experience in promotion and hotel work. He is a graduate of the University of Kentucky.

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Miss Mildred Gillies, a new member of the Stenographic staff, is acting as secretary to Samuel Chotzinoff, music consultant, whose new office is in Room 409. A graduate of Simmons College, Boston, Miss Gillies comes to NBC with secretarial experience in the advertising departments of various companies in Boston and New York. She is well versed in music, having studied the piano and violin for many years.

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Miss Ann Nielsen, of Central Stenographic, is in the Legal Department, acting as secretary to Henry Ladner, in the absence of Miss Agnes Locherer, who took a leave of absence in order to heal a broken leg suffered from a severe fall while skiing. Miss Nielsen, who came to NBC last September, was formerly associated with an advertising agency in New York, and before that she was secretary for a year to Dr. Walter G. Cady, radio inventor, of the faculty of Wesleyan University. She is a graduate of Pratt Institute.

Transfers

Miss Margaret L. Moore has been transferred from Stenographic to the Cashier's Office in the Treasurer's Department. Formerly of the Lederle Laboratories in Pearl River, N. Y., Miss Moore came to NBC last December. She is a graduate of the University of Chicago, where she was a member of the Mortar Board, a women's club, and The Mirror, dramatic society. Fol-

lowing her graduation with the class of 1935, she attended the Moser Business College in Chicago, after which she took a position as secretary in the Divinity School of the University of Chicago.

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Scriptwriter Randal MacDougall has been transferred from Electrical Transcription Service to the Script Division to fill the vacancy resulting from the resignation of James H. Hill, who left NBC in order to go back to his home in Los Angeles. G. Thornton Steil, from the Music Division, has succeeded Mr. MacDougall in Electrical Transcription.

Mr. MacDougall, who has been with the Company almost two years, started as a mimeograph operator. Since he came to NBC some of his scripts have been produced on the air and he has written some serial plays which are now doing the rounds. Mr. Steil, a graduate of Trinity College in Hartford, Connecticut, who has had considerable experience as a pianist, writer, announcer, bandleader, and program director on various radio stations, has been with NBC since last spring, when he joined the page staff.

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Miss Betty Homann, who joined the Stenographic staff last November, has been transferred to Electrical Transcription Service to replace Miss Luciel Myers, who resigned from the Company in order to accept a position with the World's Fair as secretary to one of the directors. Miss Homann is from Chicago, where she was secretary to one of the executives of Needham, Louis and Brorby, advertising agency. She was graduated from the University of Illinois in 1934.

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Lewis Julian has been transferred from Guest Relations to the staff of the Music Library. He returned to NBC recently after an absence of almost two years during which he sang with Russ Morgan's orchestra in New York hotels and on the road. He also has been featured on several NBC sustaining programs. He first came to NBC three years ago, after finishing his college education during which he studied music.

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Gerald A. Vernon, of the Statistical Division, who has been doing research work in the Sales Department during the past six months, has been officially transferred to the Sales staff, where he will continue doing research work under the supervision of John M. Greene.

Gordon G. Vanderwarker was transferred from the Statistical Division to the Sales Department, February 1, to act as assistant to Charles Rynd, who is in charge of the Sales Service Section of the Eastern Division Sales Department. Formerly associated with R. H. Macy, Inc., Mr. Vanderwarker came to NBC a year ago as a member of the page staff. He is a graduate of Wesleyan University.

Engagements

The engagement of Miss Frances Goldacker, secretary to Local Sales Manager Maurice M. Boyd, to Charles H. Ott of Philadelphia, was recently announced by her parents, Mr. and Mrs. Edward H. Goldacker of 81-20 Kent Road, Jamaica Estates. The wedding date has not been set.

Miss Goldacker, who has been with NBC almost a year, attended German-town High School and the Taylor High School in Philadelphia and Hefley's and Pratt Institute in Brooklyn. She is a member of the Hollis (Long Island) Junior League. Mr. Ott attended the University of Pennsylvania and is now associated with the Roberts and Mander Stove Co., Philadelphia.

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Miss Florence E. Schwarzer, of the Photo Section in Press, recently became engaged to Carl L. Plock. The engagement was announced at an afternoon party at the home of her parents in Woodlawn, New York. No date has been set for the wedding but Miss Schwarzer said that it will probably be in the spring. Mr. Plock is associated with the Royal Livmore Insurance Companies.

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The engagement of Miss Helen Elizabeth Thomas, who joined the International Division five months ago, to Boies E. Whitcomb of Buffalo, was announced by her parents, Mr. and Mrs. A. A. Thomas of 26 East 91st Street, New York City, on December 28. The wedding is planned for early June.

Miss Thomas was educated abroad and at the Spence School in New York. She also attended the Fermata School in South Carolina and the American Academy of Dramatic Arts of New York. She is an accomplished musician. She handles French correspondence in the NBC International Division.

Mr. Whitcomb, a graduate of the Juilliard School, is organist of St. Luke's Church.

Marriages

Miss Winifred Ross of the Traffic Department was married to James E.

Hill at the Winfield Reformed Church, Long Island, on December 30, at 8:00 p.m. Only the immediate families were present at the wedding ceremony which was followed by a reception at the home of the bride's parents in Jackson Heights.

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Miss Elizabeth Morris of the Legal Department was married to Thomas J. Marshall of Boston at the Central Presbyterian Church in New York City on February 4. They sailed for Bermuda on the Monarch of Bermuda that same day. Upon their return they will reside at 1160 Fifth Avenue.

The bridegroom is associated with the New York office of the Chase Brass and Copper Co.

Stork News

H. Weston Conant, Sound Effects, announced the birth of a daughter in his family on January 23. Her name is Joyce Elizabeth and she is the second offspring in the Conant family. The elder is a boy.

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A girl was born to the George Watkins's, according to recent reports received by their friends in Radio City. Mrs. Watkins, the former Miss Evelyne McKibbin, was formerly with Civic Concert Service, and Mr. Watkins is also an ex-member of NBC.

Miscellaneous

Carl Cannon, instructor of studio and television guides in Radio City, addressed a recent meeting of the Bucknell Alumni Association of New York in Town Hall. Mr. Cannon spoke on television as it is presented to visitors in Radio City who take the NBC Television Tour. Following his short speech, he answered questions from the assembly for almost an hour. He was invited to make a return appearance.

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Charles Anderson, former KOA announcer, returned from London last month after completing his studies at the British Broadcasting Corporation under the Rockefeller Foundation Radio Fellowship system. He concentrated his studies on educational programs, in preparation of working with the Mountain Radio Conference, an organization in Denver set up to create educational programs. Mr. Anderson has returned to Denver to rejoin the KOA staff.

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Victor van der Linde, Sales, is at the Harkness Pavilion in Medical Cen-

ter, where he is recovering from an operation on his hip which was injured several months ago when he fell while bowling.

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Four members of the NBC staff in New York are included in the list of radio experts who will give lectures during a new study course to be offered the evening session of the College of the City of New York which will deal with the Theory and Practice of Radio Broadcasting.

First on the list of NBC experts who will address the C. C. N. Y. evening students is J. Harrison Hartley, assistant director of special events. The others who will lecture are Bill Stern, who will talk on sports coverage and sports announcing; Edward Padula, program director in the Television Division, and Robert M. Morris, development engineer, who will speak on television.

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Mrs. Enid Beaupre of Sales Promotion has returned to her office after a month's absence due to illness.

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Dwight G. Wallace has been temporarily relieved from his duties as personnel manager by President Lohr so that he may devote his time to the RCA exhibit in the forthcoming World's Fair of New York. He and Joseph D'Agostino, of Engineering, who is also working on the exhibit, are established in a provisional office on the fourth floor of the studio section.

Miss Joyce Harris, assistant personnel manager, is in charge of the Personnel Office during Mr. Wallace's absence.

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During Scriptwriter Elizabeth Todd's illness last month, her serial, *Peables Takes Charge*, which is heard five times a week on the Blue Network, was off the air for two weeks. The program was resumed when she returned to her office in the Script Division.

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Vice-President and Mrs. Frank E. Mason sailed for a West Indies cruise on February 3.

△ △ △

Leonard Braddock, manager of the Information Division, recently returned from a trip to NBC Chicago where he spent several days, assisting the Publicity Department in the organization of the new Information Division in the Merchandise Mart.

EXECUTIVE CHANGES IN CENTRAL DIVISION



Sidney N. Strotz

The appointment of C. L. Menser as program manager of the NBC Central Division, effective immediately, was announced last month by Sidney N. Strotz, acting manager of the Central Division.

Mr. Menser succeeds Mr. Strotz in the post of program manager. Jules Herbuveaux, formerly assistant production manager, succeeds Mr. Menser as production manager, and Wynn Wright, formerly a member of the production staff, becomes assistant production manager.

Mr. Strotz, who became acting manager of the Central Division with the departure of Niles Trammell for New York to assume his new post of executive vice president of NBC, has been Program and Artists Service manager of the Central Division since 1933, when he joined the Company. A native of Chicago, Mr. Strotz attended St. John's Military Academy and Cornell University, leaving



C. L. Menser

college to serve in the 326th Battalion Tank Corps during the World War. After the war, he was employed by the Automobile Supply Company, first as "order taker" and successively in higher positions until he became vice president. He later became vice president of the Wrap-Rite Corporation. In 1928, he organized the Chicago Stadium Corporation and became secretary and treasurer of the company, which built and operated the largest



Jules Herbuveaux

indoor arena in the country. He became president of the Corporation in 1930. As president of the Stadium, he promoted almost every form of entertainment from championship fights to circuses, (Cont. on p. 7)

W G Y S C H E N E C T A D Y

by W. T. Meenam

WGY Conquers Lightning

WGY's 625-foot vertical antenna, which successfully withstood lightning flashes throughout the summer of 1938 was caught napping last Sunday, during a freak blizzard. At 11:40 in the morning, darkness settled down on the countryside. There was a single flash of lightning and a terrific clash of thunder—one flash and one clash—and then came the snow pushed by a 60-mile-an-hour gale. That single lightning flash made a direct hit on the antenna. Bob Millham of our South Schenectady engineering staff was on duty. He heard a crash back of the 500,000-watt transmitter and immediately pushed the button that brought the emergency unit into service. Millham discovered that the current meter was on fire, but strangely enough the broadcast service continued, though at noticeably reduced volume, because the flame acted as a conductor. In eleven seconds the main transmitter was off the air and the emergency equipment in service. Not a word or a note of music was lost. In seven minutes the main transmitter was back in service.

Hager On Round Table

Kolin Hager, WGY's manager, met with leading educators of New York State recently to discuss the *Empire State Round Table of the Air*, a weekly half-hour educational broadcast carried by WGY. At the meeting were the presidents of five colleges, a member of the Board of Regents, the Commissioner of Education of the State, the president of the New York State Congress of Parents and Teachers and supervisors of adult education of the State Education Department. Each week, during the half-hour broadcasts international, national, and state problems are discussed pro and con by competent authorities. At the conclusion of the formal discussion questions are invited from the audience in the Union College Chapel where the broadcast originates.

Ice Fishing

While some of WGY's staff are devoting their spare time to such winter activities as skiing, skating and bowling, a little group of technical men has become devotees of ice fishing. Howard Wheeler, Peter Narkon, Horton Mosher and Ray Strong of the control staff and Announcer Philip Brook have all become ice cutters in

their quest for fresh fish. Most of their fishing has been on Willis Lake, Lake Cossayuna and Lake Champlain. Their "tip-ups" have snared Northern and Wall-eye pike, pickerel and perch. Not many, they admit, but enough to reward them for their efforts.

Skiing Partners

Bill Purcell, chief engineer, and Lowell Thomas have been skiing again. Incidentally, Mr. Thomas broadcast a Sunoco program from Cannon Mountain up near Franconia, New Hampshire. The skiing partnership of engineer and commentator began a few weeks ago when Bill was assigned to handle engineering details in a Thomas pick-up at Lake Placid. Now it appears that Bill has become the winter-remote-engineer for Sunoco programs. Unfortunately, or perhaps fortunately, there was little snow on Cannon Mountain and all the skiing was confined to a forty-acre pasture. A week before, Purcell, who is trying to get himself out of the novice class, undertook to come down an Adirondack peak at Speculator. He was making pretty good time on an icy surface when he came to an area uncovered by snow. The forward progress of the skis ended but Bill continued for a couple of hundred feet, face down and feet up. His face still shows a few minor scratches from his inverted slide.

Personalities

A daughter, Joyce Dana, was born January 24 to Mr. and Mrs. Ralph Sayre. Mr. Sayre is station engineer of WGY.

△ △ △

The Whistles, captained by John Howe of Sales, are leading in WGY's bowling league, as of January 21. It's a one game lead with the Faders and Ripples tied for second. Howard Tupper, of the announcing staff is displaying great improvement. Starting last season as an inexperienced bowler he has now 151 average for the season.

△ △ △

Betty King Donahue, Sales, has become a skiing addict and spends every Saturday and Sunday, weather willing, on the Adirondack slopes.

△ △ △

Wilbur Morrison, of the News Department, finding Plattsburg too far away for week-end visits, has induced his father and mother to take up their home in Schenectady for the winter.

NBC CHICAGO

— by Lynn Brandt —



Newly appointed Executive Vice President Niles Trammell (right) smiles as Acting Manager Sidney N. Strotz presents him with gifts from the Chicago staff as he prepares to leave the Merchandise Mart for Radio City, New York.

New Names, Addresses and Titles

Miss Marge Niess has been appointed supervisor of the Information Division in Press, and Mrs. Viola Olden is now supervisor of Audience Mail, succeeding Miss Niess.

Miss Beth Huffman has been transferred from Central Stenographic to the Information Division. Miss Laura Skidmore has been engaged to replace Miss Huffman in Central Stenographic.

Miss Gertrude Ashfield is a newcomer in Audience Mail. Newcomers to the Production staff are Roy Winsor, formerly of WCCO, St. Paul, Minnesota, and Harold Bean, who is well-known in radio circles in Chicago.

Miss Helen O'Connor, formerly of Program, is now secretary to Sidney Strotz, acting manager of the Central Division. Miss Isabelle Cooney is now in the Program Department as secretary to C. L. Menser, recently appointed program manager.

Miss Marge Kerr has resigned from Press to join the Tom Fizdale publicity firm in New York. Marge is the wife of Phil Davis, prominent orchestra leader.

Farewell Luncheon to Trammell

When Niles Trammell left NBC Chicago early last month to assume his new duties in New York as executive vice-president of NBC, the Chicago staff gave him a farewell luncheon. As farewell gifts, he was presented with two traveling cases and a brief case. The larger case was marked, "Niles Trammell, Chicago"; the smaller, "Niles Trammell, New York"; and the matching brief case was stamped, "Niles Trammell, Hollywood." The presentations were made by Sidney

Strotz, acting manager of the Central Division.

Super Salesman Reese

Jack Reese, an enterprising member of the Mail Room Staff who is now convalescing from an appendectomy, earned \$25.00 while lying on his back in the hospital immediately following his operation; and thereby reduced the cost of his operation by that sum. It seems that the surgeon who performed the operation found an appendix which was five times larger than normal. News of the discovery soon brought every doctor attached to the hospital staff to the scene to view the anatomical phenomena. Proving that men of science are not immune to the virus of commercialization, one of the disciples of Hippocrates made a bid for the Gargantuan appendix. Though just out of the ether, Jack went into a huddle with the medico and emerged with \$25.00.

So if you still have your appendix you'd better have it X-rayed and appraised immediately. Maybe there's gold in them thar anatomies.

Revelations

Did You Know . . . that Studio Engineer Larry Dutton once worked in a night club in Cairo, Egypt? . . . that Announcer Les Griffith got a billiard table as a gift from his wife? . . . that Field Engineer Jim Thornberry is an expert movie cameraman, and that he and his colleague, Frank Schnepfer, are experimenting with a new film processing? . . . that Announcers Bob Brown and Louis Roen have bought boats and joined the NBC Navy on the Great Lakes? . . . that Bob Kendall of Artists Service used to sell real estate? . . . that Soundman Don Mihan, in addition to putting in a full day's work as sound technician, is studying law and is about to take his bar exams, and is financial adviser to several well-known radio personalities? . . . and that a boy, Julian, was born to the Ed Stockmars last month?

Named Artists Service Manager

James L. Stirton, formerly of NBC in New York and more recently New York representative of James L. Saphier, artists' agency, has been appointed manager of Artists Service in the Central Division. His appointment becomes effective February 15. He succeeds Alex Robb who was re-

EXECUTIVE CHANGES IN CENTRAL DIVISION

(Continued from page 6)

indoor football games and ice carnivals. He brought Sonja Henie to this country for her first exhibition tour.

C. L. Menser came to NBC in 1929, joining the production staff in New York after spending a year studying the theatre in Europe. While directing programs in New York in 1930, he brought the Victor series to the air. This was the first program to present standard stage plays and featured stage stars. Mr. Menser also brought the Goldbergs and the Vic and Sade serial to the air. When he came to Chicago, the NBC Chicago studios originated three dramatic broadcasts a week. The Central Division studios now originate more dramatic broadcasts than any other point in America.

Before entering radio, Mr. Menser acted and directed on the legitimate stage and served as head of the dramatic departments of the University of Utah and of Knox College, respectively. He holds degrees from Heidelberg College and the University of Michigan.

Jules Herbuveaux, who left McGill University to join the Navy during the World War, was a widely known orchestra leader from 1920 until 1931. He conducted the orchestra on the second program over KYW in 1921, and he conducted the first NBC broadcast from Chicago in 1927. He recorded for Brunswick for ten years, and was a producer for the Keith-Orpheum circuit in 1924 and 1925. Associated with radio since 1921, he was a musical director of the Central Division in 1930. Leaving the Company, he returned in 1933 as a member of the production staff and became assistant production manager in 1936.

Wynn Wright entered radio at WWJ in 1930 as a director. He came to NBC for five months in 1934 as a director, but returned to WWJ to become program manager of that station. He returned to the Central Division again last Summer.

cently made manager of Artists Service in Hollywood.

Mr. Stirton was with NBC New York from 1929 to 1937. He started in the Company as a messenger in the Mail Room where he stayed a year before he was promoted to Artists Service as a clerk and typist. His progress in that department was rapid and when he resigned from NBC in 1937 to join the Saphier agency he was a talent representative.

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LONDON AND NEW YORK MAYORS HEARD ON NBC

(Continued from page 1)

London to come and visit the New York World's Fair.

A. A. Schechter, director of News and Special Events, who was in direct charge of the New York broadcast, rode in the Mayor's car. Fred Bate, NBC representative in London, described to the American radio audience the Lord Mayor's exit from Mansion House and the colorful and medieval pageantry of the scene—the Lord Mayor's traditional robe of office, his gilt neck-chains, his mace bearer, and the other trappings of the traditional coach of state journey to the Guildhall.

A pack transmitter in Mayor La Guardia's car transmitted his voice, which was picked up by an NBC mobile unit that trailed the official car and which relayed the broadcast to Radio City, whence the program was wired to short-wave transmitters that sent it to England. The pack transmitter and mobile unit were operated by Field Engineers C. H. Campbell, Dewey Sturgell and Andrew R. Thomson, and the receiving and sending equipment atop the RCA Building was operated by Harold T. Ashworth.

ESSO FILM SHOWN AT NBC

Several members of NBC New York attended a showing of *News in the Air*, an Esso feature film, in Studio 8G on February 10. The film showed how the news is gathered by the United Press and then teletyped to the News and Special Events Division where it is read on the air by the Esso Reporter. Arrangements for the showing were made by William O. Tilenius, Local Sales, who is in charge of the account.

NBC HALL OF FAME



Proposed NBC Statue No. 11 and Citation Plaque

TO THE ANNOUNCERS

As guest artist on our sleigh-ride of the month, we bid welcome to those hot-shots of the station break—the Announcers.

Ready at the gong to go into their frenzied song and dance for the "product" these stalwarts of Thesaurus represent radio's reincarnation of yesteryear's medicine man.

A profession normally based on a periodicity of fifteen minutes, it infrequently calls upon our heroes to flail the ether for hours on end, strumming their vocal cords in vain attempt to keep fireside audiences munching their hang-nails in tense anticipation as the main office institutes a man-hunt through back streets for the featured parade.

Therefore—to you virtuosos of the polysyllabic delivery, maestros of the tri-tonic chimes, we bow low in salute as we present this reasonable facsimile of a statue and ten cents to cover cost of handling.



With Your Roving Reporter in New York

Ere this gets into print several days will have passed since The Stagecrafters took curtain bows after their second and last performance of *The Pursuit of Happiness*, that delightful play about Yankee life in Connecticut during Revolutionary days, which was such a hit when it was first produced on Broadway several years ago. We shall not attempt to review it in this corner but there are some things which, in this writer's opinion, should go on the record. That The Stagecrafters have maintained if not surpassed the high standard of production which they set for themselves when they presented their first play, *June Moon*, last summer, in this, their second offering to NBCites and their families and friends, was confirmed by the enthusiasm with which they were applauded by both large audiences that went to see *The Pursuit of Happiness* in Studio 8G late last month.

It would be little praise—indeed, it would be mere acknowledgement—to say here that *The Pursuit of Happiness*, as presented by the Stagecrafters, was an excellently acted production. It was a workmanlike presentation by an amateur cast. Frank Dodge played the part of the young Hessian, who deserts the British in order to join the Colonists in their pursuit of happiness in the land of the free and equal, in an adequately ingratiating manner. From the time he made his entrance he won the sympathy of his audience, and during the entire play he never let them down. Another actor who showed thorough understanding of his part and played it competently was James Costello. In addition to reducing the great difference between his actual age and that of the character, a Solomon-like Connecticut Yankee, Mr. Costello completed his characterization with a convincing accent.

The part of Thaddeus Jennings, a prudish young Connecticut sheriff, was expertly played by Walter Covell, a new member of The Stagecrafters, who comes from the page staff. He played his part for all it was worth. It's a fat part—the kind you like to sink your teeth into.

The ladies were competent in their parts—Helen Wildermuth as the juvenile lead, Barbara Kirk as the mother, and Hazel Wissemann as Meg, the servant girl with the big heart and flexible morals who provides a great deal of comedy in her difficulties with the tyrannical Reverend Banks, the preacher who dominates his congregation. Robert Stone's Reverend Banks was flamboyantly portrayed; though handicapped by the unexpected reaction of his friends in the audience who tittered at his disguise upon his entrance. This is a situation which, unfortunately for the actors, invariably arises in community plays where the familiarity of the audience with the actors often is disconcerting to the latter. However, Randal MacDougall, who played the swaggering southern gentleman, Colonel Mortimer Sherwood, with less burlesque and more facial disguise (he wore whiskers, a mustache and a wig), was spared any personal reactions from the audience in his restrained portrayal of a part which might easily have got out of hand.

As in *June Moon*, *The Pursuit of Happiness* was produced under the able direction of Gilbert Ralston, of Electrical Transcription, who, aware of his amateur cast, sagely used economy of direction to advantage.

Pathé Photographers invaded NBC last month and stayed three weeks, taking pictures of various departments



The two young lovers in The Stagecrafters' production of "The Pursuit of Happiness" portrayed by Helen Wildermuth (Program Department) and Frank Dodge (Production Division). The play was presented twice for NBCites and their friends in Studio 8G



From "The Pursuit of Happiness," in which Meg, the coquettish servant girl, makes a southern gentleman's regimental assignment in the North a truly pleasant one. They are Hazel Wissemann (Sales Department) and Randal MacDougall (Script Division).

for a short Pathé feature, showing the steps in the production of a radio program. Among those who were featured in the filming were Commercial Program Manager Bertha Brainard and the Program Board; Production Manager William S. Rainey, Salesman Charles E. Phelps, Script Manager Lewis H. Titterton, Scriptwriter Welbourn Kelley, Dr. Frank Black in an *RCA Magic Key* program, Paul Dumont, who posed as director, in the absence of the regular director of the *Magic Key*, Howard Wiley, who was ill at the time, and Publicity-writer John Miles. The movie also included shots of the News and Special Events Division and its director, Abe Schechter, and glimpses of studio and television tours showing, among others, Guide Norman Gray, selling tickets at the cashier's booth in the main hall, and Guide Richmond White, conducting a group through the studios. Charles Van Bergen, of the Photo Section in Press, assisted the Pathé men, Slavko Vorkapich, well-known montage artist from Hollywood, and Harry Smith, cameraman.

* * *

Director Al Williams is the author of a radio play in blank verse which has been published in the December issue of *One Act Play Magazine* entitled, *Festival*. It was produced on the air last August, under the direction of the author. . . .

Miss Eva Boudreau has received a Canadian post-card from an admirer in Toronto and it was addressed to "Nurse On Duty At Noon, January 20th, in First Aid Room, Radio City, New York City." . . . After some thought she recalled having treated a young man who had become ill during a studio tour on that date and hour. . . . According to Television Engineer Al Protzman, chairman of the Athletic Association's Social Committee, the annual NBC dance will be held April 21 at the Hotel Roosevelt.

One of the most-attention-getting pieces of promotion (and it wasn't primarily meant to be one) ever to emerge from NBC is Television Engineer Bill Eddy's 1939 calendar, containing many of his "NBC Hall of Fame" cartoons which are currently appearing in the TRANSMITTER. Trade papers and magazines have commented on it and the *Chicago Daily News* (January 5) reproduced three of the cartoons across the top of one of its pages while, feature writer, Gene Morgan, wrote on the same page:

"And now for the gag calendar of the season! . . . It's a "radio follies" of squawk, gawk and talk, and a delightful instance of a corporation being big enough to kid itself."

NBC HOLLYWOOD

by Noel Corbett

RCAM Visits NBC

Vice President Don E. Gilman played host to a group of NBC's "cousins," January 26, when Jim Francis, Hollywood Manager, RCA Manufacturing Company, and 400 RCAM employes visited Hollywood Radio City.

Standing in the center of the stage of Studio A, one of the two largest broadcasting stages in the world, Mr. Gilman talked on the progress of broadcasting in the past several years and the part NBC plays in the RCA Family.

"NBC's definite responsibility is to set the pace in broadcasting," said Mr. Gilman. "and the public must be kept aware at all times that NBC is constantly raising the standards of broadcasting, by giving it the best there is to offer in entertainment."

After Mr. Gilman's talk, the RCAM group toured Hollywood Radio City.

Banns Posted for Sherdeman

Ted Sherdeman, director, and Anne Stone, will be married February 19. Sherdeman, who formerly worked for NBC in Chicago, writes and directs the new Saturday serial, *Brenthouse*, starring Hedda Hopper. Miss Stone is well known as a radio actress.

Trammell Visits Hollywood

Executive Vice President Niles Trammell spent several days in Hollywood Radio City last month. Mr. Trammell toured the new building in company with Mr. Gilman and met most of the employes.

At a press interview, Mr. Trammell talked on television, pointing out that it is out of the laboratory now, from



Alex Robb, formerly of NBC Chicago and recently appointed manager of Artists Service in Hollywood, is shown greeting his wife and daughter, Mary Lee, on their arrival in the Film City from their former home in Chicago.

the technical standpoint, and that starting in April, NBC will present a series of weekly programs from Radio City, New York.

Mr. Carpenter Regrets

Ken Carpenter, whose chime-ringing has become a feature of the NBC networks, was invited by Leland W. Cutler, of the Golden Gate Exposition, to demonstrate the ancient art of bell-ringing on the 40-bell carillon just installed in the Tower of the Sun at the San Francisco Exposition.

Announcing assignments over that weekend have prevented Carpenter from accepting the invitation.

New Popularity Gauge

Claude Ferrel, superintendent of

building maintenance, judges the popularity of an air-premiere by the number of dead flash bulbs his boys gather up after the broadcast.

The new "Circle" is tops, according to Ferrel, because 20 cameramen left a total of over 1000 bulbs on the floor of studio D.

Quick Pix

The first annual NBC dinner dance, sponsored by the ATE, was given at the Biltmore Hotel February 11 . . . Andy Love, in charge of Literary Rights, started radio continuity writing classes Wednesday, January 18, at the UC Extension . . . The NBCAA, which will sponsor athletic and social events at Hollywood Radio City, is now being formed. Ben Gage, announcer; Jack Creamer, Maintenance; Jack Stewart, Sales Representative; Bob Brooke, Studio Engineer; Clinton "Buddy" Twiss, announcer in charge of special events, and Harry Saz, sound effects chief, are those starting the new association . . . Ralph Amato, Sound Effects, has a lot of desert acreage for sale. It's near Big Bear Lake, and Ralph says it is a natural for a ranch . . . The NBC Basketball team lost its first game of the season to the Jonathan Club, 45-38 . . . Helen Murray is Charles B. Brown's new secretary. Brown, who moved his headquarters from San Francisco early this month, is Western Division Sales Promotion Manager . . . George M. Nixon, Development and Research Group, N. Y. Engineering Dept., is in Hollywood Radio City to measure the acoustical characteristic of the studios.



Executive Vice President Niles Trammell was guest of honor at a luncheon given by NBC executives in Hollywood when he visited Hollywood Radio City last month. Left to right: Tracy Moore, Sales; Paul Gale, Western Division Traffic Supervisor; Frank Dellett, Auditor; Alfred H. Saxton, Division Engineer; Lew Frost, Assistant to Western Division Vice President; Don E. Gilman, Vice President in charge of NBC Western Division; Mr. Trammell, Alex Robb, Manager of Artists Service; John W. Swallow, Program Manager; Wendell Williams, Editor of Continuity Acceptance; Harold J. Block, Manager of Press Department. Left, center, Charles Brown, Manager of Sales Promotion, and right, center, Walter Baker, Manager of Building Maintenance and General Service.



Vice President Don E. Gilman (left) greets James E. Francis, manager of the Hollywood branch of RCA Manufacturing Co., Inc., during a recent visit of Hollywood Radio City by 400 RCAM employes.

Every employe of NBC is a reporter of his magazine—NBC Transmitter.

RCA-NBC TELEVISION SHOWN IN WASHINGTON

(Continued from page 1)

Mullen, manager of the RCA Department of Information, with Frank M. Russell, vice-president in charge of NBC Washington, and Kenneth H. Berkelev, general manager of WRC and WMAL. The latter managed the general arrangements and the smoothness with which everything ran was widely commented upon.

Among the many RCA and NBC officials who attended the demonstrations were Edward F. McGrady, RCA vice-president; O. B. Hanson, NBC vice-president and chief engineer; Thomas F. Joyce, RCA vice-president and director of advertising; Frank W. Wozencraft, RCA general solicitor; Charles B. Jolliffe, engineer in charge of the RCA Frequency Bureau; Chester Davis, RCA division patent attorney in Washington; C. W. Farrier, NBC co-ordinator of television activities; Clay Morgan, NBC director of public relations; R. M. Morris, NBC



Speaker of the House of Representatives, William B. Bankhead (left), and NBC Announcer Gordon Hittenmark pose for the RCA-NBC television camera.

development engineer; Robert E. Shelby, assistant to Mr. Morris, and N. E. Kersta, assistant to C. W. Farrier.

The television equipment was manned by RCA and NBC engineers, assisted by A. E. Johnson, engineer in charge of NBC Washington, and his staff. Harold See was in charge of the tele-mobile unit crew composed of NBC Engineers Stanley L. Peck, Edwin C. Wilbur, R. W. Pickard, Ross Plaisted, G. F. Hettich and Alfred Jackson. RCA Engineers E. O. Johnson, J. E. Heney and E. F. Gerry were in charge of the receivers. NBC Engineers Howard Gronberg and Thomas J. Buzalski assisted both groups.

Thomas H. Hutchinson, manager of the Television Program Division, and two members of his staff, Thelma Prescott and Warren Wade, assisted by members of the NBC Program Depart-

KOA DENVER

—by MACK SWITZER—

"Silver Heels" On the Stage

Silver Heels, one of the *Light on the West* dramas heard weekly over KOA was presented visually for the attendees at the recent Western Mining Congress in Denver. Louise Morgan took the title role and the cast was directed by KOA's production manager, Roscoe Stockton. Old-time costumes and the sparkling chorus added the finishing touch to the production.

KOA's Duncan McCall of the *Men of the West* program was master of ceremonies for the entire entertainment.

"Chief Prom Trotter"

Announcer Jim Campbell has gained for himself the title of "Chief Prom Trotter" since he and his partner walked away with the first prize at the Cosmopolitan Hotel's weekly "Champagne Interlude," in which the best dancers on the floor are picked and judged by no less than Miss Delice Hazen and George Wriston, Jr., of the Arthur Murray School. Jim and his lady, whose name we could not discover, were awarded a bottle of champagne. Campbell says he didn't even taste the champagne, though, because Sterling Young's orchestra got hold of it first.

They Go Skiing

Berthoud Pass, about sixty miles west of Denver, is an ideal skiing location and KOA people weekly fasten the bindings and go merrily slaloming on their way. Chief Engineer Peregrine somehow returns week after week with no bones broken. Announcer Jim Campbell, Engineers Joe Rohrer and Stan Neal and Pages Clyde Hoyt and Bill Anderson are other ardent devotees of the ski trails.

On the top of the pass are a refresh-

ment in Washington, produced the television shows. J. Vance Babb, manager of the N. Y. Press Division; Leif Eid, Press, and Robert Pritchard, of the RCA Department of Information, were in charge of publicity. Pictures were taken by William Haussler and Sydney Desfor, under the supervision of Burke Crotty, all of the N. Y. Press Division of NBC.

Carl Cannon and George Olenlager, of the Guest Relations staff in Radio City, also went to Washington to assist the pages there in handling the traffic at the Press Club.

ment house, overnight sleeping accommodations and ample parking space. The city maintains a 600-foot ski tow for the journey back up the slope. The scene is laid in the 11,000-foot altitude of the Rockies and its beauty is breath-taking—not only on account of the rarified air.

KOA Covers the Stock Show

The National Western Stock Show held in the Denver Stockyards Stadium from January 28 to February 4 was well covered by KOA, with the stadium being wired for microphones to cover nearly all positions; and, for spots not near an outlet, the mobile unit was used, broadcasts from the truck being picked up by the ultra short-wave antenna atop the building and carried thence over direct wire to the station. Broadcasts were made frequently, during the day and evening performances of the rodeo and other events. The Stock Show is always a five-star feature in this region and the broadcasts were of great public interest.

Lehman Leaves KOA

Announcer Jim Lehman has left KOA to live in New York City. The fact that Mrs. Lehman is now in New York studying at the Juilliard Institute may have had something to do with Jimmy's leaving, but all we could get from him was a wink.

Colored Movies

The much-talked-of California honeymoon of Louise Wadsworth Morgan and groom Lucian has reared its head again. This time in the form of colored motion pictures taken by the two along the route. Some of the shots, especially those taken at Grand Canyon and Hollywood's Radio City are certainly of professional calibre. The KOA staff has long been home-movie conscious, but these color shots have inspired such fans as Engineers Bill Williams, Joe Rohrer, Al Isberg and Stan Neal and Accordionist Dick LaSalle to aspire to heights attained by Lou and Lu.

Auditor Gets Sick

Dale Newbold, Auditor, is confined to Mercy Hospital in Denver and probably will be released by the time this is out in print. After visting him, Announcer Gil Verba reported that, still unable to escape his accounting, Dale is keeping track of how many glasses of water he drinks.



Tenth Anniversary Chimes

The NBC Transmitter salutes these members of the National Broadcasting Company who, this month, complete their tenth year with the Company.

Frank O. Johnson

The computation of the overtime salaries of the staff musicians of NBC is such a large and complicated task that



it takes all the time of one of the employes in the Auditing Department in New York. Frank O. Johnson has had that job since he came to NBC ten years ago. He, himself, was a professional musician at one time. Several years ago

when he was in his early twenties he played the trombone with various dance bands. He also played with a concert band which played for various clubs in New York. But he gave that up long ago, he said.

Before coming to NBC, Mr. Johnson was in the real estate business, and before that he was a teller in the securities department of the Federal Reserve Bank. Previous to his position in the Federal Reserve Bank he had a government job with the City of New York.

Mr. Johnson has three full-grown children—two boys and a girl—and they are all working. One son is with a paint company, another is in the textile business and the daughter is working for an insurance company. Having given up music, Mr. Johnson's chief hobby now is stamp collecting, but he also likes photography and fishing.

A. E. Fisher

Ten years ago, Aubrey Eugene Fisher came to California from Honduras—"because nothing ever happened in Honduras"—and joined the NBC staff in San Francisco. In the decade, since that event, so many things have happened that the good-looking young engineer lifted his head in surprise and said, "Gosh, has it been that long?" when the NBC TRANSMITTER reporter came for his story.

Mr. Fisher was born in Winesburg, Missouri, one of that generation of lads to whom electricity and electrical

apparatus appealed from childhood. In his high school laboratory he experimented happily with the new thing, called wireless; and when he entered Central Missouri State Teachers College, it was not with the aim of becoming a teacher but of adding to what he already knew about electrical engineering.



When he was graduated in 1920, he entered the Naval Radio School in Chicago, and from there he went as a radio operator to the Naval Radio Station at San Juan.

When his enlistment was up, he went to work for RCA Communications. Later he went to Honduras, where he worked for the Tropical Radio Telegraph Company. He liked the work but the monotony of the country and the climate—not even a revolution or a hurricane occurred while he was there—eventually brought him to California.

Engineer Fisher is now with the transmitter staff at KGO in Oakland. He was transferred there from the studio staff in 1931. He is a bachelor.

John J. Kulik

No other NBC engineer in Radio City has probably had as much musical training as John J. Kulik, relief supervisor of the Master Control Board. His is the story of a singer who turned his hobby into a profession. His family gave him a musical education and during his early 'teens he sang with the famous Russian Cathedral Choir for many years. While in high school he became interested



in radio and built his own amateur station, W2ARB, which he still operates today.

After graduating from the public schools in his home town, Clifton, New Jersey, he went to work for a bank. While working at the bank he con-

tinued his musical studies and also attended the Marconi Institute where he studied radio engineering. He remained with the bank seven years, working his way up to the position of note teller. During that period he sang as a member of the Russian Imperial Quartet and it was during an audition at NBC that he decided to become a radio engineer. He filed an application for a job and soon afterwards NBC employed him as apprentice studio engineer.

Mr. Kulik turned out to be an ideal engineer because of his musical background. Soon he was handling the controls for many of NBC's leading musical programs. But he did not give up his music entirely. Soon after he came to NBC he joined the Balladeers Quartet, and when he wasn't riding gain he was on the air with the quartet, which rapidly became famous and was heard on many popular shows for many years.

When Toscanini went on the air with the NBC Symphony Orchestra in his first series of NBC concerts, Engineer Kulik was chosen to handle the knobs in the control room. He was among those who worked to give Toscanini's concerts the best reproduction possible in radio. His name was not mentioned but it was he who was riding gain when the music critics praised Toscanini's music and the way it was reproduced by NBC. Many wrote that it sounded as well on the loudspeaker as it did in the studio.

At the end of the first series of Toscanini's concerts last year, Mr. Kulik was promoted from the studio engineers staff to the Master Control Board.

He is married and has a three-year-old son named Alexander John, and he still lives in Clifton, where he has his own home.



Theodore Kruse

Ten years ago Theodore Kruse left high school to take a position in the Mail Room of NBC in New York. At the time he wasn't sure as to what he

(Continued on next page)

FIRST INTERNATIONAL PROGRAM CELEBRATED

In an unusual surprise program on Wednesday evening, February 1, the National Broadcasting Company took its listeners on a half-hour trip around the world in celebration of the tenth anniversary of NBC's first international broadcast. In quick succession NBC listeners heard music from London, Iceland, Manila, Hongkong, Honolulu, and Tokio.

The program was "piloted" around the world by remote control from Radio City by Milton J. Cross, veteran NBC announcer, who announced from New York the first international NBC program which originated in London and was heard in America through the NBC network stations, February 1, 1929.

"It hardly seems ten years since that first program from London," said Mr. Cross. "Everyone thought that first broadcast, brought to America by short waves, was a novel and entertaining stunt. There was a great deal of excitement at the first sounds that came through our loudspeakers from far-off England."

ANNIVERSARY CHIMES

(Continued from page 12)

wanted to do in radio but a year later he made up his mind to become an engineer and enrolled at the RCA Institutes' night school. While studying radio operation and broadcasting he served on the page staff, and in the Engineering Department and Production Division as office boy and receptionist. Three years ago he was transferred to the Maintenance Division of Engineering and he is now a full-fledged member of that staff. He holds a first class radio telephone operator's license and a second class license for radio telegraphy.

Ted Kruse was born in Puerto Rico. When he was ten years old his father, a Danish business man, died and he and his young sister were brought to New York by their mother, who wanted them to continue their education in this country.

Dark of eyes and hair, youthful Engineer Kruse is a bachelor. But not necessarily a misogynist, he explained.

KYW PHILADELPHIA

by J. A. AULL

Joins KYW Sales

John S. deRussy, for the past four years a member of the advertising department of the *Philadelphia Record*, has been appointed to the KYW sales staff, by Jack Hammann, sales manager.

DeRussy was born in New Brunswick, N. J., and reared in nearby Woodbridge. He completed his early education at Brown University with the class of 1929. In 1929 he came to Philadelphia as manager of the local office for Scovill Brothers. Before he became affiliated with the *Record* he was in the advertising departments of both the *Evening Bulletin* and the *Philadelphia Inquirer*.

He is a member of the Art Alliance, the Pen and Pencil Club and the Electrical Association.

Famous Women

On January 23, the Philadelphia Club of Advertising Women inaugurated on KYW a weekly series of round-table discussions about famous women. The title of the program, "Fascinating Facts About World-Famous Women of Yesteryear," was chosen by the PCAW radio group headed by Ruth Clair. The first program was of Christina Rossetti, English poetess.

Among the members is Betty Dickert, secretary to Leslie W. Joy, manager of KYW.

Staff Notes

It's a valentine instead of an orchid for KYW's Musical Clocker, Leroy Miller. Last month the students at Pottstown High School voted him the most popular speaker to appear on their rostrum during 1938 and promptly asked him to return on Valentine's Day to speak at a pop rally.

Even a radio engineer — the grim person who switches programs on and off the air, and frowns at everything that goes through the mike — can be funny it seems. Last month while making preliminary arrangements for an audition, Clayt Donaldson, Westinghouse engineer for KYW, set up the equipment and then took time out to imitate a Dutch professor of music. Donaldson was not aware that a fellow engineer had thrown the switch and that Clayt's chatter with musical background was being broadcast in James Begley's office upstairs. Begley thought so much of the nonsense that he booked it as a special feature.

BOSTON & SPRINGFIELD

by JAMES LEE

General Manager John A. Holman has been indulging in a novel vacation. He has installed what his colleagues insist is a "solarium" at his home in Scituate. The boss has been basking inside with the mercury hitting 92 degrees in mid-January. Now he says he can't decide whether to raise orchids or gardenias in this new greenhouse. It's actually that.

Chief Announcer Bob White has developed into a Southpaw since Christmas acrobatics fractured his starboard collarbone. He is just emerging from the orthopedist's cocoon.

The Promotion staff, under the leadership of George A. Harder, has launched an aggressive campaign in line with NBC's drive for a banner year. Together with Harry Goodwin and Kay Leatherbee he has disseminated miles of compelling consumer statistics.

Harry Goodwin, in his role of Esso News Editor, received a Christmas card from a namesake, Harry Goodwin, chairman of the board of selectmen of Bethlehem, N. H. The correspondent had been a steady listener of the Arlington Harry's early morning broadcast.

Bob Evans of Special Events is broadcasting a daily evening roundup of happenings in the world of sports.

Kay Leatherbee has returned to her office in the Promotion Department after a serious bout with the gripe.

KYW has joined the Associated Hospital Service. Individual contracts were signed in Auditor J. F. M. Proulx's office late in January.

On January 6th, Don Heyworth, oldest KYW announcer in point of service and night program supervisor, celebrated his twelfth year in radio. Don started in radio on a small Boston station, now no longer in existence, back in 1927.

It's not everybody who can have a castle named after her, but Kathryn Ullman, secretary to Lambert Beuwkes of KYW, now has that distinction. A few weeks ago, her uncle purchased a castle overlooking the Mississippi at Quincy, Illinois, and promptly named it after his favorite niece, "Villa Kathryn."



Milton J. Cross

NBC WASHINGTON

by Marian P. Gale



Mrs. Franklin D. Roosevelt places two dimes—one for her and one for F. D. R.—on the NBC "Mile of Dimes" stand in Washington while Announcer Bud Barry interviews her. The "Mile of Dimes" campaign, sponsored by NBC and the *Washington Star*, was in cooperation with the recent drive to raise funds for the fight against infantile paralysis. (Read "Mile of Dimes.")

WMAL Wins 1938 G. E. Plaque

The General Electric Plaque for 1938 has been awarded to the engineering staff of the WMAL transmitter which is headed by H. A. Wadsworth. The plaque is presented every year to the NBC station whose record for the year has the least amount of time lost (off the air) due to personnel and equipment failure. WMAL was off the air only two minutes and twenty-five seconds during 1938.

"Mile of Dimes"

NBC's contribution to the campaign in Washington for funds to fight infantile paralysis was the "Mile of Dimes," sponsored by WRC and WMAL in co-operation with the *Washington Star*. The "Mile of Dimes" scheme to collect a mile of dimes (90,514 dimes) from the residents of the Capital and from the visitors to the NBC studios in Washington was so successful that more than a mile-long of dimes, if laid flat in a straight line, was collected during the campaign that ended on the day of the President's Birthday Ball, January 30.

A stand, 33 feet long and divided into long narrow strips to hold the coins from passersby and visitors, was placed in front of the Trans-Lux Building where the NBC studios are located. The strips on the stand had to be filled six times to complete a "Mile of Dimes." At three-thirty in the afternoon of January 30 the mile was completed and the money, in nine sacks, was taken to the White House and presented to Marvin McIntyre, secretary to President Roosevelt. The completion

of the "Mile of Dimes" was celebrated with a special radio program from the stand which included brief comments by K. H. Berkeley, general manager of NBC Washington, and Bill Coyle, radio director of the *Washington Star*.

However, the collection did not stop with the first mile of dimes, and by the end of the day an additional thousand dimes had been collected, bringing the grand total to more than 10,000 dimes.

During the "Mile of Dimes" campaign the NBC announcers in Washington had a contest among themselves to see who could bring the largest number of dimes during fifteen-minute broadcasts from the stand. The winner of the contest had to contribute one dime to the stand while each of the others had to contribute nine dimes. Bryson Rash won with a total collection of 71,400 dimes. Raymond Michael, a new member of the staff, was second with 34,000; and George Wheeler was third with 21,000. In fairness to the others, it should be explained here that the three top announcers were fortunate in making collections on days when employes of various departments of the government were assigned to make their contributions to the "Mile of Dimes." Ed Rogers, veteran NBC announcer, topped all the other boys on direct solicitation, excluding the contributions from the government employes that raised the totals of the winners.

A large number of dimes also was raised by a public auction of phonograph records from the library of WRC and WMAL. Bids were opened at ten cents.

Among the many outstanding figures in official Washington circles who contributed to the "Mile of Dimes" was Mrs. Franklin D. Roosevelt, who brought two dimes—"one for me and the other for the President." Other notable contributors were Harold L. Ickes, Secretary of the Interior, and Postmaster General James A. Farley.

Half of the proceeds from the "Mile of Dimes" campaign will go to the National Foundation for Infantile Paralysis and the other half will go to a local organization to fight infantile paralysis in Washington.

NBCites At Advertising Jamboree

There was a sea of NBC faces at the local Advertising Club's annual Jamboree which took place at Wardman Park Hotel on January 21. Those

who attended were Mr. and Mrs. P. J. Hennessey, General Manager Kenneth H. Berkeley and his wife, Martha Gosgriff, Helen Mobberley, Mary Mason, Vice-President Frank M. Russell, Fred Shawn, Mr. and Mrs. Carleton Smith, Mr. and Mrs. Stanley Bell, Mr. and Mrs. Ben Baylor, Mr. and Mrs. James Sweet, John Dodge, Vice-President A. H. Morton, Eva Cluff, Mr. and Mrs. Rudy Coldenstroth, Jack Hammann, and yours truly.

* * *

Announcer Edwin Rogers' small son is following in his father's footsteps. Baby Rogers displayed great talent when he sang the Star Spangled Banner for radio listeners and prospective contributors at the "Mile of Dimes" stand.

During the last month we added two announcers to our staff. Raymond Michael comes to Washington from WLW, Cincinnati, where he handled such programs as *Moon River* and *Vicks Open House* as well as sports and special events. The other announcer is Don Gardiner, one-time member of the Guest Relations Staff in New York, who came from WAIR.



Among the notables who were televised during a recent RCA-NBC television demonstration in Washington, D. C., was the Polish Ambassador to the U. S., Count Jerzey Potocki, who is shown above in two pictures showing the relative clearness of an actual photograph (top) with a reproduction of his image (bottom) as it appeared in the Kinescope of the television receiver. The top photograph was taken outdoors during rain when Count Potocki was televised by the RCA-NBC television unit. (Story on page 1.)

WTAM CLEVELAND

by Bob Dailey

"1070" Club

Big event for the staff at WTAM during January was the official opening of the "1070 Club." Exclusively for male staff members, the club was organized to promote fellowship between employes and to provide facilities for recreation.

Membership fees collected from more than 40 men who have joined were used to buy pool, ping-pong and card tables and facilities for a reading room. Use of the facilities is restricted to members and visiting members of the NBC family.

Officers elected at the first meeting are Lee Gordon, president; Russell Carter, first vice-president; S. E. Leonard, second vice-president; Tom Manning, secretary-treasurer, and Tommy Carter, sergeant-at-arms. Manager Vernon H. Pribble was named honorary president. The name of the club is taken from WTAM's frequency.

The first meeting was held at night and it was decided to have a similar meeting each month. Organization of the club was due chiefly to the efforts of Tom Manning, Stubby Gordon and Tommy Carter.

WTAM's Speechmakers

Members of the WTAM organization were kept busy last month making talks before various groups in Cleveland and the state. Manager Pribble spoke before the City Club on Radio's Public Service. Salesman Harold Gallagher addressed the student body of Hiram college on Opportunities in the Field of Radio. Jane Weaver, director of women's activities, spoke before 200 women in the radio forum of the Cleveland Parent-Teachers association. And

Sports Announcer Tom Manning talked before the Knights of Columbus on Broadcasting the World Series.

Ohio Composers Program

Walter Logan, musical director, has received more than 150 manuscripts from unknown composers for his weekly Ohio Composers program. Logan plays one score each broadcast and the composer is interviewed. The most meritorious composition received when the series is ended in the spring will be named and an award made to the composer by Manager Pribble.

* * *

Jottings from the Little Black Book: Mrs. James Church, wife of the former WTAM producer, visiting Engineer and Mrs. Hank Gowing for a few days. . . . Peg Fitzgerald, switchboard operator, visiting her family in Pennsylvania for a weekend. . . . Organist Dorothy Crandall buying a spring outfit in the season's worst blizzard. . . . Tom Manning writing a guest column for a Mansfield sports editor on his Most Exciting Sports Assignment. . . . Traffic Manager Edith Wheeler getting a "Zaza" hair dress and washing it out the next day. . . . Night Program Manager Chet Zohn singing in a hometown festival at Brecksville. . . . Jack Starr, handling a new WTAM commercial, being assigned a third floor office. . . .

* * *

Program Director Hal Metzger introduced a new service for WTAM listeners when he installed lines into the Cleveland weather bureau office and persuaded Weatherman Mize to air a five-minute weather report each day.



Members of the new WTAM "1070 Club" play pool at their first meeting. Left to right: Announcer George Hartrick (preparing to cue), Night Program Director Chet Zohn, Salesmen Russell Carter and Harold Gallagher and Musician Don Duprey. Photo by John Disbrow, engineering operations supervisor.

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—Argus camera, model AB. F1.5 lens; cost \$12.50. Argus enlarger, model E. to be used with camera; purchase price—\$12.50. Both in excellent condition. Will sell both for \$15.00. Call or write Joseph Sauer, N. Y. Traffic, Ext. 681.

BARGAIN—Will sell for reasonable price a two-year old Musette apartment piano with standard keyboard and mahogany case. Cost \$300 new. Call or write Peter Perrine, N. Y. Guest Relations, Room 254, Ext. 625.

FOR NBC EMPLOYES—Tickets to America's Town Meeting of the Air, broadcast from Town Hall every Thursday evening, may be had by applying to the NBC Transmitter, Room 284, Ext. 220.

FOR SALE—Amilear sport speedster (French racing car), 1935 model. Good for general use. Four-cylinder motor in excellent condition; 30 miles to a gallon; speed up to 70 m.p.h. Collapsible top; port exhaust; chrome disc wheels; Marché headlamps; seats two. Definitely a sportsman's car. S. Aubrey Massingill, International Program Division, N. Y., Room 620, Ext. 211.

WANTED—Tenors to sing with Concordia Glee Club, meeting every Thursday at 8:00 P. M. at Acme Hall, Seventh Ave., at 9th Street, Brooklyn. (Take the Independent Subway.) For information call Al Foster, Ext. 670. Statistical.

SUBLET—Completely furnished 4-room modern apartment at the Southgate, 424 E. 52nd St., New York City. Large living room with fireplace, two bedrooms, two baths, kitchen, dining alcove, foyer, 6 closets. Cross ventilation. Switchboard and elevator service. Maid service available. Will sublease completely furnished, including linen, blankets, silver and china. Available in May until October 1. Call Miss Lucille Claus, Central Files, N. Y., Room 321, Ext. 666.

SUBLET—Unfurnished 3-room apartment in elevator building in Greenwich Village. Living room, bedroom, kitchen, ample closet space. Available immediately for sublease until Oct. 1. Lease open after Oct. 1. Call NBC Transmitter.

APARTMENT TO SHARE—Two girls will share large apartment, within walking distance of Radio City, with a third girl. Very reasonable. Apply to the NBC Transmitter.

FOR SALE—Have outgrown my wardrobe. Will sell complete girl's spring and summer wardrobe. Most dresses have not been worn more than two months. Size 11. Apply to NBC Transmitter.

The next NBC Athletic Association Dance will be held at the Hotel Roosevelt on April 21.

KDKA PITTSBURGH

—by Kay Barr—

KDKA Parties

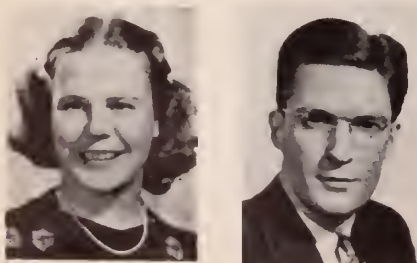
January was party-month at KDKA. Of course there was a commercial flavor to the various activities—leave that to the Sales and Promotion departments—but so much fun “was had by all” that the several occasions took on the aspect of staff sociables.

Taking them in date order, Walter Horn, Sales, entertained several dozen people connected with the Orthopedic Society Sunday evening, January 8. The result was a new program, *Footnotes of Famous Feet*, that will get going as a weekly show March 5.

Topping the list was the spectacular preview of *The Shadow of Fu Manchu* January 18. More than 100 invited prospects, agency folks, sponsors and their wives enjoyed a chicken chow mein supper in the studios. Wong's Kitchen catered and the Wong girls, in native costumes, served. Chop sticks were souvenirs. Then to another studio for the presentation of the first two Fu recordings while Charley Urquhart, production chief, thrilled everyone with his impersonation of the Chinese arch criminal. It was all very spooky—and effective.

Some 150 employes of the Standard Oil Company enjoyed a showing of the film, *The Esso Reporter*, and some institutional pictures in KDKA studios January 19, and 70 members of the sales organization of the Loose-Wiles Biscuit company gathered January 23 to hear the surprise announcement of a new program. *Women in the News*, which their company started two days later. Monday through Friday. Urquhart does the reading. Bernie Armstrong plays the organ. A specimen of the broadcast featured the party program.

As an “extra curricular” activity, KDKA studios and offices furnished the locale for movies taken during the month. Crew, cameras, lights, etc.,



Cynthia Cate and Bill Beal

practically took over the station for the production of *The Private Secretary*, a commercial film for the Robert Morris Secretarial School. Since the lead was secretary to a radio executive, KDKA furnished the ideal setting. Jim Baker, who directed the filming, promised to show the movie to the KDKA crowd early in February.

Which means another party.

It Was Friday, the 13th

Bill Beal was the headliner of two KDKA stories Friday, January 13, 1939. Announcement was made of his engagement to Cynthia Cate, and Station Manager Sherman Gregory made him continuity chief at the same time.



Fu Manchu
(Charley Urquhart)

The appointment to the new post was effective February 1, and the wedding is set for late Spring.

Miss Cate is the daughter of Mr. and Mrs. Edgar Cate of Pittsburgh, is a graduate of Pennsylvania College for Women, and is prominent in the younger society set of the city.

William Gordon Beal, if you want to be formal about it, is a native of Evanston, Illinois, son of Mrs. William D. Beal of Delaware, Ohio, and a 1934 graduate of Carnegie Tech Drama School. Immediately after graduation he organized 44 collegians into a showboat troupe and played 55 engagements up and down the Ohio River. Then he took the barnstorming outfit on a tour of western Pennsylvania.

His first connection with KDKA was as actor, part-time announcer and continuity writer. He was made staff announcer in 1935. Several months ago he was transferred from the announcing staff and to Continuity. Last fall he won the H. P. Davis Memorial Award for being the best announcer in Pittsburgh and recently NBC called him to New York to handle the American end of a tongue-twister contest with BBC in London. Bill created the tongue-twister program on KDKA. He also has directed a number of stage productions for amateur dramatic clubs.



Soundman Johnny Shiliano photographed in the new KDKA recording room of which he was recently placed in charge.

Sounds by Shiliano

When Evelyn Gardiner, *KDKA Home Forum* director, missed a large funnel from her kitchen, she went right to the sound effects room. “That’s where things go when they disappear,” she said. Sure enough, there was Johnny Shiliano hitching a hose to the funnel. Said he was trying to find a way to imitate a babbling brook.

Johnny and Charley Urquhart, production chief, have worked out a five-minute sound effects demonstration for the amazement and amusement of groups visiting KDKA. Charley reads a connected story about things and stuff which Johnny illustrates with exactly 50 different sounds.

Among his other duties, Shiliano also presides over the new recording equipment, and the Program Department has been keeping him busy lately, making transcriptions of new ideas.

Studio Chatter

Maurice Spitalny, director of music at KDKA, began preparing programs for Washington's Birthday and Valentine's Day January 20.

Texas “Red” Kent (family Bible calls him Bryan) resigned as guitarist with KDKA orchestra to join the new band being organized by Harry James, recently trumpeter with Benny Goodman.

Joe Baudino, KDKA chief engineer, told Radio Service Men's Association about “Developments in Radio Broadcasting,” January 10.

Betty Eisley, formerly of the KDKA library, was made assistant to Traffic Manager G. Dare Fleck, January 4. Don Dixon took over the library with Nancy Brooke as his assistant. Margie Anderson went on as relief operator at the switchboard in addition to general office duties and Alberta Brennan went into the general office.

NBC TRANSMITTER

VOL. 5

MARCH, 1939

No. 3.

DON'T MISS IT!

The NBC Employes Show, featuring amateur talent from the NBC staff in Radio City, New York, supported by Norman Cloutier and his NBC orchestra, will be presented over a coast-to-coast hook-up of the Red Network on Saturday afternoon, March 18, from 12:00 to 12:30, New York Time. Tune in and hear your fellow NBCites tackle the airwaves with Music, Comedy and Drama. Clay Morgan, Director of Public Relations, will be master of ceremonies.

NBC Hollywood Installs Emergency Transmitter

With the installation of the new short-wave transmitter, WOEH, Hollywood Radio City could now be entirely isolated from the rest of the world and still service NBC networks to perfection.

Power for the new transmitter, which has been conducting successful tests between Hollywood and the RCA Communications Receiving Station at Point Reyes, could be supplied within Hollywood Radio City by a gasoline-driven emergency power unit.

A. H. Saxton, Western Division Engineer, directed the installation of WOEH, which will be utilized in the event of a circuit break between Hollywood and San Francisco, such as was caused a year ago by the flood disaster.

The emergency power supply unit is designed to furnish power to handle all the broadcast equipment and lighting within the studios.

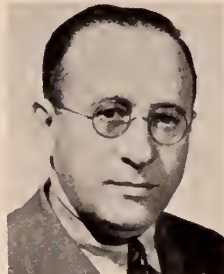


NBC Engineers test WOEH, newly installed emergency short-wave transmitter, in Hollywood Radio City. L. to R.—A. H. Saxton, Western Division Engineer; Donald De Wolf, Engineer in Charge of NBC Hollywood, and Marvin S. Adams, Field Engineer.

MAX GORDON NAMED TELEVISION PRODUCER

Following closely NBC's announcement that a regular NBC television service will be inaugurated this spring, President Lenox R. Lohr announced last month that Max Gordon, noted Broadway producer, had been appointed to advise and assist NBC in the production of television programs.

In making the announcement, Mr. Lohr pointed out that by consenting to add to his present activities in the theatre, Mr. Gordon will be giving NBC the benefit of his broad theatrical experience in the development of television program techniques. Mr. Gordon has agreed to assist in the development of television because he feels that television offers the entire field of the theatre vast possibilities.



Max Gordon

Mr. Gordon will work closely with John F. Royal, vice president in charge of all NBC radio and television programs.

Mr. Gordon at present is co-producer with Sam H. Harris of the current theatrical success, *The American Way*, starring Fredric March, which followed his long-run hit, *The Women*. He has in mind several other productions for Broadway and also is planning to make pictures for Hollywood.

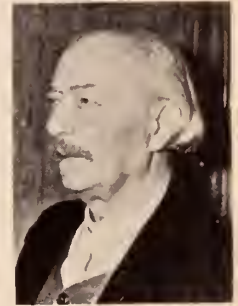
"The theatre is one of the most important mediums of entertainment in any community," Mr. Gordon said. "Television offers the theatre and everyone in it—writers, actors, and producers—wonderful possibilities for development of that medium. The future of television is enormous and I feel honored by this call from NBC."

Mr. Gordon's theatrical experience covers everything from vaudeville to musical comedies, from the serious drama of Shakespeare to romantic farces. This knowledge of all forms of entertainment will assure NBC of the best type of productions when it

(Continued on page 15)

NBC BRINGS PADEREWSKI BACK TO AMERICA

Ignace Jan Paderewski, the world's greatest living pianist, after six years' absence, has returned to the United States to play a series of concerts throughout the country. His first concert was heard on the NBC-Blue Network, Sunday afternoon, February 26, during the *Magic Key of RCA* program.



Paderewski

The broadcast was acclaimed as one of the most outstanding events in American radio annals since it marked the 78-year-old Polish virtuoso's first broadcast in this hemisphere. Only twice before had Paderewski been heard on the air, once in England in 1935, and on September 25, 1938, when his playing in Switzerland was relayed to American listeners through NBC during the *Magic Key* program.

An audience of 1200 invited guests in Studio 8H in Radio City and millions of NBC listeners heard Paderewski's first concert on this, his twentieth concert tour of the United States.

NBC Artists Service, which is managing Paderewski's tour, has announced that Paderewski will make 22 concert appearances from coast to coast. He plans to remain in this country until late in May. He will be accompanied on his tour by L. J. Fitzgerald, of Artists Service, who will act as his business manager. Mr. Fitzgerald was business manager for Paderewski in all his concert tours in this country between 1922 and 1933. During that period Paderewski was under the personal management of George Engles, now vice president in charge of Artists Service, and Mr. Fitzgerald acted as business manager for the concert tours under his direction.

Ignace Jan Paderewski, who was born November 6, 1860, in the village of Kurylowka, Poland, first toured this country in 1891, when his itinerary of 80 concerts was extended to 107.

(Continued on page 14)

TELEVISION PROGRAM STAFF IS ENLARGED

Anticipating the beginning of a regular television service for the New York City area in April, the Television Division is expanding its staff, and to date two additions have been made to the Division's personnel. Thomas L. Riley, from the Production Division, and Frank C. Lepore, from the Information Division, have been named director of television programs and stage manager, respectively. The vacancy in the Production Division, resulting from Mr. Riley's transfer, has been filled by George Maynard, who at one time was in charge of music research and a writer in the NBC Script Division, and who returns to the Company after seven years' absence.

Thomas L. Riley is one of radio's best known producers of dramatic shows and the Television Division will have the benefit of his many years of experience in the theatre and radio. A native Kentuckian, he attended the University of Kentucky where he participated in and directed some of the University's dramatic efforts. He earned his way through college as a reporter on the *Lexington Herald*.

After college, Mr. Riley joined a troupe on a showboat which played the towns on the Ohio and Mississippi Rivers. Not only did he play dramatic roles, but also doubled in the orchestra and did a sleight-of-hand specialty. When the boat ran aground and left the performers without jobs, Mr. Riley joined Station WLW, Cincinnati, as continuity writer and announcer in 1929. From WLW he went back to the University of Kentucky to finish his studies, playing stock out of school hours to make a living.

He was graduated in 1931. In 1933 he went to work for Station WLAP, Louisville, Kentucky, which later became WAVE. A year later he came to NBC in New York as a production man. Some of his recent productions which aroused considerable favorable comment, were Alfred Kreyborg's poetic plays, *The Planets*, and *Ballad of Youth*, and five of the current series, *Fables in Verse*. He also did some of the *NBC Great Plays*.

George Maynard was in the NBC Script Division from 1928 to 1932. Before coming to NBC he was assistant stage manager at the Metropolitan Opera House for two years. He left NBC to take a position as program di-

(Continued on page 15)

WHO'S WHO IN NBC

Charles B. Brown

Charles B. Brown, Western Division Sales Promotion Manager, first became interested in his vocation when he saw



how quickly his father's bakery business grew through the medium of advertising and promotion.

That was 21 years ago in Edmonton, Canada, when Mr. Brown was still in his

teens. Despite his youth at the time, he had already served two years overseas with the Canadian Army, and had been wounded in Belgium.

He left his father's business in 1921 to seek his fortune in the United States, and for five years traveled through all the principal cities as a salesman. During that period, he represented the International Magazine Company, the Borden Sales Company, the Chevrolet Motor Company and Paraffine Companies, Inc.

In 1927 Mr. Brown joined Foster and Kleiser, the largest outdoor advertising firm on the Pacific Coast, as their Sacramento District Sales Representative.

Through a natural interest in promotion as applied to sales he gravitated to the advertising and sales promotion division of the company and was eventually called into the home office in San Francisco where he became Sales Promotion Manager.

Radio first entered Mr. Brown's life several years ago in Sacramento, when he wrote and produced a half-hour program on KFBK for one of his Foster and Kleiser clients. Entitled *Wisdom's Half Hour*, the show was built around people's financial problems, and stayed on the air for several months after Mr. Brown was transferred to San Francisco.

Because the war interfered with his college education, much of Mr. Brown's education wasn't completed until he had established permanent residence in the United States. He completed several courses in literature at the University of California, the University of San Francisco and Saint Mary's College.

Charles E. Brown is married and has one son, Charles John. Father and

EXECUTIVES ADDRESS NBC STUDY GROUPS

Bertha Brainard, commercial program manager, and I. E. Showerman, assistant sales manager of the Sales Department in the Eastern Division, recently spoke before members of the employe study groups in New York that have been formed to study the organization of NBC and various phases of the radio industry.

Discussing their respective departments and their functions, both officials gave the study groups much "inside" information to add to their notes on NBC data. The talks were followed by discussions in which the speakers answered questions from the assembly.

Miss Brainard described the activities of the Program Board and the problems that frequently confront the board. Mr. Showerman gave a brief history of the Sales Department, describing its growth with the Company. He also discussed the functions of the department.

NBC Director Develops New Production Method

A. D. Scott, of the production staff in NBC Chicago, is perfecting a new theatrical and radio technique which is designed to present action dramas simultaneously for air and studio listeners. Known as "action on mike," the system employs the grouping of uni-directional microphones in various parts of the stage so that the players may move about freely, as in a theatrical production, yet insuring complete enjoyment of the play for the air audience.

Mr. Scott's system has been successfully demonstrated to motion picture, radio and theatre authorities who were unanimous in conceding the great possibilities for "action on mike" productions. It has been proved that an "action on mike" play may be presented without making the studio audience aware of the presence of microphones. The system may be of value in the production of television programs.

son have the same hobby, ice skating, which attraction dates back to father's youth in Canada.

Mr. Brown is of English parentage. He was born in Victoria, B. C., August 12, 1897.

When asked to relate the most exciting moment of his life Mr. Brown completely ignores the two years he

(Continued on page 8)

NBC CHICAGO

—by Lynn Brandt—

Demosthenes All

The Chicago NBC Announcer's School, conducted by Senior Announcer Everett Mitchell, is at present engaged in turning pages of the Reception Staff into first class public speakers. One of Mr. Mitchell's recent assignments called for each student to arrange and promote an opportunity to address a public group on some topic other than radio. This took no small amount of "brass" and initiative for these ambitious young men.

Over 15 students spoke to separate groups. Several addressed a regular assembly of students in one of Chicago's larger high schools. Others appeared before Church meetings. Others expounded their individual theories before Forum and Social gatherings. That they were credited with an assignment well done is proved by the letters Mr. Mitchell received from members of the various groups addressed by the boys. Incidentally, several of the neophyte orators have been invited for return engagements.

ATE Dance

ATE engineers in Chicago are now in high-gear with plans for their First Annual Dinner Dance to be held April 14, at the Morrison Hotel. All Chicago radio, including Columbia, Mutual and Independent broadcasters, will be at the party, along with celebrities of stage, screen and radio. Incidentally, one of America's greatest dance bands has been engaged for the music.

News and Facts

Did You Know? . . . that Larry Larsen, popular staff organist, has set some sort of a record. After working steadily in the Chicago studios for the past seven years, Larry recently played his first program from Studio A—on an electric organ . . . Announcers Don Dowd, John Holtman and Durward Kirby are studying Spanish, anticipating the day when additional American programs will be directed to South American listeners . . . that Paul McCluer, Central Division assistant sales manager, has a Cocker Spaniel named Fibber—for McGee . . . that Bob Graham, Sound Effects, is quite an authority on stage setting, lighting, and designing . . .

That Lloyd G. "Bucky" Harris, Pro-

duction, is more piscatorially-minded than anyone in our division, with the possible exception of his rod-and-reel sidekick, Lee Graham, Press . . . George Mahar, studio engineer, was once a soda jerker . . . that Fort Pearson, announcer, was a bank executive . . . that Tom Hargis, Production, wears an oriental ring an inch and a half wide, made of beaten silver, and decorated with a caravan of five camels, four palm trees and an Egyptian priest in carnelian stone . . .

That Bill Lawrence, Production, was introduced to a blonde young lady named Kay Ryan, February 13, 1937. 33 days later she became Mrs. Bill Lawrence . . . Ken Christensen, Mail Room superintendent, was once a butcher's apprentice . . . that Art Pearson, purchasing agent, is a candidate for Park Commissioner in the West Deerfield Township elections in Lake County . . .

Stork News

Mr. and Mrs. Charles Hotchkiss announce the birth of Jeanne Louise, February 2. Mr. Hotchkiss is in Local Sales.

* * *

The TRANSMITTER erred last month when it reported that a baby boy was born to the Ed Stockmars. Wired Mr. Stockmar to the editor:



June Travis, motion picture and NBC star, buys a ticket to the ATE Dance in Chicago (April 14) from Studio Engineer Joe Conn, chairman of the dance committee.

NBC TRANSMITTER ARRIVED TODAY. AM I CONCERNED. DOCTOR ASSURED ME BABY WAS GIRL. WILL CHECK AGAIN TO MAKE CERTAIN. ALSO NAME IS JULIANN.

E. A. STOCKMAR

He's Been Places

We think we've discovered the man who has taken the most devious route to radio engineering. His background is full of adventure, mileage, experience and "the very spice of life." He worked his way through college as a professional musician and subsequently became, in quick succession, a soldier of fortune, a stoker on a freighter sailing to and from South American ports, a sailor on other ships, a house-to-house salesman of miscellaneous articles, a writer of magazine articles, and finally, a radio engineer. His name is Tom Gootee and, if prodded, he will tell you about a dozen other jobs he has done that are not mentioned above.

Most colorful and exciting part of Engineer Gootee's career is his record as a soldier. He fought in the Chaco War, Salvador Revolution and the Spanish Civil War. But for interesting stories ask him to tell you about his globe-trotting experiences.

Hobby Lobby

Most of us have hobbies. For example: Ray Snyder, Guest Relations, collects antiques and paper glass weights . . . Robert McCoy, assistant to Everett Mitchell, is always looking for someone to play badminton with him . . . Charles Lyon, announcer, enjoys all forms of indoor exercise requiring no physical effort . . . Norman Barry, announcer, plays golf . . . Frank Riordon, Guest Relations, reads books and more books . . .

Bill, NBC's famous shoe-shine boy, attends prize fights and baseball games, but his most serious hobby is looking for a pair of shoes in need of a shine . . . Frank Bojan, Music Rights, collects pocket knives . . . Bill Rosee, Press, has a grand collection of unusual and "boner" newspaper headlines . . . Tom Horan, supervisor of Sound Effects, says his hobby is "poker with deuces wild" . . . Ruth O'Connor, Continuity, rides horseback and plays tennis . . .

Georgia Fuller, Production, plays golf and very well. Best score 92 . . .

NAMES IN THE NEWS

NEW YORK

Promotions

Thomas B. McFadden has been promoted in News and Special Events and is now a full fledged writer, assisting Bill Stern in the preparation of his new sports news program which is broadcast six times a week on the Red Network at 6:45 P.M., New York Time, except on Saturdays when it is aired at 6:30 P.M. A former member of the Guest Relations staff, Mr. McFadden has been in News and Special Events three years.

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Carl Cannon has been transferred from Guest Relations to the Information Division. He first came to NBC four years ago when he joined the page staff, and during the past two years he has been acting as instructor of studio and television guides. He helped organized the present staff of television guides all of whom were trained by him. A member of the TRANSMITTER'S staff, Mr. Cannon attended the College of the City of New York.

George Olenslager, who has been assisting Mr. Cannon during the past few weeks, has taken over the guide training classes.

Newcomers

Emerson Waldman, former News editor and special events writer at NBC Washington, has joined the Press Division as a writer. He was with NBC in Washington for a year, leaving in 1937 to write novels in Virginia. Since then he has written the first two novels of a trilogy. The first, *The Land is Large*, was published last October and the second, *Broad is the Way*, will be published this spring.

Before going into radio, Mr. Waldman was a newspaper writer. He has worked for the Scripps-Howard organization in Washington, D. C., the *Washington Daily News* and the *Trans-radio Press* in New York. He received his college education at the University of Wisconsin. While in college he earned much of his expenses as a reporter for various Wisconsin newspapers.

Mr. Waldman is married and has a

six-month-old baby girl. His wife, the former Miss Imogen Wertebaker, also is a writer. Before her marriage she was one of the editors of *Tide*.

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Miss Mae McConnell, formerly of the Daniel Starch & Staff advertising agency, has joined the Stenographic staff. She is a graduate of Brown Business College, and at one time was associated with Fleer Brothers Company, coal and oil distributors, where she was employed for four years. She is a member of the Dragon Swimming Club of the St. George Hotel which participates in various swimming meets in New York City.

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Miss Mary Elson, who comes from Ashland, Ohio, where she has had experience in secretarial work, has been added to the Stenographic staff. She attended Western Reserve University and the Scudder secretarial school in New York.

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Klaus U. Landsberg, formerly of Farnsworth Television, Inc., Philadelphia, where he was employed as development engineer, recently joined the television group in the Engineering Department. A native of Berlin, Germany, Mr. Landsberg was formerly associated with Dr. Korn's facsimile and television laboratories in Germany as research and development engineer. Dr. Korn is an authority and a pioneer in the field of wireless facsimile transmission.

While in Europe, Mr. Landsberg developed a special photo-electric cell for a device to aid navigation in fog. His invention is mainly for ships and



Governor Lehman as he looks in the television receiver. Governor Herbert H. Lehman's arrival at the Twenty-Fourth Annual Dinner of The Inner Circle at the Waldorf-Astoria Hotel, New York City, was announced through NBC television facilities, March 4, when a special demonstration was given before the Association of New York Political Writers. Mayor Fiorello H. LaGuardia, District Attorney Thomas E. Dewey and others were also televised.

airplanes. It is also a useful instrument for blind landing.

Mr. Landsberg came to the United States in 1937 in order to continue his work in this country. Shortly after he arrived, he took out his first citizenship papers.

Engineer Landsberg is a graduate of Bodenbach College, Germany, where he studied electrical engineering and communications. He holds an E. E. degree. He also has studied in Holland where he worked with electrical precision machinery before going to college. During and after college he lectured on television in Czechoslovakia.

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William Stafford Carson, until recently of NBC Washington where he was a member of the engineering staff for almost a year, has been added to the television group in Radio City. A graduate of Virginia Military Institute where he received a B. S. degree in electrical engineering, Mr. Carson was formerly associated with WBAL, Baltimore, the American Telephone and Telegraph Company in New York and General Electric, where he started his career as a student engineer.

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A. Maxwell Hage, formerly radio production manager of the United Press in New York, has joined NBC in the News and Special Events Division. He has, during the past year, been doing free-lance work as a writer and radio producer in Hollywood where he did some work for Eddie Cantor as a special producer. He has had much experience in radio and newspaper work in the Middle West. Mr. Hage was formerly assistant manager of WJAY in Cleveland and before that he was production manager of WGAR for three years. A graduate of the University of Minnesota, he worked for the *Milwaukee Sentinel-Wisconsin News* and other newspapers before entering radio.

Transfers

Miss Cornelia Horn, who joined the Stenographic staff last December, is now working in the casting office in the Production Division. She has the position formerly held by Mrs. Beatrice Hurlbut who left the Company in order to go to Texas. Miss Horn, a graduate of Hood College where she was active in dramatics, has had secretarial experience with other New York firms.

Rodney D. Chipp has been transferred from the studio engineers group to the television staff of the Engineering Department. A former ship radio operator and chief engineer of a small station in New Hampshire, Engineer Chipp has been with NBC since 1933. He attended the Massachusetts Institute of Technology where he studied physics and was laboratory assistant for a short period after his formal education. While at M.I.T., he also taught at the old Boston branch of RCA Institutes.

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Arthur S. Feldman has been transferred from the announcing staff to News and Special Events. Before coming to Radio City last summer, Mr. Feldman was in charge of special events at WBZ Boston.

Resignations

F. Colburn Pinkham resigned from the page staff last month in order to accept a position as announcer at Station WGNV, Newburgh, N. Y. He got the job after a competitive audition in which members of the NBC training school for announcers were heard.

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Joe Allen, guide, resigned last month when he received notice that he had passed a civil service examination and an appointment to the Navy Yard at Norfolk, Virginia. During his two years with NBC, Mr. Allen gained a measure of fame when Fred Allen interviewed him on the air as "The Person You Didn't Expect to Meet." NBC listeners also heard him last spring as the master of ceremonies on the *Brass Buttons Revue* of 1938.

Engagements

Miss Evelyn Castel, secretary to E. Gardner Prime of the Legal Department, became engaged to Read Wilson, announcer at WNOX, Knoxville, Tennessee, last month. They are planning to be married at Knoxville on May 13. Mr. Wilson is a former member of NBC. He resigned from the Mail Room staff last December in order to go to WNOX.

Marriages

Mr. and Mrs. Frank W. Nesbitt recently returned from their honeymoon trip to Bermuda and are now residing at 215 East 68th Street, New York City. They were married at the rectory of the Roman Catholic Church of St. Ignatius on February 7. The bride is the

former Miss Alicia Norma Shea of New York City and Spring Lake, N. J. Mr. Nesbitt, a former member of the Guest Relations staff, is with the International Division.

Miscellaneous

Alfred H. Morton, vice president in charge of NBC managed and operated stations, has been visiting several NBC branches throughout the country during the past month and is expected back at his office in Radio City the middle of this month. Mr. Morton left New York, February 14, and made his first stop in Cleveland where, in addition to conferring with NBC officials at WTAM, he addressed the Cleveland Advertising Club.

From Cleveland, Mr. Morton proceeded to Chicago, Hollywood, San Francisco, Denver, then back to Chicago, conferring with NBC officials at all these points. He also plans to stop at KDKA, Pittsburgh, on his return trip to New York.

President Lohr left New York for his annual inspection trip of the NBC divisions on February 26. His itinerary includes the NBC offices in Chicago, San Francisco and Hollywood. He is expected to return to Radio City the latter part of this month.

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Miss B. Jean Smith, who has been seriously ill since late in January, is convalescing at the Post Graduate Hospital, 303 East 20th Street, New York City. Miss Florence E. Snyder of Central Stenographic is pinch-hitting as secretary to Clay Morgan, director of public relations, during Miss Smith's absence.

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Leo Russoto, staff pianist, who has been ill with pneumonia for several



J. Vance Babb, manager of the N. Y. Press Division (right), is pictured above with Hal Bock, manager of the Western Division's Press Department (left), and James Vandiveer, head of Special Events, KFI, during his visit to the West Coast last month.

weeks, is now convalescing at home.

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Miss Janet MacRoric, editor of Continuity Acceptance, addressed a meeting of the Advertising and Selling Alumni at the Piccadilly Hotel, February 21. She spoke on the measures taken by industry and media to maintain high standards in advertising.

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Miss Jessie Kline, following an appendectomy which kept her away from Radio City for four weeks, has returned to the Press Division where she is secretary to J. Vance Babb, manager.

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Miss Helen M. Korday, of the Personnel office, recently addressed a group at the Jonathan Dayton Regional High School in Springfield, N. J. She discussed personnel interviews and letters of application, pointing out what and how to say or write when looking for a job.

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Mrs. Enid Beaupre, of the Sales Promotion Division, is a member of the Eisteddfod Committee in connection with Welsh-American participation in the New York World's Fair. The Eisteddfod is an old Welsh institution and it is conducting choral competitions during the Fair. Twenty-one choirs from different parts of the world have already expressed their intention of competing.

NBCites Visit RCAM

In continuation of the plan to make employes of different RCA subsidiaries better acquainted with each other and each other's companies, a group of thirty NBC employes, headed by William S. Rainey, manager of the Production Division, visited the RCA Manufacturing Company in Camden, New Jersey, on March 1.

The NBC group was greeted by George K. Throckmorton, president of RCAM, and Julius Haber, publicity director, on arrival at Camden. First, they visited the RCAM showrooms and then the research and development laboratory where they were shown around by Vice President L. M. Clement. After having lunch with RCAM officials in the company's dining hall, the NBCites toured other departments and plants of RCAM.

At the end of their visit, the NBCites were addressed by Thomas F. Joyce, vice president and director of advertising of RCAM.



When Ciencia won the \$50,000 Santa Anita Derby, "Buddy" Twiss, in charge of special events, Hollywood, was on hand to let Jockey Bierman tell coast-to-coast listeners of his ride. Right is Hal Roach, Hollywood movie producer. Clem McCarthy called the Derby.

NBC Entertains Fourth Estate

When J. Vance Babb, manager of the New York Press Division, arrived in town with a party of 70 newspaper men and magazine writers from the East, en route to the opening of the San Francisco Golden Gate International Exposition, NBC executives welcomed the group to Hollywood Radio City.

Vice President Don E. Gilman and his executive assistant, Lew Frost, Sydney Dixon, Western Division Sales Manager; Harold J. Bock, Western Division Press Manager, and Alex Robb, manager of Hollywood Artists Service, held open house for the members of the Fourth Estate.

The Press Department invited most of the stars appearing on NBC Sunday shows, including Edgar Bergen (sans Charlie), Jack Benny, Irene Rich, Don Wilson, Donald Dickson, Dorothy Lamour and Bill Morrow.

Mr. Bock accompanied the group to San Francisco.

Personnel Changes

W. Carroll Tomroth is a new member of Artists Service. He was formerly with the Music Corporation of America and Rockwell-O'Keefe.

Hal Gibney, announcer, has been transferred from San Francisco.

Max Hutto is now in Program.

Tsk! Tsk! Elton

After the ATE dance, "Buddy" Twiss, in charge of special events, Hollywood, invited a gang out to his house for "ham and . . ." Twiss lives in one of those Southern California community dwellings which has a large patio with a fish pond in the center.

NBC HOLLYWOOD

by Noel Corbett

Along about 3 a.m., Dave Elton, Director, with a Woodbury show to worry about the next afternoon, decided to make for home. Leaving the Twiss' apartment he headed across the patio for the street gate. First thing he knew he had walked into the fish pond and was completely submerged.

When he stood up and tried to regain his bearings, Elton said he heard a woman's voice from one of the apartments above cry out:

"What are you doing in that fish pond, young man?"

Elton blurted out:

"Oh, just looking for my hat, lady!"

Amos Is a "Ham"

Freeman Gosden's portable short-wave, W6QUT, has most of the "hams" around the studios planning on mobile sets of their own. Gosden chats with amateurs around the country from the parking lot. Boys around the studios who are either interested in or have sets of their own are Engineers Carl Lorenz, Al Korb, Mort Smith and Director Ted Hedger.

Around the Studios

Tour Guide George Volger did the commentary on a one-reel film, featuring Hollywood. It includes shots of Hollywood Radio City and will be sold to amateur movie enthusiasts. Volger's voice has been heard before on several industrial shorts.

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NBCers realized that Hollywood Radio City was complete in every



Here are some of the boys who help make the popular "Hall of Fun," NBC sustainer, a success. Left to right are Bob Redd, director, and Soundmen Ralph Amato and Frank Pittman. In background is Ernest Truex, star of the show.

detail when time came to bid farewell to Gordon Strang last month. Strang and his family left for New York, February 13, after being absent two years. Part of that time was spent in Washington during the time NBC constructed the new studios there.

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Guide Stan Radom conducted a honeymoon tour recently and didn't know it until the next day when he recognized a picture of the bride and groom in the *Los Angeles Times*. The couple had been married in the Firestone Park Jail where they had tracked down a judge. Following the unique nuptials behind bars, they took their trip through a broadcasting studio.

Quick Pix

The basketball team, headed by Announcer Ben Gage, lost a fast game to the First Congregational Church February 13, 45 to 33 . . . Andy Love, in charge of Literary Rights, talked at the Friday Morning Club of Los Angeles, March 14 . . . When Roy C. Witmer, vice president in charge of Sales, recently visited Hollywood, he lunched at the Brown Derby with Vice President Don E. Gilman and Sydney Dixon . . . A. H. Saxton, Division Engineer, motored North with Curtis Peck, engineer in charge, San Francisco, February 13 . . . Marie Caudle, General Maintenance, gave a surprise birthday party for her roommate, Helen Linke of Press, recently . . . Bob Schuetz, in charge of installation of the new broadcasting equipment, followed Gordon Strang back to New York by a couple of weeks.



Bowling is still the major sport in Hollywood Radio City. Here are some of the more enthusiastic bowlers. Standing left to right: Dave Elton, director; Bob Schuetz, Engineering; Charlie Smith, Artists Service; Rush Hughes, commentator, and Lew Frost, executive assistant to Vice President Don E. Gilman. Seated: Walter Baker, manager of General Service and Maintenance; Ken Carpenter, announcer, and Joe Parker, director-announcer.

NBC BOSTON & SPRINGFIELD

—by James Lee—

Holman Speeches

John A. Holman, general manager, has been doing double duty recently. On the job all day, he has been taking recreation in speaking engagements before various civic gatherings. The Kiwanis Club of Waltham meeting at which he pinch hit for Lowell Thomas and spoke on "Freedom of the Air" was a special success according to the Club's bulletin, which said of Mr. Holman: "In the control of men of this type we have little to fear that radio will be other than a high-grade medium of communication."

Mr. Holman also described "Radio's Place in the Pattern of Democracy" to an enthusiastic mid-monthly gathering of the Women's City Club of Boston. As vice president of the Advertising Club of Boston, he was host to a well-attended personnel conference in NBC's Boston studios.

St. Valentine's at WBZ

St. Valentine's Day produced a gamut of color and aroma as the sirens of the office staff strutted gorgeous floral arrays. But Traffic Manager Gordon Swan's flood of "anonymous" posters, depicting the individual foibles of staff members, caused a near riot. The WBZ Gestapo, headed by Harry Goodwin, soon put the finger on the blonde jokesmith from Milton.

WBZ's Navy

An aura of intrigue pervades the office cubicles on Monday nights as a group of "master mariners" plot over their charts of the New England coast. They are yachtsmen friends of Office Manager Cy Young qualifying for enrollment in the Power Squadron under his weekly tutelage. Commodore Young is planning to install a two-cylinder power plant in his seagoing 16-footer in place of the present outboard.

Sound Effects By White

Now that Chief Announcer Bob White's collarbone has mended, his new form of acrobatics is the invention and operation of sound effects for WBZ's stage show, *Massachusetts on the March*. Among impromptu noises devised by White have been those of hoof beats, produced by rattling coconut shells in a gravel tray, and a cotton gin, simulated by a mattress combing machine.

Joe Elliot to Camden

The NBC testimonial dinner for Joe Elliot, RCA's retiring New England manager, on the eve of his departure for Camden to assume new duties as assistant to the national field manager, was attended by a capacity stag gathering. WBZ staff members and many other members of the RCA Family were present. John Holman was host.

Weather Bureau Broadcasts

The New Hampshire State Road Patrol and the Springfield superintendent of streets and engineering are among the many agencies that acknowledge the timely warnings furnished by WBZ's Weather Bureau broadcasts. These reports, five times daily from U. S. Government meteorologists, have facilitated prompt snow clearance of highways for thousands of New England motorists.

Spot News

Among the many WBZ graduates who have visited their old friends in the studios recently was E. J. (Mike) Rowell of the Department of Agriculture's Bureau of Home Economics in Washington. Mike was formerly in charge of agricultural broadcasts at the NBC Boston studios.

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A familiar voice on a recent *Farm and Home Hour* program turned out to be that of Herbert Wunderlich, dean of Colorado State College and a former WBZ and WBZA announcer.

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Fred Cole, jitterbug editor and announcer for the *Midweek Function* of swing music, continues to be swamped with fan mail. Among his more fervid correspondents is a self-styled cow-punching hillbilly from Choteau, Montana, who tunes in the *Function* regularly from the wide open spaces. The hillbilly sends Fred the Western consensus on the ranking of 'hot' maestros.

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Betty Baker of the Traffic Department gets in tune for her daily office appearance via the early morning *Musical Clock*. How? She totes an RCA portable set.

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Mildred Carlson, who conducts the daily program *The Woman Buys* finished editing a new cook book which brings your favorite New England recipes up to date.

NBC WASHINGTON

—by Marian P. Gale—

Vacation Time

It's the wanderlust season it seems . . . One by one local NBCites are leaving vacation lands. Commercial Manager John Dodge just returned from a cruise to South America.

Gladys Murphy, Vice President Russell's secretary, has been another recent vacationer. Before leaving by plane for Pittsburgh "Murph" wrote an elaborate report on her work so that someone could fill her job easier while she was away. The young lady covering "Murph's" desk had just time to finish reading the last page of the voluminous report when the traveling secretary returned. She was away three days.

Martha Cosgriff, Commercial Office, is taking a long needed rest. She is spending two weeks in Florida to recuperate from a series of bad colds.

A. T. E. Dance

The annual ATE dance was held again this year at the Indian Springs Golf Club in Maryland. There were almost as many employes from other departments as there were engineers present. Following the dance, about 60 of the boys and girls had breakfast at an open-all-night curb service place on Connecticut Avenue.

"Family Quiz"

Gordon Hittenmark and Lee Everett are friendly enemies on a new commercial "Family Quiz" program. Hittenmark is captain of one family team competing against Everett and another family. New shoes for each member of the family participating goes to the winning team.

Company Dinner Coming

The annual company dinner at which our executives see themselves as others see them a la Gridiron style has been postponed twice now. The date is now set for April Fools Day.

Once the party was postponed because of the television demonstration, then on account of conflicting with the date set for the White House Correspondents Association Dinner.

Engineer Bob Terrell is having more than a little fun preparing the skits for his department. Terrell has been seen recently coming out of the work shop with what looks like a home made Iconoscope.

(Continued on next page)

NBC TRANSMITTER

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

VOL. 5 MARCH, 1939 NO. 3

EDITORIAL BOARD

DOM DAVIS Editor
CARL CANNON Staff Writer
GEORGE OLENSLAGER Staff Writer
BILL EDDY Staff Artist
CHARLES VAN BERGEN Photographs

N. Y. CONTRIBUTORS

RODERICK MITCHELL Announcer

Address all correspondence to: NBC TRANSMITTER, National Broadcasting Company, Room 284, RCA Building, New York, N. Y. Telephone: Circle 7-8300, Extension 220.

NBC WASHINGTON

(Continued from preceding page)

Newcomers

Ruth Hertzler and Mary Jane Awe recently were added to the staff of receptionists. Miss Hertzler is on duty in the evenings and Miss Awe is relief hostess on Sundays and holidays.

NBCites Go On The Air

Mary Mason, our director of women's programs, who is heard daily except weekends on the *WRC Home Forum*, is presenting a new feature on her program, called *Meet the Staff*. Believing that her listeners are interested in becoming acquainted with the people who run a radio station, Cousin Mary interviews a different member of the staff each week. Each employe tells the story of how he or she got into radio and the type of work he is doing. If the staff member is talented, Mary airs his talents for the benefit of the listeners.

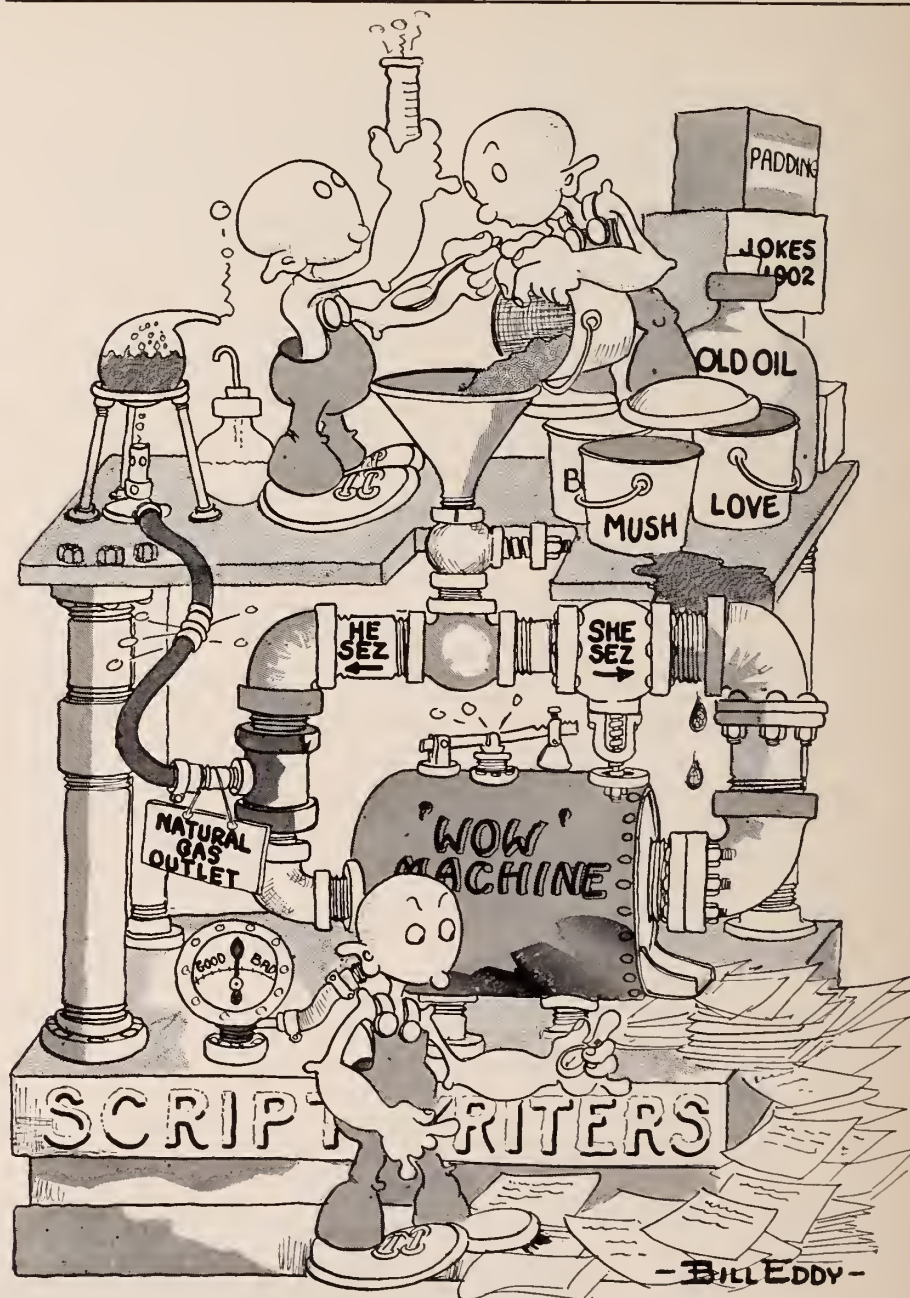
Who's Who in NBC

(Continued from page 2)

spent in the War, and tells of his experience as a trouper at the age of 14. He started with a Canadian road show during a summer vacation and enjoyed the experience so much he stayed with the act for almost two years.

"I was known as 'America's Premiere Barrel Jumper,'" laughs Mr. Brown as he recalls his trouping experience. "Unfortunately our act broke up in the dead of winter in Northwest Canada, when our trailer overturned and smashed all the barrels."

NBC HALL OF FAME



Proposed NBC Statue No. 12 and Citation Plaque

SCRIPTWRITERS

Any feeble attempt of ours to pen a sonnet to the scriptwriters would be tantamount to delivering coals to Newcastle.

No thesaurus contains sufficient verbiage, no lexicographer boasts ability to pay proper tribute to these demons of the creative department. Self-created deities of their mass-production universes, they laugh at love, sneer at death and occasionally marvel at birth as they maneuver their phantasmagorical families through the five-a-week spot routines. But this guild of scriptwriters is not a new art as evidenced by the senility of their jokes, and so in recognition of the antiquity of the profession, we present this remodeled monolith of glacier rock as we caution you to be sure and listen tomorrow and see whether Wilbur will get Aunt Minny out of the jug by Christmas.

WTAM CLEVELAND

by Bob Dailey

Facsimile Demonstrations

Cleveland got its first glimpse of facsimile as developed by RCA-Victor during a demonstration before members of the Cleveland chapter of Radio Engineers February 23. The meeting was held in the WTAM studios.



S. E. Leonard

S. E. Leonard, engineer in charge at WTAM and also chairman of the Cleveland Institute, introduced Charles J. Young, RCA research engineer, and H. C. Vance, of RCA in Camden, N. J., who headed the group of engineers which came to Cleveland to conduct demonstrations at the national convention of the American Association of School Administrators.

Headliners

Gene and Glenn, former WTAM comedy and singing team now heard over the NBC-Red Network from Chicago, were in Cleveland as the headline act for Cleveland's Annual Food Show. Their network shows originated daily in the WTAM studios. Tom Manning was master of ceremonies at the food show, and Tenor Chet Zohn was also featured.

Tit For Tat

A year ago, the Cleveland Advertising Club met in a body to help WTAM dedicate its new studios in the NBC Building. On the first anniversary of that meeting, WTAM Manager Vernon H. Pribble returned the compliment by providing the speaker and entertainment for the weekly club meeting.

Alfred Morton, NBC vice president in charge of managed and operated stations, spoke on "A Decade in Radio." Following the talk, a demonstration of the micro-wave transmitter was conducted with two-way conversations between club members and various remote control points in Cleveland. Tom Manning was the announcer. During the demonstration, Jane Weaver and Rance Valentine presented a skit and Lee Gordon's orchestra gave a musical salute to the Club.

Staff Notes

Notes from Edith Wheeler's Little Black Book: Selm Schuller, music rights secretary, buying a new automobile . . . The 1070 Club conducting a ping-pong tournament to determine the WTAM champion . . . Engineer Hank Gowling ill with the flu . . . Jane Weaver addressing a local P. T. A. group . . . Night Program Director Chet Zohn rehearsing *Oh Promise Me* to sing at a public wedding at the Food Show . . . Librarian Bob Oatley making his annual vacation trek to Florida, with Musician Tommy Carter taking over his desk.

Organist Dorothy Crandall moving to Burton, Ohio, to become a farmerette. She even bought chickens . . . Waldo Pooler teaching radio classes at John Carroll University . . . Therese Sabo taking a leave of absence from her duties as Sales Department secretary because of ill health, with Helen Forsythe taking over her desk.



Edith Wheeler

With Your Roving Reporter in New York



Bill Stern recently received a fan letter from a woman admirer in Arkansas addressed only with a picture of Sport-caster Stern cut out of *Life* magazine . . . During a studio tour a woman with a German accent stepped up to her guide and asked him if his name was Bill McDaniel . . . he said "yes" but didn't recognize her; whereupon, she asked him if he was *THE* Bill McDaniel who was laid up with typhus in the German Field Hospital in Peking in 1935 . . . "Yes," replied Bill slowly . . . "Don't you remember me?" she said, "I was your nurse" . . . Austen Croom-Johnson, British-born member of the Production staff, is the composer of *Church on the Hill*, which was sung by Fred Waring's Glee Club one recent Saturday evening . . . three former members of the Guest Relations staff are on the 55-voice Glee Club.

A youthful voice called up the NBC TRANSMITTER the other day and offered to buy a small radio station . . . said that his Long Island high school was planning to put up a transmitter. The call was quickly transferred to Extension 333.

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Gets Their Goat . . . Guest Relations: "May I have four tickets to Information Please for tomorrow night? . . . Elevator Operator: A person who rides from the third to the fourth floor and doesn't say "four" until the car is in motion . . . Telephone Operator: A person who has a directory and a dial phone but rings the operator and says, "Get me Mr. Jones in Program" . . . First Aid Nurse: "I'm not sure but I think I have a cold coming on" . . . Guide: The special tour guests who say, "We'd like to see everything that's interesting and we have only fifteen minutes."

Engineer: The temperamental artist who says, "I don't like this microphone. May I have that one in the corner p-l-e-a-s-e" . . . Announcer: Studio 2B from 3 to 6:30 . . . Librarian: "I don't remember the title nor the author's name, and I need it right away. It's got a green cover" . . . Director: "But Mr. Wolster, it doesn't sound right when I read it *that* way" . . . Studio Page: The latecomer to a broadcast who screams, "I know I'm late but I've come all the way from Kalamazoo to see this broadcast and . . ."

Anybody: "Can you spare five until next pay-day?"

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Luckiest girl in NBC last month was Miss Helen Bernard, who won \$1000 in the recent movie quiz contest . . . only statement she made was that February must be her lucky month . . . a former instructor in English at Syracuse University, she also got her job at NBC that same month . . . and on top of all that her birthday was also in February. She's sure the whole thing must have some numerical significance.

And . . . oh, yes . . . several male friends (including a few strangers) lost no time in calling her up the day the news got around.

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The Athletic Association's Social Committee broadcast the news that the next NBC Dance, to be held at the Roosevelt Hotel on April 21, will be the best dance in NBC's history . . . and that Peter Van Steeden and his orchestra will play. Tickets will sell for \$2.75 a couple.

NBC SAN FRANCISCO

—by Louise Landis—

NBC at the Fair

The opening of the Golden Gate International Exposition has kept NBC mikes vibrating and NBC folk hopping. Kitty Morgan (Mrs. Don Thompson) is thinking seriously of renting a tent on Treasure Island, to be the Thompson domicile for the duration of the Fair, for she never sees her special-events-producing husband anywhere else. Every interesting happening on the Island is covered by Don and his cohorts.

Toughest announcing spot anybody has yet found himself in, it is conceded, was that of Jimmy Matthews during one of the ski jumps, when the first contestant broke the take-off. The broadcast was scheduled to run half an hour so Jimmy had to fill the other 29 minutes with pleasant ad-libbing while workmen repaired the take-off . . . and then watch the Columbia announcer cover the rest of the event after repairs were finished.

Happiest NBCite on the Island is Juan Trasvina, handsome young Mexican-born sound-man, who was selected for the job of broadcasting a running tale of the Fair in Spanish by short wave to South America . . . No. Emerson Smith, who is handling the Chinese short-wave schedule, isn't doing his in Chinese . . . he sticks to English. But Juan's beautiful Spanish makes it possible for him to deliver NBC's short-wave message to Latin Americans in the language most familiar to them.

Distinguished Visitors

The Fair brought two important NBC visitors from the East—Major Lohr and A. H. Morton, both of whom inspected the fairyland across the bay and were generous in their appreciation.

Major Lohr helped to inaugurate the powerful shortwave station on the Island when it officially went into operation March 2, and took part in an informal radio discussion with Leland Cutler, President and General Manager of the Fair, which was heard from coast to coast.

Fiesta at NBC

The KPO-KGO studios, like the rest of San Francisco, went fiesta in a big way for the Fair. During the gala week preceding the actual opening, dons, señoritas, cowboys, gamblers and

daguerreotype ladies strolled through the NBC corridors. Whiskers were rampant among the male contingent: beards and moustachios sprouted as '39-ers vied with each other in the production of spinach on countenances ordinarily as smooth as billiard balls.

Producers, denied self-expression on the air, proceeded to live the parts of pioneers in real life . . . Ned Tollinger looked villainous with a black drooper on his upper lip; Arnold Marquis just wouldn't appear in public without his six-shooter and his ridin' pants, and even debonair Dick Bertrandias of Press gave in to the extent of decorating his handsome countenance with a wicked-looking pair of hirsute quotation marks. Dick always was punctilious about his punctuations.

Lee Strahorn, *Woman's Magazine* producer, went overboard with a flannel shirt in various shades of red—all violent—a big Stetson and a vest turned wrongside out and bearing irreverent greetings in the handwriting of his colleagues.

Public Speaker

William B. Ryan, sales manager of KPO-KGO is one of NBC's busiest speakers. Recent public appearances have been as guest speaker at the Advertising Club of the Saint Mary's College Alumni Association, where he addressed a large group of graduates and students interested in advertising and allied fields, on radio as an advertising vehicle, and the California Sales Convention of the Loose-Wiles Biscuit Company, where he talked on "How to Merchandise Radio Advertising to the Dealer."

Appendectomies

Producer Bob Dwan proved that not



Announcer Cliff Engle is photographed as he describes the Golden Gate International Exposition on Treasure Island from a United Air Lines Mainliner, soaring 5,000 feet over San Francisco Bay. The program was heard over the NBC-Blue Network.

only good things come in threes . . . Bob is the third appendicitis victim at NBC since Christmas. Hardly had Maintenance Supervisor Oscar Berg and Continuity Acceptance Editor Byron Mills returned to their desks after appendix operations, than Bob was carried off to the hospital for his. He's back at work now, looking none the worse for his experience.

New Uniforms For G. R.

Handsome uniformed young men now meet you wherever you go in the KPO-KGO studios. The Guest Relations staff has blossomed out in navy-blue with gold braid and buttons, set off with light blue cord and NBC insignia on the shoulder, and mail and messenger clerks are uniformed in gray, trimmed with silver. Additions to the latter group include Wellwin Dallam and J. O. Goodell.

NBC Display

Pictures of handsome radio tenors and even beautiful sopranos, in store windows, are attractive to feminine passers-by, but fail to draw masculine eyes, Press Manager Milton Samuel has discovered.

So he put a display in the Citizens Federal and Savings Bank containing real transmitter tubes ranging from the 100KW., to the tiny "acorn" type, and pictures showing equipment and other details of the KPO transmitter and Belmont—and then had the spectators clocked. Ninety-nine percent were men.

Paul Gates Promoted

Paul Gates has been promoted to the post of chief announcer, following the resignation of Dick Ellers, and Grant Pollock has been appointed Paul's assistant. Two new announcers have been added to the staff—Hal Wolf, formerly of KOMO-KJR, Seattle, and William Wood, Jr., formerly of KLS, Oakland.

A. R. E. Dinner

The Associated Radio Employees of NBC San Francisco held their first annual dinner meeting in February at the London House, with close to a hundred members present. The second 1939 gathering took place March 6 at the same restaurant, with an equally large turn-out. A similar meeting will be held the first Monday of every month.

KOA DENVER

—by Mack Switzer—

Sick List

In spite of cold and wet weather, the KOA staff has been notably free from serious winter ailments, but two of the force, Dale Newbold, auditor, and Leona Leigh, receptionist, have been operated upon in the last month.

Mr. Newbold is convalescing from a kidney operation at Mercy Hospital and will return to his desk in a month or so. Miss Leigh underwent a serious operation at St. Joseph's Hospital a month ago and will remain away from work possibly another month. Meanwhile, R. M. Neihengen, from NBC Chicago, is pinch-hitting for Mr. Newbold, while Leona's place is being taken by overtime workers Marie Gregoire, Lucile Beidick, Martha Krueger, and Audrey Morse.

Terpsichorean Feat

Announcer James Peck Campbell has done it again in the field of Terpsichore. In the finals at Denver's Cosmopolitan Hotel, he and his partner danced off with the championship gold

medal and the usual bottle of champagne. This should mark Jim and his partner as the best dancers in the city since the Cosmo dance contests are tops in swing sessions.

Charles Anderson Returns

Charles Anderson has returned to his old post at KOA as announcer and director of Denver University's educational radio programs. He came back last month after completing his studies in Radio City, New York, and in London, on a Rockefeller Foundation radio fellowship. His course lasted nine months and, in addition to what he learned about radio in New York and London, he has some very interesting information and anecdotes on night life in the two metropolises.

Staff Notes

Clyde Hoyt, page, spent two weeks recently at famed Sun Valley, Idaho, teaching the experts to ski. Upon his return, Clyde looked more as if he had been at the beach than at a winter resort.

Edward Sproul (at this juncture we always put: "Brother of KDKA's Derby Sproul") spent a pleasant weekend at Santa Fe, New Mexico, recently and reported "perfect weather" in the lovely artists' colony and mountain resort. Which was quite a contrast to the heavy snowfall that greeted him on his return to Denver.

* * *

There were six amateur stations on the 20-meter "ham band" one night recently and of these, five were operated by KOA engineers. The lone outsider must have thought he had run into a pack of wolves when he heard the high-powered shop-talk of Engineers Neal, Rohrer, Williams, Nelson, and Thompson.

* * *

Bill Stulla, scriptwriter, producer and announcer, is lonesome these days because his wife and baby have left for California. Mrs. Stulla went to the sunny state for her health. However, she left their 165-pound St. Bernard behind, to keep Bill company.

KYW PHILADELPHIA

—by J. A. Aull—

Camera Club Anniversary

Two hundred photographically minded men and women, representing the Council of Camera Clubs, Philadelphia, joined in extending birthday greetings to James Harvey, director, and the KYW Camera Club, on the occasion of its first anniversary, February 6.

At 6:45 p.m., when the program normally goes off the air, Arnold Stubenrauch, president of the Council, announced that an extra fifteen minute period had been arranged without Harvey's knowledge. He then introduced several "alumni" of the program: Fred P. Peel, FRPS, creator of shadowless lighting; Alfred A. DeLardi, FRPS, photographic illustrator; Pat Liveright, ARPS, president of the Women's Camera Club of New Jersey, and Frank M. Hardt, vice-president of the Fidelity-Philadelphia Trust Company.

Congratulations on the completion of a year of service were wired by several others who had been Harvey's

James Harvey, director of the KYW Camera Club, eats a jumbo ham sandwich at the Club's first anniversary party.



guests on the Camera Club broadcasts, including Dr. Max Thorek, FRPS, of Chicago; Willard D. Morgan, editor of *U. S. Camera Magazine*; J. Chislain Lootens, FRPS; and Beaumont Newhall, photographic historian on the staff of the Museum of Modern Art in New York.

Stamp Auction Is Broadcast

What is definitely believed to be the first broadcast, in this country, of a stamp auction that attracted world-wide collectors, was heard over KYW on

February 20. The auction was that of the Henry W. Roth collection, regarded as the most important British Colonies collection ever assembled. Dealers, agents and collectors from all over the world were on hand, including representatives for King Carol of Rumania, the King George estate, President Roosevelt, Secretary of the Interior Ickes, L. R. Lohr, president of NBC, and many others.

Munster's Cannon

George Olenslager and Carl Cannon of the N. Y. Guest Relations Staff were in Philadelphia over Valentine's Day. They presented Dan Munster, KYW announcer, with a toy cannon in the hope it would aid him in getting the army promotion he is now seeking. Dan hasn't done much work on his cannon, but he is sharpening his eye in pistol practice at the Customs House. As the final shift in his extra-curricular activities, Dan has given up his sun-lamp for bar-bells. Wants muscle 'stead of beauty.



Tenth Anniversary Chimes

The NBC Transmitter salutes these members of the National Broadcasting Company who, this month, complete their tenth year with the Company.

Isabelle Cooney

Dark-eyed and brunette Isabelle Cooney became a member of the NBC Central Division ten years ago as secretary in the Sales Department. Twelve months later, she was transferred to the office of Vice President Niles Trammell, where she served in a secretarial capacity for more than nine years, until Mr. Trammell became NBC's executive vice president with offices in New York.



Isabelle Cooney

The first of this year, Miss Cooney became secretary to the Program Manager of the Central Division.

Miss Cooney says, "I can't imagine working in any other field than radio. Since I became a member of the National Broadcasting Company, I have realized how fortunate one is to be a part of a new and thriving business. Something new every day. The romance of radio is what tomorrow will bring in the matter of new developments, new program ideas and new friendships gained in the course of your duties."

An ardent hobbyist, she enjoys golf, bridge, swimming, and is an expert equestrienne. Miss Cooney recently was presented with a set of NBC chimes by her feminine colleagues in the Central Division.

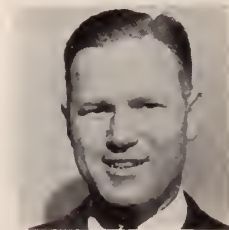
Patrick J. Kelly

If you are the kind of person who admires—and who deep down inside secretly envies—the man who has lived, and lives the "busy life", then we'd like to have you meet NBC's supervisor of announcers in Radio City, Pat Kelly, who this month completes ten years as a member of the family.

Take a look at a well-packed past. Mr. Kelly was born in Charters-Towers, North Queensland, Australia.

In Sydney, he studied marine engineering; then he took off to sea and made the rounds of the Pacific, from the South Seas, Hawaii, Samoa, Japan, China to Vancouver, B. C. He narrowly escaped death in a shipwreck in the frigid waters of an Alaskan sound. After more engineering study in Vancouver, he went to Seattle, and while there his fine tenor voice was discovered by Fortune Gallo who offered him a contract and under whose management he sang for over ten years. Later he went to New York and an engagement with the Schuberts, whose company of *Blossom Time* he left in 1929 to join NBC. Since then, he has endeared himself to radio listeners, not only by his announcing but also by his singing on Cheerio's program, and to the men he works with by his understanding friendliness.

For a look at Pat Kelly today, we'll have to step fast. If we don't find him in his office in Radio City planning schedules, outlining the work of his men, reading news flash bulletins from his specially-built control board, auditioning aspiring young announcers, or performing one of a hundred other duties, then we'll really have to step fast. We may catch him in News and Special Events, working out plans for some special broadcast with other officials, perhaps in the Master Control Room straightening out some network problem, or maybe in the studios where, each day, he announces a popular program which is appropriately entitled,



E. C. Callahan

Getting the Most Out of Life. And if we miss him—well, try his office later.

Away from the hectic life in Radio City, he finds diversion and relaxation in his flower garden at his home in West Hempstead, Long Island. Mrs.



Pat Kelly

Kelly, Hungarian by birth, is also a former musical star. They met while playing in *Blossom Time*.

E. C. Callahan

If you happen to look up and see a good looking chap with reddish-blond hair and an armful of NBC equipment dangling from a plane, descending in a skip or climbing on a skyscraper, you can be sure it's Ed Callahan—E. C. Callahan of the KPO-KGO Field Group, to be formal.

Mr. Callahan celebrates his tenth year with NBC on March 20, and it's been an eventful decade. He was one of the small group, who helped to make the NBC wheels go 'round soon after the Western Division was organized, and he's a member now of that roving squad which is always on the spot—with microphones to tell the world about it—where things are happening.

To recount the special events, Mr. Callahan has helped to cover would fill the TRANSMITTER—but they have included the dedication of Boulder Dam, and a ride on a four-by-four beam, looped to the end of a hook and swung out over Black Canyon—800 feet below—flying in army blimps and every other kind of air vehicle, including the Macon just before its tragic destruction, broadcasting the Los Angeles Flood—speeches by the President and a two weeks' tour through the clouds over the national parks.

Engineer Callahan was born in Dallas, Texas, and moved to California in 1918. Like most good radio engineers he was building crystal sets long before he ever dreamed of radio as a livelihood. but he started his training as an operator in the Naval Reserve, in which he is a lieutenant, junior grade. He was an underwriter for the Firemen's Fund Insurance Company when NBC offered him a chance to put his engineering talents to work in 1929.



Barbara Clark

Barbara Clark

Ten years ago a young graduate

of Miss Conklin's secretarial school in New York became bored with her position in an insurance company, resigned, and came to NBC as a secretary in the Program Department. At that time she worked for Miss Bertha Brainard, who was then program director, and Miss Brainard's assistant, Miss Helen Guy. Miss Barbara Clark is still working with Miss Guy, who is now assistant to the business manager of the Program Department, C. W. Fitch.



Harold J. Saz

Specifically, Miss Clark is in charge of keeping a record of the commercial fees of NBC artists and of coordinating their bookings on the air. Her work today, she says is so well organized and her duties are so well defined that the NBC of today seems a far cry from the rush and bustle of the NBC of yesteryear.

Miss Clark lives in Mt. Vernon with her family. She was born there. She has a passion for traveling and whenever she can she takes long trips on her vacation—to Europe or to the West Indies and Central America.

Harold J. Saz

Ten years ago Harold J. Saz went to work in his first job. This month he celebrates his tenth anniversary in the same job.

Mr. Saz, who is now chief of Sound Effects at Hollywood Radio City, started in NBC as a page, after he left college. Two years later he was promoted to Sound Effects. At that time the personnel of that department numbered three.

A year and half ago when NBC realized the necessity of a sound effects department in Hollywood, fashioned after the one in Radio City, New York, Mr. Saz was transferred. At the time he was assistant to Ray Kelly, manager of Sound Effects.

Harold J. Saz was born in New York, December 27, 1910. He attended the Stuyvesant High School, and later the College of the City of New York. There he majored in Physiochemistry.

Married almost nine years, the Saz's have two daughters; Marnette, 5, and Marilou, 6 months.



Idella Grindlay

ANNIVERSARY CHIMES

Idella Grindlay

Idella Grindlay, whose work in the Program Department is to make studio schedules and to assign NBC's twenty-seven studios in Radio City to programs, rehearsals, auditions and transcriptions, began working for NBC on March 4, 1929. She says she remembers the date distinctly because it was the date of Herbert Hoover's inauguration.

Miss Grindlay came to NBC as a secretary in the Program Department, and shortly afterwards she was assigned to her present work.

In 1931 Miss Grindlay was married to an NBC engineer, Edgar P. Kampf, who is now vice president in charge of engineering and production at the E. V. Brinckerhoff recording company. Mr. Kampf was Master Control transmission engineer when he resigned from NBC last year.

Idella Grindlay was born and schooled in Arlington, N. J. After being graduated from high school, she attended the Drake Business School and the secretarial school at New York University. While in high school she was active in athletics, particularly in running races in which she won several medals.

Her first job was with the Globe Indemnity Company where she starred again as a runner; and, as a member of the company team, she won eighteen medals and six cups in inter-company tournaments. Her next job was as assistant to the director of research of a biological laboratory in Harrison, N. J.

Miss Grindlay's hobbies today are less energetic. At her home in West Englewood, N. J., she leads what she calls "a doggy life" with her collection of some 200 miniature dogs made of different materials and which came from different parts of the world, a collection of dog pictures which are pasted in thick scrap books, and two live dogs—a West Highland White show dog and a cross terrier.

Anthony M. Hennig

A native New Yorker, Anthony M. Hennig of the Treasurer's Department

The Transmitter defers to the modesty of Vice President Frank M. Russell (habitat: Washington, D. C.) who declined to be interviewed on his tenth NBC anniversary.



started in the Company ten years ago as a member of the Mail Room staff, then headed by George M. Nelson of the Personnel Office. He left high school to go to work and he has been here ever since. However, he continued his studies by correspondence and took courses in accounting. He is now in the Cashier's Office. In addition to his regular duties in the department he handles the financial reports regarding the studio and television tours.



Anthony M. Hennig

A quiet and likeable person, "Bob" Hennig is one of NBC's expert bowlers. He seldom misses NBC night at the Radio City Bowling Alleys. He is also a stamp collector. He was married, two years ago, to his childhood sweetheart.

Martin J. Devine

Martin J. Devine, Duplicating, after ten years' service with NBC in New York, is admittedly awed by the expansion which he has witnessed.



Martin J. Devine

"At the old 711 studios I knew everyone in the Company, but here at Radio City, I find it difficult to keep track of even a dozen of the many employes," he said.

Formerly employed in the real estate office of the New York Telephone Company, Mr. Devine began his career in NBC as a member of the Mail-Messenger staff, and in this capacity spent several short periods with the Program Department and Artists Bureau. Later he was transferred to the Mimeographing Department, which later became Duplicating, and at present he is in charge of the printing of broadcast tickets. He assured us, however, that, "I have trouble getting them, myself."

Mr. Devine is single, a native of Brooklyn, and received his education at the Holy Name Grammer School, Manual Training, and Bay Ridge Evening High School. A member in good standing of the NBC A. A., he participates in the activities of the horseback riding group and is always present at the bowling alleys on NBC night.

WGY SCHENECTADY

by W. T. Meenam

WGY's Seventeenth Anniversary

The seventeenth birthday of WGY was signally observed in two special broadcasts Monday, February 20.

Representatives from every department of WGY made the acquaintance of the radio audience through the medium of *Scissors & Paste*, a weekly radio publication edited by your correspondent. In this case, *Scissors & Paste* eavesdropped on the birthday party and the staff members were heard as they frolicked in party hats and with noise-making devices. Everyone contributed a jingle about the anniversary or his or her particular job.

A feature of the party was a huge double-decked, sugar-coated cake bearing an appetizing replica of WGY's new studio building.

C. H. Lang, director of radio broadcasting, short wave and television activities of General Electric, was the single guest of honor, and he, with Kolin Hager, manager of WGY, spoke briefly but pointedly during the broadcast. Mr. Lang referred to WGY's "Intriguing age, no longer sweet sixteen, yet not quite old enough to vote." He urged the staff to be humble, "To take a little pride in what has been but to look for the real thrill in what is yet to be."

Manager Hager, addressing the staff, said: "It shall be our endeavor to weave into our programs those strands of helpfulness and enjoyment that mark the pattern of a worthy public servant. Through the years, WGY has constantly extended its power of helpfulness and in so far as we accomplish our purpose, we shall find our

reward in making new friends as well as retaining the old."

In the evening, at 10:30 o'clock, a half-hour program of music, reminiscences and forecasts was broadcast.

Gordie Randall's orchestra marked the occasion with a medley of 1922 musical hits and a medley of 1939 melodies. Edith Ennis Clute, soprano, familiar to WGY listeners during the first year the station was on the air, and Edward A. Rice, violinist, and featured on the very first program radiated by WGY, had solo spots on the anniversary program.

One of the features was an informal discussion of the past and the future by Chester H. Lang, Mr. Hager, Martin P. Rice, general manager of broadcasting for General Electric during the first ten years of WGY's life, and W. W. Trench, secretary of General Electric. Mr. Lang described General Electric's plans for television, explaining that television programs will be available in the immediate WGY area next summer.

Here and There

Bernard Cruger, WGY's leading model maker, accompanied by two other WGY engineers, Albert Knapp and Raymond Strong, attended the New York City exhibition of the New York Society of Model Engineers. While in the city they visited the NBC headquarters.

Warren Munson, part-time announcer, was instantly killed early in February when his car and an oil trailer-truck met head-on.

NBC BRINGS PADEREWSKI BACK TO AMERICA

(Continued from page 1)

He continued his career as concert pianist, playing in all corners of the earth, until the outbreak of the World War in 1914 when he placed his talents at the disposal of his country. He worked for the furtherance of the cause of Poland by raising large sums of money which he placed at the disposal of his country. He became the head of the National Party and was chiefly responsible for the freedom of Poland. In 1919 he was elected the first president of the new republic.

In 1920, at the age of 60, he returned to his musical activities and prepared for his return to the concert stage. There followed many concert tours in this and other countries. He last visited the United States in 1933, when he gave 40 concerts in three months. Recent years have been spent in retirement at his villa Riord-Bosson, Morges, Switzerland. He left the retreat last summer to give several benefit performances and to appear in the English-made cinema, *Moonlight Sonata*, which has been widely shown in this country.

Bob Stone, formerly of WGY and now working as production man and copy writer in the Electrical Transcription Department of NBC New York, visited WGY recently. Bob came up to the Civic Players' performance of *It Can't Happen Here*. He is one of the organizers of Schenectady's leading Little Theater organization.

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Chester Rudowski, Accounting Department, week-ended in New York recently and saw, as well as heard, the Toscanini-conducted NBC orchestra in action.

Kolin Hager, manager, (right) and Chester Lang of General Electric cut WGY's seventeenth anniversary cake with a saw while members of the staff look on.



ENGINEERS LEADING IN BOWLING LEAGUE

The second period of the NBC Bowling League in Radio City ended on February 16 with both teams from the Engineering Department still leading, as in the first period. The third and final period is now in progress and the league will come to a close the latter part of April, at which time the Athletic Association is planning to present trophies to the winning team and the player with the highest average for individual scores.

Peter G. House, of Engineering Team, Number 1, who, in the first period, had the highest average for individual scores, the highest score for any single game, and the highest score for any three-game series, maintained his place at the top of each of these events in the second period. Being eligible to only one money prize at the end of each period, he took the prize for the highest individual average. His average for 27 games was 185. His high series score was 668, and his highest score for a single game was 245.

Thomas J. Dolan, Traffic Team, was awarded a money prize for having the second best score in the high series event. He scored 633. Mr. Dolan also placed second in the high-score event with 243. Jack Garland, General Service Number 2, had the third highest score for a single game. His 240 won him a prize in the high-score class.

Mary Lesko, Accounting, won the women's high series with 480, and the high-score event with 184. Dorothy Michel, Traffic, trailed Miss Lesko in both events.

The ten highest averages for individual scores were as follows:

NAME	TEAM	AVER.	GAMES
P. G. House	Eng. 1	185-24	27
C. A. Snell	Eng. 2	177-7	27
M. Opsal	Eng. 1	177-1	27
G. O. Milne	Eng. 1	173-24	27
G. McElrath	Eng. 2	171-7	27
J. Garland	Gen. Serv. 2	171-16	27
F. R. Heitmann	Gen. Serv. 1	170-8	24
A. D. Nicol	Auditing	170-2	21
A. M. Hennig	Treasurer's	169-24	27
T. J. Dolan	Traffic	166-14	18

The standing of the teams at the end of the second period is as follows:

TEAM	WON	LOST
Engineering 2	22	5
Engineering 1	19	8
Treasurer's	18	9
General Service 2	16	11
Auditing	15	12
General Service 1	12	15

TELEVISION PROGRAM STAFF IS ENLARGED

(Continued from page 2)

rector at WEVD, New York. A year later he went to Paris to do creative work in music. While abroad he also wrote books on music and articles on music for various magazines, including *Musical America*, for which he was foreign correspondent. Among his compositions are *Prelude To A Symphony*, *Symphony in G Minor*, concertinos for flute, string orchestras and other instruments, and *Suite for Orchestra*. The last mentioned will be played at the Annual American Composer's Festival in Rochester next fall.

Mr. Maynard is the author of an article, *Granary of Music*, which is in this month's issue of the *Southern Literary Messenger*.

Frank C. Lepore came to NBC as a page four and a half years ago, and was the editor of the *Reception Staff Review*, a publication which later became the NBC TRANSMITTER, the first NBC employe magazine. He was promoted to the Press Division in January, 1937, and when the Information Division was formed last year he was transferred to the new division. Mr. Lepore held several different positions before coming to NBC—clerk in a publishing firm, salesman, publicity agent for a theatre, and runner in Wall Street. He attended Staunton Military Academy and New York University. He has just completed an extension course in motion picture production at Columbia University. Mr. Lepore is a second lieutenant in the Officers Reserve Corps, U. S. Army.

NBC Chess Players Meet

Members of the Athletic Association in New York have formed a chess-playing group and elected Henry P. Hayes, of General Service, chairman. The group, which is now being organized, meets every Tuesday evening in the studio section in Radio City. Mr. Hayes says that as soon as sufficient players have been recruited to form an NBC team they will challenge other RCA subsidiaries to play against them.

NBCites interested in joining the chess group are requested to call Mr. Hayes on Extension 556.

Every member of NBC is a reporter of his news magazine, NBC TRANSMITTER.

Traffic	11	16
Sales	11	16
Artists Service	8	19
Guest Relations	3	24

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.

SACRIFICE—\$150 credit slip for Lincoln-Zephyr for \$225. Apply to NBC Transmitter.

WANTED—Second-hand electric razor in good condition. Ranald MacDougall, care of Lewis H. Titterton, Script Division, New York.

FOR SALE—Gem earphone for someone hard of hearing. Used only 30 days. Cost \$55.00 new. Will take first reasonable offer. For further information call or write C. H. Halsey, Room 1052, NBC, New York. Ext. 712.

MAX GORDON NAMED TELEVISION PRODUCER

(Continued from page 1)

launches its regular television programs this spring.

Mr. Gordon was born on the East Side of New York, was educated in its public schools, and attended the College of the City of New York. At the age of seventeen he ran away from home to become advance agent for a burlesque show. Later he teamed up with Al Lewis as a vaudeville producer and worked with most of the vaudeville stars of the time. With Sam H. Harris as their co-producer, Lewis and Gordon launched *Rain*, the great success in which Jeanne Eagels was starred. Other Gordon productions of that period were *Six Cylinder Love* and *The Jazz Singer*.

In 1926 Mr. Gordon was appointed booking manager for the Orpheum Circuit and in 1930 he abandoned vaudeville to devote all his time to theatrical production. His first play, *Three's A Crowd*, with Libby Holman, Clifton Webb and Fred Allen, was an immediate success.

173 Stations For NBC

Four more stations have been added to the NBC networks, bringing the total number of NBC affiliated stations to 173. All four stations will be supplementaries either to the Red or Blue basic networks.

The new stations are: WKBO, Harrisburg, Pennsylvania, which operates on 1,200 kc., with 250 watts day power and 100 watts at night; and three 100-watt stations in Minnesota, KYSM, Mankato, KROC, Rochester, and KFAM, St. Cloud.

KDKA PITTSBURGH

—by Kay Barr—

On With The Show

Program Manager Derby Sproul and Continuity Chief Bill Beal proved friends in need for Kaufmann's Department store, Pittsburgh, the other week.

Kaufmann's had planned and advertised a "Career Women Show," but something went haywire with the arrangements and one week before the elaborate promotion was scheduled for public performance, the whole business was dumped into Derby's lap.

Working all kinds of hours Derby got the script ready and then took sick. The show had to go on February 28. Beal picked up the torch and carried on. Johnny Shiliano, actor and sound effects genius, was cast as the lead, a tough manager of twin dancers. And if that doesn't suggest comedy complications then Hamlet is vaudeville.

Success crowned the joint efforts of the KDKA men, and Kaufmann's were very, very happy about the whole thing.

Cupid Strikes Again

Another KDKA wedding was a news high-spot this past month. Glamorous little Faye Parker, who has been a singing-whistling feature of many Maurice Spitalny programs since she joined the staff St. Valentine's Day, 1938, and George Youngling, who works for Mr. Spitalny as an arranger, were married March 6, and will live at 5826 Burchfield Street.

When news of the prospective match was spread around the station, Pat Haley, of the Dot and Pat team, started collecting pennies for the marriage license. He said the staff was so tickled over the prospective ceremony that the best gift would be the official document.

Faye sang over WGN and WBBM and did much theatrical and night club work before coming to KDKA.

Youngling is an accomplished musician, plays



Faye Parker
(Mrs. Geo. Youngling)

with Howard Baum's orchestra and was on the music staff at Carnegie Tech for five years. He is a native of Pittsburgh.

Visitors From Far North

Despite heavy duties as KDKA's continuity chief, Bill Beal still handles the *Messages to the Far North* late Saturday nights. Recently two men who had heard these broadcasts in remote points of the frozen fastness, drove down from their real homes in Toronto, Canada, to meet Beal the broadcaster, and to talk to their buddies way up yonder.

They were Trevor Harwood, stationed at Dundas Harbor, Devon Island, and Jimmy Thom, who comes from Baffin Land and was the first man to receive the three-tube receiving sets from Westinghouse back in 1923. Both men are with the Hudsons Bay Company as expert fur traders and were home on six-months' leaves.

Personnel Items

Jack Orrison, who came to KDKA from KOA, Denver, a little more than a year ago, and who has taken scores of dramatic parts while at the Pioneer station, resigned, as of February 15, to go to New York where he is continuing his work in radio dramatics.

Production Chief Charley Urquhart had a lot of fun when he brought a bearded lady to the KDKA studios for an interview February 10. She was Frances Murphy, one of the attractions of a Bob Ripley museum show playing Pittsburgh.

Traffic Manager G. Dare Fleck lost his mother, Mrs. Anna Belle Pollock Fleck, January 31. She was the widow of Benjamin Clement Fleck, one of the pioneer educators of western Pennsylvania.

Clarence Pettit, director of public relations, and ex-officio oratorical representative of the station, is guarding his laurels. Janet Ross of *Shopping Circle*, and Charley Urquhart, production chief, have been filling outside speaking engagements lately. And some of Charley's tall tales of terrible tigers—that's t-a-l-e-s—are so chilling they have the old ladies reaching for their afghans. You see, he was once in southeastern Africa for two years. Which puts both Janet and Clarence at a mean disadvantage.

Aidan Fitzpatrick is the new announcer at KDKA, replacing Dick Hogue, who moved over to WCAE.

"Fitz" came in on the recommendation of Pat Kelly and brought three years of announcing experience at Massachusetts stations. He is a graduate of the New England Conservatory of Music.



Aidan Fitzpatrick

Jimmy Spitalny, 14-year-old son of Maurice Spitalny, director of music at KDKA, has organized an orchestra of eight Taylor-Alderdice High School pals and they will play a round-trip engagement on the S.S. Paris this summer. Three days in Paris with all expenses paid, is part of the "consideration."

Manager Sherman Gregory announces the appointment of Aneurin Bodycombe as staff pianist.

Pretty Margie Anderson is now a full-fledged member of the KDKA staff. At first she was merely helping Dave Garroway handle the heavy mail incidental to his "You Don't Say" programs. Making good on that, she was taken on for PBX and general office duties.

Grasshoppers and cinch bugs plague the Middle West. But it was old man streptococci and his swarm of germs that started biting KDKA folks late in February. Victims:

Traffic Manager Dare Fleck; Salesman Walter Horn; Switchboard operator Edith Hingley; Announcers Ed Schaughency and Bob Shield; Program Manager Derby Sproul; Alberta Brennan of the general office; Office Manager D. F. Dickson; Singer Billy Sherman and Janet Ross, director of the *Shopping Circle*. Salesman Lynn Morrow was off too but it was his wife and son who were ill.

Bernie Armstrong, KDKA organist, has purchased a beautiful new home at 2524 Graham Boulevard, Wilkinsburg, just outside Pittsburgh.

NBC TRANSMITTER

VOL. 5

APRIL, 1939

NO. 4

NEW TRAINING PLAN FOR GUEST RELATIONS

President Lenox R. Lohr announced on March 7, a new personnel training plan for Radio City guides and pages, designed to give them a more intensive preparation for careers in the broadcasting business. In addition to the inauguration of special classes and discussion groups, the plan will permit rotation of all junior employes on the guest relations staff in the various positions of the division.

Under this plan, new guides and pages will be employed for two years, and it is expected that those with abilities adaptable to radio will have gained promotion into other departments of the Company during that time. The two-year limit was set after a careful analysis of the Company's normal vacancies.

"Within two years," Mr. Lohr said, "we anticipate that every junior employe in this division will have a better working knowledge of broadcasting, and we plan to fill vacancies as they occur in the various departments and divisions of the Company from the ranks of the junior employes in our training school."

About 100 Guest Relations staff members will be covered by the new

(Continued on page 8)

LISTENERS GO BACKSTAGE IN ABC OF NBC SERIES

The *ABC of NBC*, a new series of fifteen-minute programs designed to acquaint listeners with NBC's behind-the-scenes activities, was launched as a weekly feature over the Blue Network on Friday, March 24, at 7:30 p.m., EST.

The programs are being presented in the form of interviews conducted by Announcer William Farren. Many department heads will be interviewed during the series, so that authoritative explanations of many of radio's puzzling aspects may be brought to the listening audience.

In the first program, Mr. Farren explained the general studio setup of the NBC Radio City studios.

NBC's plans and expectations for television were revealed in the second of the series presented on March 31. Speaking one month before the inauguration of NBC's regular television service, O. B. Hanson, vice president and chief engineer, C. W. Farrier, television coordinator, Thomas Hutchinson, manager of the Television Program Division, discussed the procedure of handling scheduled programs.

First presented on February 27, 1937, the *ABC of NBC* was heard for fourteen successive weeks thereafter.

PREVIEWS PRECEDE TELEVISION OPENING

Previews of television programs which will be offered in the regular public service to be launched on April 30 in the New York City area by the National Broadcasting Company began on March 21 in Radio City television studios. The previews, which are not being broadcast, are scheduled four afternoons a week.

The purpose of the dress rehearsals, said Thomas H. Hutchinson, manager of the Television Program Division, is to familiarize the production staff with the greatly altered technical facilities at Radio City. They will continue until the NBC television station, W2XBS, begins broadcasting on a regular schedule coincident with the opening of the New York World's Fair of 1939.

To incorporate technical improvements made during three years of experimental broadcasting, the NBC technical staff has completely rebuilt the television equipment at Radio City and made extensive alterations on the transmitters in the Empire State Building. The first test transmissions, according to O. B. Hanson, vice-president and chief engineer, who witnessed the broadcasts at his home in Connecticut, show an increase in picture resolution of nearly 50%.

Seventeen men have been added to the television technical staff at Radio City to meet the increased demands of regular broadcasting and demonstrations at the New York World's Fair. An entirely new system of studio lighting, believed to be the most efficient and flexible yet devised for television, has been installed at Radio City. Preliminary setting of lights in position for a performance, an operation which formerly required several hours, is now accomplished in a few minutes.

The studio control room has been entirely rebuilt and rearranged in the interest of smoother and more efficient telecasting.

The principal changes at the NBC transmitter in the Empire State Tower were the installation of a new wide-bank antenna system of revolutionary design and the addition of a sideband

(Continued on page 7)



Lenox R. Lohr, NBC President, with Don E. Gilman, Vice President in charge of the Western Division, at a Press conference in Hollywood Radio City, during the President's recent visit to the Coast.

WHO'S WHO IN THE NBC NETWORKS

Charles W. Horn

Although Director of Research and Development Charles W. Horn completes his tenth year with the National Broadcasting Company this month, his actual association with NBC can be traced to an even earlier date. Representing the Westinghouse Electric and Manufacturing Company, he took an active part in the negotiations between that company, General Electric, and RCA that were to culminate in the formation of NBC in the fall of 1926.



Charles W. Horn

Always a far-seeing pioneer, ten years ago, when he was general engineer of NBC, Mr. Horn said:

"... I foresee that we shall gradually improve and increase in the number of transmissions (international) until without any definite announcement or warning we shall be arranging for programs for international consumption without giving much thought to the question as to whether or not conditions will be suitable to radio waves."

Today, you merely have to twist the dial of your radio to confirm the realization of Mr. Horn's prediction—programs from all corners of the earth, originating from land, sea or sky.

In the early part of 1929, after three years of experimentation with short waves, Mr. Horn arranged for an exchange of programs between the United States, Germany, Great Britain, and other European countries. Soon NBC was rebroadcasting programs from Europe and transmitting programs to European countries with the cooperation, on this side, of RCA Communications, Westinghouse Electric and Manufacturing Company, and General Electric Company.

In this development of international programs, Mr. Horn has made a number of trips to Europe, in addition to visiting many of the countries of the Western Hemisphere. He knows personally and by correspondence the technical executives of broadcasting organizations all over the world.

As general engineer of NBC, he supervised and assisted in the develop-

ment of directional transmission and the improvement of shortwave receiving equipment to overcome fading and atmospheric disturbances.

Charles W. Horn's first association with radio dates back to his early 'teens, when he built what was then considered a feat, a crudely modeled arc transmitter.

Since he was a boy in high school, Mr. Horn's hobby has been radio. In 1908, before radio's crystal-set days, he was using the crude equipment available at that time at his home on Long Island and was picking up wireless messages from the ether. His first big thrill, he confesses, was detecting with his crude set the distress signal of the Republic, a vessel which had been rammed by the freighter Florida off Nantucket.

Mr. Horn was graduated from high school at the age of 15. Too young to go to college, yet determined to study electrical engineering, he took numerous courses in electricity, always with an eye on radio. Often he studied under private tutors, as there were no radio courses in those days.

In 1909, at the age of 16, Horn got his first job as a wireless operator on an oil tanker plying along the Atlantic Coast. For a period of several years thereafter, he alternately studied "ashore" and then went to sea, thus putting to practical application the theoretical knowledge he had acquired. Later he became connected with the United Fruit Company, whose main activities took him to Central and South America, where he was active in communications work.

During the war, Mr. Horn served as a lieutenant in the Navy, part of the time acting as assistant to the District Communications Superintendent, Third Naval District, with headquarters in New York. In addition, he was an Inspection Officer of radio plants, a member of the Examining Board for Officers, and a member of the Survey Board. While in the Navy he was also active in work with radio compasses. He had much to do with the operation and refinement of the radio compass. He built and installed the first one along the Atlantic Coast.

After the war Mr. Horn resigned from the Navy to join the Westinghouse Electric and Manufacturing Company as manager of radio operations. Although he participated in every development, he was particularly

EXECUTIVE ADDITIONS TO GUEST RELATIONS

Clarence M. Pettit, former director of public relations of KDKA Pittsburgh, and O. V. Richards, formerly of the Program Department in New York, have been transferred to the Guest Relations Division in New York where they will act as assistants to Charles Thurman, manager.

A former prominent business executive of Denver, Colorado, Mr. Pettit joined the NBC staff at KDKA a year ago as manager of sustaining programs and special events broadcasts. A few months later, A. E. Nelson, now salesmanager of the NBC-Blue Network, who, at that time, was manager of KDKA, appointed him director of public relations of the station.

During the year he was in Pittsburgh, Mr. Pettit conceived and developed a number of outstanding sustaining programs and arranged for the broadcasts of several important special events.

O. V. Richards has been in radio since 1929 and has been with NBC since 1931. He has been in charge of the studio schedules for rehearsals, auditions, transcriptions and broadcasts during the past few years. This work is closely related to the studio activities of Guest Relations and, for that reason, he is acquainted with the organization of the division. Before coming to NBC Mr. Richards was associated with the American Tobacco Company for a number of years as sales manager of various divisions of the company throughout the country. As a representative of the advertising manager of the American Tobacco Company, he was in charge of the *Lucky Strike* radio program, from 1929 until 1931 when he joined NBC.

active in short wave work. One of his many achievements was the first radio communication with the other side of the world. He transmitted his radio greetings to Australia from Pittsburgh.

After assisting in NBC's formation and acting in an advisory capacity, Mr. Horn changed from Westinghouse ten years ago to come to NBC as general engineer.

Mr. Horn is a bachelor and lives in New York, where he was born. He is a Fellow of the Institute of Radio Engineers, a Fellow and Past President of the Radio Club of America and a member of numerous other organizations. In 1939 he was elected president of the New York Electrical Society.

NBC HOLLYWOOD

by Noel Corbett

NBC AA Party

More than half the Hollywood employees got together March 22 in studios A and B to make the NBC Athletic Association's initial studio party a complete success.

Games of chance held sway in studio A, and across the hall in B, there were dancing and refreshments.

Jack Stewart, Sales, and Jack Creamer, Maintenance, ran the Chuck-a-luck game. Harry Saz, Sound Effects Chief, was an excellent croupier while Max Hutto, Program Traffic, acted as his assistant at the roulette table. Walter Bunker, Production Manager, headed the Bingo table, and Walter Baker, Manager Building Maintenance and General Service, swung the checkered flag on the Ascot Speedway.

Along toward midnight Ben Gage, Announcer, raffled off the door prizes, the principal one being an eleven-pound ham which was won by Ben's lady friend, who assisted him with the raffle. The next major blow of the

evening came when Joe Parker walked off with two of the four bowling script books.

Art Carter set up floodlights and camera fans competed for the money order which Gilbert Morgan offered.

AA Elects Officers

The executive committee of the NBC Hollywood Athletic Association was formed March 29, and the following officers were elected:

Harry Saz, Chairman; Ben Gage, Asst. Chairman; Jack Stewart, Treasurer; John Wagner, Asst. Treasurer; Helen Wendt, Secretary; Marie Caudle, Asst. Secretary; Publicity Manager, Noel Corbett.

An Advisory Board, which will include executives and members from the different departments, was chosen. It will consist of the following: Lew Frost, Walter Baker, Walter Bunker, John Swallow; Stanley Radom, Guest Relations and Frances Garland, Auditing.

Travel Department

During March, Vice President Don E. Gilman made a quick trip to San Francisco to attend the annual Shrine-Hiberian Luncheon (18th).

John Swallow, Division Program Director, spent a week in Sacramento and San Francisco.

Harold J. Bock, Division Press Manager, and his wife made their first visit to New York.

A. H. Saxton, Division Engineer, took his family to the Golden Gate Exposition.

Wynn Rocamora, Assistant Manager, Hollywood Artists Service, accompanied the Chase and Sanborn Program to New York.

Vital Statistics

Bob Redd, Director, was passing cigars to announce the little Redd's advent. Mrs. Redd, as Gogo Delys, was widely known as an NBC singer.

Ed Ludes, sound effects, and Alice Sizer, singer, were married at Rosewood Methodist Episcopal Church. Harry Saz, Ludes' chief, was best man.

John Frazer, announcer, and Dorothy Howe, RKO actress, haven't announced the wedding date.

Quick Pix

One of radio's best mixers, Murdo MacKenzie, is taking a morning engineering course at UCLA . . . Another



Ed Ludes, Sound Effects, and Alice Sizer, who were married in Hollywood March 18. Harry Saz, Ludes' chief, was best man.

studio engineer, "Denny" Denechaud, decided to put an end to that troublesome appendix . . . Alex Robb, Manager Hollywood Artists Service, has moved his family to a new home in Westwood . . . Dorothy Brown, Continuity Acceptance, got her first glimpse of the Golden Gate Exposition from the air at night . . . Sidney N. Strotz, Acting Manager, Central Division, was a recent visitor here . . . Everybody who saw "Love Affair" agreed that both "Buddy" Twiss and Charles Boyer turned in excellent performances . . . Maryalice Moynihan, Auditing, spent ten days in the hospital recently giving that pump of hers a chance to slow down . . . B. F. McClancy, Network Traffic Manager, was another visiting executive during March.

Names

It has come to light that Hollywood Radio City contains five Helens—Aldrich, Linke, Murray, Welty and Wendt.

It is also noted that the studios have a Greene, a Brown, a White and a Redd. (Paul, Charles, Janette and Bob.)

Furthermore, the following combination of names undoubtedly fits recent Los Angeles weather conditions: Snow, Gale, Storm, Frost, Ison, "Stuff." (Walter Snow, Paul Gale, Joy Storm, Lew Frost, Aubrey Ison and Arnold "Stuff" Maguire.)

Scully Speaks

Frances Scully, NBC's Hollywood Fashion Editor, emcee'd the Los Angeles Fashion Show so well recently that she has since received a number of requests to speak at clubs and other gatherings.



Here are some of the highlights of the NBC Hollywood AA's first studio party.

NAMES IN THE NEWS

NEW YORK

Promotions

A former member of the Guest Relations Staff and two ex-Wall Streeters have been made permanent members of the Statistical Division. They are: Alwin Foster, Whitney Rhodes, and Vincent Smith. Mr. Foster, A. B. Columbia '35, worked his way through his senior year by guiding at Radio City. Mr. Rhodes, who holds an A.B. from Harvard, and a B.S. from M.I.T., formerly was connected with the Bennett Palmer Company. He was temporarily employed by NBC last May. Mr. Smith, a native New Yorker and graduate of Commerce High, joined NBC June last, coming from the E. A. Pierce Company.

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A. Burke Crotty has been promoted to the Television Program Division as production director attached to the television mobile units. Formerly art editor, he entered the service of NBC nine years ago as a messenger in the Mail Room. His first step up the ladder came with his promotion to the Press Department as errand boy for the Press Desk. He held various positions in Press, eventually becoming art editor. In this capacity he specialized in motion picture and newsreel work, besides supervising all activities of the Photo Section.

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Thomas Di Matteo, in accordance with the new plan to advance members of the Guest Relations staff, who have been with NBC more than two years, into other departments, has been promoted from the television guide staff to the Statistical Division. Formerly associated with Ludwig Baumann, department store, where he was employed for three years as a clerk and statistician in the credit department, Mr. Di Matteo came to NBC three years ago as a mimeograph operator in Duplicating. He was subsequently transferred to the page staff and then promoted to the guide force.

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During the past month several additions have been made to the television group in the Engineering Department in New York. The following NBC en-

gineers have been transferred to the television staff:

Edward R. Cullen, assistant to Operating Engineer George McElrath until his recent transfer to the television group, has been associated with radio broadcasting for more than fifteen years. He was a member of the engineering staff of WEAJ, one of the oldest stations in the country, when it was owned and operated by the American Telephone and Telegraph Company. In 1926, when NBC, which was organized that year, bought WEAJ from the A.T.&T., Mr. Cullen was transferred to NBC, along with other members of the original WEAJ staff. Since then, he has served in various capacities in the Engineering Department. He has served as supervisor of the field engineers, supervisor of the old NBC studio in Times Square for three years, and as assistant to the Operating Engineer.

R. O. Thatcher, who has been with the Company two years as a member of the technical service group which is now headed by William A. Clarke, New York Engineering Department, has supervised various studio constructions. He worked on the design and supervised the construction of the new NBC studios at KYW Philadelphia, where he spent a whole year.

Mr. Thatcher was a construction supervisor of Rockefeller Center, Inc. before coming to NBC, and while in that capacity, he assisted in the reconstruction of Studio 3H for television. Prior to his association with Rockefeller Center, he was with Todd and Brown, construction firm, which supervised the construction of the first group of buildings in Rockefeller Center. He was with Todd and Brown seven years.

A native New Yorker, who studied engineering at Lafayette College in Pennsylvania, Mr. Thatcher's first job was in the acoustical department of Electrical Research Products, Inc., a subsidiary of Western Electric Company, Inc.

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Four technicians, three from the Guest Relations staff and one from the air-conditioning crew, were added to the television division of the Engineering Department in New York on March 15. The men from Guest Relations are Walter J. O'Hara, Reinald Werrenrath Jr., and Albert Naszimento, all of whom have been working with the television staff during the experimental periods of the past two years. The other new technician is Herman M.

Gurin, who was technical assistant to the supervisor of the air-conditioning plant, Robert Close, at the time of his transfer.

Walter J. O'Hara was a member of the studio operations staff when he was assigned to the television staff two years ago to do odd jobs in the then newly constructed television studio, 3H, in Radio City. Since then he has done much work on animated titles and video effects, under the direct supervision of Engineer Bill Eddy. He also assists occasionally in the operation of the studio lights in 3H. He is a graduate of the New York State Merchant Marine Academy.

Reinald Werrenrath, Jr., came to NBC as a page more than two years ago and was subsequently promoted to the guide and studio operations staffs. He was assigned to work with Bill Eddy a year ago. Like Mr. O'Hara, his work is devoted mostly to the manufacture and operation of video effects, and animated titles, and the operation of studio lights.

Albert Naszimento, formerly of the studio operations staff, has been working in the television studio for more than two years, assisting in the installation of wires and the setting up of props and scenery. During rehearsals and telecasts he acts as an assistant to the cameramen. He has been with NBC since 1933.

Herman M. Gurin, a graduate of New York University with a degree in mechanical engineering, joined the air-conditioning plant's staff when NBC moved into Radio City, almost four and a half years ago. His new position in television is that of studio technician.

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William L. States comes to the television group from NBC Chicago. He has been associated with NBC for seven years. Prior to his assignment to New York, he was with the field group for five years, the studio group for two years, and the recording division for six months. Mr. States studied electrical engineering at Ohio Northern and Northwestern Universities.

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Edwin Stolzenberger came to NBC six years ago. One of his first assignments was assisting in the construction of the Radio City studios, and upon their completion, he was appointed maintenance engineer. He held that position until his recent transfer to the television group.

Mr. Stolzenberger is a native New
(Continued on page 14)

NEW YORK EMPLOYEES' PRESENTATION



The listeners and three NBC judges gave the prize for the best performance on the NBC Employes Show of 1939 to Guide Earl Wrightson who sang "Land of Degradation." Baritone Wrightson says he's going to buy his bride of a few months a new spring outfit with the cash prize—\$25.

The annual NBC-NY Employes' Program was presented Saturday afternoon, March 18, on a coast-to-coast Red Network hook-up. Members from several departments participated.

The program was planned and produced by a program board composed of Mrs. Ruth Gilbert, Artists Service; Robert E. Eastman, Program; Murry Harris, Continuity Acceptance; and Dom Davis, who directed the entire program and assisted in the writing of the continuity.

Three cash prizes, donated by Sustaining Program Manager Phillip-Carlin in behalf of the Program Department, were announced by Master of Ceremonies Clay Morgan, director of public relations, as a surprise during the broadcast.

Listeners were requested to write in telling which act or solo performer they liked best. These letters, combined with the votes of three judges, determined the winners of the cash awards. The letters had to be post-marked within 48 hours after the broadcast in order to be counted as votes. More than 500 of these were received from all over the country.

The three judges were: Phillips Carlin, sustaining program manager, Edward R. Hitz, Sales, and Robert E. Smith, Artists Service. Earl Wrightson, baritone, who sang *Land of Degradation*.

tion, won the first prize of \$25.00. *Bo Peep a la Radio*, a dramatic sketch written by John Becker of Electrical Transcription, won the second prize of \$10.00. The cast follows:

Announcer—Henry Hull, Jr., Guest Relations. Girl — Mary Lou Irvine, Treasurer's. Commentator — Casper Kuhn, Guest Relations. 2nd Announcer — Bill Snow, Guest Relations. *Bo Peep* — Jean Harrison, Sales Traffic. Speaker—John Hoagland, Mail Room. Gent from Virginia — Walter Covell, Guest Relations. Gent from Montana—Larry Wagner, Press. Policeman — Francis Shinn, Guest Relations. Narrator — Casper Kuhn, Guest Relations. *Bo Peep* (3rd) — Margaret Stillman, Stenographic. Mother—Barbara Kirk, Station Relations.

The *Bo Peep* cast and author have not yet decided how to divide their \$10.00 award. Becker has suggested that they all go out to lunch—a very modest one for each to make it cover the bill.

Richard Barron, Guest Relations, who sang Guide Peter Perrine's *Rain in the Town* and Mary Lou Irvine, Treasurer's, who also sang, each received a large number of votes.

Norman Cloutier and his NBC orchestra, Ted Slade, Soundman, and Fred Weihe, Production, were the only professional members of NBC on the show.

The following NBCites gave valuable assistance: G. Thornton Steil, Electrical Transcription, who acted as accompanist at auditions and rehear-



These girls participated in the "Bo-Peep" travesty on radio programs. They are Margaret Stillman of Central Stenographic and Barbara Kirk (right), secretary to Vice President William S. Hedges.

sals: Joseph Daly, Production, who coached the solo singers; William M. Paisley, Music Division, who obtained orchestrations, musical arrangements and other musical necessities; George Bartholomew, Guest Relations, who coached the quartet, and Robert M. Ward, Engineering, who "rode gain" in the control room.

The next day, Radio Columnist Ben Gross commented in the *New York Daily News*: "Once a year NBC back-of-the-scenes employes put on their own radio revue. Yesterday the network's clerks, guides, stenographers and other members of the vast organization did it again (WEAF Noon). It was a humdinger of a show, which ought to be a more frequent feature. Clay Morgan, publicity chief, was the able em-cee. The catchy tunes were composed by Peter Perrine and Murray Harris. The singers and actors deserve a lot of credit too."

Acting as announcer, Guide John Simpson, a member of the NBC announcing school, made the opening announcement and introduced Master of Ceremonies Clay Morgan.

Other talent heard included John Hoagland, of the mail-messenger staff, with several amusing imitations: the Brass Buttons Quartet, composed of William Snow, John Crosby, Thomas Campbell, and Richard Barron, pages and guides. Snow also took an active part in the *Bo-Peep a la Radio* sketch.



Baritone George Andrews of the Music Library won the third prize (\$5.00) with "Florencia" a rhumba composed by Murray Harris of Continuity Acceptance. Harris also wrote the lyrics.

KYW PHILADELPHIA

by J. A. Aull

Professor Hinett

Arthur Hinett, staff organist and pianist, believes in taking pains to please a fan. Recently he revealed that he has been conducting a course in piano-playing. He charges no tuition and has one student.

He was called to the phone one day about two years ago. A woman explained that she wanted to learn to play the piano. Would he listen to her first efforts and criticize them? Hinett would and did. Since then she has phoned once a month and played several numbers. After listening to Hinett's criticisms, she thanks him and hangs up. He still is unaware of her identity and has no idea where she lives.

"At least I have one fan who listens to me," commented Professor Hinett, "if only to my voice on the 'phone."

Joy Feted

Saint Patrick's Day was doubly celebrated at KYW. First, for traditional reasons and second, because it was the fourteenth anniversary of Station Manager Leslie W. Joy with NBC. A group of executives including Jack Hammann, Jim Begley, Lambert Beeuwkes, Joe Proulx and your reporter, held a surprise luncheon in his honor at Jimmy Duffy's. Mr. Joy was congratulated on his splendid record and presented with a handsome traveling bag.

Faster Flashes

The KYW News Room has assumed the appearance of a studio during the past week. Mr. Gazer, plant manager for Westinghouse, and Tod Sloan, studio supervisor, have installed a microphone by the U.P. teletype machines. The new arrangement saves 50 seconds in putting news flashes on the air. Formerly the editor had to dash madly down the hall and through four doors to put the announcement on the air. Now, by simply pushing a button, it is possible to broadcast directly from the News Room.

Harvey Appointed

Jim Harvey, director of the KYW Camera Club, has been appointed chairman of the Print Committee of the Photographic Guild of Philadelphia.

NBC CHICAGO

by Lynn Brandt

Sales Promotion Party

Ruth Pashley, Central Files, and Mary O'Connell, Sales Promotion, were guests of honor at a luncheon given by the Advertising and Sales Promotion Department. The party served as an expression of appreciation for Ruth's and Mary's excellent work in reorganizing the Sales Promotion Filing System, a difficult task, which required two and a half months of steady attention.

Those attending included: Alice Weidenheim, Jim McEdwards, George Bolas, Frank Riordan, and Emmons Carlson, Advertising and Sales Promotion manager of the Central Division.

Did You Know?

... That Ted MacMurray and Gilbert A. Gibbons are newcomers to the Production Division . . . that Gene Rouse, announcer, was once a professional boxer . . . that Ed Horstman, senior control supervisor, was once an honest-to-goodness cowboy, ridin' herd on the plains of Nebraska?

... Jack Ryan, Press, was once a forest fire-fighter in Montana . . . Bob Brown, announcer, was an amateur swimming champion in the state of New York . . . Ralph Brooks, Maintenance, has been a member of two Polar Expeditions, under Commander McMillan . . . Announcer Tom Casey was once an amateur outboard-motor racer?

... Edward Cunningham, night manager, was a timekeeper for a large Chicago corporation . . . Joe Alusic, studio engineer, was a surveyor in the North Wisconsin woods . . . Ed Bernheim, studio engineer, was once in the army air service . . . Charles Whipple, Guest Relations, escaped uninjured in a train wreck in Minnesota not so long ago . . . Maurie Ellis, Music Library, is a member of Lawson YMCA volley ball team which won the Chicago City championship in 1938?

... Ken Robinson, continuity chief, is a product of the famed little red school house. His particular Alma Mater was a one-room affair in Paw Paw, Michigan. At the graduation exercises Ken towered over the only other graduate, a half-breed Indian girl, who measured only about four feet to his five feet, nine.

... Ruby Downs, Sales, was once the stylist for a commercial photographer, and also is a former newspaper woman . . . Elizabeth Hart, announcer, was once in a mid-ocean shipwreck?

Hobby Lobby

Dan Thompson, Press, has a very unusual hobby. He collects first editions of magazines of all types . . . Al Eisenmenger, studio engineer, is a philatelist, concentrating on U. S. and British issues . . . Clint Stanley, Production, is a 16 mm. movie fan . . . The same might be said of W. B. Ray, press chief, except that he uses 8 mm. film . . . Fred Shidel, studio engineer, is a devotee of ham wireless, and is also Chicago correspondent of the *ATE Journal* . . . Bill Saddin, Audience Mail, is a chronic "saver" of things, and plays golf . . . Tony Koelker, assistant agricultural director, collects Indian-head pennies. He has coins dated 1880, and continuing in unbroken sequence to 1909.

Edith Morgan Perron, Press, is an ornithologist, boasting one of the most popular bird shelters in suburban Downer's Grove . . . Pierre Andre, announcer, has dubious fame as one of the worst golfers in NBC Chicago history.

Mrs. Bertha Curran, secretary to Miss Judith Waller, counts as a hobby her fifteen-year-old son, Charles . . . Bill Kephart, announcer, is one of NBC's expert ping-pongers, but there is some uncertainty as to the excellence of his golf game . . . Harry Bubeck, Sound Effects, enjoys working about his beautiful home in suburban Beverly Hills.

Helen Kelley, Executive Offices, and Grace Beebe of Agriculture like to travel. Helen has just returned from Mexico, and Grace from Florida . . . Harold Bean and Bob White of Production are now polishing trusty tackle-boxes, preparatory to fishing season . . . Bill Drips, director of Agriculture, collects convention badges . . . Howard C. Luttgens, Central Division engineer, has one of the most unusual hobbies of all. He collects cigars presented him by proud papas on the birth of their children. He re-wraps, catalogues, and files each cigar with the name, weight, and date of birth of each baby.

PREVIEWS PRECEDE TELEVISION OPENING

(Continued from page 1)

filter. The modulator unit of the video transmitter has also been improved to accommodate higher frequencies, corresponding to finer picture resolution, and to obtain greater power output.

The addition of seventeen new men to the NBC television technical staff, said Mr. Hanson, will make it possible to establish a permanent operating group. Several of the new men will be assigned to operating, as distinguished from strictly engineering tasks. This will free a group of engineers for laboratory development of new apparatus and improved electrical circuits.

The beginning of regular television broadcasting, according to the NBC chief engineer, means that hereafter new devices must be perfected before they are tried out in actual telecasting.

"The days when untried devices could be installed between shows and tested in experimental television broadcasts," said Mr. Hanson, "are definitely over. We now have a schedule to meet and we can no longer take chances."

STARS ENTERTAINED BY ARTISTS SERVICE

Artists Service entertained the cast of the Chase and Sanborn program on the evening of March 13. With Daniel S. Tuthill, Assistant Managing Director of Artists Service, as host, the group attended this season's opening of the Monte Carlo Ballet Russe at the Metropolitan Opera House. After the performance, they were guests at a supper given in their honor at El Morocco.

Present were NBC stars Edgar Bergen, Don Ameche, Dorothy Lamour, Mr. and Mrs. Armbruster, Mr. and Mrs. Donald Dickson and Mr. Sol Hurock, manager Civic Concerts, Inc., and Mrs. Hurock; Mrs. Daniel S. Tuthill, Mr. John U. Reber, vice-president of J. Walter Thompson Co., and Mrs. Reber; Mr. Marks Levine, concert division manager, Artists Service, and Mrs. Levine; Mr. John D. Rocamora, sales representative, Artists Service, Hollywood, and Mrs. Rocamora; Edward de Salisbury of Artists Service; Miss Mary Hanrahan, Edgar Bergen's secretary; and Miss Diana Bourbon of the Ward Wheelock Company.

NEW SHORT WAVE EXHIBIT INSTALLED BY INTERNATIONAL DIVISION AT RADIO CITY

The International Division has installed a new exhibit for the NBC Studio Tour in New York, designed to familiarize NBCites, as well as tour guests, with the work done by the short-wave broadcasting group. The exhibit consists of a colorful, brightly illuminated display of letter covers received from eighty-odd countries, islands, and protectorates all over the world—laudatory responses from listeners to the NBC short-wave broadcasts which have achieved international recognition during the past two years.

Another feature of the exhibit is a model of the new directional transmitting antenna at Bound Brook, New Jersey. At present the programs are broadcast from NBC's two short-wave transmitters, W3XAL and W3XL at Bound Brook, sixteen hours a day in six languages—Spanish, Portuguese, German, Italian, French, and English—to the millions of listeners throughout the world.

A typical program consists of an hour show, beginning with a fifteen-minute period devoted to news, broadcast every hour on the hour, a half-hour of diversified music, and a quarter hour devoted to informal descriptions of some interesting phase of life in the United States.

The division, headed by Vice President Frank E. Mason, has recruited thirty-five men and women, each of whom is at least bilingual—many speaking several foreign languages. These men and women have lived, in the aggregate, 325 years in foreign lands, experiencing exciting adventures, visiting strange places, and witnessing historic events. As a result of the programs which this staff plans, directs, and participates in, an average of more than 3000 letters a month are received from interested listeners from foreign lands. Most of the letters commend the excellent job which NBC is doing in giving complete and uncensored news accounts on a regular broadcasting schedule.

The new exhibit, located on the fifth floor of the Studio Section, has already drawn favorable comments from many of the foreign visitors to the NBC Studio tour.

LISTENERS PRAISE NBC SHORT WAVE SERVICE

Hundreds of letters addressed to the NBC International Division from the far corners of the globe indicate that the short-wave coverage of the crash of the Imperial Airways flying boat, Cavalier, in the Atlantic was heard around the world.

More than 100 letters have come in



Typical of the correspondence received by the International Division is this big batch of mail from foreign lands. Florence Schwarzer, Press, is sorting.

RUSSELL SPEAKS FROM DOMINICAN REPUBLIC

Dan Russell spent a week-end in the Dominican Republic last month as NBC's representative and announcer, in connection with the NBC broadcast from Santo Domingo on March 19, at the dedication of a site for a memorial to be erected to Christopher Columbus.

Among those heard during the broadcast were President J. B. Peynado, of the Dominican Republic, and Representative Hamilton Fish, of the Foreign Relations Committee of the U. S. House of Representatives.

The visit marked Mr. Russell's second trip to the Dominican Republic.

from New Zealand and Australia alone, praising NBC's service to its worldwide listeners. The writers said the short-wave broadcasts were well ahead of other sources and more complete.

When the Cavalier's SOS electrified the United States on the afternoon of Saturday, January 21, the International Division, instead of discontinuing short-wave broadcasting at the usual time at 1:00 a.m., EST, remained on the air to keep its millions of foreign listeners informed about all details of the disaster.

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EDITORIAL BOARD

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BILL EDDY *Staff Artist*
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Address all correspondence to: NBC TRANSMITTER, National Broadcasting Company, Room 284, RCA Building, New York, N. Y. Telephone: Circle 7-8300, Extension 220.

NEW TRAINING PLAN FOR GUEST RELATIONS

(Continued from page 1)

plan, which, Mr. Lohr said, would be extended in the near future to include other junior employes besides guides and pages.

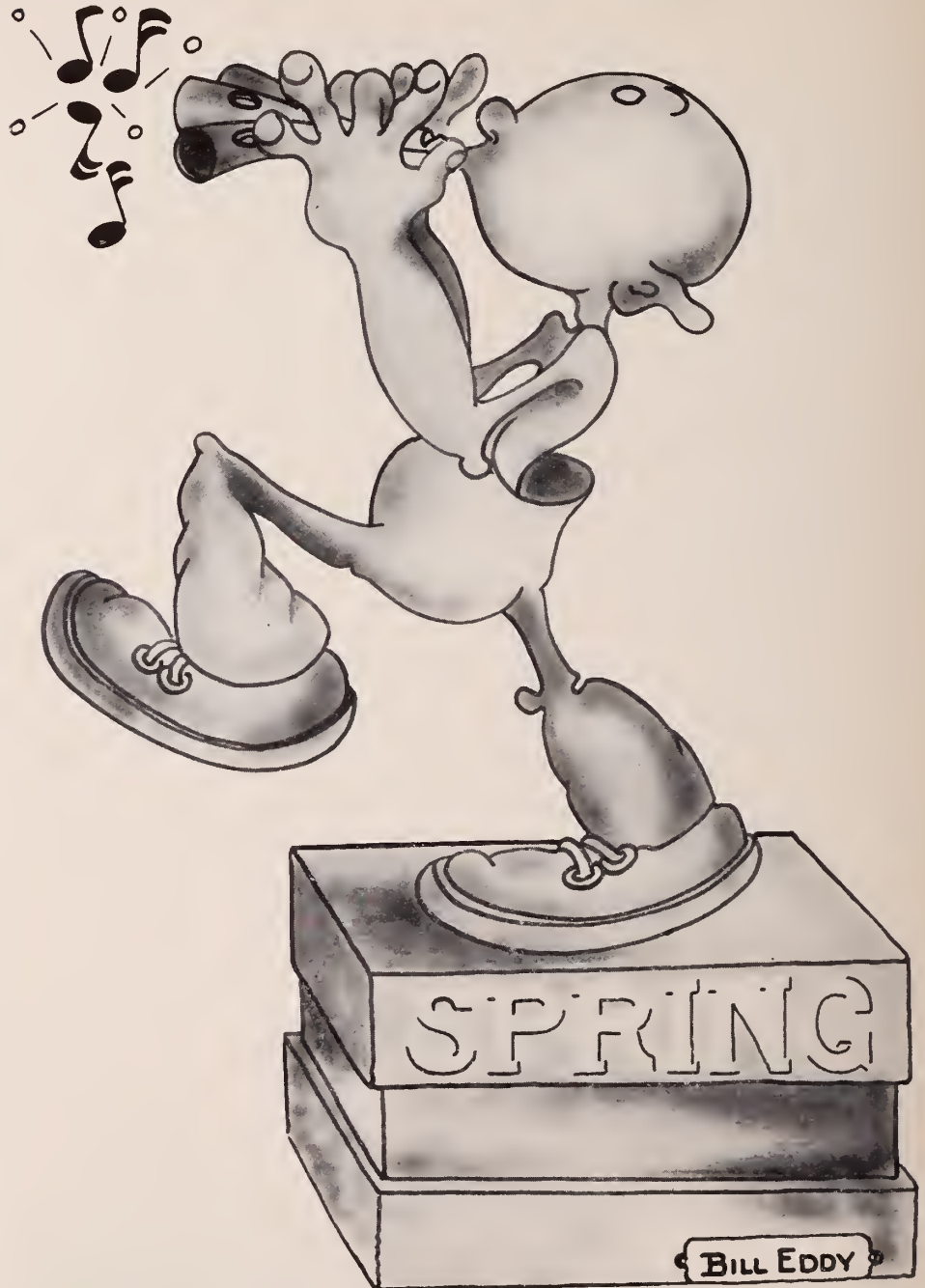
Mr. Lohr emphasized that there would be no change in the number of guides and pages. Although he estimated that it would be some months before the plan would be completely effective, he said that those moving into other positions would be replaced immediately by new men.

"We have decided upon this move as being in accordance with the NBC policy of promotions," Mr. Lohr said. "Wherever possible we attempt to make all promotions within the Company, but if a member of the Guest Relations Division has not been transferred to an established position within two years, we feel the fact indicates that he is better suited to some other business and that the opportunity here should be made available to another applicant."

The newly inaugurated discussion groups will be addressed regularly by various department heads and will undertake individual research in the several branches of broadcasting.

Bertha Brainard, commercial program manager, I. E. Showerman, assistant sales manager of the Sales Department in the Eastern Division, and Clay Morgan, director of public relations, are among the executives who have appeared before the groups to date. Discussing their respective departments and their functions, the officials gave the groups much information to add to their notes.

NBC HALL OF FAME



SPRING

Once in every twelvemonth there comes that lush interval known as Spring.

The strident tintabulations of business give way to the plaintive tweet of birds, crocuses pop merrily from the warm earth and over all hangs the vernal urge.

What matters then the intricate functioning of the engineering kaleidoscope of broadcasting? Who cares if programs destined for the Red are pumped to the Blue? Spring is here and with its fresh beauty and equally important running noses we sloths emerge from our long underwear to gaze ruefully at our be-doodled desk blotter.

And so with a yawn, we ignore such realities as departments and dedicate this statue to Spring.

With Your Roving Reporter in New York

Following an address before the students of Beaver College in Jenkintown, Pennsylvania, in which NBC's Director of News and Special Events, A. A. Schechter, explained the functions of his division and told them that a radio newsman's job was a twenty-four-hour job, one of the 500-odd girls who heard his lecture asked:



A. A. Schechter

"Mr. Schechter, where do you and your men get so much energy to work such long hours and to be always on the go?"

Without batting an eyelash, Mr. Schechter replied: "By going to bed early and drinking milk."

* * *

Don Meissner of Artists Service, who once went on the road with one of Major Bowes' units, won a cash prize of \$30 at the Hotel Biltmore in one of Horace Heidt's *Choose a Newcomer* singing contest last month . . . And while on the subject of amateur shows, this reporter, while roving out of bounds one recent evening, saw a clever travesty on radio shows at the National Arts Club . . . It was emceed by Henry Hull, Jr., one of our guides . . .

NBC Actor Burford Hampden has purchased the iron gates of the old Rockefeller home on 54th Street which was recently torn down to make way for a skyscraper. He said he bought it for his home in Connecticut which still remains to be built. He already has the land . . . and the gates, of course.

This unusual way of building a home gets around like wild fire and a high-pressure agent is already trying to sell Burford an original Picasso to hang over the mantelpiece of the fireplace in the living room of the house to be.

* * *

Last month when non-union but celebrated amateur musicians assembled to form an "epic orchestra" for a single appearance on the Blue Network sustainer, *If I Had a Chance*, presided over by Cal Tinney, Pathé cameramen, assisted by Charles Van Bergen of the NBC Photo Section, were on hand to record for cinema-goers the extraordinary event. Not since Nero played his celebrated fiddle has such a bizarre musical event taken place—while Radiotrons sized from coast to coast.

The "epic orchestra," conducted by Socialist Norman Thomas, was composed of Artist Peter Arno, who played the piano; Lawyer Arthur Garfield Hays, mandolin; Writer William C. White, piano; Comedian Eugene Howard, violin; Artist Rockwell Kent, flute; and Frank Norris, managing editor of *Time* magazine, drums. Sheila Barrett, mimic, and Binnie Barnes, actress, also expressed their preferred "chances" on the show.

* * *

Braving the tariff at the Music Hall, this reporter went to see the show over there last pay day and saw one of the most interesting short features he's seen in a long time. It was called *Airwaves*, and it was about NBC. Many familiar faces were flashed on the screen as the film showed a group of visitors taking the studio tour with Guide Richmond

White, and then scenes of various departments, showing the part they play in putting a program on the air. There were interesting shots of the Program Board, presided over by Miss Bertha Brainard, and of many of its members.

Among those who were shown in action in their respective departments were Mike Sleva in Duplicating, Bob Dennison looking through the files of the Music Library, Ford Bond announcing a show in which Flo Schwarzer of the Photo Section posed as an actress, and a group of announcers playing Chinese checkers in their lounge.

* * *

Robert M. Fraser, who has been working in the NBC Photo Section's dark room during the past two years, was recently sent on his first studio assignment. Bubbling with enthusiasm, he slung his camera over his shoulder, assumed an air of professional aplomb and proceeded to the studio, only to encounter an NBC patrolman, who wouldn't let him in the studio unless he could produce a special pass from Press "which all outsiders have to have in order to get into a studio."

Chagrined at not being recognized, Bob meekly showed his NBC employe's pass, and walked in slowly.

* * *

George H. Parsons, Music Library, has some of his home-made scientific instruments, including polariscopes and microscopes, at the current Second American Hobby Show at the Spear Auditorium, near the Empire State Building . . . On his birthday last month, Soundman Ted Slade received a batch of letters marked "Fan Mail" and post-marked in seventeen different states. All contained birthday greetings signed "Guess Who." Ted is still guessing . . . Staff Conductor Jerry Sears, accompanied by his wife and eleven-year-old son, Fritz, returned from his recent Florida vacation on a chartered schooner . . .

And speaking of boats, Television Engineer Bill Eddy, creator of the famous character, Imby, who appears monthly in the *TRANSMITTER'S Hall of Fame*, has renamed his 34-foot cruiser . . . It's now known as the Imby, in honor of the fictional character whose commercial appearances contributed largely to the purchase of the boat, which has more gadgets than any Rube Goldberg invention. Bill bought it at a bargain price, sight unseen, while it lay at the bottom of Manhasset Bay after the hurricane that almost blew Long Island off the map last fall . . . Putting to practical use the training he received during his four years at Annapolis, Bill took it ashore, dried, repainted and repaired it, so that now it looks like a flag ship.

* * *

Announcer Jack Costello has just been honored by his home town, Sauk Center, Minnesota, the village made famous in the novel, *Main Street*, by Sinclair Lewis. His portrait and biographical record are being placed in a special section of the public library along with other honored sons of the town. Prominent among them is Novelist Lewis.



John Costello

When Jack left home after his graduation from the University of Minnesota, he became a newspaper reporter in St. Paul. But in 1932 Jack gave up the typewriter for the microphone and became an announcer for KSTP. Four years later he came to NBC in Radio City, New York.

WBZ BOSTON AND WBZA SPRINGFIELD

by James Lee

Debbies

Boston debutantes had their innings at the studio when members of the exclusive Vincent Club broadcast hit songs from their annual production, *Tonight at Nine*. In addition members of the Junior League took part in a program discussing symphonic music with Brookline high school students as a preview to a series of musicales sponsored by the League.

Epidemic

An epidemic of gripe recently incapacitated various members of the Boston staff, including George Harder, D. A. Myer, Kay Leatherbee, Jo Tierney, Ruth Higgins, Betty Baker, Cora Pitman, Avner Rakov, and Horace Rolfs. Meanwhile Kay Schmidt has been recuperating from scarlet fever at Ilion, N. Y.

Busy Week

The weekend of March 24 was especially busy hereabouts. In addition to the regularly scheduled local and network programs, several special events were fed to the Blue network, including *Richard Humber* on Friday night, the *Metropolitan Opera* on Saturday afternoon, and Harvard's *Hasty Pudding Club* show and a speech by Governor Aiken of Vermont on Saturday night. Fast moving was maestro Rakov, who held a studio rehearsal for *Massachusetts on the March*, dashed to Cambridge for a *Hasty Pudding* rehearsal, returned to Boston for a dress rehearsal of the first item and again appeared in Cambridge for the college broadcast.

Quick Pix

Close cooperation between NBC and RCA Communications is evidenced in the latter's window display in its Federal Street office of WBZ's Radiopolis mail campaign . . . Harry Goodwin of the News and Promotion department has been taking bows as end man in his home town, Arlington, minstrel show . . . General Manager John A. Holman is spending some of his leisure moments anticipating the twitter of bird life, flutter of butterflies and other signs of spring in his garden . . . Bob Evans of Special Events has been criss-crossing New England from Rhode Island to Vermont in pursuit of General Schechter's air scoops.

Kelly Feted On Tenth NBC Anniversary

One evening last month Mr. and Mrs. Pat Kelly received an invitation to a party at the New Weston Hotel. It was to be held "in honor of a visiting official of the British Broadcasting Corporation." To make sure that the Kellys would be there, Mr. Royal called Pat up and said it was a "must" because the BBC man was particularly interested in discussing announcing with NBC's chief announcer. So Mr. and Mrs. Kelly attended. It was March 17, St. Patrick's Day.

It turned out to be a surprise party. There was no BBC official present, but many NBC officials were there to pay homage to Kelly on the occasion of his tenth anniversary with NBC. Among them were: Vice President John Royal, Business Manager of the Program Department C. W. Fitch; Wm. S. Rainey, manager of production; Daniel S. Tuthill, managing director of Artists Service; Publicity Manager Wayne L. Randall; A. A. Schechter, Special Events director; Educational director Franklin Dunham; William Burke Miller, night program manager.

The party began at 10 P.M., supper was served at midnight. High spot of the party was a short dramatized transcription entitled *A Day at NBC*, written by Announcer Ford Bond and acted by NBC announcers and actors. It kidded the members of the Program Department, from Mr. Royal to Mr. Kelly, who climaxed the script by chiding President Roosevelt for not having a union card to speak on the air. It was generally agreed that it would not have passed muster in Miss MacRorie's department.

Speeches were made by Mr. Royal, Announcers Graham McNamee, Ford Bond, and Ray Feuerstein (because he is the youngest member of the announcing staff).

Announcer Milton Cross acted as master of ceremonies. Among those who attended were: the entire announcing staff, their wives and friends; members of the production and sound effects

departments at Radio City Studios.

Mr. Kelly was born in North Queensland, Australia. He was educated in the private schools of Sydney. Later, as a marine engineer, he travelled over a quarter-million miles on salt water. Once, while attending a party in Seattle, he was induced to sing. His song brought him four contract offers from those who were present.

Fulfilling three of them kept him busy for the next few months. Later he accepted the fourth which had been proffered by the well known impresario of the San Carlo Opera Company, Fortune Gallo. This resulted in a five-year appearance on the New York stage and later an engagement with the Shuberts.

The run of "Blossom Time" brought about a meeting with Mlle. Yolana Pozany, a native of Budapest, who was appearing in the production with him. The meeting resulted in marriage and was the beginning of Mr. Kelly's command of many tongues. His wife speaks seven languages. He developed his linguistic ability so that he could hold his own in conversation with her.

Mr. Kelly was appointed to his present post in 1930, one year after he embarked upon his radio career.



Above, left to right, Announcer Jack McCarthy, Pat Kelly himself, Announcer Ray Feuerstein (standing), and Rod Mitchell, and Miss Rose La Mattina. Below, A. A. Schechter, director Special Events, and Wayne L. Randall, director of publicity. Photos by Ben Grauer.

W G Y S C H E N E C T A D Y

— by W. T. Meenam —

WGY's Shamrocks

An unnamed Irishman was responsible for a tender, growing shamrock which welcomed Manager Kolin Hager, when he arrived at his desk St. Patrick's morning.

It all came about from a short-wave broadcast during which John Sheehan, himself not many generations removed from the "ould sod," remarked that temperature extremes of Schenectady and vicinity made shamrock growing impossible. A listener in County Cork didn't believe the statement and he sent a packet of seeds. Gene Darlington of the short-wave staff planted the seeds and proved that Sheehan was right—the seeds didn't take.

When news of this reached Ireland the agricultural department of Eire shipped a second packet of seeds. These, they said, were specially tested seeds. Again Darlington planted the seeds. Early in January the box of soil began to wear a greenish hue and on St. Patrick's Day the shamrocks were flourishing plants. Gene distributed them to his friends as tokens of Ireland's patron saint.

Announcer Zink

Albert Guild Zink, formerly of station WBRK, Pittsfield, Massachusetts, has joined the News and Announcing staff of WGY, succeeding Robert Mahaney. Mahaney has returned to WIBX, Utica. Al Zink, now twenty-three and married, has been close to radio since he was thirteen years old.

Staff Notes

A. O. Coggeshall, Program Manager, is returning to the church choir loft. Palm Sunday, he sang the tenor solo parts of Stainer's *Crucifixion* at the Calvary Baptist Church. The choir is directed by Alex MacDonald of WGY's Promotion Department, and, incidentally, Virgil Hasche of the Accounting Department is chairman of the Board of Deacons at Calvary Baptist.

Caroline Osan recently presided over an elaborate banquet at the Van Curler Hotel, as chairman of the Public Relations Committee of the Business and Professional Women's Club.

Alex MacDonald has been selected to sing the role of Peter in the Schenectady Light Opera Company's production of Humperdinck's *Hansel and Gretel*.

Two of WGY's staff members are taking up vocal training in a serious way. Chester Rudowski of Accounting, and Gertrude Peeples, secretary to W. J. Purcell, are studying voice with Louise Beeman Ives in Albany. Miss Peeples is also an accomplished pianist.

Betty Foy, secretary to Program Manager A. O. Coggeshall, is getting her fishing gear ready for the opening of the trout season.

Booster Taylor

Alan Taylor, Sales, has been waging a campaign in Schenectady County to raise funds for the county's display at the New York World's Fair. As president of the Schenectady Advertising Club, Al gained the interest and support of Dr. Dixon Ryan Fox, president of Union College. When both county and city governments refused to appropriate moneys for the exhibit, Dr. Fox and Al Taylor, with many assistants, received the necessary pledges of contributions.

Hager Makes "Life"

Manager Kolin Hager had the good fortune to be in New York the Sunday Ignace Paderewski made his appearance on the *Magic Key* broadcast. Glancing through a recent copy of *Life* he recognized his face peeping over the left shoulder of the Polish pianist.

Skier

Chief Engineer W. J. Purcell has had another "hard-to-take" remote assignment. Recently he was assigned to put Lowell Thomas on the air from North Conway, New Hampshire. Hearing stories of the heavy snows up that way, he came prepared with skis. Upon his return he reported not only keen skiing with the distinguished commentator but also with none other than Honus Schneider, daddy of the modern skiing technique.

Keystone Capers

Keystone comedies may have introduced the gag, but never more successfully than it was performed at WGY recently. *Martha Laurence and Her Boys* had just completed a morning show and Announcer Wilbur Morrison was signing them off when the bass player stumbled over his instrument. The young man fell squarely on the sound box with all his weight, reducing it to splinters.

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.

FOR SALE—Ten lots, 200 ft., front, by 100 ft., deep, facing South on Walker Street, near Belmont Lake, Babylon, Long Is. An ideal sylvan retreat. 40 miles from New York, on Long Island Railroad line. Three miles from bathing beach. Will take \$400 in cash. Also two lots in Islip. 50 ft., front, by 175 ft., deep. 3 blocks from R. R. station. Near churches, schools and shops. Will sell for \$400. George Malcolm, N. Y. Guest Relations.

BARGAIN—1931 Ford roadster with good tires, new top, rumble seat, and smooth motor which has just been tuned. Will take first reasonable offer. Charles Van Bergen, N. Y. Press, Ext. 575.

RETURNED—A package, containing a copy of *Murder in the Cathedral* and a card signed *Mary*, has been returned to the Mail Room. The package, mailed at Christmas time, is addressed to Mr. L. Viviano, 332 West 121st St., N. Y. C. Will *Mary* please call for the book at the Mail Room. Room 306, NBC New York.

SUBLET—Until October, unfurnished, large living room, foyer, complete kitchen, bath. Southern exposure, cross ventilation, near park on East River. Available immediately. Attractive rental. 534 E. 84th St., New York City. Apply to *Mary E. Storbeck*, Artists Service, Ext. 214.

GIRL—Wants a girl, who has an apartment to share or who is looking for a roommate to lease a furnished flat. Apply to NBC Transmitter.

TO LET—High in the mountains at South Nyack, N. Y., seventeen miles from the Geo. Washington Bridge and ten minutes by express bus to New York is Dream Acre. Magnificent shade, as well as apple and pear trees and a beautiful view of the Hudson River. A beautiful retreat. All deliveries to the door—city water and electricity. House: five rooms and bath. Daintily furnished. Pipeless furnace, two car garage.—Price \$400. per season, May 15th to September 15th, or on a yearly rental basis. For photographs and further information call Miss King on Ext. 231.

CLASSES—Members of the Program, Engineering, and Announcing staffs who would like to join free classes in Harmony, Counterpoint, Orchestration, and corollary musical subjects, please get in touch with George Maynard of the Production Department. If enough people are interested informal sessions in these subjects will be held at NBC.



Tenth Anniversary Chimes

The NBC Transmitter salutes these members of the National Broadcasting Company who, this month, complete their tenth year with the Company.

Edwin C. Wilbur

Edwin C. Wilbur is another member of the Engineering staff to complete his tenth year with NBC this month.



He is a native New Yorker, educated in the city's public schools. He became interested in radio at an early age. He built and operated his first amateur station while still a student in grade school. His present station W2BNL has been in operation for nineteen years.

Mr. Wilbur's first position in the electrical engineering field was with a local utility company as manager of the first three-phase power station in New York City. In his spare time he managed radio station WOKO, then located in the city, which he had designed and built.

Ten years ago he sold his radio station, resigned from the utility company, and came to NBC. He spent a year in the Maintenance Division and then was transferred to the Field group. There he was active in the designing of two of NBC's famous mobile units. One of them is the aluminum-colored, streamlined car used to cover numerous outdoor pickups in and around New York. Mr. Wilbur spent several years with the mobile unit as operating engineer, and participated in many hair-raising assignments.

In October of 1937 he was transferred to the television division of Engineering. At present he is assigned to the tele-mobile units. Mr. Wilbur is married and lives in West Englewood, New Jersey. He lists working around his home as his principal hobby. Those of us who have lived in the suburbs can well appreciate the wisdom of his choice.

Edward R. Nathan

A native New Yorker, educated in

the public schools, Edward R. Nathan, one of NBC's studio patrolmen in Radio City, left school ten years ago to take a job as a page at NBC. However, he continued his studies in night school, and after high school he attended the RCA Institutes.

After serving on the page staff for four years he was promoted to a clerical post in the office of the executive vice president which was then occupied by Richard C. Patterson, now Assistant Secretary of Commerce. From the executive offices he was transferred back to General Service where he continued as a clerk until he was transferred to the electricians' staff. Having served as junior electrician for two years, he was transferred to Guest Relations to don the familiar NBC patrolman's uniform.

An ambitious young man, Mr. Nathan—or Eddy, as everyone calls him—has also studied advertising at the City College of New York.

He was married five years ago on Thanksgiving Day which gives him and the Mrs., two good reasons for celebrating.

Peter G. House

NBC's number one bowler in the NBC Bowling League in Radio City, Peter G. House, this month completes his tenth year with the Technical Service Division of the Engineering Department. His work consists primarily of design drafting for equipment used by the Engineering Department.



Peter G. House

He is a native of Brooklyn, and following his graduation from Brooklyn Technical High School, he attended Pratt Institute. Prior to NBC he worked at the Bell Laboratories, E. W. Bliss and Company, and the Brooklyn Edison Company.



Edward R. Nathan

In addition to his bowling activities, Mr. House indulges in a variety of hobbies, namely, model ship-building, stamp collecting and making additions to his collection of pipes of which he already has more than 350. Once, much to his embarrassment, his hobby of pipe collecting put the Federal Narcotic Bureau on his trail. He wrote to Washington in an attempt to secure an authentic opium pipe. Consider his embarrassment when he later learned that following the receipt of his letter, a Federal Narcotic agent shadowed him for a week in order to check on his activities and habits. It was only after this investigation that the Bureau, convinced that he was a collector, forwarded him the prize.

Engineer House is a National Guardsman—a first-class private in the 245th Coast Artillery.

Henry E. Kenny

A native of Buffalo, New York, where he attended St. Joseph's College, Henry E. Kenny, transmission engineer of the Master Control Room in Radio City, was employed as an engineer at a Buffalo station for more than two years before he came to NBC ten years ago. Before entering radio, he worked in Florida as a land surveyor during the great real estate boom in that state of famous winter resorts. He had learned civil engineering at St. Joseph's.

Mr. Kenny has spent most of his time at NBC as a studio engineer. During all those years thousands of programs went through his hands. He rode gain in the control room for the *RCA Magic Key* programs from the time the series went on the air years ago until he was transferred to the Master Control Room last fall.

Engineer Kenny is married to a former NBC hostess, the former Miss Patterson, and they have a five-year-old daughter named Nancy. When they were married the NBC headquarters were still at 711 Fifth Avenue.



Henry E. Kenny

John Pawlek

John Pawlek is a former member of the Guest Relations staff, who made good in Engineering. Born and raised in New York, he began in NBC as a night page while still a student at Stuyvesant High School. Upon graduation, he matriculated at the College of the City of New York, working toward a B. S. degree in Engineering.



John Pawlek

At the end of his freshman year, he was "bitten by the radio bug," as he expresses it, and so he transferred to RCA Institutes. In 1930 he received his second class radio operator's license. Following this, Mr. Pawlek re-enlisted at City College and put in two more years of work toward an engineering degree. His first opportunity in NBC to put his studies to practical application came with temporary assignments in the Field Division. In December of 1933, he was appointed an apprentice engineer and a year later he was made a full fledged member of the Engineering staff. Since then, he has alternated between field and studio assignments.

Mr. Pawlek is married and lives in Astoria, Long Island. In June, he celebrates his third wedding anniversary. An ardent golfer, he is always a formidable contender in the annual NBC golf tournament.

Gladys Murphy

With a recommendation of being one of the most efficient secretaries in the Department of Agriculture, Gladys Willoughby Murphy went to NBC's Washington office in April, 1929, to be secretary to Vice President Frank Russell.



Gladys Murphy

Mrs. Murphy was born in Elyria, Ohio. She has lived in Michigan, Indiana, New York and Canada, and since 1924 has resided in Washington. She attended the University of Pittsburgh and George Washington University in Washington.

After college, she worked for an industrial alcohol concern, a shoe company, and in various government offices until she came to NBC.

Her job of being "Man Friday" to Vice President Russell is exciting but exacting. NBC's visiting officials, of which there have been an unusually large number, thus far this year, look to Mrs. Murphy for reservations for hotels, trains and planes, and for theatre tickets; and she claims the NBC record for secretarial work rendered to visiting NBC vice presidents and station managers.

Arthur C. Holub

Ten years ago, this month, Arthur C. Holub gave up a promising career as an accountant to enter the technical ranks of NBC.

A native of New Jersey, he displayed an interest in things technical at an early age. He was one of those early "hams", who tinkered in attics, building receiving sets out of odds and ends.

Upon graduation from Roselle Park (N.J.) High, Mr. Holub entered New York University to study accounting. While there he was a member of Delta Sigma Phi, Alpha Chapter.



Arthur C. Holub

After completing his studies he worked as an accountant for several years. Meanwhile, his interest in radio was re-awakening and when an opportunity presented itself to join NBC, he gave up the ledger to fulfill his boyhood ambition.

Mr. Holub was first a member of the studio engineering staff. Then, after awhile, he was assigned occasionally to the Master Control Board for relief duty. When NBC moved to Radio City, he was promoted to the post of Relief Supervisor—Master Control Board, the position he now holds.

Engineer Holub is married and lives in Union, New Jersey. He has a seven-year-old daughter named Carol. His hobbies are motion picture photography and operating his amateur short-wave station W2EP.

Raymond Diaz

Ten years ago, while still in high school, Raymond Diaz took a job as a page on the night staff of NBC, New York. He continued his education, and after being graduated from high school he took a course in business administration at the City College of New York.

From the page staff he was promoted to the position of assistant night

supervisor in the Announcing Division, and about four years ago he was appointed night supervisor, his present position. During his entire decade with NBC, Mr. Diaz has worked nights. Not once has he worked in the daytime; and he thinks that that is a record at NBC. He wants to know if there is anyone in the Company who can beat that nocturnal endurance record.



Raymond Diaz

Before the International Division was formally opened, Ray, as he is intimately known, was one of four Spanish-speaking NBCites, who started NBC's short-wave program service.

Youthful Ray Diaz, who has dark Spanish eyes and a charming smile, is a bachelor. He likes sports, baseball, especially.

Frank H. Williams

Frank H. Williams, studio engineer in New York, was born in London, England. He studied to be an account-



Frank H. Williams

ant, but when he was seventeen and a half years old he decided to study radio engineering instead and enrolled at the Marconi school in London. By the time he was eighteen he had passed his radio examinations and obtained a radio operator's license.

Mr. Williams was assigned to the Navy's transport ships which carried troops from Canada and the United States to England and France.

After the War, Mr. Williams continued with the Marconi Company as a merchant marine radio operator for ten years.

But, like all good seamen, the urge to settle down on land finally got him and he went to New York where he found a job in the Engineering staff of NBC.

Engineer Williams, who became an American citizen shortly after he joined NBC, was married to an Irish girl he met in New York in 1933. During his vacation they went to Ireland to be married so both their families could attend the wedding.

NAMES IN THE NEWS

(Continued from page 4)

Yorker. He has maintained a continuous residence in Queens, save for a few years while stationed out of town in the Transatlantic Telephone service of the A. T. and T.

Newcomers

Randolph G. Milnes, a graduate of Duke University who is studying law in the evenings at Fordham University, has been engaged in the Legal Department as a clerk. A native of Rahway, New Jersey, he was formerly associated with Johnson and Higgins, insurance brokers, and the General Motors Company in Linden, New Jersey, where he worked in the assembly plant. A musician by avocation. Mr. Milnes worked his way through college, playing the saxophone and clarinet on the campus band. He is at present a member of Howard Kelley's Columbians, a student band, which is available for social engagements on week-ends and holidays (adv.).

△ △ △

Joe Lilley, staff arranger, accompanied by his mother, sailed for Bermuda, April 7, for a week's vacation. Mr. Lilley is director of the Vocal Vogues and the chorus that sings on the new Doc Rockwell show, Tuesday evenings on the Blue Network.

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E. P. H. James, advertising and sales promotion manager, addressed the Weapond Club of New York, an association of writers, publishers and advertising men, on March 30. The title of his talk was, "Broadcasting to the Ear—And Now to the Eye."

On April 1, he spoke on "Sales Through the Air" before the Sales Institute of Ohio Association of Broadcasters at Columbus, Ohio.

Stork News

A boy was born to the R. M. Morris on March 30. Mr. Morris, who is NBC's development engineer, is in charge of the television operating staff.

Two NBC babies were born at the Lutheran Hospital in Brooklyn last month. The first one, born on March 9, was a girl belonging to the Daniel Murphys. She has been named Arlene Catherine. Mr. Murphy is on the electricians' staff. The second baby, a boy named Clifford Stanley, belongs to Maintenance Engineer E. S. Johnson. He was born on March 14.

KOA DENVER

by Mack Switzer

Garden of the Gods

One of KOA's most interesting programs of the year is the Easter Sunrise Service, broadcast annually from the Garden of the Gods in Colorado Springs. This year a sense of deep inspiration and spiritual thrill was gained by the blending of the 300-voice Colorado Springs High School choir, the singing of the birds awakened by the rising sun, and the distant tolling of the chimes at the Will Rogers Shrine of the Sun Memorial. The broadcast was produced by Program Director Clarence Moore, assisted by Announcer Gil Verba, and Engineers Joe Rohrer and Glen Glasscock.

Sound Effects

The Sounds Effects Department, under the direction of Lyle Baker, has been the proverbial bee-hive of activity lately. The recording library has been completed and the general equipment, including the sound effects truck, has been overhauled and improved. All of which puts the division on a par with the best, making it well able to provide any sound required by KOA programs.

Wrong Number

Page Vern Andrews, while on the switchboard one night recently, was asked by a woman how to get one of the local stations. He replied, "Dial 1000." A few minutes later she called again, and complained that she had dialed as directed, but the operator wanted to know the exchange. Vernon thereupon explained that she should try dialing the radio, not the telephone.

Water Project Broadcast

The completion of the Fraser River water diversion project means much to Denver, since it takes care of the city's

water needs far beyond present requirements. Water being plentiful on the western slope of the Rockies, but not so plentiful on the eastern side, a six-mile tunnel was bored under the Continental Divide to bring the water to the head of the system of conduits and ditches and so to Denver.

The broadcast of the formal ceremonies, marking the finish of work on the project was made over KOA from Jones Pass, high up in the mountains, from where the water is carried by canal and pipeline some 70 miles to Denver.

Announcers Charles Anderson and Jim Campbell and Engineers C. A. Peregrine, Stan Neal and Joe Rohrer are to be credited with putting on a broadcast which was of great interest to people in this city.

KOA Notes

Auditor Dale Newbold has returned to his desk after recovering from an operation which kept him in the hospital several weeks. Ray M. Neihengen, of NBC Chicago, who substituted for Mr. Newbold during the latter's absence, has returned to the Windy City.

△ △ △

Engineer Al Isberg, last month, was again the cigar-passer, announcing the birth of a son, who weighed in at seven pounds. This makes the third set of cigars he has passed around in three years. The first and second caused by the arrival of a son, Jackie, and a daughter, Barbara.

△ △ △

George Hinds, Guest Relations, is beginning to look more like himself. He fell while ice skating recently and broke two bones in his face. For awhile he looked as though he had bumped into half a dozen doorknobs in the dark.

NBC PROGRAMS WIN C.I.T. SAFETY AWARD

The National Broadcasting Company on April 16 was awarded a bronze plaque by the Commercial Investment Trust Safety Foundation for the two best radio presentations of public responsibility in motor car accidents.

In naming *Sunday Drivers* and *No School Today* as the co-winners of the

award, John W. Darr, director of the C.I.T. Safety Foundation, declared. "In the national field of radio no one successfully challenged the fine work being done by the National Broadcasting Company.

"Last year," said Mr. Darr, "it was my privilege to present the bronze plaque . . . to NBC. Again this year the judges bestowed this distinction upon NBC."

KDKA PITTSBURGH

—by Kay Barr—

Savage Music

Charley Urquhart, production chief at KDKA, spent several years managing theatres in Southeastern Africa. Proximity to the jungles developed an incurable taste for things primitive and savage.

Charley's latest demonstration of this hankering is being shown in his latest hobby. He is collecting records of native music of savage tribes in far-off places. He takes a fiendish delight in bringing groups of friends to the recording rooms at KDKA and playing the records.

Kay Barr Marries

Kay Barr, head of the press department at KDKA, and Mrs. Bertha S. Lightner, also of Pittsburgh, were married Thursday evening, March 16, by Reverend John Ray Ewers. In the study of the First Christian Church, Shady Avenue. They left the following morning for New York to sail for a cruise to Cuba, Jamaica and Honduras.

Pettit To New York

Staff members held a farewell luncheon on March 18 for Clarence M. Pettit, former director of public relations at KDKA. Mr. Pettit recently was appointed assistant to the manager of the Guest Relations Division of NBC in New York. Twenty-five were present at the buffet luncheon at the Pittsburgh Athletic Association, where Sherman D. Gregory, station manager, presented Mr. Pettit with a matched set of luggage as a farewell gift.

KDKA In "The American Way"

Pittsburghers who have seen George S. Kaufman's spectacular play, *The American Way*, now running in New York, have felt a sort of home-town pride at two mentions of the Pioneer Broadcasting Station during the course of the play.

Mapleton, Ohio, is the locale of the story, and the quaint customs and costumes of the people, including the bloomers of the only suffragette in Mapleton, provoke many laughs as the celebrations in the town square in 1927 are depicted.

One scene in the second act shows the terrace of the Mapleton Country Club during the regular Saturday night dance. Suddenly a voice comes from the loud speaker in the ballroom to stop the festivities.

"Station KDKA, Pittsburgh," says the voice.

There is an excited murmur from the crowd, "Listen everybody! Listen!"

Then the announcer proceeds to describe the sensational flight of Charles Lindbergh from New York to Paris and concludes with, "Station KDKA will keep you advised."

Kaufman is a former Pittsburgher and has been a consistent KDKA listener for many years, a fact which probably is responsible for his reference to the station in the show script.

It's A Boy!

A seven-pound boy baby was born to the Walter H. Dices on March 31. That makes Engineer Dice the father of two boys. The other is six years old.

NBC WASHINGTON

—by Marian P. Gale—

Scoop

NBC Washington gave the Red and Blue Networks a clear cut radio beat recently when the United States Government made public its note of protest to Germany over the occupation of Czechoslovakia.

Elaborate preparations were made to make sure that NBC listeners heard the contents of the note first. H. R. Baukhage, NBC commentator, and Tom Knode, news editor, attended the press conference of Acting Secretary of State Welles. Mr. Baukhage rushed from the press conference to a waiting taxi and was whisked three blocks to the NBC studios under police escort.

In the meantime, Announcers Bryson Rash and Edwin Rogers obtained copies of the note and relayed them by telephone directly to Night Supervisor Charles Barry who repeated them into the mike. Mr. Barry had time to read only one paragraph before Mr. Baukhage arrived in the studio.

Assisting in the broadcast from the studio, in addition to Mr. Barry, were Carleton Smith, assistant manager, and W. R. McAndrews, news editor-in-chief.

Newscaster Russell

It has always been Vice President Frank Russell's boast that his Washington staff was most informal and democratic. But it took V. P. Russell himself to prove how true his boast was.

Resting comfortably in an easy chair in the artists lounge about ten minutes to 12 recently, he was startled into action by a frantic voice from down the hall.

Mrs. Francis Brickhouse, general aide-de-camp to the Press Department and News Room was doing the calling.

"Mr. Russell, Mr. Russell," she cried, gasping for breath, "it's ten minutes to 12 and there's nobody to do the news."

"C'mon, Murphy," said Mr. Russell tensely over his shoulder to his secretary.

Down the hall they pattered to the news room, where the battery of teletype machines was pounding merrily along.

No less than the Vice President of the National Broadcasting Company sat down to the news desk to edit the Esso broadcast. Paper began to fly. Mrs. Brickhouse checked the wires. Mrs. Murphy checked the previous broadcast. Mr. Russell barked orders.

Minutes ticked by. Finally Mrs. Brickhouse inquired in a frightened voice: "Where's the announcer, only two minutes . . ."

Mrs. Murphy lunged for the program schedule. The Esso news broadcast for that particular day had been moved back an hour and a half.

Vice President Russell has been telling News editors Bill McAndrews, Tommy Knode, and Hilmar Baukhage ever since, "Well, boys, any time you want the news done in ten minutes, just call me."

P. S.—The actual copy of that newscast has mysteriously disappeared.

Married

Best wishes to Katherine O'Neil of Program Department, and congratulations to Tommy Knode of the News have been in order. September 6th was the date they've been keeping secret all this time.

NBC SAN FRANCISCO

by Louise Landis

Early Birds

Announcer Emerson (Trigger) Smith gets up uncomplainingly every morning at three in order to handle the four to seven a.m. shift on the short wave transmitter on Treasure Island . . . what philatelist minds a little thing like sleep when he can get his hands on fan mail from all over the world? Trigger is proudly displaying a sizable addition to his collection, stamps from every country in South and Central America, and from the Orient.

Carlos U. Benedetti, formerly Colombian consul to Japan, and one-time secretary to the legation to the Holy See in Rome, has been added to the NBC short wave broadcast staff at the Fair. He and Juan Trasvina are in charge of the three-thirty to seven p.m. shift at the transmitter when NBC programs are sent to Central and South America.

That Bird Again

Two anxious NBC-ers are keeping a watchful eye cocked toward the skies these days . . . the stork may drop out of the clouds almost any day now with two bundles of heaven—one for Announcer Frank Barton and Mrs. Barton, and one for Production Manager and Mrs. Bob Seal.

Back To The Mike

KPO-KGO Manager Lloyd E. Yoder started his radio career as an announcer, and returned to the microphone for the first time in a long while recently, at the behest of a lovely lady. She was Mrs. Herbert Witherspoon, who visited San Francisco late in March in the interests of the Opera Guild. When she appeared on *Let's Listen* with Ira Bluc and Archie Presby, Mr. Yoder introduced her to KPO audiences.

Bill Bowen Passes

The death of William E. Bowen, longtime member of the NBC engineering staff, has left a gap not soon to be filled. "Bill," as he was affectionately known to his colleagues, joined the NBC staff in 1927, shortly after the Pacific Division was organized, and was one of the group which helped to establish the high standards of NBC engineering.

Born in Tacoma, Washington, Bill received his early education in Wayne, Pennsylvania, at the St. Luke's Boys School, and later attended high school in Seattle, Washington. He was a locomotive fireman before the World War, in which he served in an engineers' outfit. When peace was declared he went to sea as a radio operator, and this work took him all over the world in the service of the Dollar, Matson, Pacific and other steamship lines operating out of San Francisco. He was stationed at the RCA land station at Marshall, California, when he joined NBC.

His death was unexpected although a long illness had caused him to take leave of absence. The funeral was held in San Francisco. Bill leaves his widow, the former Edith M. Carlson, and a sister, Mrs. Andirette Gledhill, of Santa Barbara.

WTAM CLEVELAND

by Bob Dailey

Doodlers

NBC announcers are "slogan doodlers." A log folder found in Studio B booth was completely covered with slogans in every type of writing and printing, and running the gamut from dignified bits like "KPO, FAVORITE OF THE WEST" to "KPO IS NOT DE TROP" . . . Our favorite: "KPO. STRAIGHT, PLACE AND SHOW!"

He Likes Her Singing

If you see blond Bob Ackerley, newscasting announcer, with his nose pressed ardently against the glass window of C studio, it's ten to one Dorothy Lee is carolling within . . . Yes, it looks serious . . . in fact it's looked that way for several years, for Miss Lee, whose zippy arrangements and charming voice add a feminine touch to the Three Cheers trio, is Mrs. Bob Ackerley in private life.

New A.R.E. Chairman

When you meet Anita Bolton in a studio now, you can duck your head and murmur "Madame President" . . . following the resignation of Producer John Ribbe, Anita, formerly vice chairman, was inducted as his successor with solemn and lengthy ceremonies at the A.R.E. dinner meeting at the London House.

Ball Player Broadcasts Game

Latest WTAM "stunt" broadcast was a description of a basketball game in Public Hall given by a player while actually participating in the competition himself. When the Celtics, nationally known professional basketball team, played a championship Cleveland amateur team recently, Tom Manning, director of special events, arranged to have Nat Hickey, of the Celtics team, describe the game play-by-play while on the floor himself. Hickey used a micro-wave transmitter, carried in his left hand, while he passed, dribbled and shot baskets with his right hand. Engineer Alvin McMahon accomplished the short-wave pickup which was broadcast over WTAM.



Harold J. Bock, Hollywood Press head, is welcomed to Radio City. Left to right, the greeting committee: Vance Babb, manager New York Press division; Wayne L. Randall, Director of Publicity; Clay Morgan, Director of Public Relations; on the receiving end, Mrs. and Mr. Bock.

NBC TRANSMITTER

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NBC USHERS IN TELEVISION AT THE WORLD'S FAIR

THE pictures that flew through the air with the greatest of ease from the New York World's Fair on April 30 during television's formal debut in this country, marked the climax of a seven-year rehearsal costing millions—and the birth of a new industry.

This historic telecast, during which the National Broadcasting Company flashed images of President Roosevelt opening the Fair to thousands of lookers-in all over metropolitan New York, was the fulfillment of a promise made by David Sarnoff, president of the Radio Corporation of America.

Speaking before a meeting of the Radio Manufacturers Association, last October, Mr. Sarnoff declared, "RCA proposes to demonstrate television to the public at the New York World's Fair and the National Broadcasting Company by that time will be on the air with television programs for at least two hours out of each week."

Both promises have been fulfilled. But behind those promises is the story of long, painstaking research and experimentation in laboratory and field and the long range planning that assured the public that RCA Television and Radio Receivers would be on the market on April 30. By the time the opening of the World's Fair raised the curtain on television, hundreds of home television receivers, ranging in price from \$199.50 to \$600, were in the hands of merchants in the metropolitan New York area.

As a result of this preparation, the first program of the first regular high definition television service in the United States went off with fine precision and thousands of persons within an area of 50 miles of New York City were able to witness the historic proceedings on their television receivers.

But none of the lookers-in could know the difficulties that beset the brave little band of NBC engineers, photographers, production and press men who were the collective midwife at the birth of the new industry. A chronicle of the tribulations of that hardy band at that first telecast follows:

ITEM 1. The Press crew had received passes admitting them to the Fair, but no passes to admit them through the police lines, a little oversight that caused no end of argument and persuasion. Eventually, they pushed their way to the inner circle only to find that still another pass was needed to get by the Secret Service line. Persuasion finally

carried the day and the boys were admitted.

ITEM 2. NBC Photographer Bill Haussler made a dash to the Federal Building to take image shots off the television receiver. After he got his equipment set up he discovered that the receiver was out of order. Bill scooted to the RCA Building, about a mile away, and set up once again before the television receivers.

ITEM 3. A messenger who had been assigned to rush Haussler's plates (see item above) back to Radio City, got lost in the shuffle. But the plates got there just the same.

ITEM 4. At the peak of activity, Art Director Ray Lee Jackson entered the RCA Building to make a phone call. He dialed his number and plop! or, perhaps, smacko! every fire alarm in the building went off. Was Mr. Jackson burned up! He dialed again.

ITEM 5. Burke Crotty, producer in charge of the mobile units, decided during the set-up preparations to show an American flag, billowing out in all its glory. Swell effect. When the actual telecast got under way, the breeze had died down.

The part of the program telecast from the NBC studios in Radio City went off without a hitch. There was one hit, a short run, and no errors. The hit was a specially prepared television version of the RKO picture, Gunga Din. This was followed by short motion picture subjects.

The program from the Fair was televised by the NBC mobile unit, the only one of its kind in America. The camera location was some 50 feet in front of President Roosevelt's box and images were sent over coaxial cable from that point to the control van and the ultra-short wave transmitter stationed at one wing of the Federal Government Building. The transmitter van relayed the pictures over a directional antenna, mounted on one of the building's towers, on a frequency of 177 megacycles. A relay receiver at the Empire State tower, eight miles from the grounds at Flushing, Long Island, picked up the picture signal, which was then put on Station W2XBS's broadcasting channel of 45.25 megacycles. Sound was broadcast on a frequency of 49.75 megacycles.

Evening television programs on a regular schedule began on Wednesday, May 3. The evening telecasts fall on Wednesdays and Fridays and last from 8:30 to 9:30 p.m., EDST. It is expected that the mobile television units will relay many inter-
(Cont. on p. 2)



Televising President Roosevelt at the New York World's Fair.



How President Roosevelt Appeared on Television Receivers.

NBC USHERS IN TELEVISION AT THE WORLD'S FAIR

(Continued from page 1)

esting out-of-door programs on a scheduled basis.

The start of the television service on April 30 followed a television preview program on April 20 during which the RCA Building at the World's Fair was dedicated. The dedication ceremonies, which featured an address by David Sarnoff on "The Birth of an Industry," were flashed eight miles through the air and reproduced in receivers at Radio City.

The preview program marked the first time that pictures relayed by the NBC mobile unit were rebroadcast from the Empire State tower transmitter. The images showed no trace of interference between the relay channel and the station's regular frequency.

An audience consisting of several score reporters and magazine writers witnessed the telecast on a battery of new commercial receivers on the 62nd floor of the RCA Building in Manhattan. "They saw," according to the *New York Times*, "hundreds of workmen lined up along the curb at lunch hour watching the radio cameramen at work. The laborers in white overalls added contrast and stood out distinctly in the crowd. A bugle blew and the Stars and Stripes was seen to climb the mast, opening the dedicatory ceremonies."

On May 17, NBC again made television history by televising the first baseball game. The game, an intercollegiate contest between Columbia and Princeton Universities, was telecast from Baker Field, Broadway at 218th Street, New York.



Five who figured in television's curtain raiser at the World's Fair are, left to right: Bill Haussler and Charles Van Bergen, of the NBC Photo Desk; Announcer George Hicks, Burke Crotty, television mobile unit producer; and Tom Riley, television program producer.



Roy C. Witmer, vice-president in charge of Sales, has always enjoyed his trips to Chicago. As he jokingly told executives there recently, only one thing bothered him. Never had he been greeted at the depot by brass bands and banners, reception committees and official spokesmen. It did seem a shame. The next day Mr. Witmer returned to Chicago from a short side-trip to Racine, Wisconsin. As he stepped off the train, he realized his dream had come true. Not only was the station platform bedecked with color, brass band and cheering department heads, but President Lohr himself was on hand to greet him. Shown here, from left to right, are: Roy Shield, music director of the NBC Central Division; Jules Herbuveaux, Central Division program manager; Bernardine Flynn, "Sade" of Vic and Sade; Lenox R. Lohr, NBC president; Roy C. Witmer, vice-president in charge of Sales; and Sidney N. Strotz, Central Division general manager.

JUDGE ASHBY ADDRESSES NBC STUDY GROUPS

A. L. Ashby, NBC vice-president and general counsel, addressed the employe study groups April 26, explaining the functions of the Legal Department and giving the "lowdown" on how it keeps NBC out of trouble. His highly interesting and informative talk included comment on the FCC investigation in Washington, D. C. A short talk by President Lohr concluded the meeting.

This was the last meeting of the study groups for the season. They were begun in January and gave forty employes a chance to learn the various phases of radio through research, report writing, weekly discussions in small groups, and fortnightly addresses given mostly by executives of the company. Besides Judge Ashby, the NBC executives who spoke were Bertha Brainard, Keith Kiggins, Janet MacRorie, Clay Morgan, William S. Rainey, I. E. Showerman, and Lewis H. Titterton.

The membership of the groups was decided on a competitive basis. The forty members came mostly from Guest Relations, but also from Sales, Publicity, Electrical Transcription, Music, Special Events, Production, and Script. The men have reported enthusiastically on the course, and ap-

preciate the time and effort given by the executives who addressed them.

The study groups will be resumed next fall, and Mr. Ashton Dunn of Personnel asks anyone interested to communicate with him this summer. Meanwhile the courses for new employes entering the General Service Department will be maintained as usual.

CONGRESSIONAL PARTY VISITS NBC STUDIOS

A congressional party of 250, including members of Congress and their wives and children, were guests of the National Broadcasting Company on May 11, at a demonstration of broadcasting and RCA television arranged in their honor. It was their first stop in a weekend trip to New York that will include visits to the New York World's Fair and the ships of the U. S. Navy anchored in the Hudson.

The party arrived at NBC's Radio City studios about 7:45 p.m. After being shown television and touring the studios, they saw a special variety show in Studio 8H, the largest broadcasting studio in the world, and then went to the Radio City Music Hall.

N B C C H I C A G O

by Lynn Brandt



Production Director Gordon Hughes and Vera Mahar, Night Manager's office, in plane bound for Mexico City elopement April 20.

Changes

John Keys is a new writer for Chicago Division Press . . . Miss Mildred Mariano is the latest addition to Audience Mail . . . Mr. Axel A. Gruenberg is our newest Production member. Justus Allen, of the engineering department, has been transferred to the N. Y. Television Department . . . Johnny Erp, formerly of Kansas City radio, has joined the Central Division Special Events office . . . Mr. William Ensminger has recently joined the Guest Relations staff.

Did You Know That . . . Production Director Bob White is now the proud father of a baby girl born Friday, April 28th? Congratulations Bob! . . . Dorothy Masters, Press, is so horticulturally minded that the Press office windows will soon be glorified with flower boxes? . . . Don Dowd, announcer, is studying Great Lakes navigation in preparation for another grueling season as first mate for several of the NBC yachts now in Lake Michigan waters? Don is in great demand by our NBC captains of the briny deep . . . Louis Roen, announcer, has recently purchased a beautiful new home in suburban Park Ridge?

Ray Berg, Mail Room, has been studying psychology all winter. At present he is attempting to apply psychology to ping pong. Reports indicate his game is no better than before . . . Powerful forces are planning a baseball game 'twixt the married men and

the bachelors of the Central Division . . . Bob McCoy, formerly secretary to Senior Announcer Everett Mitchell, is now a junior announcer, and Fred Kasper, formerly Guest Relations, replaces McCoy in Mitchell's office?

Loretta Dwyer, Network Sales, is now wearing a sparkling diamond on that romantic left hand. Congratulations Loretta! . . . Durward Kirby and John Holtman, announcers, are boots and saddles addicts . . . Engineer Byron Speirs is still trying to sell that silo on his newly-purchased farm. No takers yet . . . Jackson Tisch, Guest Relations, is a collector of recorded symphonic music?

Eugene Eubanks, program director, began in the show business at fifteen years of age? Toured U. S., Canada, and Australia. Has twenty years as actor and director in motion pictures to his credit. In early days of pictures he was juvenile lead to such stars as Ethel Clayton, Dustin Farnum, Wally Reid, and Theodore Roberts.

ATE Party

Friday evening, April 14, is now recorded in history as the night of the first annual Chicago Radio Dinner-

dance. Sponsored by the ATE Chicago Chapter of Central Division, the party was held in one of Chicago's loop hotels. Entertainment included dinner, the orchestras of Ina Ray Hutton and Charlie Agnew, a floor show, and a special half-hour program broadcast direct from the floor over NBC-WENR. Congratulations go to the Dance Committee:—Chairman Paul Clark, Al Eisenmenger, Tom Gootee, Ray Bierman, Fred Shidel, and Hunter Reynolds. A packed house enjoyed themselves completely.

Farewell Party

Miss Helen Kellie, for eleven years secretary to Niles Trammell during his years with the NBC Central Division, and now transferred to New York to continue as Mr. Trammell's secretary in his Executive Vice-President's office, was the guest of honor at many parties prior to her departure. Some of the affairs included a luncheon at Mrs. Paul McClure's home in Libertyville, Illinois; a luncheon by the girls of the Central Division at the Merchants and Manufacturers' Club; and lastly, a farewell reception at the Sherman Hotel.



Captains of the seven teams in Central Division Intradepartmental Bowling League. Team championship went to Announcers. Gold medal for individual high average went to Announcer Charles Lyon. Kneeling, left to right: Jim Stirton, Artists Service; Ole Olmstead, Communications; Ken Christiansen, Mail Room. Standing: Jim Neale, Sales; Announcer Charles Lyon; Emmons Carlson, Sales Promotion; Johnny Wehrheim, General Office.

NAMES IN THE NEWS

NEW YORK

Promotions

The month of April has featured many advancements in the company, and the Engineering Department received its full share of new members. The fledgling engineers include: Jim McCarthy, Frank Burns, and Edgar Kahn, formerly of Guest Relations; Morton Nelson and Robert Massell who were transferred from the Mail and Messenger staff; and Howard Cooley, now in Field Engineering after moving from his old post as receptionist in Mr. O. B. Hanson's office.

Jim McCarthy was an assistant page supervisor before going to engineering. He has attended the Pratt Institute during the five years of his employment with NBC. McCarthy holds a first class radio-telephone license. His new job is that of apprentice engineer in Field Engineering.

Howard Cooley was the second member of this group to win the coveted position of apprentice engineer. There are two such jobs open every couple of years. The selection of winners is regulated by a rigid competitive exam. Cooley entered the company three years ago.

Edgar Kahn was a student at the RCA Institutes for the year following his graduation from high school in 1934. After securing his first class radio-telephone license he came to NBC in October, 1936. Ed stepped from cashiering for Guest Relations to the office of Mr. McElrath, NBC operating engineer.

With the exception of Jim McCarthy, the RCA Institutes have played an important part in shaping the career of each one of these men. Morton Nelson has been enrolled there two years, and has been with NBC two and a half. Nelson filled the vacancy left by Cooley's promotion.

Robert Massell, who has a "ham" station, W21GB, now in its fourth year of operation, obtained his commercial telephone license at the Institutes. Massell has been an employe since March, 1937.

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Another promotion was that of Frank Burns from set-up work in

Guest Relations to the Television Engineering staff. He now works under Mr. Morris in the Research and Development Division. Frank made his decision to become an engineer before coming to NBC, where he has been for the last three years. He is also a graduate of the RCA Institutes with a first class radio-telephone license.

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Transferred to Television Service during April were two Guest Relations men, Phil Ford and Victor Alfson. Phil Ford attended Trinity College for two years, and in 1935 he sailed for Paris to attend the Alliance Francaise. His studies there prepared him for the job that followed, that of decorator and lecturer on decoration at the Roerich Museum in New York City. At that time, too, he was also in charge of a summer stock theater's scenery and properties, this lasting for two seasons. In his new position, he is in charge of properties in the television studio.

Vic Alfson graduated from Park College, Parkville, Mo., in 1935 and then turned his attention for awhile to the study of art in Pittsburgh. Following that he seems to have revived a childhood ambition for a time—working as ski expert and instructor in various New York department stores and winter resorts. In May of 1937 he came to NBC, and is now back in art work again, doing scenery design in Television Service.

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Continuity Acceptance has a new junior reader from GR in the person of Warren Ambrose, who has been with NBC about nine months and hails from the state of Kansas. Liking to keep the trade in the home state he attended the University of Kansas. With the exception of a short stay with Railway Express, Amby's sole interest since he left school has been in NBC, and in his new job he is definitely looking up to bigger things.

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Miss Marcella E. Garvin has been transferred from Central Stenographic to the Production Division where she is now acting as assistant to Miss Idella Grindlay, who is in charge of studio assignments. Formerly associated with the Prudential Insurance Co., in Newark, N. J., and Bonwit-Teller in New York City, Miss Garvin came to NBC almost two years ago. A native of New Jersey, she was educated in the public schools of her na-

tive state and in Godesberg, Germany. She is a graduate of Drake Business College.

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Herman M. Gurin, whose transfer from Air Conditioning was recorded in the April TRANSMITTER, has now been promoted from a television studio technician to an operator in the television demonstration room on the ninth floor.

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Tommy Severin, who has run the gamut of the various divisions of Guest Relations, was promoted May 4th to guide supervisor. He will work with Supervisor Paul Rittenhouse. Severin came to NBC direct from high school in 1933, but attended N. Y. U. evening classes during the first two years of his work here. Starting as a page, he was promoted to the guide staff within a month and then conducted tours for two years. Following this were hitches in set-up and the cashier's booth. He was finishing his seventh month on the GR control desk when the new job came to him.

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From the Night Program staff last month came Reginald Stanborough to join the announcers. No Dan Russell's class in this case—one audition and the experience behind him were enough to clinch the job. Reg's start came at Carnegie Tech, with a stage career the idea in mind. One Broadway show followed, then work in Pittsburgh as half of a two-piano team. A little more radio experience at WQXR and finally, about two years ago, he came to the Stenographic department in NBC. The promotion to Night Program followed in about eight months.

Transfers

Four NBC guides have been loaned to the RCA exhibit at the World's Fair. Ernie Clark has been made guide supervisor there, with Bob Lamkie, Willis Myers, and Bryan Owen acting as assistant supervisors.

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Beulah Jarvis has left Mr. Fitch's office for Television. This is her third transfer, having, in the past, been in both Production and Music.

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After two and a half years in Central Files, Dorothy Streitz has been transferred to the Press Division. Miss Streitz is a native New Yorker, something of a rarity in New York.

Edward M. Lowell has been made manager of the Building Maintenance Division of the General Service Department. The new Television Service section is included in Maintenance, so comes under the jurisdiction of Mr. Lowell.

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In the same Department, D. B. Van Houten is now manager of the Office Services Division. Mr. Van Houten continues his functions relating to budgetary control for the General Service Department.

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Dom Davis, formerly editor of the NBC TRANSMITTER, has been transferred to the Production Division where he has replaced Frank Dodge, who took a leave of absence in order to work with a puppet show at the World's Fair.

Davis came to NBC as a page five years ago and subsequently served as a guide, guide instructor, and as editor of the TRANSMITTER for two years. He had two years' experience as a Spanish and English announcer before coming to NBC. The son of a former army officer, who went to the Philippines with Admiral Dewey during the Spanish-American War, Davis was chief announcer and assistant studio manager of KZRM, Radio Manila, when that station was owned and operated by RCA. He left KZRM in order to continue his education in this country. He attended Lake Forest Academy, Illinois, and Harvard College.

While editor of the TRANSMITTER, Davis directed and assisted in the production of various NBC employee broadcasts.

Newcomers

The month of April brought two new faces—or should we say "voices"—to the Announcing Division. The gentlemen they belong to are Douglas Browning and Radcliffe Hall. Mr. Browning comes to NBC New York from WLW Cincinnati, for which he announced three years. Previous to that he was with station WCKY in Covington, Ky., except for a period in 1935 when he announced on a few Chase and Sanborn *Opera Guild* programs in New York. Before entering radio, Mr. Browning attended the University of Cincinnati, then clerked, drove an ambulance, worked 5 years for A. T. & T., etc. During "a period of idleness" in 1934, he wandered into WCKY Covington, Ky., to "have a try at" an audition, and was put on

the staff as announcer that night.

Radcliffe Hall set out in the early 1930's on a stage career. Stock, road, and repertory companies claimed his attention for several years in Pennsylvania and the South. In 1937, however, we find him well on the way in radio with an announcing job at WGY Schenectady. He had spent the previous year with the Buffalo Broadcasting Corp. Hall was born in Erie, Pa., and attended the University of Pittsburgh, leaving there in 1932.

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Eleanor J. McCarthy has been employed as a music research clerk in the Script Division. Miss McCarthy has been studying voice, privately and at the Juilliard School of Music.

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Philip E. Monaghan is the new TWX operator in Telegraph, although it can hardly be said that he is new to radio. He started back in 1919 when he was a member of the U. S. Army Signal Corps. Later he enrolled in a radio school and became a licensed International Correspondence Radio Teletype Operator. He worked until 1929 in WJAX Jacksonville, Florida, then became chief radio operator on the flagship of the United Fruit Fleet. His last position before joining the ranks here was with American Airlines Radio Communications.

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WENR Chicago lost Justus Allen to the Engineering Department of the New York offices. He had been an engineer at that station for eleven years. A University of Iowa man, he left school in 1925 to go to the West Coast on commercial operating jobs. After about three years of that he joined the WENR Staff in Chicago. His assignment in New York is in television.

Resignations

A roster of recent resignations from Guest Relations is listed below with the new affiliations of the resignees.

Tom Berry, Raymond Wall, John McHugh, Dave Adams, and Dick Barron are with the Westinghouse exhibit at the World's Fair.

Louis Kuntz, Anthony Faillace, Pat O'Connor, and Edmund Bouton now work for the World's Fair Corporation.

Also at the Fair are John Ward, Arthur Perry, and Charlie Jones with the Ford exhibit, Jack Graham with American Express, and Cummins Speakman at the Du Pont exhibit.

Peter Perrine is now a free-lance artist, and James Pratt is with Young & Rubicam.

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Kimball Renwick is now with his father's firm in Winnetka, Illinois. George Watkins has obtained a singing position in the Middlewest. J. H. Reilly is a salesman for the Orchestrola Company in New York.

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William F. Gordon left the guide staff this month to take a position as announcer with Station WAIR in Winston Salem, N. C. A student in Dan Russell's announcing class, he got the WAIR post after an audition held here. He is replacing Roger Von Roth, a former NBC page, who is going to WPTF, an NBC affiliate in Raleigh, N. C. Bill regretted that, leaving on such short notice, he was unable to say goodbye to all the friends he had made during his seventeen-month stay here.

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Frank Holdenecker has left the Mail and Messenger section to go with the Eagle Pencil Company.

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Miss Marion Jostedt, former secretary-stenographer to A. L. Ashby, NBC vice-president and general counsel, resigned April 30 to take a position in public relations work.

Miscellaneous

George Engles, vice-president and head of Artists Service, returned to his desk on April 17, following an absence of several months on account of his health.

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Another "home-town boy has made good." Guide Ralph Cameron was drafted into the *Vox Pop* program in the lobby of the RCA Building a few Saturdays ago; and, on a bet with Parks Johnson, he won \$9.25 by hitting ten out of thirteen tough questions. He is at present the hero of his home town, Hudson, Ohio (pop. 1200). It seems half the town was listening in. (*Vox Pop* sponsors please note.)

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Guide Paul J. Hutchinson returned to duty May 1, following a two-month illness.

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Evelyn Castel, former secretary to E. G. Prime of the Legal Department, resigned April 21 to be married to Read Wilson, announcer at WNOX Knoxville and former member of the NBC Mail Room staff in Radio City.

(Continued on page 6)

STAGECRAFTERS PLAN TO DO HOWARD PLAY

The Stagecrafters, the dramatic brainchild of the New York employes, is just a year old this month; and, in celebration, work has been started on the production of *The Late Christopher Bean*, a comedy in three acts by Sidney Howard.

The echoes of applause for *June Moon* and *The Pursuit of Happiness* can still be heard in Radio City Studio 8G, and soon the echoes will be reality, for Hubert Chain, director of *Chris Bean*, has announced that production is scheduled for the early part of June. Mr. Chain, a member of the Electrical Transcription staff, has forsaken the boards for this play to hold the directorial reins. No one who saw *June Moon* last year can fail to recall his splendid performance as the naive songwriter from Schenectady.

Prominent in the cast are many names familiar to followers of The Stagecrafters. Among them are Bob Stone of Electrical Transcription, Barbara Kirk of Station Relations, and Walter Covell of Guest Relations, all of whom appeared in *The Pursuit of Happiness*. Appearing also is Jeanne Harrison of Sales Traffic, whose performance in *June Moon* cannot be forgotten. New members of The Stagecrafters who have been cast in *The Late Christopher Bean* are Ray Girard of the International Division, Frances Goldacker of Sales, Margaret Stillman of Stenographic, and Ray O'Connell and Bill Garden of Guest Relations.

The Late Christopher Bean was written by Sidney Howard especially for Pauline Lord, who starred in it in 1932 and is reviving it on the road this season. It is a simple story of a New England family and the pandemonium that ensues in their household when they suddenly discover a tremendous fortune within their grasp. The unfolding is odd and hilarious, and no one will want to miss it. So watch for further announcements regarding the production date of *The Late Christopher Bean*.

New Record Set

Soundman Sam Monroe believes he set some kind of a record recently when he executed six sound effects in four seconds on an NBC broadcast. The job was to open and close a door, operate three recording machines, honk an auto horn, imitate a woman's footsteps crunching gravel, and break a window.

WGY SCHENECTADY

—by W. T. Meenam—

WGY's Bowling League concluded the 1938-39 season with a Hi-Lo contest and a banquet on April 1. High three for the two-man event was won by Winslow "Tiny" Leighton and Gene Darlington. John Howe, of Sales, president of the League during the second season of its existence, presided at the banquet and distributed the season's prizes for the best team and individual scores. Leighton won the individual average honors, closely followed by Chester Vedder, senior announcer, who was credited with the high three for the season, as well as the high single game score.

The winning team for the season was the Faders, but the winner was not established until the final game of the final match. Up to that game, the Ripples had a chance to capture the trophy but couldn't quite make the grade under pressure.

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WGY'S soft-ball enthusiasts—and practically every male member of the staff is keen for the game—are already in training for the first contest of the season. The WGY Staff plus the General Electric Short-Wavers are planning a picnic on Indian Ladder, a slightly mountain top from which the G-E short wave television transmitter operates.

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Manager Kolin Hager will discuss "The Value and Use of Radio for Educational Purposes" at a regional conference of 100 librarians, Wednesday, May 17. Mr. Hager, accompanied by Mrs. Hager, attended the dedication ceremonies of the New York World's Fair, April 30.

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Staff members are complaining of spring-time conditioning aches and pains. Caroline Osan began groaning after a day devoted to her perennials and annuals; Bill Purcell, in spite of a winter at skiing, found the first golf match trying; Betty Foy Stell gets painful reminders of a busy day at spring housecleaning; and Virgil Hasche, after an hour of soft-ball practice, has decided that he's gone soft.

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Wherever movie fans went—first-run houses or neighborhood theatres—during the week of April 16, they were confronted by Kolin Hager,

WGY manager. Mr. Hager presented the appeal of the Schenectady Community Chest, which has recently completed the 1939 campaign for \$200,000. It wasn't his first experience as a movie subject and he put over the appeal in convincing fashion.

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Jack Keane, WGY's head usher, was the first of the WGY staff to take his annual holiday. Jack, accompanied by Mrs. Keane, visited relatives and friends in New York.

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When he learned that Deanna Durbin was godmother to Jimmie Wallington's newlyborn son, Engineer Bernard Cruger got busy with a slide rule to determine his, "Crug's," relationship to Deanna. It appears that many years ago, on the occasion of Wallington's marriage, "Crug" served as godfather during the christening of Jimmie which preceded the marriage ceremony.

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Mr. and Mrs. Silvio Caranchini got an early glimpse of the New York World's Fair during their "summer" vacation.

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Victor Campbell, until recently with stations WGR and WKBW, in Buffalo, has joined the announcing staff of WGY, succeeding Radeliffe Hall. Hall was summoned to New York to join the NBC network staff.

NAMES IN THE NEWS

(Continued from page 5)

Their engagement was announced in the March TRANSMITTER, three months after Mr. Wilson's resignation. The wedding took place May 13 in Knoxville, Tenn. The young ladies of the Legal Department gave Miss Castel a cocktail party at the Rainbow Room Cocktail Lounge on Wednesday, April 19, and the men of the Department presented Miss Castel with a magnificent corsage of orchids.

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Catherine Lovelock, assistant to Concert Manager Marks Levine, was married to Ross Dugan on April 15 in Forest Hills. The newlyweds took a trip to Washington and the South for a vacation.

Every member of NBC is a reporter for his news magazine, the NBC TRANSMITTER.

KDKA PITTSBURGH

by Kay Barr



Guide Lloyd Chapman demonstrating marching men sound effects gadget to tiny visitors at KDKA.

Visitors

Since Lloyd Chapman has been identified with the Guest Relations Division at KDKA, he has escorted many interesting groups through the studios. But on April 19 he guided the youngest group ever to visit the station.

They were thirty-one tots, the kindergarten group of the Julia Ward Howe School. And their alert young minds understood enough of the sound effects demonstration and other exhibits to make their questions surprisingly good. It's a question whether Lloyd or the kids had the most fun, with the odds on Lloyd.

Marooned

The KDKA orchestra, with Singers Faye Parker and Billy Sherman, played a dance engagement 140 miles from Pittsburgh and made (part of) the trip by bus. On the way home the coach broke down, leaving the group marooned for hours in the stickiest of sticks. Finally got back at 10:30 A.M. by train and had to go into rehearsal almost at once for a broadcast that night.

Marriages

Continuity Chief William Gordon Beal and Cynthia Cate have selected July 1, 1939, as their wedding date.

Announcer Bill Hinds and Dolores Dollhopf were married May 17 in the

Eighth United Presbyterian Church of Pittsburgh. They flew to New York for their honeymoon immediately after the ceremony. Presiding at the organ was Bernie Armstrong, KDKA staff organist. Don Dixon, KDKA librarian, presented several vocal numbers. Gloria Newell, the bride's cousin, was bridesmaid, and Blaine Hinds, Bill's brother, was best man. Bill and "Do" will be at home at 3415 Portola St.

John Gihon, former program manager at KDKA, was married in Chicago May 1 to Muriel Kretlow, nationally known dancing teacher. Carl O. Wyman, KDKA engineer, was best man.

Notes

Those of KDKA who can (and do) whistle or hum are persistently pestered with a terribly tenacious tune. It's Maurice Spitalny's newest creation, "Start the Day Right."

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Engineer Ward Landon is instructing in practical astronomy a group from the Boys' Club of the First Presbyterian Church, Pittsburgh.

June "Brownie" Marshall, evening switchboard manipulator at KDKA, is the gypsy of the staff. If she had a tent and a bandana kerchief, she could qualify as a professional palm reader, she's that good.

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Production men at KDKA never

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.

FOR SALE—Sterling Silver Mexican Filigree Link Bracelet, \$1.75. Alice Weidenheim, Sales Promotion Dept. NBC Chicago.

WANTED—NBC young man to share room with member of guide staff. Large, clean, \$3.50 apiece weekly. West 82nd, one block west of Central Park. Apply to NBC TRANSMITTER.

WANTED—Inexpensive summer house with commuting distance of Radio City—to be leased by four NBC employees. Apply to NBC TRANSMITTER.

dare put a microphone close to Bernie Armstrong, staff organist, when he's working. Bernie bobs his head in time with the music, and each bob produces a sort of guttural grunt. It wouldn't do for that to go out over the air. After all, Johnny Shiliano is the sound effects genius.

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Ed Calahan, Artists Service, and Francis Fitzsimmons, Press, will inaugurate the 1939 vacation season for KDKA. "Fitz" starts his leave May 29, and Ed leaves June 3 for New Brunswick, New Jersey, to witness the graduation of his daughter, Marie Louise, from the New Jersey College for Women. He will spend the remaining days on his Bucks County (Pa.) farm.

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Marjorie Thoma is an attractive new member of the KDKA staff. She is assisting Continuity Chief Bill Beal with his writing and stenographic work.

"Midge" brought plenty of experience and training as well as a radiant enthusiasm to the Program Department, not to mention a wealth of education at Carnegie Tech and Duquesne University.



Marjorie Thoma

NBC TRANSMITTER

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

VOL. 5 MAY, 1939 NO. 5

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PENGUIN'S PROGRESS

Once upon a time (a few days ago) there was a Penguin whose name was Horace because he had a patent-leather back and a white suede front, and for the same reason all other Penguins are named Horace and if anyone asks you why, just say, "Why not?"

Now the Horace that we're talking about lived in Central Park Zoo but he was getting darn tired of it. One day the landlord forgot to shut the door to his air-conditioned apartment and Horace found himself walking down Sixth Avenue. (If you can call what Penguins do, walking.)

Everyone who has lived in New York, or who has read the *New Yorker* faithfully, realizes well enough that walking down Sixth Avenue will eventually get you to Radio City, and that's what it did for Horace.

Professor N. G. Torkle in his famous book* points out that all Penguins travel in a decided left hook, and it was because of this phenomenon that Horace found his way to the NBC Main Hall. He had no idea where he wanted to go, and this lack of directional ambition gave him the bearing of a radio artist in search of a program director. Horace passed the sentinels and the magic eye of the elevator and was soon doing his left hooks all over the second floor.

"May I help you?" asked a pleasant figure sitting behind a desk which gave the appearance of a smaller version of Radio City.

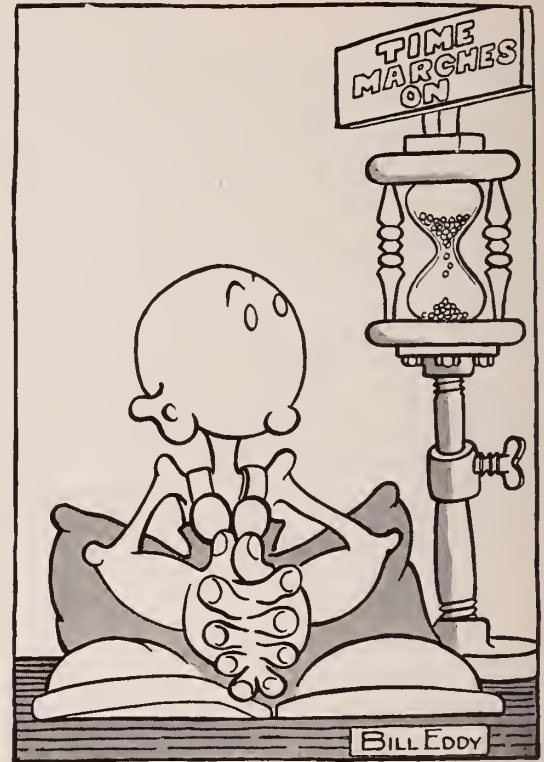
"Awk." answered our black and white hero. Our pleasant figure be-

(Continued on page 15)

* A Hundred Million Penguins (unpublished).

BE SEEING YOU AGAIN, IMBY

HAVING succeeded in flooding the various niches and rotundas of our NBC real estate with plaster monoliths and granite memorials, we drop our satirical mallet and chisel, ruefully to survey the results. With the subtle touch of a pile driver we have payed homage to you all. To those who have been punctured by our literary arrows we apologize, and to those untouchables who have been overlooked we stress the principles of applied self-preservation. And so, for the nonce, we fold our tent and quietly steal away, mayhap to return with a full quiver in some future issue, again to drop a salvo in your midst.



ANNOUNCER WRITES REVIEW FOR FAIR

Practically the whole of the special number of the de luxe French literary review, *Mesures*, included in France's exhibit at the World's Fair, is the work of Fernand Auberjonois of the French section of the International Division of NBC.

Under the general title, "Hommage A la Litterature Americaine," this number of *Mesures* contains a portion of the recent biography of Lincoln by Hearndon, a contribution by John Dos Passos which will not be published in English until later in the summer, pages never before published from the diary of Washington Irving, and poems by Langston Hughes never before published in French.

Mr. Auberjonois gathered the material, translated it into French, and obtained the rights for publication and translation. The review had already published three of his articles on American life.



Fernand Auberjonois

Mesures is impressive typographically, and numbers among its collaborators many distinguished French authors.

Mr. Auberjonois came to NBC in 1937 as a French announcer for the International Division. He was educated at Lousanne, Munich, and Zurich, and spent several years in Geneva as a League of Nations correspondent for French and Swiss papers.

NEW DIRECTOR HAS BROAD BACKGROUND

In Harold McGee, who joined the Production Division April 5, NBC has acquired another program director with a background of experience. After being graduated from Union College in 1920, he came to New York to act with the Provincetown Players. He was with them eight years, the last five of which he served on their Board of Directors.

In 1933 he began producing the *Soconyland Sketches*, continuing until 1937. There followed several freelance assignments, two of which were WEAf's *Snow Village* series and *American School of the Air*. In the past few weeks McGee has produced four *Radio Guild* dramas and one of the *Great Plays* series.



When NBC Director Ted Sherdeman was awarded first prize (stop-watch) in the Idea Mart Contest for his program, "The Cannon Will Not Fire," Hollywood radio men were on hand to congratulate him. Left to right are: Joe Stauffer of Young & Rubicam; Sherdeman; Tom McAvity of Lord & Thomas; and John Swallow, NBC Western Division program director. Sherdeman's half hour drama was one of ten of a series written by NBC Hollywood directors.

Sports

In the Annual NBC AA Golf Tournament, played April 23 at Midwick Country Club, George Hatch, Guest Relations, won the trophy put up by Bing Crosby with a low gross of 30, a 10 handicap, and a net of 70. Dick Eckels, Staff Musician, tied with Hatch, but lost the trophy through a flip of a coin.

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Competitive sports ladders have been installed in the employes entrance at Hollywood Radio City to stimulate activity in different sports. At this writing, on the top rungs in bowling are George Hatch, Guest Relations, Carlton E. Morse, writer of *One Man's Family*, Director David Elton, and Clinton "Buddy" Twiss, in

NBC HOLLYWOOD
by Noel Corbett

charge of Special Events, Hollywood. In the Ladies' Division: Letty Blomquist, PBX, Dorothy Brown, Continuity Acceptance, Vava Bowers, Guest Relations, Jeanette White, Program, and Joan Chapman, Music Rights.

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Director Ted Sherdeman and Bob Waddell, Guest Relations, are leading in ping pong, while "Buddy" Twiss and Jim Cannon are leading crib-bagers.

Notes

Don E. Gilman acted as Sire of the Third Annual Los Angeles Night in Bohemia at San Francisco's famed Bohemian Club, May 11. About fifty Angelenos traveled North for the affair, including Sydney Dixon, sales manager, and Harrison Holliday, manager of KFI-KECA.

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Director Joe Parker will leave Hollywood May 17 to spend his vacation driving across the continent. The ultimate object of his trip will be to watch his cousin, Lou Nova, tangle with Max Baer on June 1st in New York. En route, Parker will visit WGPO Albany, Georgia, which he managed at one time.

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Last month, Hal Bock, Western Division press manager, drove with his



NBC and CBS pages who spoke at the Joint Radio and National Youth Week day at the Los Angeles Advertising Club on May 2. Left to right: from CBS, Robert Barlow, Robert Fisk, Richard Haysel; from NBC, George Volger, Harold Haklik, Jack Samways.

wife to Mission San Juan Capistrano for the weekend. Most of their time there was spent visiting Father Hutchinson.

During their conversation, Bock presented the Father with a screwball pin, making him an official member of Doc Rockwell's Screwball Club. The following week, Bock received a letter from Father Hutchinson requesting eight more pins for nuns in the Mission.

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QUICK PIX . . . Lew Frost talked at UCLA April 19 during the Occupational Conference. Hi topic was "Opportunities in Radio for College Graduates" . . . Matt Barr was given a baby shower on his birthday, April 12, at the Hollywood Brown Derby. The Barrs are expecting in July . . . Alfred H. Saxton, division engineer, plans to drive to New York to attend the Annual Division Engineers Meetings.



Program Building class which meets weekly in Hollywood Radio City. Standing is Lew Frost, executive assistant to Vice-President Don E. Gilman of the Western Division. Right, sitting, is Production Manager Walter Bunker. This is one of many classes designed to give NBC Junior employes a chance to learn the various phases of broadcasting. Classes are conducted similarly to those in New York Radio City (see article on page 2). About 40 young men are enrolled. The classes, with the men conducting them, are: Sales, Salesman Tracy Moore and Sales Promotion Manager Charles Brown; Program Building, Walter Bunker; Continuity, Andrew Love, in charge of Literary Rights; Sound Effects, Sound Chief Harry Saz; and Announcing.



The NBC Hollywood AA Softball Team that beat KFI-KECA 7 to 6 May 5. Top row, left to right: Director Arnold Maguire; Sound Chief Harry Saz; Assistant Program Manager Marvin Young; Director Joe Parker; Program Traffic Manager Cliff Anderson; Walter Baker, manager of General Service and Maintenance; John Swallow, Western Division program director; Lew Frost, executive assistant to the vice-president, Western Division; and Production Manager Walter Bunker. Lower row, left to right: Walter Snow, Sound Effects; Clinton "Buddy" Twiss, in charge of Special Events; Matt Barr, Press; Norman Noyes, supervisor of pages; Director Ted Hediger; and Hal Bock, Western Division press manager.



Tenth Anniversary Chimes

The NBC Transmitter salutes these members of the National Broadcasting Company who, this month, complete their tenth year with the Company.

Bess Prince Dees

Bess Prince Dees, NBC's program traffic director in Washington, was born in Union, South Carolina. She came to Washington in 1923, shortly after receiving her high school diploma. For the next four years Mrs. Dees worked at part-time jobs while attending Business High and Temple Business Schools. Upon completion of her business course she worked with an insurance company and later the Daughters of the American Revolution. She resigned to come to NBC in May, 1929.



Bess Dees

During these past ten years Mrs. Dees has been a member of the Program Department in Washington. She has watched the growth of WRC and WMAL ever since from that vantage point. Since joining NBC, Mrs. Dees has worked as a stenographer, as secretary to the program manager, and finally, having ability to absorb and handle Program Department details and information, as program traffic director for the two stations.

Henry E. Meyer

Henry E. Meyer was born in Jersey City in 1904, and has made New Jersey his home ever since. He has been equally consistent in his choice of work. When only fourteen he built his own spark-transmitter in West Orange, and from that "ham" beginning it has been radio almost all the way.

After finishing West Orange High School and the East Side YMCA Radio School, he went to sea for three years as a radio operator. From 1925 to 1928 he worked for Westinghouse Electric and Manufacturing Company, mostly on short wave and facsimile. The next year or so he worked for AT&T on the trans-Atlantic telephone, which was then just starting. And

from there he came to NBC. Until February he was in the Maintenance Division of the Engineering Department.

Mr. Meyer has had much to occupy him when not on duty at NBC. He has been married almost ten years and has a seven-year-old girl and a five-year-old boy. He built the first short-wave police transmitter in New Jersey. He is one of the editors of the *ATE JOURNAL*. And on top of it all there is golf. Judging from the target practice in the garage of his Millburn home, he expects to do great things on the fairway this spring.



Henry E. Meyer

Florence E. Marger

Our memo from Personnel states that Florence E. Marger is the office manager of the Legal Department. It is not quite as simple as that. Actually, Miss Marger's responsibilities not only include working closely with Judge A. L. Ashby, NBC vice-president and general counsel, on his legal problems, but supervising the stenographic and clerical personnel of the Department as well. In her case, managing the budgetary control for the office could truthfully be called just another duty.



Florence Marger

Miss Marger attended a convent school in Pennsylvania, but left to study secretarial work in her native city, New York. Shortly thereafter she became associated with the late S. S. Meyers, noted attorney. Recognizing her ability and ambition, Mr. Meyers offered to put her through law school. A long and serious illness ended a very promising career as an attorney and, to her great disappointment, eventually necessitated her resignation from her position.

In May, 1929, after undertaking temporary work from time to time, Miss Marger joined the NBC Legal Department as a secretary. Six months later Judge Ashby's secretary resigned, and he offered the position to Miss Marger. Since then—well, just reread the opening paragraph.

Miss Marger's home is in Forest Hills, where she lives with her mother. For relaxation she likes to swim, golf, drive a car, and play piano. It is said, too, that she plays a smart game of poker and pinochle. But her favorite hobby is her six-month-old niece.

George M. Nelson

If the circulation of the NBC TRANSMITTER were limited to New York NBCites, no mention of George M. Nelson's NBC activities would be necessary. They all know that as the interviewer of men in the Personnel Office he does an outstanding job. They know, too, that his sincere interest in those he interviews does not stop once they are employed—that, on the contrary, ensuing advancements mean a great deal to him. As an indication of this interest, it is Mr. Nelson who plays Santa Claus to the Guest Relations and Mail Messenger locker rooms by stocking them with fruit, cake, and candy every Christmas week.

Mr. Nelson was born in Virginia at Melrose Castle, his grandfather's estate. After private schooling he worked a few years before completing his education at Columbia and Harvard. When the war came he went over-seas to serve as a top-sergeant on a hospital train, and probably set a mileage record there for a member of the A.E.F.

For a few years after the war he acted as director of army dramatics in Washington, D. C. Next he moved back to New York to do personnel work for the AICP, the original U. S. charity organization. It was from there that he came to NBC, where he managed the Mail Room for several years until going to his present



George M. Nelson

position in Personnel, the work he enjoys so much.

Outside of NBC his keenest interests are in the opera and the theatre. In fact he has contributed to the latter. Several of his plays and sketches have been produced in this country, and one was staged and highly received in England. Regarding the opera, he has attended seven hundred performances! Another hobby is collecting autographs of famous personages, and his collection is amazing.

Frank J. Fugazzi

Studio Engineer Frank J. Fugazzi celebrates his first decade with NBC this month, but radio has been a hobby with him since 1920 when he was active in amateur radio. He furthered his early experience by study at the National Radio Institute and the Loomis Radio College.

Mr. Fugazzi joined RCA in 1927, and transferred to the National Broadcasting Company in Washington in 1929. Now that radio is a vocation for him, his latest hobby is movie photography.

Although Mr. Fugazzi was born in the District of Columbia, he had already crossed the Atlantic and visited Italy before starting to learn the three R's in Washington schools. He is married and has a little girl.

James Platz

The birth in 1905 of James Platz, Central Division junior control supervisor, increased the population of Spiker, Nebraska, by 50%. During his high school days he spent several summers working on farms, which convinced him that farming was not meant for him. Piano tuning, which he tried next, was not the answer either. Then

he tried radio and his problem was solved. After a few years experience operating a one-kilowatt transmitter, as well as announcing and acting, he joined NBC in 1929 as



James Platz

assistant station engineer of KFKX. He left KFKX to take charge of AT&T's radio program Long Lines Repeater Department (consult your local engineer!) in Omaha, Nebraska. In May, 1929, he rejoined NBC; and, as Jim says, this time "it took."

Mr. Platz has held his present position since February, 1931. He is also the secretary of Chicago's chapter of the ATE.

He is married and the father of an eight-year-old girl and a three-year-old boy. His hobbies include "ham" radio (W9GY), music, and eight mm. movies.

DOUGLAS MESERVEY TO NEW DIVISION

Douglas W. Meservey has been transferred from Vice-President John F. Royal's office to the Commercial Program Division. Mr. Meservey has been with NBC nearly two years, having come here in July of 1937. Prior to that his experience had been almost entirely in advertising, having been associated first with Erwin Wasey et Cie in Paris, then with McCann-Erickson in New York, and finally with the advertising department of DuPont Cellophane Company, Inc. He resigned as advertising manager of the latter company to take an executive post in NBC's Program Department.

JOINS TELEVISION

Eddie Sobol has been added to the NBC Television Production Staff. Sobol's theatre career extends back to the flourishing days of vaudeville. Brooklyn born, he "just naturally" gravitated toward the footlights, and started out as a youthful singer. There followed ten years of touring the country's circuits as "straight man" in various comedy teams. His long apprenticeship served, he became an actors' agent and a producer of acts for the B. F. Keith and Orpheum circuits. When Max Gordon, now advisor on television programs for NBC, set up his own production group ten years ago, Sobol became one of his associates, and except for a year in Hollywood has remained with him since.

STUDENTS PERFORM

Bill Farren took his radio guests on another trip behind the scenes May 13 on the *ABC of NBC* program. This week he visited Dan Russell's announcing class. The members of the class read news bulletins and continuity, and gave foreign pronunciations. The three members interviewed were Casper Kuhn, Gene Rubessa, and Frank Shinn.

WBZ BOSTON AND WBZA SPRINGFIELD

—by Bob Evans—

From the State House via the Newspaper Row grapevine we learn that John A. Holman, general manager of WBZ and WBZA, who, in his capacity as chairman of the Massachusetts Broadcasters Committee, is carrying the battle against the Bowker Bill, has the admiration and respect of all concerned. Both legislators and hard-boiled scribes rank him as an impressive and singularly able leader.

Fancies of Spring . . . The BZ Easy Gardeners Club has started its annual battle with rake and hoe. Messrs. Swan, Holman, and Harder are matching wits with tulip, daffodil, and crocus again, but haven't been getting much of a break from the weatherman. At least, that's their story—and we suppose we'll have to accept it.

Frank ("Farmer") Bowes, sales manager, is still trying to make a swimming pool out of the old lily pond which is the principal breeding spot for mosquitos on his Hanover grounds. Bowes takes particular delight in taking visitors out to see the pond at night because they're liable to fall in. At least that was our experience—or maybe he had definite ideas along that line. It's been suggested that he turn the whole project over to the WPA.

Cigars for the men and bon bons for the girls were in order on April 1st, when Bob Evans of Press staggered off the elevator and announced, "It's a boy." Young Evans, who has been named "Billy" after his paternal grandfather, rattled the beam at seven pounds, six ounces. Both he and Mrs. Evans are doing nicely.

Microphone Leaks . . . Arch MacDonald, not being satisfied with putting in a full day at the studios, is currently spending his evenings as an actor. At present he's rehearsing the role of a wounded war veteran for a production of the Providence Black Friars' Guild, titled, "The Graven Images" . . . WBZ's two Kays, Leatherbee of Press and Schmidt of Program, are back in harness again after serious illnesses. It's nice to see the girls with a natural blush again . . . Keyes Perrin of the announcing staff becomes a vocalist on the Rakov morning show very shortly. Keyes doesn't plan to use his own name and has been asking for suggestions.

ATHLETIC ASSOCIATION ACTIVITIES



Grand Ballroom of Hotel Roosevelt on April 21. From left to right: ? ? ? ? ? ? ? ? ! ! ! ! !

ANNUAL AA DANCE COLORFUL SUCCESS

The Athletic Association's annual dance, held Friday, April 21, in the grand ballroom of the Hotel Roosevelt, was described by Committee Chairman Al Protzman as a rip roaring success. The ballroom was liberally bedecked with huge clusters of balloons, and flower girls were drafted from Stenographic to pin boutonniers on the lapels of male guests as they entered. At two a.m., folding time for the boys in the orchestra, the party was still going strong. So much so that practically the total attendance of six hundred people left the hotel together, most of them pretty much disappointed at having to break up so early. However, Peter van Steeden and his men had done the usual good job, although in this case it may have been force of habit. It was the third successive AA Dance at which they had played.

Of course the big feature that night was the jitterbug contest, and it developed that some of the most staid members of this company could really "truck on down" when the occasion warranted. Runners-up were Ernest LaPrade of Music Division, Sales Promotion's E. P. H. James, and Engineer Carl Dietsch. When it came to the winners, everyone seemed to have been too excited to remember

getting the names! Anyone having information relative to this, please communicate with the TRANSMITTER. We'd like to know too. Carl Dietsch is credited with a good alibi for not winning. His partner "got tired." Charlie Wall, Ford Bond, Allen Kent and Milton Cross were the judges, and were much commended for their fairness and their terpsichorean good judgment.

And at this point, we think, should go the credit due to Mary Coyne of Sales Promotion. Hers was certainly the hardest work in connection with the dance, as anyone who has sold tickets before will agree. It was a bit of salesmanship of the first water, and the Committee is duly grateful.

Al Protzman and the Committee also wish to thank the NBCites for helping to make the party the success that it was. At the moment, they are giving much thought to plans for the summer outing, and information concerning that will follow very shortly.

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Golf News

The first 1939 tournament of the NBC AA Golfing Division will be held June 14 at the Rockland Country Club, Sparkill, New York. As usual it will be in charge of A. Frank Jones of Artists Service from whom many of you will have already received notices. All others interested in entering the tournament are asked to call Chairman Jones on extension 851.

Softball News

The National Broadcasting Company New York Athletic Association's Intradepartmental Softball League got off to a start, May 2nd, not unworthy of its title when the stalwarts of Accounting crossed bats with the sluggers of General Service. Although out-hit by an 18 to 11 count, the Accountants took advantage of four costly errors which resulted in nine runs and the winning edge in an extra-inning game. The final score was 14 to 13!

In true story-book fashion the winning run was scored in the last half of the eleventh inning when, with two out, Captain Nicol drew a walk and was immediately advanced to the home plate on a deep triple into left field by pinch-hitter D. Stewart.

The Score by innings:

Acctg.	3	2	0	1	3	0	0	4	0	0	1	—14
Gen. Serv.	1	2	4	1	2	0	2	1	0	0	0	—13

Pitching for the Accountants were Cody and Henri, the latter being credited with the victory; Papp caught. For General Service Hoagland and Seiler threw to Phillips, with Seiler the losing pitcher.

We do not have the schedule, but suggest you get in touch with Chairman Hugo Seiler of Mail and Messenger if you are interested. And there is no reason why you should not be. The games are played in Central Park of evenings at six o'clock.

Late flash! The newly entered Guest Relations team played a 3—3 tie with the Mail Room outfit on May 11.



Here are Alice Bradford of Press and E. P. H. James, manager of Advertising and Sales Promotion, at AA Dance.



Members of the Engineering No. 1 Bowling Team which won the AA Intradepartmental Bowling League Championship for 1938-39. Sitting, left to right: Pete House, Captain George Milne, Frank Opsal. Standing: Frank Connolly, Paul Gallant, Ed Prince.

Bowling News

April brought to a close the first season of the Intradepartmental Bowling League, conducted this year in place of entering just two teams in the Rockefeller Center League. Thanks to the hard work of Chairman G. O. Milne and the support of the NBC Athletic Association, headed by George McElrath, it was a highly successful season. Seven departments entered teams, with Engineering furnishing two and General Service three. Next fall it is hoped that two more departments will join the League, and already the Radio City Alleys have been reengaged.

To the winning Engineering team, captained by George Milne, was given a silver cup, which will be permanently displayed in the trophy case in the studio section once the members' names have been inscribed on it. Statuettes were given as personal possessions to Pete House of Engineering and T. J. Dolan of Traffic for high individual average and high game respectively.

In the ladies' competition, Mary Lesko of Accounting copped both the high game score with a 204 and high series score with a 544. Misses Michel and Moyer placed second and third.

Final, all-season standings in team competition were:

Team	Won	Lost	Average
Engineering No. 1	61	20	821
Engineering No. 2	59	22	796
Treasurer's	57	24	801
Auditing	43	38	784
Gen. Serv. No. 2	39	42	776
Traffic	37	44	761
Sales	32	49	745
Gen. Serv. No. 1	27	54	758
Artists Service	27	54	732
Guest Relations	23	58	710

The five highest individual averages were:

Name	Team	Avg.	Games
House	Eng. 1	184.11	69
Protzman	Eng. 2	172.46	54
Milne	Eng. 1	172.20	81
McElrath	Eng. 2	172.12	81
Nicol	Auditing	172.08	57

The three winners of high series were:

Rudich, Gen. Service 2	609
Snell, Eng. 2	605
Heitmann, Gen. Service 1	600

The three winners of high single game were:

Dolan, Traffic	245
Garland, Gen. Service 2	240
Burholt, Treasurer's	237

Officers Elected

The officers of the NBC AA elected in March are: George McElrath, president; R. J. Teichner and Frances Barbour, vice-presidents; Anthony Hennig, treasurer; and Lucille Lizotte, secretary.

Baseball News

The NBC baseball team started the 1939 Motion Picture League baseball season auspiciously by trouncing last year's champions, the Consolidated Film team, by a score of 7 to 2, after six innings of play. In the past, Consolidated Film has been one of our most troublesome opponents, and this victory has been taken by our players as a good omen for a successful season and possibly the league championship. Jimmy Von Frank of Guest Relations held the hard-hitting Film team to 4 hits and was very steady in the pinch-

es. Manager Jack Wahlstrom's long two-bagger off the center field wall scoring two teammates was the game-clinching blow.

The box score:

	ab	r	h	e
Nathan, rf	2	2	0	0
Gayack, 2b	4	1	1	0
Wahlstrom, cf	2	2	1	0
Bonardi, 1b	3	1	1	1
Hannah, 3b	3	0	1	0
Albert, c	3	0	0	0
Mustaki, lf	2	1	0	0
Williams, ss	2	0	0	0
Von Frank, p	2	0	0	0
Totals	23	7	4	1

The score by innings:

NBC	4	3	0	0	0	0	7
Con.	0	0	1	1	0	0	2

League games scheduled for the next month:

May 20	Columbia
May 26	Skourous
May 29	M. G. M.
June 5	Rock. Center
June 12	R. K. O.

All League games are played at the George Washington Stadium in Washington Heights. Starting time is six P.M.

The NBC team also plans to play teams outside of the League. A tentative list is:

- 1 RCA Camden
- 2 Sing Sing Ossining
- 3 Philip Morris
- 4 Royal Typewriter
- 5 Consolidated Edison

Riding News

Both the Long Island and New Jersey horseback riding groups have resumed their Wednesday evening rides, the latter group having started the warm season with a picnic May 10th.

(Continued on page 14)

TESTIMONIAL

We can't bring to your attention the current NBC AA membership drive as pictorially as did the recent, illustrated pink notice. But we *can* remind you of it!

We looked up Mary Lou Irvine in the Cashier's office the other day for a story, and came away with our first AA membership card. We are still somewhat surprised at ourselves—having come to think of a dollar in terms of three meals or a down-payment at Barney's—but not unhappily so. In fact, far from it! Guess we just hadn't realized before what activities-with-good-company the AA offers. May we sincerely suggest that you talk to an active member and get the dope. We think you'll then agree that a membership is well worth the dollar.

In passing, we think it worthy of note that the Treasurer's and Purchasing offices are 100% signed up, and that Personnel, Mail Room, Statistical, and Audience Mail are close to it.

WTAM CLEVELAND

by Bob Dailey

Creating pictures is only one of the hobbies which keeps Hal Metzger busy when he is not at the WTAM studios taking care of his program director duties, but this month it brought him considerable recognition among Ohio artists.



Hal Metzger

Two of his pastels, "Dawn Through a Window" and "Ohio Spring," were selected by a judging committee of nationally known artists for the 21st annual May Show of the Cleveland Museum of Art. The May Show is considered one of the outstanding art exhibitions in the country, and Metzger's "Ohio Spring" was awarded honorable mention.

Metzger had just bought an automobile. So, when his wife telephoned him and excitedly broke the news, "Your 'Ohio Spring' and 'Dawn Through a Window' are hung in the May Show," the tumbling words sounded to him like "The springs on the car are broken and someone jumped through the window." It was several minutes before he realized his work had been approved.

Metzger began painting 15 years ago while a police reporter on a Boston newspaper. He had given up the violin and a musical career for journalism and *The Great American Novel*, but finally threw away his typewriter and went out to purchase oils, brushes, and canvas.

In Cleveland and at WTAM, Metzger has encouraged Ohio artists by hanging exhibitions in the studio hallways and participating in many of the artists' activities. He paints only occasionally, and this is the first Cleveland exhibition to hang his pictures.

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At least four men are sporting wide grids these days around the studios. They are the latest to get new commercial programs. Tom Manning, WTAM's sports announcer, has a daily 15-minute sports program; George Hartrick, baritone and announcer, has a variety "one-man" show on the air each weekday morning for 30 minutes; Rance Valentine, also announcer and baritone, has a campus chatter program; and Bob Dailey, news edi-

OFFERS SERVICES**—JUST IN CASE**

The other day into the office of George M. Nelson, NBC interviewer of men for the Personnel Division, walked a middle-aged man. He immediately started giving his experience, which featured fifteen years as an investigator.

"Good Lord, man," said Mr. Nelson, "we have no call here for that type of work."

"But that's not what I had in mind," answered the applicant. "I've just been thinking that, what with all this war talk, most of your young men will be taken away soon. I want to be on hand—first in line!"

AA ACTIVITIES*(Continued from page 13)*

The regular Sunday morning rides of the New Jersey group will continue as usual.

Rates are reasonable, and transportation problems are simplified by the cooperation of members who have cars. The present members are a genial lot and welcome additions. Need more be said? For details please call Selma Wickers, Long Island group leader, or D. B. Van Houten, New Jersey group leader.

tor and press man, has a 15-minute morning news program.

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WTAM Notes... Jane Weaver speaking before Youngstown Junior League on drama and radio... Production Director Fred Wilson wearing the season's brightest necktie... Salesman Russell Carter back from a trip to N. Y... Dorothy Crandall deserving sympathy for driving 30 miles every morning for a 5:45 A.M. rehearsal... Bob Babcock of Maintenance, in hospital with infected throat... Stubby Gordon greeting spring with a newly published song... Soloist Vera Cruz singing three network *Do You Remember* programs weekly... Harold Winters, of the Stenographic Department, busy at work on his first play after completing a novel—says he writes just for his own amusement... Traffic Manager Edith Wheeler "at home" once again in her backyard garden... ABC Bowling tournament in Cleveland attracting Harold Gallagher, Tom Manning, Gene Carroll and Glenn Rowell as contestants. The latter two are in line for the "booby" prize, if any.

KYW PHILADELPHIA

by J. A. Aull

The only near tragedy of Open House Week was the tailspin that Sales Promotion Manager Lambert Beeuwkes made in Studio B when he attempted a picture of General George Washington, who came back from the past and up from the Capitol to appear before a KYW microphone on his way to the World's Fair. Beeuwkes put one foot on each of two loud speakers used for the Orgotron. As the speakers are on rollers, each went a different way just as the program went on the air. Some listeners said they thought it was a reenactment of the Battle of Germantown.

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Nathan Snader, leader of the KYW Orchestra, was so intent on a number of things during Open House Week that he asked Anne Lawler, in charge of music rights, to clear the piece "I've Got Sugary Pounding in My Head." When New York questioned the selection, it turned out Snader was thinking of "You're a Sweet Little Headache."

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Leroy Miller, KYW announcer, is having a busy social season. He has just been elected honorary member of the Pottstown High School's graduating class; will be master of ceremonies at an athletic association's annual banquet; has received an invitation to attend the Philadelphia Sketch Club's dinner; pilled around with famous golfers at a special radio picnic prior to the National Open Golf Championships; was a guest at a private dance party in Gloucester; visited three high schools; and in addition is building a house on the outskirts of Philadelphia.

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Roller skating is the first evidence of recent tendencies to form an athletic association at KYW. It's getting to be a weekly pastime for Irene Skilton, Emma Mae Lysle, Bill and Mrs. Lang, Walter Hope, Jack Murphy, Emma Mae's sister, and a couple more to zoom about one of the local rinks.

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Speaking of Irene Skilton, she was one year older on May 1, and neglected to tell anybody. Bob Cottingham, Press, also reached another milestone, and George Hagerty, Westinghouse engineer, celebrated a birthday at 3 P.M. on May 2—his new son's.

NBC SAN FRANCISCO

by Louise Landis

Open House Week

NBC stole a march on its competitors in San Francisco during National Radio Open House Week by broadcasting right in the heart of downtown San Francisco under the eyes of thousands of pedestrians.

Press Manager Milton Samuel acquired a corner window of the Emporium, largest San Francisco department store, for the week. It was transformed into a complete radio studio, with more than 40 programs originating there, and a continuous show, when the mikes were shut off, in the form of interviews and impromptu stunts by Bill Holmes, Ira Blue, and other luminaries. One of the most popular features was the news broadcasts; Bob Ackerley and Bob Andersen, KPO-KGO newscasters, moved into the window for the entire week, bringing their two teletype machines and other equipment along, and preparing their news copy from the sheets rolling out of the teletype-writers.

Those Chimes Again

Two spring brides cast a romantic aura over KPO-KGO this month . . . blond Sophie Dunich of Typing, and dark-haired Patricia Morgan of Music Rights. Sophie was married April 29 to Harry Esola, San Francisco coffee importer, and Pat will be Mrs. R. W. Costello Jr., by the time this appears. Sophie's wedding took place in St. John's Church. The couple are honeymooning at Del Monte. Pat's wedding will take place at Old St. Mary's.

Sophie will remain at NBC, but Pat is saying farewell to radio, and her smile will be missed a lot. Both girls were given parties by their department colleagues.

We also have a prospective groom in our midst. Newscaster Bob Andersen marries Miss Margaret Hanley on July 2, and thereby deprives a competitor station of one of its most charming sales department assets. Their honeymoon will be postponed until September when they will motor to Amarillo, Texas, the bride's home town.

Changes

Harry W. Bucknell, well-known San Francisco advertising man, is now network sales representative, replacing

Chester Blomsness who has resigned. Ray Rhodes, former junior sales representative, was promoted to senior status; and Edward E. Ulrich, former supervisor of pages, has taken over Rhodes' former desk. Stanley Smith is the new supervisor of pages and Cal Edgerton has been transferred to the sound effects department.

Notes

June Shaw of Press is enjoying a May holiday by sliding up and down the snowy slopes of Mt. Lassen . . . Joan Peterson of Auditing is making her vacation two weeks longer than usual in order to have a leisurely visit with her folks in New York.

Gladys Cronkhite, NBC commentator, quietly produced the radio scoop of the year when she interviewed Crown Prince Frederik of Denmark on KGO. He had previously refused all other mike interviewers.

Agricultural Director Jennings Pierce "ad-libbed" an interview with a prize Guernsey at the Dairyland Exhibit on Treasure Island. One of the officials interpolated a bet that Pierce, describing a mechanical milker, couldn't actually milk a cow . . . Jennings promptly handed him the mike and for his auditory audience proceeded to demonstrate that he could.

Lee Strahorn, *Woman's Magazine of the Air* producer, takes his job seriously. To check a Sperry Flour commercial he baked waffles at home, clocking himself with a stop-watch.

Short wave listeners in the Orient who follow early morning NBC broadcasts over W6XBE, the GE short wave station on Treasure Island, now hear the voice of Norman Page at the microphone. Page, until recently production manager of Hollywood station, joined the KPO-KGO announcing staff several weeks ago, and his appointment to the Exposition short wave stint is giving Emerson (Trigger) Smith a chance to catch up on some lost sleep. Trigger had handled the four-to-seven a.m. job since the station opened.

KPO-KGO Production Manager Bob Seal passed cigars and candy with pride in April when little Susan Seal, five and a half pounds, arrived at St.

Mary's Hospital. She'll be home with her momma and poppa when this gets into print.

April visitors in the KPO-KGO offices included: L. S. Frost, executive assistant to Vice President Don E. Gilman; B. F. McClancy, Radio City traffic manager; Walter Davison, head of Guest Relations in Hollywood; Phillips Carlin, sustaining Programs Division manager; Eric Boden, producer for Radio Erin, the Irish Broadcasting System. Boden is collecting records of NBC sustaining features for purposes of comparison with his own company's efforts.

PENGUIN'S PROGRESS

(Continued from page 8)

hind the edifice mistook him to say . . . "Is Mr. Chortle in?" . . . Now Mr. Chortle *was* in, and he came dashing right out to the second floor desk. "Is there someone to see me?" he said, as though his voice had just been superimposed upon a carrier wave. "Is there someone to see me?" (Mr. Chortle had been doing too many repeat shows.)

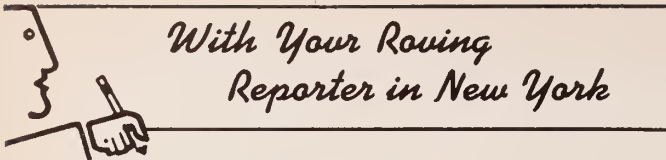
"Awk," said Horace, and Mr. C. fairly swooned with joy. . . .

"Wonderful, magnificent. . . . That's just what I have been looking for." He grabbed Horace by the wing and helped him forcefully along the catacombs to Studios A, B, C, and D and pushed him in front of a microphone . . . "Say that again," he said. And so Horace threw out his little chest and emitted the best "Awk" that has yet been heard by anyone with the possible exception of Admiral Byrd, and you know how he gets around.

Well, my friends, that is how Horace got into radio. . . . He didn't have to go the rounds of Agencies; he didn't have to take one audition after another. It just happened! It was destiny! And the next thing he knew he was one member of a very large family that is not satisfied with going just part of the way.

We will not tell you any more about Horace the Penguin this time because his adventures are too interesting and we want the suspense to slay you. . . . So just keep tuning in next month at this same time for another thrilling episode in the Radio Career of Horace the Penguin.

CASPER KUHN



Did You Know That . . . Alan Kent, well-known commentator and announcer and a former member of the NBC announcing staff, recently married Miss Betty Jane Van Auken, also well-known in radio circles and on the stage? . . . Dwight B. Herrick, who is in charge of tour promotion in Guest Relations, was also married recently? . . . His bride is the former Miss Ruth Orr Dean of Rahway, N. J. . . . Roger Von Roth, a graduate of the Guest Relations staff and of Dan Russell's NBC school for announcers, has left WAIR, Winston-Salem, N. C., to go with WPTF, NBC station in Raleigh, N. C.? We saw him during a recent visit he made to Radio City. He confided that he is planning to be married in the fall . . . And did you know that the reason you don't see Mrs. Elizabeth Wise and her pleasant smile around the studios any more is that she resigned from NBC, after twelve years' service as a maid, in order to be married to Joseph Dosch, who is associated with the Borden Company in New York?

* * *

The stork brought another addition to the family of Thomas P. Lundon, Purchasing, on April 23. It was a boy. Tom's other two children are girls. The stork also made a stop at the home of George Sax of Artists Service on April 23. George got a six-pound-five-ounce girl.

* * *

Wilfred S. Roberts resigned to accept a Hollywood movie contract. Roberts, a former actor, was discovered while he was in the Rainbow Room one night. A man came up to him cold and offered him a contract, explaining that he was a talent scout and that Roberts was just the type Hollywood was looking for these days. He is now in Hollywood and we suppose it won't be long now before we see his name in lights on Broadway.

* * *

By special request the Bo-Peep sketch, presented by NBC employes during their annual venture on the air, which this year took place in March, was repeated during a gala program on the Blue Network this month. The original cast of NBC thespians again took the pros for a ride. John Becker of Electrical Transcription is the author of the travesty on radio programs.

* * *

Announcer Milton J. Cross recently won a bed-making contest in which other celebrities such as Lew Lehr, Phil Baker, Frankie Masters, Lester Gaba and Gelett Burgess took part. He won by a sheet on the basis of speed and neatness . . . Now he's afraid Mrs. Cross may hear of his newly discovered prowess and ask him to put it into practical use at home . . . News and Special Events Director Abe Schechter appointed E. Loudon Haaker, news editor, to a much coveted task—that of trailing the King and Queen of England during their visit to America. Acting as NBC's representative, Ed will travel with the royal party a whole month . . . He even bought a new suit for the trip.

NBC WASHINGTON

—by Marian P. Gale—

Two new employes have been added to the WRC-WMAL staff within the last month. Rex Lampman, newspaperman, and recent employe of the WPA writers project, is the latest addition to the news department. Lampman has been working H. R. Baukhage's news shift since the latter has been busy with international broadcasts. Margaret "Bobby" Bush joined the Program Department, taking Catherine O'Neill's place.

* * *

It was a blow to everyone when "Marge" Brown, secretary to General Manager Kenneth H. Berkeley, announced that she was resigning June 1. Marge has been with the company four years. Eva Cluff, secretary to Assistant Manager Fred Shawn, is slated to take over the duties of secretary to Mr. Berkeley.

* * *

Ground breaking ceremonies for our NBC House of the Future took place the first of this month. General Manager Berkeley assisted in pulling the levers of the steam shovel to remove the first scoop of dirt for the foundations. Also on hand for the event were Mary Mason, director of the WRC *Home Forum*, and John Dodge, commercial manager of WRC and WMAL. The house is being planned and constructed under the sponsorship of NBC's two Washington stations.

* * *

When Engineer Walter Godwin is not on duty at the WRC-WMAL studios, he is busy operating his amateur broadcasting station at home. He has been a "ham" radio operator since he was fourteen years old. Godwin says he talks frequently over his station with a Maharajah and his American wife in Cairo, Egypt.

* * *

Gladys Murphy, secretary to Vice-President Russell, accompanied members of "Little Congress" on their expedition to New York this month to see the World's Fair. Mrs. Murphy acted as NBC hostess for the group.

* * *

Several days during April were moving days for the News, Press, and Program Departments. The News Department moved into one of the larger program offices to make room for more machines and an enlarged staff. Night Supervisor Bud Barry and his secretary, Fred Schmidt, exchanged offices with the Press staff. Bess Dees and Bobby Bush of Program exchanged offices with the announcers.

* * *

WRC Timekeeper Gordon Rittenmark addressed the International Association of Public Employment Services at New Orleans, Louisiana, during their three day convention April 12, 13, and 14. Rittenmark, who has been successful on his local radio program during the past year in securing work for hundreds of Washington jobless men and women, spoke on "Radio Broadcasting as a Means of Publicizing Employment Services."



Commercial Manager John Dodge was a "freak" victim of the recent NBC Washington circus party. For the benefit of a curious mob, Helen Moberley of Commercial held spotlight on him while a description was read by Ring Master Martha Cosgriff.

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No. 6

SEA TRAGEDY COVERED AT SCENE BY NBC CREW

YOU are no doubt familiar with the newspaper accounts of NBC's excellent coverage of rescue operations following the sinking of the submarine *Squalus* off Portsmouth, N. H., April 23.

First word of the tragedy was received in Radio City at 2:30 p.m., over the news wires. A bulletin was immediately put on the air—the first, incidentally, on any radio station. Abe Schechter, director of the News and Special Events Division in New York, and Jack Hartley, his assistant, lost no time in dispatching men and equipment to the scene. Fourteen men in all from the New York and Boston stations were on the scene.

Bill Eddy, versatile video effects engineer in the New York television headquarters, figured conspicuously in the broadcasts. He had formerly served in the Navy with the men who were trapped on the ocean bottom, and is an officer in the Submarine Service. Several men, both in the *Squalus* and among the rescue workers, had previously participated with Mr. Eddy in presenting a special program on the *Magic Key* hour on Navy Day, which included a demonstration of an actual escape with a Momsen Lung from a depth of 120 feet. Because of his knowledge of submarines and salvage technique, and his acquaintance with the men concerned, his offer to be of assistance was quickly accepted. With no more equipment than the summer suit that he was wearing, he was rushed to Boston by plane, and from there to Portsmouth by car with police escort. His knowledge and efforts were a large factor in enabling the network to give its listeners continuous reports of developments.

Carlton Smith, NBC presidential announcer in Washington, quickly got Navy authorization to install facilities for the broadcasting. All arrangements for setting up wire lines and locating broadcasting spots were made by telephone even before our men arrived on the scene. The main point for broadcasting was the deck of the light cruiser *Brooklyn*,
(Cont. on page 2)



Bill (Old Salt) Eddy

DAMROSCH MAKES MOVIE BOW IN MAESTRO'S ROLE

WHEN Dr. Walter Damrosch arrived May 27 in Los Angeles to make his movie debut in Paramount's *The Star Maker* with Bing Crosby, the 75-year-old music counsel of NBC received as thrilling a welcome as could be afforded any celebrity. As the dean of American conductors stepped on to the depot platform, three bands composed of 150 school children struck up "The Star Spangled Banner."

Tears welled in his eyes when he addressed the young musicians. "Thank you, colleagues and fellow students," he said. "I have never had a welcome like this.

"You may consider yourself fortunate to learn music in school. In my day I didn't learn a single note in the classroom. They didn't consider music worth while then. When your school days are over, please keep on with your music. Who knows, there may be a Beethoven among you. In later years you will find music a source of great satisfaction. I know—I always have."

Dr. Damrosch was also met at the station by Don E. Gilman, vice president in charge of the Western Division; Alex Robb, Hollywood manager of Artists Service; his assistant, Wynn Rocamora; Charlie Smith of Artists Service; Joe Alvin of Press; and Paramount officials.

The maestro climaxed the reception when news cameramen asked him to strike a pose and pretend he was leading the bands. "Why pretend?" he laughed, and climbing upon a bench, he led them through Sousa's "The Thunderer."

Since the above story came to us, we have learned of another incident in Dr. Damrosch's western trip. Passing through Santa Fe he was asked by a local all-Mexican orchestra to join them in a few numbers on the piano. He did, and a great time was had by all, with much mutual admiration ensuing.

Dr. Damrosch returned to New York early in June, opened the Lewisohn Stadium Concerts, then left for Maine for a summer's rest before starting next season's *NBC Music Appreciation Hour*.



Dr. Walter Damrosch, NBC music counsel, arrives in Los Angeles. Left to right, Alex Robb, manager of Hollywood Artists Service; Charles Rogers, Paramount Publicity; Don E. Gilman, vice-president in charge of Western Division, and Dr. Damrosch.

SEA TRAGEDY COVERED AT SCENE BY NBC CREW

(Continued from page 1)

which was the base of operation and communication for the rescue work. The men stationed there were: Jack Fricker and Al Wies, New York field engineers; Bob White, director of Special Events for New England; and Bill Eddy.

Short-wave equipment was used for their broadcasts, which were picked up at a special receiver set up at Seabrook, N. H., on the coast directly opposite the sunken submarine. Three men—Bob Duffield, supervising engineer; Elmer Lantz, field engineer; and Dwight Meyer, plant manager of WBZ and WBZA, all from Boston—were at this receiver, and they sent the program by wire to a control board in the Naval Administration Building at Portsmouth, where it was fed to the network. The NBC men who were operating from the Naval Building were: Adolph Schneider and Arthur Feldman, of the News and Special Events Division, in New York; John Larsen, New York field engineer; and from Boston: Charles Vassal, field engineer; Coulton Morris, announcer; and John Holman, manager of WBZ and WBZA.

NBC was fortunate in having the cooperation of radio stations WLAW Lawrence, Mass., and WHEB Portsmouth, N. H., independent stations, before our men could get to the scene. Arrangements were made to feed the programs of WHEB to the combined NBC networks, until our own crew was ready to carry on. During the course of the rescue operations, NBC had 26 broadcasts direct from the scene. Beside these, the New York City stations cooperated with the Navy in several special announcements. As soon as the Brooklyn Navy Yard got word of the accident, Naval officials requested the Radio City stations to broadcast instructions for the officers and crew of the cruiser *Brooklyn*, who were on shore leave, to report back to their ship. The broadcasts were immediately effective, and in little more than an hour, the *Brooklyn* steamed for Portsmouth.

Beside the men actually on the spot, credit must go to those men behind the scenes, including George Milne, Eastern Division engineer, and Paul Gallant, New York operations supervisor, who arranged all the transmission facilities and coordinated technical operations.

TELEVISION ADDS MORE HOURS AND MORE FIRSTS

With ten program hours a week of television broadcasts now on the air (the schedule being more than doubled), production activities are fluctuating between 3H and the mobile unit, which seems to be in constant circulation around the New York area. And, of course, that list of famous firsts has started to swell. Great hopes have been held forth for the mobile unit, especially since that Saturday night last month when we not only had the first telecast of the Six Day Bike Races, but when an ordinary telephone line was used for the first time to transmit the television signal. The latter was hitherto considered impossible. It has long been thought that the specially developed and prohibitively expensive coaxial cable was necessary for this extremely complex signal. The new development is noteworthy, since the entire New York area can be transformed into a tremendous stage for pick-ups by the mobile unit.

And down in studio 3H, things are running along quite smoothly. We looked up Noel Jordan who works with Phil Ford in television properties, and from him received some interesting notes on his particular department. Of all items that the "prop" men are sent for, the hardest to find in New York are rocks, twigs, and leaves. However, with some thousands of tons of rock being excavated for the last building to be put up here at Rockefeller Center, the foreman in charge has kindly permitted the boys to carry off a few pebbles "as long as they don't take too many."

PUPPETS OF NBC STARS ATTRACTIONS AT FAIR

Through the usually reliable sources of information the World's Fair "musts" are now making themselves known. Among the three or four top attractions is Sue Hastings' marionette show in the Standard Brands exhibit. Many of the three-foot puppets are perfect likenesses of Standard Brands radio stars such as Dorothy Lamour (in sarong), Rudy Vallee, Edgar Bergen and Charlie McCarthy; and their lines are spoken in the recorded voices of the stars themselves. Another popular feature of the show is the puppet circus. And the whole program has been given lavish, glamorous production—with, for instance, draperies and special lighting by Broadway's Schacht.

Now we think that dated coffee is just dandy and never cease asking Mother for a certain kind of delicious chocolate pudding, but we don't intend this as a commercial plug. Rather, we think it worthy of note that it was the manager of NBC's Private Entertainment Bureau, Miss Frances Rockefeller King, who booked this most successful attraction.

For the run-of-the-mill articles, the biggest source of supply is the retail stores, which seem to be glad to cooperate in lending the articles needed. But when it comes to a blue dress shirt, collar, and tie, the best they can do is to purchase the goods and then rush them to the local Chinese sudsery for dyeing. And the Lord

(Continued on page 8)



NBC mobile unit telecasting Britain's King and Queen (indicated by arrow) at the New York World's Fair of 1939.

N B C C H I C A G O

by Lynn Brandt

Engineer's Vacation

Bob Jensen, studio engineer, is tops for the busman's holiday example. On his recent vacation, first stop was Denver, to visit the wife's folks. He promptly repaired the in-law's radio receiver—then discovered they needed a new antenna. So another half-day was added. Time: one full day. Next stop was his alma mater, Nebraska Wesleyan University in Lincoln, Neb. Impatiently awaiting his arrival was the school speech dept. and their broken recording system. Another day's work. Upon completion of that job, his father, who is professor of physics at the University, suggested it would be grand if Bob would rebuild W9ZHP, the University's amateur radio station. Followed two days and two nights of work—but strenuous. Thereupon five "hams" were contacted and verified, proving Jensen's marksmanship in trouble shooting. He then returned to Chicago and promptly went to work rebuilding his own amateur station, W9DQM. Some vacation!!

Early Season Golf Scores

Charlie Lyon, 104; Ed Horstman, 98; Norman Barry, 87; Bill Kephart, 88; Roy Shield, 82; Maurice Ellis, 83; Ralph Davis, 91; Al Otto, 82; Merritt R. Schoenfeld, 83; Joe Hartenbower, 105; Clint Stanley, 107; Everett Mitchell, 127 (after 7 years no golf); Ken Carpenter, 80; Jim McEdwards, 83; "Mac" McClelland, 104; Bill Ray, 100; Agnes Seward, 115; Tony Koelker, 97; Harvey Hayes, 94; Esther Ludwig, 108; J. D. Galbraith, 83; Ed Borroff, 91; George Bolas, 85; Buell Herman, 94. (Above are authentic, we hope!)

Did You Know That—

Harold Jackson, studio engineer, was born in Liverpool, England, and is noted for his realistic imitation of a fire siren? Witness his performance on the morning of the huge Chicago grain elevator fire recently. The NBC Mobile Unit



Announcer Fort Pearson describing Indianapolis Speedway Race Memorial Day from NBC mobile unit. Standing is Field Engineer Bill Cummings.

was enroute to the scene amidst hopeless traffic conditions. Jackson, leaning out of the car window and manipulating his vocal "siren" call, was responsible for helping the NBC Special Events Division to maintain its record of always "first on the job." Through-traffic Jackson, they call him . . . Ruth O'Connor, Continuity, is satisfying a long-time ambition by penning a radio drama in spare moments . . . Irene Clark, PBX, has recently returned from a grand 10-day vacation trip to Florida . . . Paul Clark, junior control supervisor, has just moved into his newly-



Announcer Norman Barry interviewing injured fireman at Chicago grain elevator fire. A few seconds after this picture was taken, Barry and the others were completely soaked when main hose line got out of control a few feet away. Temperature, 35 degrees.

built home in suburban Niles Center . . . Larry Dutton, studio engineer, is back from a vacation plane trip to California . . . Gertrude Herbes, Legal Dept., for recreation reads deep, philosophical commentaries and other imposing literary tomes . . . Wright Esser, Continuity, is completing another novel which soon goes to the publishers . . . Doug Fleming and Verl Thomson, announcers, are definite look-alikes . . . Gene Rouse, announcer, is minus his appendix by the time you read this. Gene's daughter, Carol, was operated on ten days before—also an appendectomy. Gene just moved into the same hospital and the same room.

"Lohengrin" By Wagner (cleared)

Fred Schweikher, supervisor of Transcription Dept., is to be congratulated! The last days of this month will see Freddie married to the beautiful and talented Mary Dudley of Chicago. She is a radio actress, member of the Mummies Dramatic Theatre, and formerly of the well-known "Jack and Jill" players. They will make their home in Chicago.

Brand Spanking New

For some time, plans have been under way for the organization of an Athletic Association for the NBC personnel of the Central Division. Rudi Neubauer, Central Division cashier, has been the guiding light behind this excellent movement. His efforts in promoting a group to enjoy the advantages of unified recreational and social activities reached the climax when a

general meeting of the entire Central Division was called for Wednesday, May 31. Officers elected for the first year are: president, Merritt R. Schoenfeld; 1st vice-president, Lynn Brandt; 2nd vice-president, Ray Bierman; secretary, Grace Curran; and treasurer, Ray Neihengen. When this was being written, plans were already under way for an all-member picnic, June 22nd.

NAMES IN THE NEWS

NEW YORK

Changes and Additions

Wallace G. West is replacing William Kostka in the Press Division as a writer. In back of his new job are a wealth of varied experiences that started "a long time ago." Coming here from Columbia Publicity, he had spent a number of years before that in editing several magazines, one of which was *Roto*, the first picture magazine. These were a long way from his first job, however. He had graduated from Butler University and Indiana Law School, and the natural thing was to settle down in his home town, Indianapolis, and practice law. Which he did for several years. Following this, he was offered the position of bureau manager with United Press, which he accepted, working with them in Milwaukee and Indianapolis. In 1929, he came to New York on his way to South America for U. P. His next job was with the Publicity Department of Paramount Pictures, from which he went into the business of editing as mentioned above. From then until now he has been doing a bit of free lance writing, a large number of short stories, "Big Little Books," novelizations of movies, and one movie story, *Headline Shooters*. He is married and spends available week-ends on his farm in Jersey.

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William Kostka has been placed in charge of Publicity's Magazine Service in place of Julian Street who is now the secretary of the Museum of Modern Art. Kostka was once managing editor of Fawcett Publications, from which he went to the Frank A. Munsey Company, after which he had his own magazine, "Everyday Photography." He came to the Press Division originally as a writer.

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Thomas Carey has been transferred from the Mail Room to the Information Division as correspondent replacing Blaine Mallory, who resigned to accept a position as salesman with the Borden Company. Tom came to NBC in September after graduating from Princeton, June, 1938.

Arthur Oppenheimer has been transferred from the Guide Staff to the Press Division.

Resignations

There were several resignations from Page and Guide Staffs again this month. Both William Snow and John Lord left to join WGN Newburgh, New York, where they are to announce, write, produce, etc. Shortly after leaving, Bill's engagement to Miss Gertrude Righter of Washington was announced. Miss Righter spent the past winter in New York, where she studied at Maria Ouspenskaya's School of Dramatic Art. Bill was a 1938 Amherst graduate, and had done summer theatre work besides writing and acting in college. John had done quite a bit of dramatic work, both stage and radio, since being graduated from Washington College, Maryland, in 1935.

Herb Boas left the Guide Staff May 29 to start work as a salesman for WTAG Worcester, Mass. It is the work he has been pointing for, and is a fine opportunity.

John Simpson is still another to leave the guide staff to start a real radio career. He left June 10 to accept a position as an announcer with WHN New York. While still attending Kent State University, John announced for WJW Akron, Ohio. He came to NBC Guest Relations in January, 1938, upon graduation.

Harold Parker resigned from the Guide Staff May 22 to take a position with The Ruberoid Company, a roofing and insulation concern.

Bob Horowitz resigned to devote his full time to the Pepsi-Cola Agency which he had been running on the side.

Efrem Zimbalist resigned in order to enter summer stock.

Zan Carver has returned to the University of North Carolina.

And the most recent departure from the Guide Staff is that of Casper Kuhn, who can now be found at Robert Ripley's "Believe It or Not" Odditorium on Broadway. This latest addition to Mr. Ripley's treasures will act as master of ceremonies and do production work. Casper came to NBC last December after serving several years as staff announcer and head soundman at WSM Nashville, Tenn. He is at present writing three articles on our studio and television tours and the guides themselves for "Rural Radio."

Marriages

Charles A. Hegyes of the Drafting Room was married to Miss Rose Nagy

on May 27th. The ceremony was performed at two p.m., in the Reformed Church on East 69th Street, and was followed by a reception in the home of Mr. Hegyes' parents in the Bronx. The couple are living in Sunnyside, L. I.

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Page Bill Ewing reveals that his sister, Orma, has for three months been secretly married to Dave Adams, whose resignation from the guide staff was recorded last month. Mrs. Adams came to New York from Washington, D. C., two years ago. She has a beautiful lyric-soprano voice, and plans to continue her career. The couple plan to live in Bayside, L. I.

Miscellaneous

Miss Ruth von Mako, Traffic, has announced June 17 as the date of her marriage to Rowland Schloesser, who is connected with Merck and Co., chemical manufacturers. Miss von Mako plans to stay on with NBC.

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Reminiscent of the day two years ago when three generations of Charles Evans Hughes attended commencement exercises at Brown University, A. L. Ashby, NBC vice president and general counsel, delivered on June 18 the commencement address at Olivet College, Mich. His son, John Lee Ashby, received his bachelor's degree, and his father, the Rev. John Henry Ashby, was honored with the degree of doctor of divinity. The NBC vice president himself was graduated from Olivet College in 1908 and has been a member of the board of trustees for a number of years. He received his law degree from New York University in 1910 and 1911.

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On June 24th Miss Helen Buchta resigns as secretary to Mr. Chizzini of Electrical Transcription, but she is not exactly severing her connections with NBC. That day, at four p. m., in the Collegiate Church of St. Nicholas, she becomes the wife of Wendell Williams, Continuity Acceptance Editor of NBC



Helen Buchta

Wendell Williams

KOA DENVER

Hollywood. A reception at the New Weston is to follow the wedding ceremony, after which the couple will leave for the Coast. Miss Buchta and Mr. Williams first came to NBC New York within a few months of each other in 1934, the latter starting as a page and moving in February, 1935, to Continuity Acceptance, where he stayed until February, 1938, when he was transferred to his present position in Hollywood.

We understand that their acquaintanceship was on the casual side when Wendell left Radio City, and we can't help but wonder whether A. T. & T. or Interdepartment Correspondence was most instrumental in this transcontinental courtship.

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Until May 6th, Harry P. Legg of the Drafting Room was just one of 2500 contestants in Devoe and Reynolds' "Travel In America" poster contest. On that date he became one of the fifteen who received awards for their work. His poster brought him one of the few honorable mentions, and has been hung in the Railroad Building at the World's Fair.

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A year ago Julia Waska left the Traffic Department to be married to Mr. Frank Katona, stationed with the U. S. Air Corps in Honolulu, Hawaii. A few weeks ago she presented her husband with twins—a boy and a girl.

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Frances Goldacker, secretary to Eastern Division Spot Sales Manager M. Boyd, has won a \$100 U. S. Savings Bond in the Camay Bond Contest by writing one of the winning letters.

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Guide Earl Wrightson, whose baritone voice brought him first prize on the recent *NBC Employes' Show*, was heard again coast-to-coast June 22nd, when he did a beautiful job as guest singer on the Fleischman program, *Getting The Most Out of Life*.

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Recently returned from a trip to San Francisco is Margaret Cuthbert, NBC's director of women's activities. Miss Cuthbert went there to attend the Nineteenth Council Meeting of the General Federation of Women's Clubs, and on May 11 delivered one of the addresses given to the 1500 women present. The title of her address was "Public Service Number One," referring to the plans of the Federation's recently formed radio committee. This committee is to work with the adver-

(Continued on page 14)

Walter Morrissey, control supervisor, became aware recently that his amateur movie outfit was of professional caliber, when a Denver professional photographer borrowed the equipment to cover a special meeting of the Junior Chamber of Commerce. Morrissey's camera tripod turned out to be the best of its kind now in use in Denver, since it allows a six-footer, like Walter, to stand erect and still sight his camera directly, and also incorporates a built-in level. The camera is a Bell and Howell equipped with a turret and three lenses with matching view finders. Walter also has the necessary splicing, editing, and other apparatus for producing good movies and adds that—and we quote with permission—"... the General Electric light meter is the finest I have ever worked with." With the aid of this meter the pictures turned out splendidly and will be shown at a Chamber banquet in the near future.

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Miss Leona Leigh, receptionist, is finally back at her post after an absence of two months due to illness. Her pleasant "Good evening, KOA" reminds us that there is still such a word as "dulcet."

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Engineer Glen Glascock and wife are back from vacation in San Francisco, having made the return trip of 1300 miles in 30 hours of continuous driving, which is an average of better than 40 MPH. Glen and Wilma are thinking of trying out for some of these endurance contests.

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Bill Williams, engineer, and his lady also succumbed to the call of the Golden West and took their "second honeymoon" in such romantic places as Grand Canyon, Boulder Dam, Hollywood's Radio City, and a few night spots en route. Their two children were ably taken care of by Bill's parents, who are sojourning in Denver after a trip from India, where Mr. Williams is a missionary.

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Helen Loucks, traffic manager, is motoring through the deep south, up the Atlantic seaboard and to New York. While so many KOA people are going to California, Helen will return with the story of the Fair of Fairs.

Which reminds us that Elitch's Gardens in Denver have constructed a miniature World's Fair, with Trylon, Perisphere, and everything, and are now known as the "World's Fair-est Gardens." Eddie De Lange, composer of "Heaven Can Wait," "Deep In a Dream" and many other top hits, opened the dancing season at Elitch's, and his music is broadcast over KOA five nights a week.

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The friend of all who know him here and long-time favorite of KOA radio audiences — Joe Gillespie — visited in May on vacation from KGO-KPO, San Francisco. Joe's parents live just north of Denver and he came to see them primarily, but also to check with his many good friends at KOA.

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Miss Kathryn Walsh of Denver and Collyer, Kansas, and Mack Switzer, KOA announcer, were married on June 15 at St. Philomena's Church by the Rev. William Higgins. California became their honeymoon-vacation spot, where they visited the San Francisco Fair.

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New announcer at KOA is Edward Stout, formerly of KOB in Albuquerque.

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Carl Schuknecht, veteran KOA dial-twister, has become a model railroad fan of the first water. His equipment consists of 110 feet of "O" gauge track, seven cars, a Mikado-type locomotive, with two-rail electric control. In the last year Carl has installed in the basement of his home this nicely built railroad system in miniature. For the information of other hobbyists, Carl says his models are built 1/4-inch-to-the-foot and are of the 2-8-2 variety.



KOA Control Supervisor Walter Morrissey

STAGECRAFTERS

The Stagecrafters' Production of
The Late Christopher Bean:

CAST

<i>Dr. Haggett</i>	Robert Stone
<i>Susan Haggett</i>	Margaret Stillman
<i>Abby</i>	Barbara Kirk
<i>Mrs. Haggett</i>	Frances Goldacker
<i>Ada Haggett</i>	Jeanne Harrison
<i>Warren Creamer</i>	Ray O'Connell
<i>Tallant</i>	Walter Covell
<i>Rosen</i>	Bill Garden
<i>Davenport</i>	Ray Girard

Directed by Hubert Chain who was assisted by Helen Wildermuth, John Becker, and the Crew—gentle, heroic, patient people all.

* * *

Hymns of Happiness and Paean of Praise!!! George Abbott, Orson Welles, and THE STAGECRAFTERS. Those boys certainly bang out the hits.

At 8:40 in the evening of June 12, 1939, the curtain—that shimmering, golden curtain (so symbolical) of 8 G's stage—went up on THE best amateur production of Sydney Howard's play, *The Late Christopher Bean*. A well rehearsed and excellently directed cast delighted a rather less than capacity house with a smooth performance of this American comedy drama. We are not prone to cavil and would not dim the luster of a shining light, but this is the point to insert a slight criticism, not of the production but of the attendance. Requests for tickets were so numerous that it was necessary to schedule an extra performance of the play, making three in all, June 12, 15, and 17. But there were empty seats in 8 G on opening night! Many who were most anxious in their application for admittance were most conspicuous by their absence. So endeth the first lesson.

As usual with Stagecrafters Productions it is most difficult to single out individual performances and award as many laurels as we would wish. This is a straight rave notice and there is no censorious criticism. Barbara Kirk's Abby was, well, was Abby. Bob Stone's Dr. Haggett was an intaglio of consuming cupidity illumined sharply by a remorseful and tortured conscience. (AH!!) One of Ray Girard's lines as Maxwell Davenport sums up the whole affair. We quote, "Oh, damn comparisons. The thing's beautiful!" And it was. To acclaim every deserving member of the cast and produc-

(Continued on page 11)

WGY SCHENECTADY

by W. T. Meenan

The soft ball season has opened at WGY, and present indications are that the station will put four teams into an intra-station league. Forty men turned out for the season's inaugural clash at Endries Grove on the Saratoga Road. In a series of three five-inning elimination contests the ten men headed by A. O. Coggeshall won the gravy. On the winning squad were Kolin Hager, Jim Connolly, George Markham, Alex MacDonald, Virgil Hasche, John Howe and Phil Brook. Other teams were made up of transmitter engineers, control operators, and musicians. Refreshments were served throughout the afternoon and included Albany Packing Co.'s new streamlined hot dogs that can't roll over in a bun. Incidentally, Col. Jim Healey and Gordie Randall made some "rare" umpire decisions. It was voted a most successful get-together.

The next event on the early summer calendar is a grand family outing to which the young women of the staff and wives and sweethearts of staff members will be invited.

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Paul Adante of the control room engineering staff has returned from a vacation passed at Auburn and Syracuse. He was accompanied by Mrs. Adante and son, Dick. Mrs. Adante qualified as an expert fisherwoman. On an excursion to Sacandaga Lake a short time ago she hooked and landed a 23-inch wall-eyed pike, the first fish she had ever caught. Her total catch for the day was four. Complete score for the day: Mrs. Paul 4—Mr. Paul 0.

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WGY's new studio building won enthusiastic praise and approval from men who know. A meeting of the Second District of National Association of Broadcasters was held in Schenectady. One of our studios was the meeting place and thirty-five station owners, advertising managers, and others attended the all-day session. Manager Kolin Hager and Bill Purcell showed the men about the studio building and the transmitter at South Schenectady.

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Kenneth Durkee, one of WGY's few bachelors, is passing a three weeks'

vacation away from the control board, on Cape Cod. Ken, who hails from the Pacific Coast, is making his first acquaintance with the Atlantic shore line . . . A one week's vacation turned out to be sick leave for Mrs. Caroline Osan, secretary to Manager Hager. However, she was granted another week and devoted her time to her hobby—a flower garden . . . Robert Wilbur, former WGY announcer and assistant in the news department, and now employed by station WSUN, St. Petersburg, Fla., is acting as vacation relief announcer on WGY. Bob's parents live in Dolgeville, N. Y., and his Florida employers have given him a summer leave of absence . . . Al Zink, announcer, received recorded birthday greetings recently from Al Zink, Sr., director of drama at station WEBR, Buffalo . . . Program Manager A. O. Coggeshall has taken up summer-time residence at the family cottage on Snyder's Lake. Coggie has his fishing license and is hopeful of duplicating his feat of three summers ago when he landed the record bass of the WGY area and was awarded a double-barrelled shot gun which he has never used . . . A son, Laning Sanford, was born recently to Mr. and Mrs. Horton Mosher. Father Mosher is a member of the control room staff . . . Gertrude Peeples passed the Memorial Day weekend with her parents in Buffalo.



WGY Outing. Left, Clarinetist Peter Schmidt; right, Manager Kolin Hager. Background, a geometry class—or at least those look like cubes.

KDKA PITTSBURGH

by Kay Barr

Ground was broken at the new site of the KDKA transmitter May 16, 1939, and Dr. Frank Conrad, assistant chief engineer of the Westinghouse Electric and Manufacturing Company, dug the first earth. The new location is just off Route 8 on the Clearview Road, about 10 airline miles north from downtown Pittsburgh. Engineers estimate the move from Saxonburg, 25 miles distant, will give the center of Pittsburgh a signal strength of 100 millivolts at the present time.

Dr. Conrad's work with radio before, during, and after the World War led Westinghouse, in 1920, to create KDKA and originate regular broadcasting. Participating with this distinguished engineer in the ground-breaking ceremony were Sherman Gregory, manager, and Joe Baudino, plant manager, of KDKA. It is expected the new station will be operating by the first of next year. All of the major equipment will be new. The only equipment of major importance to be moved will be the 718-foot steel antenna.

A "pickaback" aerial will perch a-top the 718-foot vertical antenna and will send out noise-free experimental short-wave programs within a radius of a 35-mile line-of-sight to the horizon. Two additional short-wave rhombic antennas will be installed at the new location. One of these short-wave antennas will be aimed at Europe and the other



KDKA executives look on as Dr. Frank Conrad turns the first spadeful of dirt at the new location for the station's transmitter. From the left they are General Manager Sherman Gregory, Dr. Conrad, Westinghouse assistant chief engineer, and Joe Baudino, chief engineer at KDKA.

at South America. Both will transmit programs by short-waves to foreign countries, continuing a service started by Westinghouse in 1922.

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Francis Fitzsimmons of the Press Department, started the 1939 vacation season at KDKA May 29. One week then, and the other by way of accepting Ray Perkins' invitation to "Hi, ho, Come to the Fair." Program Manager Derby Sproul left May 31 for a motor trip to his old home town of Denver, Estes Park, Grand Lake, and other Pikes Peak points. Janet Ross of *Shopping Circle* planned her annual trip to Dade City, Florida, starting June 19. Family visit and some fishing. Over on the Westinghouse or engineering side of the house, Night Supervisor Carl Wyman was in Florida in March; Buck Dice took a week in April; Paul Sloane dated his leave from May 21 to June 3.

△ △ △

Terrill Jacobs, lion tamer with the B. B. & R. B. Circus, went to South Africa after lions. Bernie Armstrong, KDKA organist, says Production Chief Charley Urquhart went to South Africa after Terrill Jacobs went after the lions. At any rate Charley and Terrill have been close personal friends since they met in the jungles or some place, and they had a tall story re-union when the show played Pittsburgh June 5 and 6.

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Announcer Bill Hinds presents a "Trails to Happiness" program from KDKA each Sunday morning. The other day he received a letter from a newspaperman listener in Kingston, Jamaica, asking for copies of some of the poems Billy had read on recent broadcasts.

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For several days some of the KDKA staff wished they had not been so enthusiastic about it. But it was fun at the time. They left the studio May 26 for the home of Anne Kendlehart, general office, for a picnic, then on to South Park for a bicycle ride. Announcer Ed Schaughency had the foresight to apply for the linament concession.

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Announcer and Mrs. Aidan Fitz-

EXCHANGE CORNER

ATTRACTIVE FOUR ROOM COTTAGE—For rent by week or month. Situated in pines, on waterway, in Point Pleasant, New Jersey. River and ocean bathing, boating, and fishing. Comfortable beds—unusual in summer cottages. Inquire of NBC TRANSMITTER.

WORLD'S FAIR VISITORS!—Rooms in Flushing, private house close to Fair. Single room, \$2.00; double room, \$3.00. Phone Flushing 7-4681.

WANTED—One or two passengers to share expenses to California in new Ford Mercury. Leaving New York July 22. Call Miss Goddard, Ext. 367.

patrick are broadcasting the glad tidings. She is Miss Gail Fitzpatrick and made her 50 per cent addition to the family personnel at Allegheny General Hospital May 22. "Fitz" is breaking in a new pair of shoes, but the two principal members of the cast are doing nicely.

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Pittsburgh will entertain thousands of Lions in July. It will be the annual convention of Lions Clubs. The June issue of "The Lion," official magazine of the organization, gave KDKA a feature story with pictures of Sherman Gregory, and the spectacular 718-foot antenna.

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W. B. "Mac" McGill, KDKA Sales and Station Promotion, is making good use of a new Multigraph Duplicator, getting out some impressive art work for the enlightenment of agencies and NBC salesmen. Even the salesman who closed the deal for the device didn't believe such work could be done on it. "Mac" showed 'im.

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Charley Urquhart, production chief, presents a *Women and the News* program from KDKA every afternoon. Memorial Day he wanted to liven up the show a bit so invited two gals from a transient Roller Skating Derby outfit to come up and be interviewed.

After the sport was described, with all its hazards and spills, and Charley painted a picture of the nerve it took to compete, he asked one of the "White Shirts" a simple question. Listeners heard about four faltering words and she faded out, completely whipped by a harmless little eight ball mike.

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EDITOR'S NOTE

Due to circumstances beyond our control, we are unable at the last moment to present *Horace The Penguin* as originally scheduled for this time. In his stead, we present for your entertainment a short program of house-organ selections.

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YOUTH RULES RADIO

The average age of NBC-Central Division members is 33 years. To prove again that radio broadcasting is a young man's game—that it's youth that plans, produces, and operates America's greatest social medium, Lynn Brandt interviewed a number of Central Division department heads to strike an "average age" of our personnel. Opinion held to a range of 32 to 34 years. Even more amazing is the fact that a large group of Central Division people have been with NBC 7 to 10 years, while those with 3 to 7 years form the great majority. Then another large group, prior to NBC service, began their careers in other radio affiliations. So with the Central Division payroll counting 320 members, averaging 33 years of age, here already are radio veterans with years of service and experience to their credit in America's fastest growing business.

Another Knot Is Tied

Soundman John Houseknecht made a trip to Bennettsville, S. C., to marry, on June 3rd, Miss Claire Hazel of stage and radio. Miss Hazel was the Honey Chilc on Bob Hope's program.

MARCONI STAMP ISSUE GOES TO NBC EXHIBIT

A memorial to the "Father of Radio," most recent philatelic treasure acquired by the NBC Stamp Club Collection, is now on exhibit at the National Broadcasting Company's Radio City studios.

The memorial consisting of the three stamps issued by Italy in 1938 to commemorate the late Senator Guglielmo Marconi, was presented to the NBC Stamp Club by David Sarnoff, president of the Radio Corporation of America, a close friend of the great Italian scientist and inventor. The stamps, identical in design, bear the portrait of Marconi. They are of 20 centesimi, 50 centesimi, and one lira 25 centesimi denomination, printed in red, violet, and blue, respectively.

Sarnoff's gift has been mounted in the club's section devoted to stamps referring to radio. Among these are the first "radio" stamp, issued in 1918 by Guatemala and presented by the President of Guatemala; a set of Newfoundland stamps, issued in 1924, picturing the antenna on Cabot's Tower which picked up Marconi's first transatlantic wireless signal on December 12, 1901; and stamps similarly referring to radio.

Among the many other items are the Great Britain One Penny Black of 1840, and the first United States stamps, issued in 1847. To assure corporate life to its collection the Stamp Club has presented it to NBC. It is on permanent exhibition on the fourth floor of the New York studios.

TELEVISION ADDS MORE HOURS AND MORE FIRSTS

(Continued from page 2)

knows what they do when they get a call for a baby.

The heat generated by the battery of lights in the studio furnishes an interesting highlight. It has the same effect on the varnish of an instrument that the summer sun has on untanned skin. Consequently, any piano which is to be left in the studio must be carefully blanketed. And metal objects left under the lamps must be experimented with before being picked up. So much of the heat is absorbed by them that they have resulted in innumerable blistered fingers.

Supposedly, every living thing has its enemy, and the "prop" man is no exception. His nemesis is the engineer who is given to eating the properties.

Certainly the directors are doing their best to present a well rounded program schedule. Sporting events have already become an established fact, with the most noteworthy attempt to date the telecasting of the Baer-Nova fight. Newscasters are appearing more and more frequently, and in the case of scheduled events of importance, you are given an on-the-spot view of what is taking place. Dramatic sketches have long been established.

So it is that we watch one development take place after another, and as each falls into its particular groove, we patiently await the time when the TRANSMITTER will be able to cover the agenda of television personnel from coast to coast.



This is how O. H. Wilkens, air-conditioning engineer, propels himself around in the 85,000-gallon tank of cold water, part of the Hollywood Radio City air conditioning system, when he has to clean the portholes through which studio visitors peep into the tank to see if it's really water. No, applications are not being accepted for similar Summer positions.

NBC HOLLYWOOD

by Noel Corbett



Here are (left) Niles Trammell, NBC executive vice-president, Dorothy Lamour, and Don E. Gilman, vice-president in charge of Western Division, at Miss Lamour's recent party. Mr. Trammell was visiting Hollywood on a routine business trip.

Vacation Days at NBC Hollywood

Frank Pittman, soundman, driving to Greensboro, N. C., to visit folks. Teams up there with singer John Carter for eastern states trek . . . Margaret Kent, Artists Service, letting American Air Lines work out Mexico City visit . . . Charles Brown, Division Sales Promotion Manager, giving Big Bear a trial . . . Walter Davison, Tour Promotion, just back from Big Bear . . . Brown's secretary, Helen Murray, looking over Lake Tahoe resort folders . . . Norman Noyes, Supervisor of Pages, swordfishing at Guaymas, Mexico . . . Those to Bohemian Grove encampment, just north of San Francisco, are Don E. Gilman, Vice President; Sydney Dixon, Division Sales Manager, and Walter Bunker, Production Manager . . . Kathryn Phelan, Engineering, taking yearly trip to St. Louis . . . Frank Dellett, Division Auditor, to Mendocin County . . . Henry Maas, Sales Traffic Manager, to Napa Valley . . . Andy Love, in charge of Literary Rights, to Frisco Fair . . . Myron Dutton, Director, and Bob Stevens, spending vacash breaking in new valley home. Former housemate, Joe Thompson, Director, book-writing his time away in Jamaica . . . Ben Gage, Announcer, to Chicago, Louisville and Detroit for new car . . . Joe Parker, Director, back from New York collecting bets on victory of his cousin, Lou Nova . . . Jane Burns, head of typing, planes to New York . . . Joy Storm, Announcer, to Portland and Straits of

Juan De Fuca . . . Marvin Young, Assistant Division Program Director, taking a trailer to Oregon woods . . . Cliff Anderson, Program Traffic Manager, to Carmel . . . Joe Alvin, Press, fishing along banks of Columbia River . . . Jack Creamer, Maintenance, lolling in Sun Valley, a resort he proudly boasts of having helped construct . . . Frances Scully, Press, to New York via Southern Pacific . . . Nell Cleary, Press, sticking to Southern California beaches . . . Hal Bock's secretary, Martha Sherwin, touring eleven Western States . . . Ray Ferguson, Engineer, baking on Mojave Desert . . . Bob McWhinney, Guest Relations, to Klamath Falls, Oregon . . . Honor Holden, Alex Robb's secretary, visited daughter in Cadillac, Mich. Landed there on Mother's Day . . . Frances Garland, Cashier, breaking in new dress, design of which is montage of Southern California scenes, to spring on Oklahoma relatives . . . Lew Frost, Executive Assistant to Don E. Gilman, goes to Pacific Northwest . . . His secretary, Blanche Davies, plans another trip to Frisco Fair . . . Tracy Moore, Sales, remodels summer home, "Moore Manners," at Ocean Park, Washington . . . Craig Pickett, Relief Supervisor, to Kansas City, Mo. . . Helen Welty, Sales Traffic, taking in family reunion in Arkansas. Folks coming clear from England 'n' everything . . . Art Carter, NBC's official photog, packing into wilds of Wyoming . . . Hal Bock, Division Press head, says he can be reached at San Juan

Sesqui Centennial, California. (Please write.)

Quick Pix . . . Tracy Moore, Sales, recently made Vice President of Los Angeles Ad Club . . . Carolyn Gay now Division Program Director John Swallow's secretary . . . Cliff Anderson, Program Traffic, is bowling in the old groove . . . He topped Lew Frost's 276 with a 277 . . . Joe Alvin and Matt Barr, Press, sipping coffee out of those original Brown Derby mugs . . . In the next booth of the famed Derby, Jack Hellman, Variety mug, putting the lug on NBC execs . . . Jack Stewart, Sales, passing smokes May 3; was a 7-pound lassie . . . NBC AA now has its own newspaper. Co-editors are Stan Radom, Aubrey Ison, George Volger, and Bob Morris, Guest Relations . . . Charles Brown celebrated his 20th wedding anniversary June 6 . . . It all came out when a gang, lunching across the street at the Tropics, decided he didn't look a day over 24 . . . Hal Bock and Fritz Leiber put on a Shakespearean skit at the Hollywood Author's Club. Bock did a radio announcer and Leiber the reincarnation of the immortal bard. Bock spent a month learning lines, to finally learn he had to hold script during performance.

Tennis Tournament . . . In the final playoff of the NBC Hollywood AA Second Annual Tennis Tournament June 3, Jack Creamer won over George Hatch, 6—Love, 6—3 . . . In the doubles, Creamer, teamed with Lew Frost, beat out Art Carter and Ray Ferguson, 6—1, 6—2, 6—4.



Left to right: Lew Frost and Jack Creamer, NBC Hollywood tennis champs (see story), Tony Stanford of J. Walter Thompson and John Swallow, Western Division Program Manager, who awarded the prizes.



Tenth Anniversary Chimes

The NBC Transmitter salutes these members of the National Broadcasting Company who, this month, complete their tenth year with the Company.

John Cusumano

John Cusumano, from Sales Traffic, has his outside activities classified into three divisions: hobby—record collection; summer pastimes—swimming, baseball, and handball; winter pastime—pinochle. Concerning his hobby,



John Cusumano

he has about two hundred records of operas, symphonies, etc., and hopes soon to realize his ambition of making a complete collection of Caruso's recordings.

Johnny is a native New Yorker and graduated from Brooklyn Evening High School. Following this were two years spent at Columbia. In the meantime, and this also included the latter two years of high school, he was working on the NBC page staff.

However, Johnny does admit to having had a lot of fun on that early job. And since that time, of course, advancements have come—through Musical Program and Sales to his present position in Local Sales Traffic. Having studied advertising at Columbia, he hopes, in the future, to become a salesman for NBC.

Incidentally, when very young, he had the opportunity of actually acting out the childhood ambition of almost every boy. He lived in a firehouse and rode on the wagons to every big blaze that came along. And he can still tell you what the signals mean.

John Romaine

John Romaine is one of two men in the Music Division who are responsible for the avoidance of duplications of musical numbers for all network programs, both sustaining and commercial.

A New Yorker by birth, he also studied in New York parochial schools. Before coming to NBC, Mr. Romaine was one of the budding Thespians of the New York stage. His last performance was as the merchant in David Belasco's last production, the *Passion*

Play. NBC claimed him as an employe in the Guest Relations division in June, 1929. His worth was soon recognized, and in the fall of the same year, after a series of transfers—Continuity, Production, Musical Audition—he entered the Music Division of the Program Department. There he first did clerical work, but soon worked up to the position he now holds.

Mr. Romaine lives in Franklin Square, Long Island, with Mrs. Romaine and John, Jr., age twenty-two months. His chief extra-curricular activity is photography, but he also finds time to play a little baseball and to play any one of a number of musical instruments, although he confesses he has let that slip of late.



John Romaine

Catherine Merrill

About twelve years ago, Catherine Merrill came out of the Middle West with a violinist's career in mind. One of her first stops was at NBC. Coming here for an audition, she decided it would be a nice place to work; but the opportunity for that did not come until a year later, for shortly after her



Catherine Merrill

audition she was signed for George Cohan's Review.

In the West she had gone to business school. The idea now was to ride along with this "between engagements." Thus, the show closing, we find her with NBC as secretary to Mr. Almonte, then in Sales. She stayed about two months, then left to join Lee Shubert's Operetta, and was busy with this show for another year.

When it closed, she thought once again of NBC. It happened that Mr. Almonte had just been made Evening General Manager, and on the day that Catherine came back had decided to hire a night secretary. She was elected. This time, however, she forgot the vio-

lin and continued on with Mr. Almonte.

Catherine was born in Montclair, N. J., and although she graduated from high school at age sixteen, in the grades she spent an average of one day a year in school. Figure that one out for yourself.

Philip Falcone

The last decade at NBC has been a full and interesting one for Studio Engineer Philip Falcone. "Phil" entered NBC in June, 1929, as a night page while still in his last year at high school. He remained with Guest Relations until June, 1933, when he went to the Engineering office. After a year there his next post was a relief apprenticeship in Field Engineering preparatory to his present job, which he has held since November, 1934. During his first five years with NBC he was a student at City College of New York and the RCA Institutes.

New York City is Phil's bachelor home, and has been for all but the initial five years of his life. Those were passed in Tuckahoe, New York, where he was born on December 3, 1912.

W2HIO, Phil's "ham" station, is now in its seventh year of operation. A strong outdoor tendency is revealed in his hobbies of hunting and fishing, and anyone contemplating a piscatorial excursion to upper New York State can not go wrong on a tip from Phil (who gets it straight from the fish).

We all know the advantages of a vacation, and Phil is not one to be told. The first three weeks of June he spent on a West Indies cruise.



Philip Falcone

Thomas John Buzalski

Although Thomas J. Buzalski's engineering training included little formal instruction, it is not surprising that he is in charge of the NBC television transmitter on top of the Empire State Building. He had his first "ham" radio station before he had his first long-pants, and a commercial radio operator's license before he entered

college. He still has a station, W2BRR, and any spare time will find him doing his own broadcasting.

After his sophomore year at Wesleyan University he took a summer job as relief engineer at the WJZ transmitter at Bound Brook, N. J. He was offered a permanent job in the fall, and decided to leave school and continue with NBC. For a time he was at the WEAJ transmitter at Bellmore, Long Island. Later he was a studio engineer in the Radio City studios.

A pioneer in television, Mr. Buzalski was one of the first experimenters at the old RCA-NBC television station atop the New Amsterdam Theatre in Times Square in 1930. Soon after experiments were begun from the Empire State Building, he was transferred there, and early in 1934 was put in charge.

Mr. and Mrs. Buzalski live in Cranford, N. J., and have a son, Bruce Thomas, age one year and six months.



Thomas J. Buzalski

Florence Crowell

In ringing the chimes for Florence Crowell of KPO-KGO Music Rights, put in a little grace note, please! Although Florence completes her tenth year with NBC this month, her acquaintance dates back further than that, as she joined NBC San Francisco on a temporary basis in its toddling days.

Being a pioneer, Florence has had experience in virtually every department. She and Wanda Woodward comprised the entire Audience Mail section at first. Then she worked in the Program Department until she was transferred to the Music Library, where she and Kathleen Moore started the job of cataloguing the music then available. Although the long job was not completed when Florence



Florence Crowell

left to become assistant to Claire Patrick, head of Music Rights, it still won admiring "oh's" from the Library Association when that group visited the KPO-KGO studios and marvelled over

the manner in which a song can be tracked down even if the title is incorrect or fragmentary.

Florence's experience in such situations makes her present work doubly interesting. She can detect a restricted song clear around the corner of some producer's desk. She constantly studies copyright law and is an encyclopedia of information on Who wrote What, Who published it, and how many bars can legally be lifted from it.

Rudi N. Neubauer

Rudi N. Neubauer was born in Vienna, Austria, in 1904. Five years later he accompanied his parents to America to make his home in Chicago. All of his schooling was obtained in this city, including three years of night school at the University of Chicago.

In 1927 he joined the Chicago Radio Shows organization as assistant to Manager to produce and organize trade and public programs for radio. He left two years later to become a member of the NBC Central Division as clerk in the general office. Shortly thereafter he was appointed cashier and assistant office manager, holding both positions for one year. Press of duties along with constantly increasing personnel prompted him to confine his duties solely to cashier of the Central Division from 1930 on.



Rudi N. Neubauer

One of the busiest men in the general office, Rudi still finds time to participate in a wide variety of recreational and social activities of the Chicago personnel. He is personally responsible for several of the popular organizations which now draw the attention of the entire Chicago office. His most recent promotional effort is the new Athletic Association for Central Division members. In closing, we might add that the droll, tall, broad-shouldered Rudi has somehow managed to escape marital alliances.

Eugene M. Hoge

Eugene M. Hoge, network salesman of the Central Division, was born in Frankfort, Kentucky. He attended Swarthmore Preparatory School in Pennsylvania, and continued his studies at Washington and Lee University in Lexington, Virginia. Following his

college years, he was appointed manager of a Frankfort insurance agency and enjoyed considerable success in that capacity.

But radio appealed to him as a life work, and he resigned his insurance managership to accept a position as salesman with the NBC Central Division in Chicago on June 17, 1929. Three years of service followed, during which time he was also appointed night manager of the Chicago office. In 1932 he accepted the commercial managership of KOA Denver, Colorado. Sixteen months later, he was transferred back to Chicago and was appointed to the Network Sales staff.

Tall, lanky, and never without a wide grin, Gene is one of the busiest salesmen in the Chicago offices. His national accounts, among others, include the Carnation Co. (*Carnation Contented Hour*), Wander Co. (*Orphan Annie and Carters of Elm Street*), Pepsodent (*Bob Hope*), and the F. W. Fitch Co. (*Fitch Bandwagon*).

Outside activities include golf, swimming, and, of course, fishing with members of the famous Kentucky Club in Hayward, Wisconsin. He is married, has one son, and makes his home in Evanston, Illinois.

STAGECRAFTERS

(Continued from page 6)

tion would be to list all who were concerned. We will be sincere and simple. Thanks, kids, you just done lovely. The cast, production staff, and Hubert Chain are to be, have been, and will be congratulated by all who were fortunate enough to see the play. Their combined efforts were worthy of the applause which followed the final curtain of a gala premier.

FILLER—WITH MESSAGE

Maybe the following should appear on the editorial page. But in our ingenuous way we find it impossible to dissimulate—so will come right out into the open and admit that when we had finished correcting (we hope) proof for this issue we found these three inches yet to be filled. Now we really do have a Message for you, but it requires only a few lines—thus this inconsequential introduction.

And now! We'd love to accompany you all on your vacations, snapping pictures every minute. But we're busy that night, so will you please remember that the TRANSMITTER is anxious to see your vacash pix.

ATHLETIC ASSOCIATION ACTIVITIES

Baseball News

As this goes to print the NBC baseball team, which is tied for second place in the Motion Picture Baseball League, is about to leave for Camden, N. J., to play its first intra-family game with RCA. This game marks the first of a two-game series, the second to be played in New York early in July, with our esteemed visitors taking in the World's Fair after the contest.

Now our team is strictly Class-A, but the boys are only human and thrive on encouragement. So watch your bulletin boards for information on the game—place and date—and turn out in hordes—or any way you want to turn out as long as you all turn out.

△ △ △

Riding News

Sixteen NBC horseback riders unanimously agreed that it was a grand night. The occasion was the moonlight ride of Friday, June 2nd, on the bridle paths around the Oradell Reservoir in Bergen County, N. J. It was the perfect formula—good horses, pleasant companions, and best of all a made-to-order full moon.

After a snappy ride from 7:00 to 9:00 p.m., the group was joined by eight other members of NBC at the White Beeches Golf and Country Club. The steak dinner, which lasted until almost midnight, was interspersed with music, dancing, singing, and impromptu entertainment. John Graham and Mrs. Earl Mullin delighted everyone with their demonstration of how the rhumba should be done. Jimmy James and Alice Bradford gave a repeat performance of their version of the shag. Henry Hayes did his best at the polka and Gordon Weber turned out to be the perfect Viennese waltz dancer. Topping it off, a snake dance was made realistic with the assistance of Dorothy Lewis, Edna Mustor, Al Frey, and Howard Selger. Al Walker, Ed de Salisbury, Leonard Braddock, George Robbins, Earl Mullin, Mr. and Mrs. Van Houten, and Mrs. John Graham joined in the singing.

Other guests present at the dinner included R. J. Teichner, assistant treasurer, George Frey, Sales, and Walter Tepper, Accounting, all of whom became so enthusiastic that the riding group has their promise to come out on the next trip. The ride back in the

moonlight topped off a perfect evening, and one-third finally found the group back at the stables, tired but happy.

Helen Korday, Personnel, still happy over her recent South American vacation, voted the moonlight ride *almost* equal to her cruise, and was ready to exchange her next vacation for another one like it.

Tuesday night, June 6th, the Jersey Riding Group, after their regular evening ride, saw an indoor polo game at the Pegasus County Club in Rockleigh, N. J.

Softball News

The NBC AA Softball League is humming along at a fine clip, with the standings up to June 9 as follows:

Team	Won	Lost	Per.
Accounting	3	0	1.000
Art. Service	2	1	.667
Gen. Service	1	2	.333
Program	0	3	.000

The Engineers, although not in the League, do have a team of which they are pretty proud. They were especially set-up after challenging the league-leading Accountants May 21st and coming out of the slug-fest victors by an 18 to 15 count. This smirch on the honor of the league resulted in rankling sorely the sturdy hearts of the third-place General Service team. So on June 6th they took on the mighty Engineers and handed them sweet revenge. Fairness demands us to add that the game was a real struggle—going 14 innings to a final score of 14 to 12.

The schedule for the next few weeks is as follows:

Program vs. Gen. Service	June 29
Accounting vs. Program	July 11
Art. Serv. vs. Gen. Service	July 13
Program vs. Art. Service	July 18
Gen. Serv. vs. Accounting	July 20

The playing fields are easy to reach—give a look some evening.

Cigarette News

Besides sparing you the pain of having to bum a weed until you can spare the time to get a package downstairs, those newly-installed cigarette machines will make fuller your lives in another way—for what revenue they accrue goes to the treasury of the NBC Athletic Association.

Golf News

For NBC golfers the first Big Day of the year has come and gone. The time—Wednesday, June 14th. The place—Rockland Country Club, Sparkill, New York. The event—NBC Golf Tournament. As usual, everything ran off smoothly, and it was a great success. There was a twenty-minute deluge which soaked those on the course before they could reach a tree, but the sun came right out strong again and did a quick job of drying. The 59 competitors and four guests stayed on for dinner, after which the prizes were awarded. It was strictly an informal, family affair—no speeches, heads of tables, etc.

Eighteen-hole qualifying rounds were played in the morning, with the eighteen holes for the handicap championship coming after lunch. Following are listed the various prize winners. It will be noted that the prizes are not the usual cups, but items of real utility value. This splendid idea is that of Golf Chairman Frank Jones, Artists Service, who ran the tournament in such fine fashion—as usual.

Low Gross, 36 Holes: George Frey, Sales, shot an 80 and an 81 for a total of 161. His prize was an unusual, labor-saving cocktail set.

Championship Handicap: Winner was M. Jacobson, Engineering, with a 110—48—62; prize—a large picnic suitcase, fitted with knives, forks, etc. For being runner-up with a 106—40—66, R. W. Friedheim, Electrical Transcription, won a fine golfer's bag.

Member's Consolation: (For those who could play only eighteen holes.) A score of 100—35—65 brought William Hillpot of Artists Service an electric Telechron Clock.

Guest Handicap: Everett Clarke—88—23—65; combination calendar and automatic list finder.

Guest Low Gross: Edward Lasker—84; cocktail tray.

Ball Nearest The Pin: A. J. Waddell, Engineering, was rewarded with a golf bag for pasting the pellet to 43 inches from the tenth pin.

High Score Of The Day: This honor, commemorated by a cocktail shaker, went to Guest Relations Manager Charles H. Thurman for bagging a 139.

And it's all recorded for posterity—Walter "Hap" Myers having kept busy all day with his movie camera.

WBZ BOSTON AND WBZA SPRINGFIELD

—by Bob Evans—



Imported at great expense were these lovelies. Left to right are the "Misses" Keyes Perrin, Ken Strong, Fred Cole, Jim Collins, Bob Evans, Colton Morris, Jack Manning and Horace Rolfs.



Scene: The "expected" axing when "J. A." took over. Left to right: Gordon Swan as John A. Holman, Harry Goodwin, Cy Young, Babe Norris, Herb Masse, Johnny McNamara and George Harder.

May 19 is a date that will long be remembered by everyone connected with WBZ and WBZA. On that day, John A. Holman's fifth anniversary as general manager, the stations' entire staffs paid Mr. Holman the most hearty and spectacular tribute ever staged in the history of the twin stations. Mr. Holman was entirely unaware of the plans, although staff members had worked nights for a month. Entering the studios, Mr. and Mrs. Holman and their daughter, Mrs. Benjamin Herrick of Albany, were greeted by George Harder, general chairman, and members of the Executive Committee. They were welcomed in the office concourse by the entire staff and many distinguished guests, including Clay Morgan, assistant to President Lohr, and Mrs. Morgan.

After dinner, Mr. Holman was ushered into Studio C, where a large neon sign flashed the word "Holmania," keyword of the gridiron show. The program started with greetings delivered by Dwight A. Myer on behalf of the Westinghouse Company. Program Manager John F. McNamara, as emcee, then read a sheaf of telegrams from public officials, NBC executives in New York, and M&S managers in other cities.

The program then took a turn to the light side. That started with greetings from the city in "double talk" by Samuel L. Goodwin, superintendent of Boston markets. Next came a transcribed greeting from some of John Holman's old friends at WEA, and included Graham McNamee, Phillips Carlin, and Mark Woods in a little script show that will never go commercial. Sam Ross emceed.

Came next another transcription from New York featuring the familiar voice of William S. Hedges, who was identified as vice president of "odds and ends." This was followed by the vocalizing by Announcer Keyes Perrin of three of Mr. Holman's favorite songs.

Then the staff opened the curtains proudly on its extravaganza, "Holmania," a musical satire in three acts.

The beauty of the opening chorus (see cut) left everyone breathless. And from then on there were two hours of steady laughs.

The entire show illustrated, with excessive dramatic license, the history of WBZ from the time that "J. A." stepped over the threshold. Songs were rendered by Johnny McNamara, Babe Norris, and Herb Masse. Gordon Swan and the Collegians highlighted the show. A Girls Chorus (Kay Leatherbee, Ruth Higgins, Kay Schmidt, Dot Miller, Joe Tierney, and Peggy McGarrahan) sang "Our Hearts Belong To Daddy," directing their efforts and eyes to Mr. Holman. After a short speech, Cy Young gave Mr. Holman a beautiful gladstone bag as a token of the staff's devotion. Little wonder that Mr. Holman was left speechless with the whole

proceedings. It was a great evening and, most of all, a sincere tribute to Mr. Holman.

"Holmania" credits for words, music, and direction go to Bob White, John McNamara, Bob Evans, George Harder, Jack Wright, Avner Rakov, and Bob Duffield. These men deserve credit for a polished job. But they declare that no producers ever had such an industrious, able, and inspired group of co-workers.



Members of the staff look on as "J. A." cuts the festive cake. Seated at his left is his wife and at his right his daughter, Mrs. Benjamin Herrick.

KYW PHILADELPHIA

—by J. A. Aull—

Now that the National Open Golf Championship is a thing of the past for this year, it might be noted that the work tent erected by NBC as field headquarters just off the 18th fairway was not without its social side. During the course of the matches it also served as a resting spot for Mrs. Gager, Mrs. Begley, Mrs. Sloan, and Mrs. Cushing who took an active interest in the play. We would also like to record here from one who had personal experience in those five days that Lawson Little, NBC's golf expert, is one swell guy to work with.

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The effective organ music that accompanies the weird lighting effects and volcanic eruptions that feature the Rocket Room exhibits of the General Electric Utilities display in the Forward March of America Building at the New York World's Fair, is the work of Wallace Heaton and Harry Grier of KYW. Both men have just returned to the station after making the records in New York. The music is obtained by the unusual combination of a pipe and electric organ playing at the same time.

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Leroy Miller, KYW's Musical Clocker, has been doing the "nice" thing again. Some weeks ago he learned that one of his ardent listeners was a little 7-year-old boy, hopelessly crippled with infantile paralysis and now confined to the Shriners Hospital. Miller learned the boy's birthday and asked his listeners to send along a greeting. When the day arrived the boy received more than 1200 cards and a Philadelphia bank presented him with a radio. Since then Studio Attendant George Wood became the father of a baby girl, and Miller promptly ordered a new crib sent out to the house.

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Our operatives tell us that Jack Hammann took the marathon talk prize the other eve when the Esso employees and dealers sailed down the Delaware on a moonlight cruise. This may be slander. At any rate everybody seems to have had a good time.

NBC's contribution to the Greater New York Fund was \$1916.47. Traffic Division came through 100% — with credit to Margaret Hadley, captain.

NBC TELLS ALL IN NEW BROCHURE

In a handsome booklet, "Broadcasting in the Public Interest," NBC has recently outlined its history, restated its general policies and program standards, and described its manifold services.

The brochure's section on development includes some of NBC's original problems and explains its network structure and operations. A section is devoted to NBC's social structure—its relationship to the public and the responsibilities imposed on it by law as well as by itself through the formation of an Advisory Council. With this is included the latest Council policies on religious, political, and controversial programs. Other policies are analyzed in detail, and the purpose and scope of NBC's International Division is explained.

NAMES IN THE NEWS

(Continued from page 5)

tising agencies and sponsors before a children's program is even submitted to the radio stations. Stressing the need of well written programs (style, language, and story idea), always remembering that interest in the thrilling and dramatic must be capitalized, Miss Cuthbert expressed great confidence in the constructive criticism and cooperation which the committee will offer the agencies and the radio industry.

Another feature of the meetings was a radio hour, "presented through the courtesy of the National Broadcasting Company." One of the speakers on the question, "Can Women Resist Propaganda?" was Melvyn Douglas of movie fame. Miss Cuthbert reports that he gave an excellent talk on the affirmative and made a big hit with the women.

△ △ △

Dr. John Curtis of First Aid underwent an acute appendectomy June 1 at the Presbyterian Hospital. He had returned to his home when this went to press, and was coming along well.

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Here's a late flash from our old friend, the stork. Says that at 3:30 on the morning of June 21 he brought a seven-pound, seven-ounce baby boy to the Physicians Hospital in Jackson Heights—a gift to Announcer and Mrs. Jack Fraser. Mrs. Fraser is the former Betty Glenn, ex NBC Press.

WTAM CLEVELAND

—by Bob Dailey—

Jane Weaver, WTAM's director of women's activities, has launched a campaign on her *Health and Home* programs to interest more women in playing golf as a recreational exercise. Every Wednesday she interviews a well-known woman golfer in the northern Ohio area on how she first started to patrol the fairways and on her interesting experiences as a golfer. The series is designed to acquaint the housewife with how she can sandwich in a few hours of golf every week between her household duties.

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Speaking about golf, Gene Carroll of the comedy team, "Gene and Glenn," is very amiable these days. Reason is that he carded a 75 on a difficult Cleveland course. His partner, Glenn Rowell recorded his usual 83. Tom Manning was another member of the foursome. But Tom was evidently off his game that day—he wouldn't even tell us how many golf balls he lost.

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Staff members extended their sympathies to Engineer-in-Charge S. E. Leonard and Production Manager Fred Wilson whose respective fathers died late last month. Mr. Leonard's father died suddenly of a heart attack while on his way to visit his son, and Mr. Wilson's father died in Mansfield, Ohio, after a long illness.

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Studio Notes: Program Director Hal Metzger moving to Gates Mills and becoming a "gentleman farmer" . . . Russell B. Wise getting the call to announce a new RCA series of morning programs . . . Theresa Sabo, local sales secretary, winning \$64 at a golf club party . . . Jack Starr, sports announcer, addressing convicts at the Ohio Penitentiary . . . Information Clerk Olga Nichols off to Virginia Beach on a vacation . . . Cal DeVol, writer for *Gene and Glenn*, back from his home in Texas . . . Office Manager Pearl Hummell moving into her new home in Bay Village . . . Traffic Manager Edith Wheeler giving her two Scotties their summer haircut . . . Selma Schuller, of Music Rights, singing nights with an orchestra at Chippewa Park . . . Porter John Finlayson adding to his duties the care of two canaries whose musical notes brighten up the Traffic Office . . . Announcer Rance Valentine buying a new car.

NBC SAN FRANCISCO

— by Louise Landis —

Changes

KPO-KGO folks are playing tag all over the lot again. Here are some of the recent personnel shifts: Transferred from Press to Production, Dick Bertrandias, to fill the spot left vacant by John Ribbe's new status in which he devotes his writing and producing efforts exclusively to Standard Oil's *School Broadcast* and *Symphony Hour*. Dave McNutt was transferred from Sound Effects to Press to replace Dick as picture editor, and Bob Bishopp of Reception moved to Sound Effects.

Following the resignation of the former Patricia Norgan (now Mrs. Richard Costello, Jr.), Betty Carter was moved from Music Library to Music Rights, and Elizabeth McGrath, who substituted for Helen Stewart as secretary to Educational Director Arthur Garbett during Helen's illness, was transferred to the library. And by the time this gets into type Helen and our other too-long-absent one, Elvina Jensen, probably will be back on their respective jobs, both well and strong again, if the good wishes and hopes of all the KPO-KGO girls and boys count for anything.

When Melba Chisholm resigned to accompany her husband to Los Angeles, her place was immediately filled in Typing by Madeline McNeely, who resigned under similar circumstances two years ago to go to Seattle . . . and is now back in San Francisco to stay (we hope!).

Two University of California graduates whose diplomas are still shiny-bright, have joined the page staff. They are James Poole, who was editor-in-chief of the *Daily Californian*, and Carl Murchie.

Sidelights

Newscaster Bob Andersen is taking no chances on delay in his plans to marry Miss Margaret Hanley July 2 — he has ring, license, and minister all ready to go . . . Janet Baird, with two

daily programs and one weekly one at night still finds time to take flying lessons. She sports a pair of gold wings on her lapel—a birthday gift from flyers at the San Francisco Bay Airdrome . . . Engineer Frank Fullaway will probably be a married man when he reads this—he and Miss Amy Deas are planning a June wedding at Grace Cathedral . . . Add proud poppas at KPO-KGO: Announcer Frank Barton and Librarian Stillman Pregno. Young Dennis Clay Barton was born May 8, at Sanford Lane Hospital, eight pounds, five ounces; and seven-pound Barbara May Pregno arrived at the Merritt Hospital May 19 . . . Field Engineer George McElwain can talk about radio as well as operate. Scheduled to address his Masonic Lodge for half an hour the other night, Mac was kept talking and demonstrating field microphones and other equipment for almost two hours. Mac admits that those rumors about a new romance are "well-based"; wedding bells will ring in about a year, he calc'lates.

Vacations

Lee Strahorn, producer of the *Woman's Magazine of the Air*, left for his vacation two minutes after the program's eleventh anniversary broadcast . . . Sylvia Jalbert of Audience Mail is planning a snazzy two-weeks' holiday

which will include a train ride to Galveston, Texas, and a cruise from there through the Gulf and up the Atlantic coast to New York . . . Reola Jamison is going trout-fishing on the Mad River, and Marguerite Henning to Crater Lake, Oregon . . . Engineers who will be covering the landscape in June and July include Mark Dunnigan, who will be in the Sierras; Lee Kolm, Canada; Ernest Jefferson, Hollywood; Bev Palmer, British Columbia; and Tommy Watson, who has selected Lake Banff—and refuses to admit or to deny rumors that it's a honeymoon trip . . . Production Department's Dorothy Hill is motoring through Yellowstone, Bryce Canyon, Grand Canyon and Boulder Dam country; Bill Holmes picked Lake Tahoe; Bob Dwan, Hollywood, and Dave Drummond and Ned Tollinger refuse to divulge their plans . . . Sales department's vacationers are Dorothy Simmons (Carmel), Ray Rhodes (Northwest), and Glen Ticer. Kitty and Don Thompson, Special Events, will motor to Boulder Dam, Grand Canyon, and other spots where Don has produced many special broadcasts . . . Doris Mathiesen of Sales Promotion and Agnes Ansel of Mimeographing will camp at Blue Lakes . . . Lois Reedy of Typing will spend part of her vacation at a convention of her sorority, Delta Chi Sigma, at San Diego;

Charles Mickelson of Auditing will put in his holiday at the Fair; from Reception, Stan Smith will go to Hollywood, Harry Mayhorn will have a motor trip, and Wellwin Dallam will go to Carmel . . . Edwarda Pickett of Press is spending her vacation at the Fair . . . Neil Lyons of Supplies picked a hospital for his. Here's hoping he's feeling well and strong again when this appears . . . Ask Dave McNutt, Walter Kelsey, and Rudy Pierce how it is to be snowbound on a Memorial Day weekend.



Sophie Dunich was her name when this picture was made of the KPO-KGO typing department's newest bride, now Mrs. Harry Esola. Cameraman Bob Crawford caught Sophie looking really surprised at the shower a group of her colleagues gave her. Standing, left to right, are Betty Milligan, Jo Ellitson, Lois Reedy, Doris Mathiesen, Lola Camaches, Agnes Ansel, Vera Lashin, and Melba Chisholm.

YOUR ROVING REPORTER

A chess tournament between NBCites in Chicago, New York and San Francisco has been going for several weeks via Uncle Sam's mail bag. The players in New York are Manny Segal of Sound Effects and Clyde Lewis and Vincent O'Connell of Traffic. We asked Manny, who is playing Frank Smith on the West Coast, how his game is coming along and he replied:

"Oh, it's too soon to tell. We've been playing only four months."

* * *

Word has been received from Cornell University that a former NBC guide, Robert Meachem, has been elected president of the Radio Guild, student group which produces programs for the university's station. George Engles Jr., son of NBC's vice president in charge of Artists Service, is also a member of the Guild. An accomplished musician, he is in charge of the Guild's music division. Mr. Engles tells us that he also has another musical son in college—Robert, a junior at Brown, who sang two numbers in the recent Brown Brokers' musical extravaganza. Their talents also include acting, in which Bob is especially interested. Papa Engles didn't tell us, however, whether or not he already holds an option on his boy's artistic abilities.

* * *

A girl, weighing eight pounds and seven ounces, was born to the Albert H. Williams's on June 3rd. That makes Director and Playwright Williams the father of two . . . the other is a two-year-old boy . . . Helen Loucks, manager of the Traffic Department of KOA Denver, visited old friends at Radio City during her recent vacation . . . she dropped in to say "hello" to two of her former NBC bosses—Production Manager William S. Rainey and Blue Network Sales Manager A. E. Nelson. She was Mr. Nelson's secretary when he was manager of KOA. Miss Loucks was accompanied by her mother.

* * *

Director Joseph Bell was definitely red in the face when he had to produce a recent *Let's Talk It Over* broadcast from the ladies' powder room of the Biltmore Hotel . . . though a veteran program director, he was admittedly a bit flustered during the entire proceeding in the midst of all that feminine intimacy—particularly when women who were not aware of the broadcast stared at him suspiciously as they went in and out of the lounge.

* * *

NBCites from the Radio City staff visiting the World's Fair felt quite at home in many of the exhibits where former members of the Guest Relations staff are now working . . . now you know where you'd seen before that handsome young man in the uniform who smiled at you in the Westinghouse exhibit.

* * *

Romance of the month was the elopement of Murdock Pemberton of the Guest Relations staff and Miss Patricia-Jean Clure of Scarsdale to Manassas, Virginia, where they were married on June 10th. The Episcopal minister refused to perform the ceremony without the customary three days notice so Pem and his fiancee went across the street to the United Brethren Church whose minister readily tied the knot right then and there.

The newlyweds are now residing at 49 West 55th Street.

NBC WASHINGTON

by Marian P. Gale

Footweary WRC and WMAL announcers, production men, and news editors are gradually getting back to normalcy since the departure of their majesties, King George and Queen Elizabeth. Never before had it been so difficult to find transportation back and forth to remote control broadcasts as during the recent visit of the British monarchs to the nation's capital.

While tin pan alley was straining to bring forth a musical greeting in connection with the historical event, two local NBCites were inspired to write a song entitled "Hello Your Majesties."

Jack Foy, Kentucky hillbilly, heard daily over WMAL composed the music, and News Editor Rex Lampman wrote the lyrics. The first transcription as sung by Foy went as a gift to President Roosevelt, inasmuch as the Roosevelts are in the song almost as prominently as King George and Queen Elizabeth.

* * *

Athletic endeavor is keeping members of NBC's Washington staff busy Sunday mornings. Following the annual National Press Club outing last month, NBCites in the nation's capital organized their own softball team. At the outing a team composed of all network offices in Washington—with Walter Johnson, the Big Train, pitching—was defeated by one composed of newspapermen.

So far the team has played five games, winning two and losing three. Those on the roster are Announcers Gunn, Crago, Rogers, Rash, Appleby, and Michael; Sports Commentator Coyle; Night Supervisor Barry; News Editor McAndrew; Tom Knode and Rex Lampman of the news room (the latter is scorekeeper, a very important position); Engineers Ullman, Stetson, Powlev, Hunter, and Godwin; Page Boy Jim Seiler; and George Huber, assistant to Coyle.

Whenever the team needs a game, sports and news programs carry a note challenging anybody and everybody in the nearby vicinity. As a result there's a waiting list.

* * *

Commercial Manager John Dodge attended a convention of the American Bankers Association at Hot Springs, Virginia, June 10th. With a score of 78 in a golf match, Dodge came home with second prize, a fitted traveling case.

* * *

Lila Free, NBC telephone operator, is recuperating from an emergency appendectomy. She will be back on the job in a few weeks.

* * *

During National Hot Dog Week, Gordon Hittenmark, WRC Timekeeper, offered to autograph hot dogs for his listeners . . . now his sponsor has a problem of filling requests that poured into the studios.

* * *

That NBC House of the Future mentioned in the last issue is drawing tremendous interest from national manufacturing companies. Officials of several out-of-town firms have flown to Washington to bid on heating, lighting, cooking, and refrigeration. The house is expected to be finished and open to the public by August 1st. An estimated 200,000 people will view it.

NBC TRANSMITTER

VOL. 5

AUGUST, 1939

No. 8

NEW SET-UP IS CREATED FOR NBC BLUE NETWORK

NILES TRAMMEL, NBC executive vice-president, announced on July 6th the appointment of Keith Kiggins as director of the NBC Blue Network. This is a newly created post, and the announcement carried with it arrangements for a completely new set-up for coordinating the various Blue Network activities.

Mr. Trammel stated, "Mr. Kiggins will act as coordinator of the activities of the various company departments in their connection with and relationship to the network. In this he will have the active support of our other executives and the cooperation of all department heads."

Phillips Carlin, sustaining program director, will cooperate with Mr. Kiggins in programming the network. Mr. Carlin, who joined Station WEAF long before NBC was formed, gained fame as one of the early radio announcers.

John H. Norton, Jr., of the Station Relations Department, has been named as manager of the newly formed Blue Network Station Relations Division. Mr. Norton left the brokerage firm of Hemphill, Noyes and Co. in 1931 to join the former Commercial Engineering Department of NBC. In 1936 he moved to the Station Relations Department, after having served as assistant to William S. Hedges, then head of the M&O Stations Department, for two years. Ernest D. Jahneke, Jr., Annapolis graduate and son of the former Secretary of the Navy, has been brought from the Traffic Department to act as assistant to Mr. Norton.

William Kostka, newly appointed manager of the Press Division, has announced that B. K. Pratt will be in charge of Blue Network publicity and promotion. Ben Pratt is a veteran radio publicity man. Once a newspaperman, he has been in turn, director of public relations for NBC Chicago and night manager of the NBC Press Division in New York. He left the company in 1936 to aid the Republican National
(Cont. on page 2)



Keith Kiggins

ENGINEERS STREAMLINE PORTABLE CONTROL UNIT

AN engineer's dream—a portable master control unit which permits instantaneous communication between studio and field pickup points while a broadcast is in progress—has been developed by NBC engineers. Compared with the old type of unit, a cumbersome affair weighing more than 3,000 pounds and semi-portable only, the new unit represents a great technical stride forward as it can be sped to remote points instantly for thorough, on-the-spot coverage of important happenings.

Developed to answer the needs of NBC's News and Special Events Division for speedier coordination of various pickup points, the new unit will aid greatly in the radio coverage of news events as it affords a means of keeping a running story of any development going without

interruption. This is possible because of the unit's extremely light weight. Not only is its total weight about one-seventh of the old unit, but it can be separated into five parts for convenient transportation. First used to cover the New York visit of the British sovereigns, the new unit linked ten different microphone positions without the loss of a split-second in switchbacks from one position to another.

A compact affair, the control board of the unit is 10 inches high and 19 inches long and weighs less than 25 pounds. Three rows of red, green, and white lights, ten to a line, indicate which positions are on the air or in communication with the base of operations. It not only links the field crews

and operations directors, but also feeds the program being broadcast to all points so that any position may take the air immediately.

The first unit that could do the "mixing" job so important to programs that originate from several different points "at once" received its baptism in 1932 at Roosevelt's inauguration. The coverage of Lindbergh's reception had crystallized the need for such a unit.



Operations Supervisor Paul J. Gallant and J. Harrison Hartley, assistant director of News and Special Events, operating new master control unit.

NEW APPOINTMENTS TO TRANSCRIPTION POSTS

July saw many changes and additions in the rapidly growing Electrical Transcription Department. Willis B. Parsons is now in charge of the department's Advertising and Promotion. Parsons first came to NBC under E. P. H. James in Sales Promotion in November, 1934. In October, 1938, this department was divided, and he was made head of the Institutional Promotional Division of the Publicity Department. In his present capacity he is concerned with the promotion of the NBC Thesaurus and serialized programs.

E. William Young has been appointed to the Sales Division of Electrical Transcription. He came here from the Transcription Department of NBC Chicago, where he was in the Sales Division for three years. Formerly he was studio manager for RCA in Chicago.

Joseph W. Pepper, Jr., has been added to the Sales Division of Electrical Transcription as a salesman. He was previously in the Traffic Department for a period of two years.

G. Thornton Steil has been appointed by the same division to make a survey of the radio industry as it applies to smaller stations all over the country.

Ted joined the page staff in May of 1938. After leaving Trinity College, he had gained a wealth of experience in music, announcing, and dramatics. That experience was not long in being found out. At the end of a month on the page staff, he was transferred to the Music Division. After a period of seven months service here, he was again advanced to Electrical Transcription. Soon he was doing musical production work under Reginald D. Thomas, head of Transcription Production.

In the meantime he had formed his own musical organization, the idea of which was to "show
(Cont. on page 16)

TOWNS IN BRAZIL TURN OUT TO HEAR NBC SHOWS

Listening to the National Broadcasting Company's shortwave broadcasts in Portuguese is becoming a community affair in Brazil, according to information contained in letters which have been pouring into NBC's New York headquarters during the past month. In cities all over the republic it has become customary to set up loudspeakers in parks, on street corners, in cafes and amphitheaters so that people who do not own radio sets or who indulge in the Latin American habit of strolling after dinner, may hear the nightly *Brazilian Hour* broadcast over station W3XAL.

The experiment of community listening has even been tried at one huge coffee plantation with the result that in a recent poll, the hundreds of employees voted NBC's programs on W3XL and W3XAL the best in the world.

Not only do letters praise our programs but loud Announcer Arthur Deter, chief of the International Division Portuguese Language section. Born of American missionary parents in Brazil, Deter learned Portuguese as it is spoken in Brazil as his native

(Continued on page 17)

NEW SET-UP IS CREATED FOR NBC BLUE NETWORK

(Continued from page 1)

Committee in the presidential campaign. With two others, he directed and coordinated all radio promotion for the G. O. P.

It has also been announced that Robert Saudek will be assistant to Mr. Kiggins in directing the network. Mr. Saudek's interest in radio dates back to his undergraduate days at Harvard, where he did part-time announcing over Station WBZ. Following his graduation in 1932, he joined the staff of KDKA, where he was continuity editor, until he came to New York last year as assistant to A. E. Nelson, Blue Network sales manager.

Mr. Kiggins has had a rapid rise in the ranks of radio officials. He attended the University of Oregon, and entered the business world in 1920 by way of the investment concern of Blyth and Company in Portland. Seven years later he came to New York and formed the investment house of Kiggins and Vidal. He had always been interested in the possibilities of broadcasting. Because of this, and in behalf of clients, he conducted a worldwide survey on the international commercial aspects of radio. This gained some

prominence, and as a result he was invited to join the staff of the National Broadcasting Company. As assistant manager of the Station Relations Department, he traveled over the entire country, visiting affiliated NBC stations, and aiding them in their problems. He was made manager of the department in September, 1937.

When interviewed, Mr. Kiggins was particularly pleased with the fact that most loudspeakers in Radio City are kept tuned in to Blue Network programs. This shows, he feels, that NBC-ites are becoming increasingly interested in the new Blue Network developments.



NBC division engineers gathered in Radio City recently for their annual convention. They are pictured here at the Ford Exhibit at the World's Fair, where they were entertained at luncheon. Standing, left to right: George McElrath, NBC operating engineer; A. E. Johnson, Washington, D. C.; C. D. Peck, San Francisco; S. E. Leonard, Cleveland; C. A. Peregrin, Denver; A. H. Saxton, Hollywood; H. C. Luttgens, Chicago; G. O. Milne, New York; and W. J. Purcell, Schenectady. Seated, left to right: Mrs. Leonard, Mrs. Saxton, Mrs. Milne, Mrs. McElrath, and Mrs. Purcell.

KNOW YOUR COMPANY

No. 17—Continuity Acceptance Department

The Continuity Acceptance Department of NBC will soon celebrate its fifth birthday. The department, created for the purpose of reviewing all material submitted for broadcast on sponsored programs from the standpoints of fairness to radio listeners, NBC program policies, ethical business practice, wholesomeness and good taste, became active on October 1, 1934.

Back of this movement toward raising the standards for broadcast material lay the belief that character-building in a business enterprise is as necessary as it is in an individual; that in raising the standards of its program requirements, the National Broadcasting Company would thereby fit itself more adequately to fulfill its responsibility to serve the public interest, and, at the same time, build for itself a reputation as an advertising medium that would attract the most desirable class of advertiser.

NBC first published and released program policies in January, 1934. These policies, together with such sections of the Federal Communications Act of 1934 as are applicable to the acceptance of broadcast copy, the procedure of the Federal Trade Commission, and the rulings of the Food and Drug Division of the Department of Agriculture were the foundation on which the structure of the Continuity Acceptance Department was formed.

Continuity Acceptance has its headquarters in New York. In Chicago and Hollywood, similar departments are set up and in each NBC operated station, there is a person assigned to the review of copy submitted for use on local sponsored programs.

It is most important that the handling of policy enforcements be coordinated so that the same interpretation of company standards is given at all points from which NBC sponsored programs originate. While every script must be read from the general viewpoints of good taste and business ethics, some other factors that may be encountered and which must be eliminated or cleared are: slander; right of privacy; impersonations; references to real persons, living or dead; controversial issues; misrepresentation.

Continuity Acceptance, working with the Sales Department, investigates the properties and acceptability of all products coming within the food and



Janet MacRorie, NBC Continuity Acceptance Editor

drug categories, for which time may be sold to advertisers.

The Department also clears all offers made by advertisers for sales promotion purposes. When an offer is made, it must be ascertained whether the merchandise offered lives up to the terms used in describing it over the air and that the article offered can not, within the range of its proper use, injure life or property.

The scope of the Department's activities may be aptly illustrated by a brief summary of the work handled during the month of June: Network and Local Scripts cleared, 1636; Spot Announcements, 417; Scripts for Electrical Transcription, 192; Investigation of Products, 2; Investigation for Contest or Offer Acceptability, 10.

A major activity of the Department is the negotiation with clients and their representatives for changes found to be necessary in scripts submitted for broadcast. The change of a word or two sometimes is all that is necessary, while, in other cases, deletion of entire script routines or advertising copy theme is indicated.

Continuity Acceptance keeps in particularly close touch with the Program and Legal Departments, since many of the problems that come up must be viewed from the standpoints of "good radio" and legal significance.

In reviewing scripts designed for network broadcast, staff members are

trained to think of the country as a whole and to decide whether the copy submitted will have general interest and acceptance.

The most recent expression of Company policies is found in "BROADCASTING IN THE PUBLIC INTEREST," copies of which were distributed early in June of this year. Random paragraphs from this book may serve to describe the general principles on which the Continuity Acceptance Department operates, and for the enforcement of which the Department is responsible.

"The effect of radio broadcasting on the thinking of men and women is ever widening. The thoughts and reasoning of their children are forming under the influence of the voices and music that pour from the loudspeaker into their homes. Thus radio's social responsibility increases in proportion to the influence it exerts. This responsibility does not fall on the broadcaster alone; it is shared by those who employ the facilities of the network for any purpose. It is to the interest of all to broadcast programs so high in quality and integrity as to merit an ever-increasing public approval and confidence.

"The broadcast message enters the home by human voice or musical expression—a disembodied element. The voice or music paints the picture; the listener's imagination frames it. It has been the experience of NBC that any abuse of sincerity, any misrepresentation which may creep into a radio program, deliberately or not, tends to weaken confidence in the integrity of other programs, and thereby lessens the value of radio for all who use it."

Following are policies applicable to all programs:

1. The use of the Deity's name, or reference to His powers and attributes, is permissible only when used reverently. Only when baptism, marriage, burial, or other sacraments and ceremonies are absolutely essential to the plot may they be used. One of the most cherished heritages of every American is his inalienable right to worship God in his own way. Statements and suggestions that are offensive to religious views are a challenge to that heritage and have no place in broadcast programs. Ministers of religion should not be presented as un-

(Continued on page 13)

NBC CHICAGO

by Lynn Brandt



Swing Session

Picnic Party

The summer outing of the Chicago NBC Athletic Association, June 22nd, proved to be a most successful party. With a capacity turnout, everybody had a swell time from a.m. to a.m. Golf, baseball, tennis, swimming, bridge, and a candid photo contest induced

everyone to enter some form of activity. A luncheon and dinner were included in the day's program, with dinner as the occasion for the awarding of activity prizes and door prizes. Prizes ranged from radio sets to loaves of bread. Another outing of similar nature is planned for the latter days of August. All success credit is due to hard-working Merritt "Mac" Schoenfeld, Network Sales, president of the NBCCA, and his committee members. Pictures on these pages bear proof of a grand party.

Congratulations

On July 20, five minutes before this copy was air-mailed to the TRANSMITTER, Rolland Reichert of Chicago Com-

munications became the father of a baby girl. Weight, 7 lbs., 3¼ ounces. Rolland says his little television actress of the future is to be named "Grace."

I Do!

Loretta Dwyer of Network Sales is now Mrs. Eric Halbert! Loretta left our studios several weeks ago for the avowed purpose of vacationing here and there. Two days later, her friends received an ordinary vacation postcard with the usual "wish you were here" comments. But in small printing could be seen the words announcing her marriage in St. Louis to the Chicago businessman. They honeymooned in Texas. Congratulations, Loretta.

Before and After

Before radio . . . Gordon Loff, Guest Relations, was a freight hustler in a large Chicago warehouse . . . Don Hopkins, Guest Relations, was an office boy in a Chicago Trust house . . . Maurie Ellis, Music Library, was in the real estate business . . . Mike Eisenmenger, Sound Effects, was a hardware salesman . . . Don Dowd, announcer, spent time as an iceman . . . Bob White, Production, was an athletic instructor and football referee in Detroit . . . Esther Ludwig, Continuity, is a former home economist for a tea company . . . Laura Satterwaite, Production, once was a bookkeeper in an automobile and airplane agency . . . Doris Jakeway, Music Library, was a stenographer for a jewelry firm . . . Ralph "Dave" Davis, junior control supervisor, was a seagoing radio operator . . . Dave Zimmerman, announcer, once owned and directed a dance band . . . H. P. Christey, Engineering stock, was a soft drink salesman . . . Irene Shields, Cashier's



The Champ



Oooops!



Nudist?



Hi, Bill!

office, was in direct mail advertising . . . Grace Beebe, Agriculture, was an assistant to surgical dentists . . . Jack Fern, Special Events, was once a coal miner in Ohio and an amateur boxer . . . Grace Curran, Educational, was a private secretary in a law firm . . . Isabelle Cooney, Program, was employed in a gift shop on Michigan Ave. . . . George Voutsas, Production, spent time as a violinist and proving to his folks that he shouldn't be a doctor or an engineer . . . Frank Golder, night traffic supervisor, has been in radio for 20 years . . . Radio followed his school days . . . Jack Ryan, Press, is a former newspaper man.

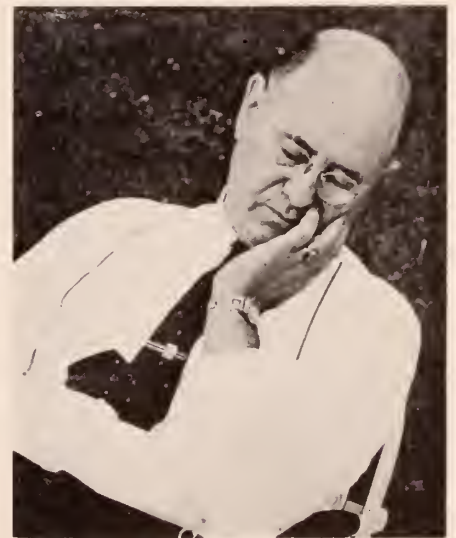
This and That

Florence Moeller, Network Sales, and Bob Ewing, Transcriptions, are now back from their honeymoon trip to the Smoky Mountains. Congratula-



Water Hole

tions to this popular NBC couple . . . Helen Kellie, formerly of our office, and now secretary to Executive Vice-President Niles Trammel, in New York, sent to Chicago a box of golf balls to be donated as prizes for the NBC outing of June 22. Incidentally, each ball was marked Rockefeller Center . . . Frank Golder's daughter, Joann, 7 years, recently took a train trip all by herself to Joplin, Mo. Needless to say, she was Queen in the eyes of the train personnel . . . Dorothy Masters, by the time you read this, will be back from a swell vacation trip in Texas . . . Frank Mullen, newly appointed vice-president of RCA, was a recent visitor in Chicago. He was the honor guest of an informal reception tendered by the Chicago NBC staff . . . Nazarene Gentile, Central Filing, is back from a cruise which took her to Florida, Haiti, Jamaica, and West Indies . . . Dan Thompson, Press, is back from a vacation trip to Kentucky.



Shhhhh!



Very Remote-Control



Ugly Ducking



Ahhh! (Prize Winning Candid Photo)

NAMES IN THE NEWS

NEW YORK

Changes and Additions

Thomas Carey, who made last issue's Names in the News, has moved again—this time to the International Division, where he has taken over the new Lobster Shift. Should you by any chance not know what that is, it's something to do with nursing news tickers after midnight, thereby increasing the speed and efficiency with which the news is edited in the morning. So it's called the Lobster Shift, because . . .

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Donald Bogert has been transferred from the Mail Room to Central Files. Don entered the company last September, three months after being graduated from Lafayette College.

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Charles Newton's promotion from Mail Room to script routing in the Script Division is now official. Charlie came to NBC in April, 1938, from the Los Angeles Examiner for which he did cub reporting. He had graduated from Harvard in 1936 and had tried law school awhile before going west.

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Three recent transferees from Central Stenographic are Grace Hellerson, Elsa Rudiger, and Helen Bernard. Miss Hellerson, who is now secretary to Mr. Hillpot of Artists Service, came to NBC last January from the Revlon Nail Enamel Co. She is a graduate of Wellesley, where she did not row on the crew. Miss Rudiger replaced Helen Buchta in Electrical Transcription. She came to Radio City last October from (State last position first) Redding Ridge School for Boys (Conn.), Sherwin Williams, and Henry Holt & Co. Previously she had attended Columbia University. Miss Bernard also went to Electrical Transcription, where she is filling the position vacated when Betty Homann left to work in the executive offices of the World's Fair Coca-Cola exhibit. Faithful readers of the TRANSMITTER will remember that Miss Bernard was written up in the March Roving Reporter for, among other things, winning \$1000 in a movie quiz contest. (Since when is winning \$1000 just "among other things"?)

A new member of the Duplicating staff is Hamilton Heyl, late of the Mail Room. Heyl received his formal education at Kent, and Hamilton College, and Munich, where he spent a year studying music and singing (tenor).

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They changed divisions and doffed their uniforms, but continue in the same work. We are only trying to say simply that Walter Clark and Henry Albert had been working as set-up men in the television studio, but are now on the payroll of the new Television Service section under C. G. Alexander. Their work in 3H has, of course, always been rather specialized—setting up back-drops, props, flats, etc. When a program calls for many scenes, they must hurriedly yet noiselessly tear down one scene and erect another in its place while the action is going on in another corner of the studio. Furthermore, they are often called upon to appear before the cameras, either to carry off and on the performers' props in the *Television Debuts Series* or to act as extras. One word on their acting and our story is ended. The boys have poise! (The rhyme is intended.)

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Payroll changes give us the name of another Central Stenographic graduate. She is Jane Adams of Hastings, Nebraska, and her new position is secretary to Miss Kemble of Continuity Acceptance. Miss Adams is a 1938 graduate of Nebraska's Doane College, the school that, along with Pomona, gave us Robert Taylor.

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DeVere Engelbach was last mentioned in the TRANSMITTER when he was a guest singer on the *Easy Aces* program. This time we wish to report that he has been promoted from keyman on the page force to the newly created post of page trainer.

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The new clerk in the Sales Department is John G. Hoagland—Princeton, '38; NBC Mail and Messenger, May, '39; Central Files, June, '39. During College vacations John gained business experience by selling for his father's iron foundry, in which he also did manual labor to get in shape for football.

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Mrs. Thomas Marshall, known as Miss Elizabeth Morris until her marriage on February 4th of this year, resigned from her position as file clerk in the Legal Department on July 15th in order to devote more time to the

three K's. Replacing Mrs. Marshall is Miss E. Corinne Dobson, lately of Central Files, who came to New York in 1935 from Greer, South Carolina, in order to study music. After spending several months at the New York School of Music and Art, Miss Dobson joined NBC in November, 1936.

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A new member has been added to NBC's present staff of attorneys. He is Robert Dwight Swezey, graduate of Harvard Law School. Mr. Swezey was formerly associated with the law firm of Warner, Stackpole & Bradlee in Boston, and more recently served in the legal divisions of the Federal Home Loan Bank Board and the Public Works Administration in Washington. His present work with NBC will be primarily in the field of labor law.

Resignations

Local boy makes "Yokel Boy." Which, translated, means that Phil Crosbie, until this month of the Page Staff, now has a part in said Broadway musical hit. He is also the understudy of the singing lead.

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Dick Smith has ceased conducting tours in order to enter the resort and hotel business. He can be reached this summer at the Wianno Club in Wianno, Mass., after which his mail will follow him to the Huntington Hotel in Pasadena, Cal.

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Jim (James I.) Mitchell is now gracing the happy hunting grounds of NBC's second floor on his own time, having forsaken his previous job of entertaining and educating NBC's guided tourists in order to delight the vaster audience of radio listeners. Seriously, we have already heard him do excellent emoting on three NBC shows, *Radio Guild*, *On Your Job*, and *Our American Schools*.

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Henry Hull has left the guide ranks to join Caspar Kuhn in production work at Ripley's Odditorium (see last issue). Henry is also doing some radio spots, including several on the new *Lost American Plays* series.

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Still another resignation is that of Cliff Tallman who is now with the Advertising concern. Erwin Wasey & Co.

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Carl Cannon resigns August 15 as correspondent in the Information Division to take a promotion and production position with station WSGN in

Birmingham, Alabama, starting later this month. Carl was chosen when the station's vice-president came to New York and interviewed several NBC employees.

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Jack Haddock has given up the six-a-days which are guided tours for the once-a-days which are summer stock appearances. Scene: Cobweb Theatre, Buck County, Pa.

Marriages

For Al Camman of Press, July Fourth is no longer *the* Summer holiday. No lack of patriotism is involved—in fact the date-changing ceremony was performed in the tradition-steeped courthouse in Fairfax, Virginia, present home of George Washington's will. The new day of celebration is July 1st, and the other signer of this Declaration of Interdependence is the former Agnes Schubert of New York.

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Travel talk: Mr. and Mrs. Richard W. Gilbert have recently returned from a trip to Bermuda. It is to be noted that the trip was a honeymoon jaunt and that Mrs. Gilbert is back in Stations Relations, where she is better known as Elizabeth Scott. Mr. Gilbert is connected with the Yorkshire Indemnity Co.

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Names In The News would not be complete without a page staff marriage, but this time we must go back to June 18th. On that date Paul R. Bartlett and Mary Elizabeth Johnson of Fresno, California, were married in New York's Brick Presbyterian Church. Next fall Paul returns to Harvard University to complete his senior year. After finishing high school and before starting college, he worked several years at KMJ Fresno, producing and announcing. He has also done freelance writing.

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Stockton Helffrich of the Script Division and Miss Dolores Faerber of New York were married in New York on July 15th. Mrs. Helffrich is a Hunter College graduate. She returned last January from three years of teaching English in Puerto Rico.

Miscellaneous

Educational Director Dr. Franklin Dunham is conducting radio courses at Teachers College at Columbia University and Harvard University this Summer on the public service phases of

(Continued on page 16)

KOA DENVER

by Mack Switzer

A. E. Nelson, former manager of KOA and now sales manager of the NBC Blue Network in New York City, spent his vacation in Denver, headquartering from the station. It was "old home week" while he was in town, and only the fact that "you can't have everything" was our consolation on seeing "A. E." depart. Colorado's sunshine did its work and Mr. Nelson left with a regular cowboy tan. He says the adage that "It's a Privilege to Live in Colorado" is absolutely true.

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Charles Anderson, of Announcing and Production departments, has been named assistant to Clarence Moore, program director. Roscoe Stockton has been placed in general charge of Production, and Bill Ratigan is in charge of Program Continuity.

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Publicity and Advertising Manager Frank R. Jamison of the Public Service Co. of Colorado, for four years sponsors of the weekly KOA drama, *Light On The West*, attended the American Federation of Advertisers Convention in New York, and thereby we have two notable points to record. NBC Vice-President William S. Hedges assisted Mr. Jamison in doing the town, which would no doubt make a story in itself, and the AFA awarded Mr. Jamison top honors for excellence in public utilities advertising.

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Tanya Krasanova, exotic singer from west coast stations, is the newest artist at KOA, making her debut in two-a-week programs with the staff orchestra.

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Vacation Notes: Stan Neal and Mrs. Neal, he of the KOA engineering staff, vacationed in Yellowstone Park and the Jackson Hole region. Stan says the fishing was perfect: Louise that the mosquitoes were terrific. Jane Weller of General Office tripped to California and the Fair at San Francisco. Martha Krueger, also of General Office, just to be different spent her vacation in Chicago, where she has relatives. Chief Engineer C. A. Peregrine vacationed in California, visiting his mother in Oakland.

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One of the most unusual broadcasts ever to go on the air over KOA took

place recently when—on the McMurtry Paint Company's *Golden Melodies* program—Lester Harding sang from Colorado Springs and was accompanied by the ensemble under the direction of Henry Trustman Ginsburg, which would not be unusual at all except for the fact that the orchestra was in Denver, 70 miles away! Control Supervisor Walter Morrissey was in charge of the complex system of circuits and was assisted by Junior Control Supervisor Joe Rohrer and Engineer Carl Schuknecht. Baritone Harding sang at the Chief Theater in Colorado Springs and his voice was "piped" to Denver in perfect coordination with the orchestra. Besides the two-way lines to the theater, the system involved the use of circuits in three studios in the NBC Building in Denver. Anyone understanding just a little bit of radio engineering will know that this was a colossal job by the technical department and no mean performance, either, by singer, ensemble, and production branches.

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The wedding of Dick LaSalle, accordionist in the KOA staff orchestra, and Patricia Bonnell of Denver took place on July 10 at St. Dominic's Church in Denver. The couple are taking a honeymoon tour of California.

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This is vouched for by KOA's Carl Wieninger: In a Denver kindergarten a small lad stood up and said, "Teacher, I know how to spell 'Denver'." Rather surprised, the teacher asked him to spell it. The boy's version was "K-O-A, Denver."

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Nature Sketches, a weekly Saturday morning feature from KOA to the Red Network, handled by Clarence Moore and originating from the Estes Park region north of Denver, has received nice acclaim in *Radio Guide* through a series of articles which started in the issue of July 7. Using KOA portable equipment, Dr. Raymond Gregg, National Parks naturalist, takes the children attending his Junior Nature School, which is free, wall-less, and government-conducted, along trails through field and forest and beside snow-fed streams, bringing things previously taken for granted to life, giving them character and personality

(Continued on page 13)

WGY SCHENECTADY

by W. T. Meenan

WGY's annual pre-summer outing was held at White Sulphur Springs on Saratoga Lake. About ninety folks, members of the staff, men and women, wives, sweethearts and husbands, joined in the day's frolic beneath the magnificent elms of the Luther Estate or in the cooling waters of the lake.

Softball as usual was the most popular sport, though swimming was a close second. Three games were played between evenly matched teams of men, and for the first time women got into the game actively and put a team on the field against the men. The girls' team was permitted a male battery. The men on the opposing side had to make all the outs by catching and fielding the ball with the left hand and they were also required to bat left handed. Some of the young women had a very vague idea what it was all about, and some weird baseball resulted. For example, a batter hit an outfield fly while three girls were on base. They all started home before the catch was made. The coach on third ordered the fleet-footed girls to reverse their direction, intending them to regain the bases they had left. However, they interpreted his signals as meaning that that particular



On the swimming float at Saratoga Lake. Left to right, standing: Chester Rudowski, Bob Wilbur, Sylvia Karsfeld, Betty Donahue, Mrs. Leo Spira, and Leo Spira. Seated: Betty Foy, Caroline Osan, and Theresa Lamos.

type of hit ball required them to run the bases in clockwise direction. They did, all reaching home plate by way of first base. Someone tells your reporter that the women actually won the five inning game by 9 to 7.

Other games included quoits, badminton, darts, and a variety of somewhat goofy but non-strenuous contests promoted by Betty Donahue of Sales.

Following dinner, Gordie Randall's orchestra, WGY's house band, played for dancing. During the evening a new and promising voice was discovered when Caroline Osan introduced her own version of "The Three Little Fishies."

Virgil Hasche was chairman of the outing committee.

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Stanley Godell left Guest Relations to become a control engineer for General Electric's short wave broadcasting outfit and was succeeded by Robert Warner, of Fonda, N. Y.

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WGY staff members are scattering hither and yon vacation bent. Philip Brook and family spent most of their vacation at Malden, Mass. . . . Wilbur Morrison of Press took in the

sights of the World's Fair and then traveled home to Plattsburg to recover . . . Al Zink, newest Press Department recruit, spent a short vacation at Utica, N. Y. . . . Howard Wheeler, engineer, took his family, fishing tackle, and camera to Lake George . . . A. O. Coggeshall, program manager, is trying to land the big ones he missed last year at Snyder Lake . . . Betty Foy of Program Department enjoyed several days at Cape Vincent on the St. Lawrence . . . John Howe of Sales, sporting a brand new car, packed up the family, and traveled to Eagle Lake where the black bass were reported as striking at almost any bait.



Left: "Coggie" Coggeshall catching as "Bernie" Cruger swings. Right: The victorious women's baseball team; reading from the left: Caroline Osan, Sylvia Karsfeld, Ione Caranchini, Betty Foy, Frances Adanti, Gertrude Alderman, Sylvio Caranchini, Marjorie McMullen, Irma Lemke, Howard Tupper (peeking), and Theresa Lamos.

KDKA PITTSBURGH

by Kay Barr



John Kresge

KDKA is to have a new pipe organ. Construction work is under way and installation should be completed about the middle of August. Specifications for the modern radio instrument were written by Bernie Armstrong, staff organist, and approved by Jesse Crawford, organist for the National Broadcasting Company. In general, the organ (Wurlitzer) will be almost an exact duplicate of the organs built for the NBC studios in Radio City and for the new Hollywood studios of NBC. It will have three manuals in a movable console that may be placed at any desired position in "A" studio, and it will be specially voiced for radio work.

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Some 30-odd members of the KDKA staff and orchestra—that is most of them were "odd" as golfers—participated in the station's tenth annual golf tournament at Westmoreland Country Club, June 16. Announcer Dave Garroway, twice winner of the St. Louis city championship, carried off top honors with a low gross of 78, while Pat Haley, entertainer, copped the Kickers Handicap.

Manager Frank Smith of WWSW, a personal guest of KDKA's Manager Sherman Gregory, was the second best, and Aneurin Bodycombe, staff pianist, was third in the Handicap. Gregory headed the foursome that won the putting contest, his teammates being Music Director Maurice Spitalny, Announcer Bob Shield, and Saxophonist Charley Fisher.

But the oddest of the odd was W. B. McGill, Sales and Station Promotion man, who was making his first and perhaps last appearance on the links. "Mac" had a thrilling four on a par-three hole, sank a 14-foot putt, made the longest drive of the afternoon, but had the highest score, 153 for the 18 holes.

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Since Announcer Dave Garroway was placed in charge of special events broadcasts at KDKA June 16, several

interesting outside pickups have been arranged. One of the best of these was when he took his pet microphone to the waterfront and told the folks about the departure of the packet Gordon C. Greene on her first Pittsburgh-Cincinnati trip of the season. Ben Lucien Burman, author of "Steamboat 'Round the Bend" and other river stories, contributed calls of the headline men and an interesting interview to the broadcast.

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Bill Beal, KDKA's continuity chief, and Cynthia Cate were married July 1 in the First Unitarian Church, Pittsburgh. Bernie Armstrong, station organist, was at the console, and Program Manager Derby Sproul, Production Chief Charley Urquhart, and Announcers Bill Sutherland and Bill Hinds were among the ushers. The Beals are at home at 5615 Aylesboro Avenue, Pittsburgh.

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Music Director and Mrs. Maurice Spitalny announced the engagement of their daughter, Jean, to Morton Fiedler, with a reception at their home, 119 Bayard Place, July 9. Jean has been acting as personal librarian for her father at KDKA. The wedding is scheduled for some time this fall.



KDKA Announcer Dave Garroway (left) interviews Author Ben Lucien Burman on the deck of a river packet, the Gordon C. Greene.

Organist Bernie Armstrong keeps the KDKA crew in good humor with his practical pranks, but it has cost him the confidence of the staff. They say "When Bernie tells the truth it's news." So Bernie had to get the official sanction and moral support of Station Manager Sherman Gregory before the personnel would pay serious attention to his invitation to staff meetings at which handsome gifts were presented to three recent bridegrooms, Announcer Bill Hinds, Continuity Chief Bill Beal, and Publicity Manager Kay Barr.

Names In The News

The John Shilianos—KDKA sound effects—have named the new baby Lawrence Francis . . . Aneurin Bodycombe, staff pianist at KDKA, also is director of the Shrine Chanters of Syria Mosque. He selected and directed 16 picked voices of the organization in musical programs during the national Shrine convention in Baltimore the week of June 26 . . . KDKA Announcers Ed Schaughency and Bill Hinds, with their respective "troupes" of entertainers, also Russell "Doctor Sunshine" Pratt, are booked for several outside appearances each week these days. And County Fairs looming over the horizon . . . W. B. McGill, KDKA's promotion man, is an amateur astronomer and owns a very respectable telescope. The night Mars was only 30 million miles from the Earth (7/20), he took a crowd of station men to the transmitter at Saxonburg to look at the nearby planet and at the top of the 718-foot antenna . . . Manager Sherman Gregory and W. B. McGill of sales and station promotion, represented KDKA at the NAB convention in Atlantic City . . . Bernie Armstrong, KDKA organist, was rated as the eighth best of all local programs not on a network by the national poll of *Radio Guide*. More than 750,000 votes were received in the Star of Stars poll.

KDKA In The News

The final meeting of the Pittsburgh Advertising Club for the year, June 27, was made "KDKA day," thanks to the efforts of Manager Sherman Gregory, Sales Manager Bill Jackson, W. B. McGill of Sales Promotion, and Lynn Morrow of Sales, all members of the

(Continued on page 13)



Come on in—the water's fine. From the left: Boy-in-tube, Kathleen Goddard, Allan Walsh, Jr., Dick Van Houten, Allan Walsh, Mr. and Mrs. Van Houten.



Left to right: Mrs. and Mr. John Norton, Jr. (Station Relations), and Mrs. Keith Kiggins—no comment necessary.



Enjoying the spectacular fireworks display.

Again this year many members families celebrated the Fourth of July, NBC, at his home in Tarrytown, New York, by a fireworks display. Major Lohr's of the Hudson, afforded ample facilities which were thoroughly enjoyed by all.



Of the many attractions appealing especially to the children on the small lake in front of the house. But H... the only adult



Left to right: De Witt Millhauser, member of Board of Directors, NBC and RCA; Parks Johnson of Vox Pop fame; NBC President Lenox R. Lohr; Graham McNamee, veteran announcer; Mrs. Millhauser; and O. S. Schairer, head of RCA Patent Department.



Page John Sullivan and Kathleen Goddard of Education were two of those who got into the swim of things with the children. →



the NBC staff in New York and their guests of Lenox R. Lohr, president of NBC. It was an all day festival, climaxed at the Lenox home and grounds, on the banks of the Hudson. Picnic parties, games, and amusements,



Children, one of the most popular was motorboating. Lenox R. Lohr, president of NBC, was not very keen on this sport.



One of the day's less strenuous activities.

ATHLETIC ASSOCIATION ACTIVITIES

Golf News

Luck seemed to abandon George Milne and his brother engineer, George McElrath, when they were invited to participate in the recent RCA invitation tournament, as they had to spend the day entertaining other engineers who were visiting the studios, and so had to send their regrets. But their "work before pleasure" creed did finally bring down the smiles of Lady Luck, for after finishing their duties, they found time to attend the tournament banquet; and—here's the real news—George Milne won a brand new golf bag plus a fine traveling bag which were raffled off during the proceedings. Which goes to prove that in a rough, on the green, or in a raffle, luck is always with a golfer.

Tennis News

Our summer tennis tournament, which has been run off principally to establish individual ratings for future industrial league competition, is now in its final stages, and has been narrowed down from its original thirty-odd hopefuls to three. Serge de Somov of Engineering was the first to blast his way into the finals with a 6-2, 6-4 victory over another engineer, R. Swanecamp. Dick De Raismes of Script and Ed Kahn of Engineering will battle it out in the other semi-final for the honor of meeting de Somov in the finals.

Although the NBC AA found it impossible to put up a prize for the victor of this tournament, a tennis racquet has been donated by Mr. Godfrey of the Godfrey Tennis Courts, Jackson Heights, L. I., to be presented to the winner. With this added incentive, the two finalists hope to arrange a meeting soon.

Challenges have already been received from other tennis-minded companies in the vicinity for a meeting on the courts in the near future. Last year we lost only one match, and that to the powerful Standard Oil Team; so as soon as the present tournament is completed, we will be ready to take on all comers—and may the best team win.

The women's instruction groups are held as usual on Wednesdays at Bill Rice's school, and from all reports the girls are progressing rapidly. Watch out boys, they swing a mean racquet!

Riding News

At this writing, great plans are in store for the Riding Club outing to be held on the first or second of August depending on weather. The cast will assemble at the San Jacinta Club, Allendale, N. J., and while the riding group venture into the countryside on horseback, the non-riders of the day will occupy themselves with a softball game. The two groups will then merge for an evening of fun, consisting of swimming, a dinner of barbecued hamburgers, a camp fire, group singing, music by Pedro, and dancing in the moonlight under the stars. A large turn-out is expected and by the time this is issued, there should be some great stories circulating of the fun and frivolity of a really festive occasion.

Softball News

The first half of the NBC AA Softball League is finished, and the final results show that the Artists Service team has won, closely followed by General Service, Program, Engineering, and Auditing in that order. The victors automatically win the right to meet the winners of the second half in the NBC Little World Series to determine the company champions.

The second half, although still in its opening stages, has crammed plenty of fireworks into a small space of time, and promises many more before it is completed.

The Artists Service team, not content with winning first place honors in the completed half of the schedule, has carved itself a niche in the NBC Hall of Sports Fame by shutting out the Program Department team with a 10-0, no-hit, no-run victory. They, incidentally, again lead the league with an undefeated record for the second half. The standings for the second half of the schedule to date are:

<i>Team</i>	<i>Won</i>	<i>Lost</i>
Artist Service	2	0
Engineering	1	0
General Service	0	1
Program	0	2

The remainder of the schedule is as follows:

Engineers vs. Gen. Serv.—Aug. 8
 Art. Serv. vs. Program—Aug. 10
 Art. Serv. vs. Engineers—Aug. 15

Program vs. Gen. Serv.—Aug. 17
 Engineers vs. Program—Aug. 22
 Art. Serv. vs. Gen. Serv.—Aug. 24
 Gen. Serv. vs. Engineers—Aug. 29
 Program vs. Art. Serv.—Aug. 31
 Engineers vs. Art. Serv.—Sept. 5
 Gen. Serv. vs. Program—Sept. 7

Baseball News

On June 30th the NBC Baseball Team ventured into New Jersey to play our "cousins" of the RCA Victor plant in Camden. About twenty-five ball-players and NBC rooters made the journey. The group was welcomed at the station by the manager of the Camden team and was immediately escorted to the playing field, where the game got under way. Going into the second half of the ninth inning we were leading by a score of 6 to 4, but the hard-hitting Camden team had one last desperate rally left and scored three runs in their half to win the game. It was a heartbreaker to lose, with about the only consolation for our team being the fact that the Camden boys pack a wallop right down the lineup and it was no disgrace to lose to such a hard-hitting team.

The score by innings:

	R.	H.	E.
NBC	0	0	2 1 0 2 0 1—6 9 2
RCA	0	0	0 3 0 0 1 3—7 13 1

The NBC team is still in the running as far as the Motion Picture League is concerned. We still have four games to play in league competition, and have a very good chance of qualifying for the play-offs. If we do, the cup on display on the fourth floor of the studio section will be ours permanently.

Hunting News

Well, hunting may not be officially organized by the Athletic Association, but don't think for a moment that it isn't actively engaged in here at Radio City. We are not referring to the actors in their undaunted, unending search for program directors, but to those admirables who seek book larnin'. For those of you who have not already had occasion to make the discovery for yourselves, the library, still in the capable hands of Miss Frances Sprague, is now located where the clients booths of studios 3E and 3G used to be.

KDKA PITTSBURGH

(Continued from page 9)

Club . . . Many phases of KDKA's history, broadcasting facilities, organization, and operation were high-spotted in an illustrated article in the July issue of the *Pittsburgh Automobilist*, the official AAA magazine . . . KDKA carried a number of special broadcasts in connection with the annual convention of Lions International, July 18-21. And every day hundreds of the delegates visited KDKA studios . . . KDKA is helping make the world baseball conscious by using the special Baseball Centennial stamps on all outgoing mail. Of course if the sponsors of baseball and sports broadcasts like the idea, that's all right too . . . KDKA sent a receiving set to West Penn Hospital, Pittsburgh, so the patients in Ward 1-B could hear the broadcast of the Louis-Galento fight. All the boys in that ward signed a letter of appreciation.

Personnel Changes

John Gordon Kresge became the new librarian at KDKA June 16, succeeding Don Dixon. Kresge is a native of Wilkes Barre, graduated in 1938 from Lafayette where he was an honor student, and came to KDKA from Camden, New Jersey.

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Donald Dixon went to New Hampshire to direct a boys' camp until September 1, when he will move in on New York to continue the musical activities which started when he was at Penn State as director of musical clubs, shows, etc. Don has written many songs, several of which have been published, and KDKA expects him to go places.

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Fred Saviers, with KDKA for the past three years, resigned his position in the Guest Relations Department July 21, and left for Baltimore to accept a position in the radio department of the Westinghouse Electric and Manufacturing Company.

KOA DENVER

(Continued from page 7)

with his interesting stories and illustrations. To quote *Radio Guide*: "Use of nicknames is a typical Gregg device. The magpie he calls "the noisy magician"; the chipmunk is "a little convict"; the Alpine fur he refers to as "a Christmas tree with its own candles." *Nature Sketches* is heard over the NBC Red Network Saturday mornings at 8:45 MST, 11:45 EDST.

ANNIVERSARY CHIMES

The NBC TRANSMITTER salutes these members of the National Broadcasting Company who, this month, complete their tenth year with the Company.

Whitney M. Baston, transmission engineer.

Enid Beaupre, record clerk in Sales Promotion.

Joseph S. Bell, program director.

Edwin George Cerny, Music Division supervisor, Chicago.

Beverly Frank Fredendall, television operator.

Charles H. Halsey, watch engineer.

Alexander Horwath, studio engineer.

Jarrett Lewis Hathaway, engineer.

Stella V. Hughes, chief PBX operator, San Francisco.

Coleridge M. Hutson, field engineer.

Ann R. Jockwig, stenographer in Music Division.

Ernest LaPrade, director of music research, Music Division.

James J. Logan, carpenter's assistant, General Service.

George R. Luther, tabulating clerk, Statistical Division.

Phoebe Mink, writer, Press Division.

Dorothy McBride, clerk in Script Division.

Thomas Henry Phelan, engineer.

William Paul Popp, assistant general bookkeeper, Accounting Division.

Raymond D. Scudder, writer, Script Division.

Edna Seibel, typist and clerk in Announcers Division.

Robert Evart Shelby, television engineer.

Robert F. Schuetz, engineer.

Fred M. Thrower, Jr., salesman, Sales.

Selma Wickers, commercial program record clerk, Program Department.

KNOW YOUR COMPANY

(Continued from page 3)

desirable characters or subjects of amusement.

2. Statements and suggestions which are offensive to religious views, racial characteristics and the like must not appear in the program. As every man has a right to his religious views, so has he a right in his race. Radio cannot lend itself to ridicule of racial characteristics, nor can words derogatory of any race or nationality be used.

3. Material which depends upon physical imperfections or deformities, such as blindness, deafness, or lameness, for humorous effect is not acceptable.

4. Sacrilegious, profane, salacious, obscene, vulgar or indecent material is not acceptable for broadcast, and no language of doubtful propriety will be used.

5. The introduction of murder or suicide is definitely discouraged at all times, and the methods employed must not be described in detail. It is the aim of the Company to broadcast drama plots free of morbidity. That crime is unjustifiable and that the criminal is an enemy of society must be emphasized. The lawbreaker must not be made an attractive or sympathetic figure. At the same time, punishment of the offender must not be overstressed.

6. Details as to the technique employed to accomplish criminal or anti-social practices must be minimized. This Company, in rejecting insofar as possible dramatic action that depends on crimes of violence for its effectiveness, believes that it is working in the best interests of the public. Law, whether it be natural or man-made, must be presented in its rightful character, as that of the bulwark of human rights and property.

7. Emphasis on insobriety is not permitted. Insobriety and consumption of liquor in general are unhappy problems in many households. They are subjects which radio should not portray as excusable.

8. Figures of national prominence as well as the peoples of all nations shall be presented with fairness.

9. Except in case of factual news statements, appearances of or reference to persons featured in criminal or morbidly sensational news stories are not acceptable.

10. The use of the word "Flash!" is reserved for the announcement of special news bulletins exclusively and

(Continued on page 17)

NBC HOLLYWOOD

by Noel Corbett



Joe Parker, NBC Hollywood director, and singing star Kay St. Germain. (See story.)

The Great Outdoors

The Hollywood Radio City gang are showing their appreciation of these long summery days and clear, warm nights by spending all their time off in the outdoors. The recent weekend equestrian party to Big Pines and the Beach Party at the Malibu La Costa Beach Club hit new attendance highs. Two dozen rode to the mountain spot, and almost a hundred employees were at the beach.

The ride itself was one of the best, and at Big Pines the bunch enjoyed a barbecue, and were entertained around the campfire by Don Wilson and the NBC Ranch Boys.

Plenty of action was seen at the beach party, and Charlie Smith, Artists Service, Sound Chief Harry Saz, and Page Stan Radom, were on hand with their cameras to record most of the fun.

Some meanie tossed Dorothy Waknitz into the briny deep, but she bobbed to the surface in an instant with her blonde locks dripping wet.

Later, she claims, she combed out a pound of seaweed and four conch shells . . . Jack Wormser, Sound, waited until the party was in full swing, then showed up in one of those Hawaiian

beach jacks (a la Bing Crosby) with a couple of Earl Carroll's beauties . . . Biggest man at the party and biggest hit was Bill Andrews, night manager, who sat on the sands all afternoon teaching the gang how to make those crafty chess moves.

Along about nine in the evening the gang made for the Ocean Park Pier, where they took over the Fun House until midnight.

Not Bad

For a newly formed softball team, the NBCCA Softballers are not doing so bad. Last week they beat MGM 12 to 5, and the week before they took KFI 12 to 4. Prior to that (when they were just starting up) the Byron Jackson Pump Company beat them 7 to 2. The latter outfit play in a Double A League.

Lineup is: Charlie Smith, General Maintenance, pitcher; Sound Chief Harry Saz, catcher; Page Ted Cottrell, 1st; Dave McPhail, Auditing, 2nd; Page "Whitey" Reynolds, ss; Curley Bradley, NBC Ranch Boy, 3rd; Page George Hatch, lf; Page Aubrey Ison, cf; Page Bruce Anson, rf. Page Jack Samways is alternate pitcher.

In The Movies

Clinton "Buddy" Twiss, in charge of special events in Hollywood, will grace the silver screen again when he does the race track sequence in Joe Penner's new RKO picture, "The Day the Bookies Wept." Twiss will be remem-

(Continued on next page)



Vice-President Don E. Gilman and Sales Promotion Manager Charles Brown with the handsome gold cup which NBC Western Division received from the Pacific Advertising Clubs Association for their exhibit showing the best use of direct mail advertising.



Janette White, Program Department, who helped liven the Beach Party. Everybody could spot the huge NBC banner from the highway—when Janette wasn't in front of it.



Joe Alvin, Press, and his horse, Lucky. Alvin rode with the gang to Big Pines.

bered for his work in *Love Affair* in which Charles Boyer also appeared.

Vital Statistics

Florence Clavere, Traffic, married in Yuma, Arizona, months ago but kept it a secret. Florence, who marks up five years with NBC, used to be in San Francisco office. Lucky man is Fred Randall . . . Mel Traxel, who photos radio stars for NBC, passed cigars for a week in honor of his son born July 16 . . . One of Hollywood's first employes, Ruth Schooler, resigned last month. Ruth, who's married to Larry Wright, sax player in NBC bands, is expecting a blessed event.

Master Minds

The Hollywood Radio City Chess team, captained by Bill Andrews, pondered through 17 games with KFI to come out second best by a one game margin. KFI's star, Jose Rodriguez (who they tell us journeys to far away places like Austria to battle with the best of them) is the reason they won 8 games to NBC's 7. Two were draws.

NBCers are: Andrews, Carl Lorenz, studio engineer; Alex Petry, Music Library; John Wagner, Auditing; "Lefty" Lefler, Traffic. KFlers: Byron Cole, captain; Rodriguez; Doug Evans, announcer; Seymour Johnson, engineer; Ernest Felix, auditor; H. L. Blatterman, co-chief engineer.

Quick Pix

Marvin Young agrees it's a small world. Lunching in an out of the way Chinese restaurant in the Mother Lode



Here's the bunch from Hollywood Radio City who took the horseback trip to Big Pines. The weekend junket was a big success judging from the tales that were brought back about the swell barbecue and entertainment around the campfire by the Ranch Boys and Don Wilson.

country, he heard a familiar voice. Peeking into the next booth he spotted Carroll O'Meara, Young and Rubicam producer . . . Page Harold Haklik won the cash award for his title *This Moving World*, new NBC sustainer . . . Joe Thompson back from Jamaica where he finished his new book . . . Matt Barr, Press, announced that a baby girl, six and a half pounds, was born to his wife, Eleanor, July 24th at the Methodist Hospital . . . Joe Parker scored a triple when he wrote the dialogue, lyrics, and music for his *Idea Mart* musical comedy-drama. *Holdout for Heaven* . . . Ted Hediger figuring out a new route to work; has been pinched twice on Beverly Boulevard within a week . . . Bill Weddell, Chicago Sales, a recent visitor . . . Judith Waller, Educational Department, Chicago, also a recent visitor; spoke at USC Summer School . . . Don E. Gilman has been reappointed chairman of Statewide Radio Committee for the California State Chamber of Commerce for ensuing year . . . Frank Figgins reports that 32,000 feet of conduit are used in Hollywood Radio City —enough to load (Cont. on p. 17)



Charlie Smith, Artists Service, at the Beach Party. There's an exposure meter at the end of that ribbon, the pipe's by Dunhill, and those slacks are what's left of the Searsucker suit Charlie brought back from New Orleans two years ago.



Frederick Leuschner

NBC TRANSMITTER

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from coast to coast.

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NEW APPOINTMENTS TO TRANSCRIPTION POSTS

(Continued from page 2)

a new trend in modern music." The group was composed of drums, a Hammond organ, and a Novachord. Ted played the Novachord himself. Electrical Transcription became interested in the Novachord with thoughts of using it in the NBC Thesaurus. They inquired of the manufacturer of the instrument, the Hammond Organ Company, as to who would be the best musician for this new instrument. They replied with a recommendation to use Ted Steele. Oddly enough, this is the stage name of G. Thornton Stiel. Since the first of June, several of these recordings have been released. The group is called "Ted Steele's Novatones," and recently appeared on the Red Network.

John F. Becker has been officially advanced in Transcription to the position of script writer. In October, 1938, he joined the page staff here. After a period of three months, he was transferred to Electrical Transcription as a clerk. It was from this position that he advanced to his present continuity work. His past experience, writing and producing shows in radio and summer stock, has proven valuable.

George P. Bartholomew is now a clerk in Musical Production of Electrical Transcription. George obtained a Bachelor of Arts degree at Yale University and then stepped into advertising agency work, writing radio continuity. He came as a page to NBC in January, 1939. Since coming to NBC, George has directed the quartet in the last *NBC Employees Show*, and written a musical number for the piano which was played on the network.

NBC BOSTON AND SPRINGFIELD

by Charles J. Gilchrest

Capt. John A. Holman of the U. S. Signal Corps Reserve has been ordered to report for active duty at Plattsburg for two weeks starting August 14. His military assignment will relate to training in communications and censorship. Capt. Holman, who is New England manager of WBZ and WBZA for NBC, recently was elected first vice president of the Advertising Club of Boston.

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Visitors: VPs. John Royal and Bill Hedges, Westinghouse Radio Manager Walter Evans, Song Writer Jimmy McHugh, Liberty Editor Fulton Oursler, Singer Jean Sablon, and Hal Kemp.

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Vacations: Program Director John McNamara and Special Events Director Bob White emulate the postman who takes a walk on his day off. Both are ex-actors. Both vacation at Provincetown where the little theatre is BIG! . . . Sec. Ruth Higgins of Office Manager Cy Young's department spent her vacation driving to Texas to see her brother, Lieut. Edward W. Higgins, graduate from Kelly Field as army air pilot. . . . Just before Reception Supervisor Mrs. Grace Edmunds left for a two months summer vacation, John McNamara played host at a party staged for her by WBZ staff at Blue Ship tearoom on Boston's picturesque tea wharf. Attending were George

NAMES IN THE NEWS

(Continued from page 7)

radio broadcasting. Both courses will use transcribed NBC programs as illustrative material.

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Again Margaret Cuthbert, director of Women's Activities for NBC, has made the news. Seventeen first awards, including thirteen in the eleven regular program classifications and four special awards, were recently given to National Broadcasting Company programs by the National Federation of Press Women as the result of their 1939-40 nationwide poll on radio programs. Miss Cuthbert received a special certificate which awarded her "Distinctive honors for the skill, judgment and constructive purpose that enrich an extensive program of public service broadcasts relating to Women's Activities."

Harder, Bob White, Joe Tierney, Kay Leatherbee, Marge Hall, Peg McGarrahan, Frank Bowes, Babe Norris, Dorothy Miller, Ruth Higgins and Harry Goodwin.

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Fred Cole won coveted emcee post on new Dunhill cigarette show, *Name Three*, by impromptu audition at Radio City. Biow ad agency herded together some of the usual mob of Radio City tourists and had Fred do an ad lib show with them. Tourists had fun. Agency had good show. Fred got contract. Show now a top WBZ offering for fan mail.

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Orchestra Note: Song publishers are watching public acceptance of Music Director Rakov's latest tune, "Autumn in My Heart." Art Caless spends vacation on world tour visiting Iceland and Russia. Pete Green flies his own plane these days but can't find any passengers among studio skeptics.

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Summertime Pastimes: Fred Cole, sand skiing; Cy Young, boating; George Harder, horse back riding; Jack Manning, raising chickens (feathered); Arch Macdonald, the New Hampshire mountains; Rakov, helping pals design homes—he holds architect's degree from Harvard; Bob Evans, horse racing; Fred Hoey, deep sea fishing; Malcolm McCormack, the world's strongest corn cob pipe.

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Notes: New to the WBZ and WBZA staff is Charles J. Gilchrest. He is news editor on the nightside. "Gil" spent 13 years at newspaper and radio writing in Chicago. Mrs. Gilchrist and 8-year-old son, Thornton, arrived in town last month.

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Jack Manning, youngest WBZ announcer gave that diamond ring he bought to Helen P. Olsen. Boston school teacher, child psychologist, and drama coach. No wedding planned until Jack finishes his law studies at Suffolk next year.

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Bob Duffield, control room supervisor, recovering from swell case of poison ivy . . . he didn't know it was loaded.

NBC WASHINGTON

—by Marian P. Gale—

Vacation time being at a peak there seems to be a general lull in activity around the studios with the promise of even quieter times when Congress adjourns. However the Commercial Department seems to be buzzing with anticipation over the prospective line-up of fall commercial programs. Commercial Manager John Dodge claims the figures will be high for both stations when the fall season arrives. In addition to the large number of new clients buying time on WRC and WMAL, the seasonal contracts are being renewed also.

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Trials of marriage for a man in the radio business will be dramatically portrayed for Assistant Manager Fred Shawn in a few days when all the girls in the office give him a bridegroom shower. Plans are being made for a surprise buffet supper, followed by a shower of socks and handkerchiefs, and climaxed with a transcription describing the problems which confront radio "widows." Mr. Shawn and Audrey Seiber, formerly mistress of ceremonies at the Earle Theater, will be married August 5th at St. John's Church in Georgetown.

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Frank Fugazzi, WRC-WMAL engineer, is the first of the local engineers to save a life as a result of the Red Cross First Aid instructions the staff received. Fugazzi was vacationing at a beach recently when a boy standing near him cut an artery in his leg. The nearest doctor was twenty miles away. Fugazzi administered the first aid treatment until the boy could get the necessary medical attention.

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Announcer Dorian St. George is emceeing his new program idea *Announcers Air Test* which began recently over WRC. Each week Washington listeners judge the talents of four amateur radio announcers on their ability to read commercial announcements and news bulletins and to ad lib. Votes, cast by mail, are based on voice quality, diction, and selling ability of each contestant. Cash prizes are awarded weekly to winners.

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George (Wheels) Wheeler, staff announcer, has been pinch-hitting for Gordon Hittenmark on the WRC *Time-keeper* program. In addition to many favorable reports from radio fans a

local newscaster at a competitor station phoned to say "Wheels" was the only person on the radio in the morning who could make him laugh before breakfast.

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Here and there: Harold Thomason of Commercial is attending night summer school at George Washington University to get an engineering degree. . . . Marian Smith returned from her vacation this week and changed jobs from Auditing to the Program Department. . . . Bryson Rash announced the new *Musical Caravan* series six times a week on WRC now, 11:15 to midnight. . . . Vic Kissal and Ruth Hertzler of Program are spending a rainy week of their vacation at Virginia Beach. . . . Patty Birgfeld, secretary to A. E. Johnson, engineer in charge of NBC's Washington Division, is vacationing at Colonial Beach. . . . Beginning August 1st the reception room will have a new hostess on duty in the evening—her name is Virginia Hawk. . . . While speaking of new faces, the Auditing Department has added a new member to its staff—Paulett Montesi has taken Marian Smith's place.

KNOW YOUR COMPANY

(Continued from page 13)

may not be used for any other purpose except in rare cases where, by reason of the manner in which it is used, no possible confusion may result.

11. False and misleading statements and all other forms of misrepresentation must be avoided. This applies to misrepresentation of origination point of program as well as to all other matters.

12. Speakers must be recognized authorities on subjects they discuss.

13. When commentators or others engaged as talent on sponsored programs include in their programs comments on one side of any controversial question which materially affects the life or welfare of any substantial group, it must be understood that the National Broadcasting Company has the right to require that the public be given an opportunity to hear the opposite side of the controversy presented by a speaker of similar importance. Furthermore, the advertiser, on demand, will give time for that purpose and will select a speaker approved by this Company."

NBC HOLLYWOOD

(Continued from page 15)

up two and a half freight cars . . . Hefty Don Wilson and just-as-hefty Charlie Smith, Artists Service, grabbed off a weekend at Arrowhead. Two went there to judge a beauty contest . . . Wynn Rocamora and Carroll Tomroth lunching at Sardi's . . . Helen Wendt now in Program Traffic . . . Betty Frazer now Marvin Young's secretary . . . Bob Lamb, Maintenance, vacationing at Bijou, Lake Tahoe . . . Hal Gibney with old cronies at KGW for a few days.

Anniversary

Frederick Leuschner, lawyer, who represents RCA and NBC in Hollywood, rounds out ten years of service for RCA July 31. Leuschner, who has been in Hollywood for the past four years, started in the RCA New York Legal Department as assistant to Col. Manton Davis, vice-president and general counsel of RCA.

Leuschner attended the University of California at Berkeley and Columbia University at New York. He was born May 14, 1905. Golf is his favorite recreation and each week he plays with Don E. Gilman, vice-president in charge of NBC's Western Division. John Swallow, program director for NBC's Western Division, and Charlie Smith of the NBC Artists Service in Hollywood. He shoots a consistent game between 85 and 90.

TOWNS IN BRAZIL TURN OUT TO HEAR NBC SHOWS

(Continued from page 2)

language. He had his entire early education in it, and after four years at an American university, returned to Brazil for six years of medical study intending to devote his life to medicine in that country. Shortly before he would have hung out his shingle a new regulation made it necessary for any foreigner to drop his citizenship in order to obtain license to practice; and Deter decided to remain an American.

Back in the United States after a period of wandering in China and other parts of Asia, Deter learned that a New York newsreel company wanted someone to "voice" the sound band on newsreels to be released in Brazil. His Portuguese and that of several Brazilian contestants in New York were recorded and sent unidentified to Rio de Janeiro where the final selection was to be made. Deter's Portuguese was judged the best of the lot, and he got the job.

NBC SAN FRANCISCO

by Louise Landis

San Francisco's *Standard Symphony Hour* is known all over Australia, according to William G. James, Federal Controller of Music for the Australian Broadcasting Commission. On a world tour to study broadcasting methods in this country and Europe, Mr. James spent several days in this city conferring with KPO-KGO officials and Standard Oil company executives on the *Standard Symphony*, followed, he says, by hundreds of short-wave fans in the Antipodes, and regarded as a model of musical production by Australian radio men.

Mr. James conferred with KPO-KGO Manager Lloyd E. Yoder on a proposed plan he has advanced whereby American radio producers and Australian ones might shift jobs at intervals in order to study one another's microphone methods. He hopes to arrange something in the style of exchange professorships between colleges.

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The bride wore japonica at the wedding of Miss Amy Deas and KPO-KGO Studio Engineer Frank Fullaway, which took place June 10 in Grace Cathedral. We want to make that fact clear because Charlie Kilgore, when asked to report on the bridal costume, declared it was "purple" and

then changed his story and admitted that maybe it was "burnt orange."

So we checked with Kitty Kilgore who straightened everything out. The new Mrs. Frank Fullaway was married in a pretty afternoon dress of japonica, and a cream-colored hat of pleated chiffon, with a veil which matched her dress, and a corsage of orchids. Control Supervisor P. A. (Buddy) Sugg was best man, and a large contingent of NBC folk witnessed the ceremony and saw Frank and his bride cut the wedding cake. Among the wedding gifts was a beautiful silver tray from the Engineering Department.

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The Music Rights Department made even moving day pleasant for Claire Patrick, its boss. A house-warming and birthday party combined made a pleasant surprise for "Pat" when she transferred her residence to Berkeley recently, and brought her some handsome new book-cases from her colleagues.

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John Ribbe, producer of the *Standard Symphony Hour*, takes his hobby, astronomy, seriously. Already the possessor of an F8 focal length telescope which he made almost completely with

his own hands, he has started a more ambitious project, a 17-foot one with an F16 focal length and ten-inch mirror, which will enable him to study detail of small areas of planets.

He has just finished grinding and polishing the glass for the mirror, a job which consumed about 200 hours of labor. Two NBC engineers, Dan Williams and E. C. Callahan, the latter the *Standard Symphony* technical expert, will assist him in the design and building of the telescope's mounting, which will weigh between three and four hundred pounds. When completed, the new star-gazer will take its place on the lawn of the Ribbe home, beside the first one, ready for the clear nights which are Ribbe's delight.

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The Grand Canyon and the Boulder Dam region will be seen by lots of NBCites this vacation. Latest KPO-KGO-ers to add this section to their vacation tours are Janet Sligh and Florence Crowell, who will be back with tales of the Carlsbad Caverns and other glamorous spots by the time this appears.

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Other vacationers: Frances Young of Sales, who spends part of August at Glacier Park; Keith Wadsworth of Sound Effects, who picked a dude ranch, and Cal Edgerton of Sound, who goes to New York in August to visit his family. Byron Mills, continuity acceptance editor, spent his holiday in Yosemite National Park, as will some other good NBC folk including Sales Promotion Manager Bob



Here are, left to right, Jack Samways, Howard Haklik, and George Volger of the Hollywood Guest Relations staff, paying a visit to the KPO-KGO studios and welcomed by KPO-KGO Manager Lloyd E. Yoder and the San Francisco guest staff—Wellwyn Dallam, Joseph West and Stanley Smith. The visitors were taken on a tour of inspection, just to turn the tables, and then were interviewed by Ira Blue, On the Air and Let's Listen commentator.

One of the most popular items in Jules Charbneau's exhibit of miniatures in the Golden Gate International Exposition is this tiny transmitter and receiving set, made by our own O. B. Hanson, vice-president and chief engineer. Left to right, Janet Baird, Charbneau, and Dorothy Allen, NBC songstress.



Ad Age gave this KPO-KGO stunt a four bell rating

Returns below show how KPO and KGO sold San Francisco's casting job being done by the

The winners and their first prize — an ivory telechron clock. Due to efforts of Press Manager Milton Samuel, Sales Promotion Manager Bob McAndrews, and Manager Lloyd E. Yoder, KPO-KGO was pronounced the best promoted station on the coast by the Pacific Adv. Clubs Assn.

McAndrews, Kay Bowman Hull and her camera-addict husband spent the last two weeks of July shooting pix in the High Sierras near Bishop, and Press Department Manager Milton Samuel and Mrs. Samuel will be at Lake Tahoe when this issue appears. Other Tahoe vacationers: Lucille McAdoo, John Diederichs, Betty Carter, Wally Ruggles.

Two feminine Izaak Waltons are June Shaw of Press and Reola Jamieson of Audience Mail. June is spending the last week of her vacation fishing in the Sierras, while Reola is nabbing rainbow trout on the Mad River.

Hollywood calls Ruth Miller of Audience Mail and Mary Hunter and Betty Johnston of Music Rights. Lola Camaches of Sales Traffic picked Clear Lake; Marguerite Henning, a Columbia Highway motor tour; Announcer Grant Pollock, Canada; Claire Patrick, Music Rights head, the Northwest; and PBX's Bessie Atkinson, Russian River.

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The KPO-KGO Athletic Association and the KPO-KGO Training School will be in active operation soon. An outing planned for August 12 at a country club near San Francisco will mark the debut of the association and the organization of teams to engage in tennis, swimming, badminton, ping pong, horse shoes, soft ball, chess, bridge, riding—well, what is your favorite sport?

Jennings Pierce, chairman of the committee in charge of the organization, is one of those tireless, cheery individuals who get things going and keep 'em that way, and with his enthusiasm to lead the way the new Athletic Association will be doing big things by fall.



Broadcasting in store windows has proven one of the most successful publicity stunts originated by the KPO-KGO Press Department. Here's a typical crowd watching Ira Blue and Larry Keating interview Eric Boden, Irish Broadcasting System visitor.

"J. P." also is co-ordinating plans for the training school, which will take the form of an evening forum once a week, with various department heads discussing and explaining the functions of their departments.

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In addition to covering the convention of the National Education Association more thoroughly than any other network, KPO and KGO played a large part in the N. E. A. activities here. Elaborate displays with NBC banners, photos, and other equipment decorated the NBC booth which stood directly facing the convention hall entrance. Miss Judith Waller, educational director of the Central Division, and William Webb of the New York Educational Department arrived in San Francisco several days before the gathering began and arranged for complete coverage, which included more than twice as many broadcasts as any other San Francisco station presented.

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July beat June's records for KPO-KGO romances. Not until more than a week after the event, did Pablo Ricardo's elopement with charming Evelyn Volmer, daughter of a retired oil man, become known. And then three other couples picked the following week-end to embark on the sea of matrimony. Bob Andersen and the former Miss Margaret Hanley were married July 1, and the following day two unannounced weddings took place.



William James of the Australian Broadcasting Commission (middle) is having KPO-KGO's new window display service explained to him by Producer John Ribbe and Manager Lloyd Yoder.

Jimmy Matthews persuaded his bride, the former Miss Gertrude Orem, to be married in the sanctuary of the Temple of Religion on Treasure Island, and oddly enough managed to keep the ceremony a secret even from the Fair's publicity staff—was its face red the next day! Bob Sandstrom of Traffic and Miss Patricia Schreiber of San Francisco drove to Reno and were married there July 2, so quietly that none of Bob's associates knew about it for a week.

The same day brought the announcement of Sales Representative Ray Rhodes' engagement to Miss Elizabeth Eggers of Alameda, Cal.

ROVING REPORTER

Two NBC groups—one female, the other male—donned their spelling caps recently and went forth to win lexicographical laurels on Paul Wing's Spelling Bee. The team of NBCettes which defeated a team of male executives of the Canadian Broadcasting Corporation was composed of Ruth Crawford of Information; Amelia Umnitz, woman's editor of Press; Ada Mullen of Artists Service; June Hynd, Program Department; and Anna Lindsey, News and Special Events. In the final round Miss Hynd won the prize—a gold wrist watch.

The men's team, composed of Soundmen Al Scott, Ray Kelly, Jack Houseknecht, Ed Blainey, and John Rooney, beat a team of radio actresses. High scorer was Al Scott, who won a gold wrist watch. Chief Soundman Ray Kelly, who went to Harvard Law School, was struck out with the first word.

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Cupid shot an arrow into the air on July 1 and it landed in NBC, piercing the hearts of Hazel Wissemann of Local Sales and Fred Weihe, Production, whose engagement was announced on that day. . . . Their betrothal was announced at a party given by Miss Wissemann's parents at their home in Baldwin, Long Island. . . . Wedding date was not announced.

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Vice President John F. Royal was among those who flew on the Yankee Clipper on her first commercial passenger flight to Europe . . . he returned to New York by steamer last week. . . . John H. Baxter, formerly of Artists Service, is now program manager of a new station in Youngstown, Ohio.—WFMJ.

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May Singhi Breen and Peter de Rose celebrated their 16th anniversary on the air by making their debut in television. Among those who joined the original "Sweethearts of the Air" in their 16th anniversary party telecast were Graham McNamee and Milton J. Cross, who have also been on the air since "way back when . . ." The party was broadcast on July 11 and congratulatory messages from all over the world were received by the beloved radio couple. Theirs is a real radio romance . . . they met in a radio studio . . . (they say it was a case of love at first sight) . . . they won many laurels together . . . wrote many song hits . . . and are still as popular as ever with the listeners.



Newest interdepartment engagement is that of Hazel Wissemann of Local Sales and Fred Weihe of Production.

WTAM CLEVELAND

by Bob Dailey

Lee "Stubby" Gordon, who has the title of assistant music director at WTAM, has added a new hobby to a collection which is already quite impressive. Stubby is now a candid camera "fiend"—snapping shots on top of pianos, from a perch in a convenient tree, or while lying flat on his back. To be a genuine candid camera fiend, you also have to be a contortionist and an acrobat. At least, that is what Stubby reports.

But even though he has a new hobby to occupy much of his spare time, Stubby composed two popular songs this month which are just off the presses. One is "Why Not Die?" (Georgeoff) and the other is "You, Just You" (Dellon). The two compositions swell his total published numbers to seventeen.

The candid camera bug is the latest to hit Maestro Gordon. Up until now he was known as an industrious and accomplished carpenter, wood-worker, electrician, aviator, sail boat constructor and enthusiast, ping-pong player, and golfer. But with all his hobbies, Stubby spends considerable time practicing every instrument in the orchestra and in composing music.

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Vacation Time: Engineers John Disbrow and Harry Caskey fishing in Canada and Michigan. . . . Selm Schuller, Music Rights, on cruise to Cuba . . . ditto Joy Wassem and Marcella Harlow to West Indies. . . . Program Director Hal Metzger and wife to Cranberry Lake in New York State. . . . Engineer Alvin McMahon resting by helping on his father-in-law's farm. . . . Edith Wheeler spending part of the time in Pennsylvania and several days moving from the home she had lived in for 20 years. . . . Mildred Funnell, secretary to the manager, off to Canada. . . . Herbert DeBrown at his lake cottage. . . . John Findlayson revisiting his former home in Montreal.

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WTAM Personalities: Night Program Manager Chet Zohn got tired of looking at the long grass in his neighbor's lawn.



Lee "Stubby" Gordon halting his orchestra's rehearsal to take a shot with his candid camera.

So one evening Zohn took his own lawn mower and cut his initials in the neighbor's grass. It worked. . . . Manager Vernon H. Pribble's game of golf should be a lot better in the future. He was one of the most studious members of the gallery which followed Walter Hagen and Byron Nelson at a recent Cleveland exhibition. . . . Engineer Jesse Francis will have his home-built 26-foot cabin cruiser ready for the official launching very soon now.

NBC TRANSMITTER

VOL. 5

SEPTEMBER, 1939

No. 9

THREE MILLIONTH VISITOR TO NBC SURPRISED WITH ROYAL RECEPTION

ON the afternoon of August 14th, NBC Guided Tours registered their three millionth visitor in the person of Miss Mary Jane Goodwin of Greensboro, North Carolina. Among the officials present at the mezzanine tour headquarters to greet Miss Goodwin were Clay Morgan, assistant to the president; Vincent Gilcher, director of the General Service Department; Charles Thurman, manager of Guest Relations; his assistant, Jerry Martin; Messrs. Rittenhouse, Severin, and Armstrong of the same division; and Ed Curtin and Ben Pratt of Press.

As the three millionth mark neared, Mr. Martin clocked off each visitor at the dispatcher's desk and there was much speculation among those present as to who would be the lucky person. Photographer Bob Fraser expressed hope that she would be a young and photogenic girl, and the others agreed that his wish was not without merit. Suddenly Mr. Martin stepped forward and interrupted a group that was just starting a tour. Something special had just occurred, he said, flashing his counting machine and pointing out a young and photogenic girl as the lucky three millionth visitor.

After introductions all around, with flash bulbs exploding and ad libbed pleasantries flying back and forth, Miss Goodwin was turned over to Guide Harold Ritchie, who conducted her on a studio and television tour.

Then followed a trip through Rockefeller Center and a special tour of the World's Fair. A round trip to Bermuda on a Pan American Airways Clipper and an RCA portable combination phonograph-radio were also presented to the

(Continued on page 2)

SPORT TELECASTS GREAT SUCCESS; TELEVISION PERSONNEL INCREASED

IT is now four months since television made its formal debut in this country, and results so far have certainly lived up to every expectation voiced in the dedicatory speeches. Although the month of August saw many unique and interesting noonday programs emanating from Studio 3C as well as many outstanding film telecasts, the biggest news was made by the NBC mobile units. By the time this is published professional baseball will have made its television debut when the August 26 double header between the Cincinnati Reds and the Brooklyn Dodgers is televised from Ebbets Field. And on August 9, 11, 12, and 13 the mobile station scored a tremendous hit in its coverage of the Eastern Grass Courts Tennis Championships.

Much of the success of this tennis telecast was due, of course, to previous experience. In fact much was learned during the four day period itself, extensive changes in the setup resulting in transmission the final day that was a great improvement on the first day's images. However, a most important reason was the fact that during August the mobile unit's transmitter was completely overhauled and the greatly needed second camera was added. With intelligent and frequent use of a telescopic lens to obtain closeups of exciting rallies and crucial plays, the matches came through most satisfactorily. The ball could be followed across the court on every play and the expert stroking of the contestants was clearly visible at all times. It is to be noted also that this telecast established a distance mark for mobile pickups, the distance between the courts and the Empire State Building being more than 24 air miles.

(Continued on page 2)



This is how the NBC mobile television units covered the recent Eastern Grass Courts Tennis Championships. Excellent results were gained through the use of two cameras (see arrows) and the occasional use of a telescopic lens.

SCHOOL FOR FUTURE ARTIST MANAGERS

George Engles, vice president and founder of the NBC Artists Service, has announced that a training course in the management and sale of artist talent will be established for NBC junior employees. Beginning in October, ten lucky youths from the company will begin their studies under the direction of Mr. Engles, who will invite leaders in various fields of entertainment to discuss their specialties.

This class will be a part of the general plan of study groups, started last January and to be resumed this fall. News on all these groups will be given in the next TRANSMITTER. In the meantime, all those interested in the Artists Service course are asked to see Ashton Dunn in Personnel.



An RCA portable radio-phonograph was one of the many surprises waiting for Miss Mary Jane Goodwin, the three millionth NBC guided tour guest. Here she receives it from Clay Morgan.

THREE MILLIONTH GUEST

(Continued from page 1)

lucky lady. At eleven the same evening, Miss Goodwin was introduced to a coast to coast audience over the NBC Blue Network from the Rainbow Grill. Appearing with her on the impromptu broadcast were such radio personalities as Clay Morgan, George Hicks, Bill Stern, and Lucille Manners.

Miss Goodwin, accompanied by Lucille Groome, arrived for her first visit to New York, Sunday, August 13th. She and Miss Groome both hail from Greensboro, N. C., where they are employees of the Jefferson Standard Life Insurance Company.

The National Broadcasting Company congratulates Mary Jane Goodwin and wishes her "happy landings" on her trip to Bermuda. All concerned were pleased that she found her NBC experience "just like a fairy story" and "all just too wonderful."

TELE STAFF ENLARGED

(Continued from page 1)

Studio 3H sees action again after a month's rest on Tuesday evening, August 29th. The first program will be a presentation of Kaufman's and Connelly's *Dulcy*, with Helen Claire and Tom Powers, and Thursday evening will bring a revival of the old melodrama, *Streets of New York*, done in the spirit of 1857. On September 5th Gilbert and Sullivan fans will be treated with *H. M. S. Pinafore*. Noonday telecasts, outside pickups, and feature film presentations will be continued; and the complete program schedule will not be allowed to drop below a minimum of eleven and one-half hours weekly.

This increase in television production has caused the addition of several new staff members during the past few months. In Donald Davis, widely known stage and motion picture writer, television received its first staff writer. Son of Owen Davis, famous American playwright, the new NBC writer made his bow on Broadway as an associate of Producer Albert Lewis more than ten years ago. There followed several years writing for Paramount and Fox studios. Back on Broadway, Davis wrote and sold many minor dramatic pieces before collaborating with his father in dramatizing Pearl Buck's famous novel, "The Good Earth." Father and son teamed again in the dramatization of "Ethan Frome," one of the finest plays of recent years.

Before entering the theater, Davis attended the United States Naval Academy for a spell, then went to sea. Later he alternated between periods as a student at Cornell and Columbia universities and ocean-going ships. He came ashore to go into business, but failed miserably, according to his own confession. And it was then that he began to exercise his talent for the theater.

Another veteran of the Broadway theater and motion pictures to join the television staff is Producer Anton Bundsmann. He is best known on Broadway for his productions of *Thunder on the Left*, *The Big Blow*, *Haiti*, and *So Proudly We Hail*. Most recently he ran a stock company at Maplewood, New Jersey, to which he attracted such famous theatrical names as Ruth Chatterton, Frances Farmer, and Elissa Landi as guest stars.

After a brief whirl as an actor in the classics at the age of five years in his home town of Point Loma, Cali-

NBC ADDS AFFILIATES

On September 24 the number of NBC affiliates will be increased to 174. That date will see the addition of WBLK Clarksburg and WBKV Charleston, both in West Virginia, and KSCJ Sioux City, Iowa. WING Dayton, Ohio, will have been added three weeks previously.

fornia, Bundsmann came East. He left East Orange High School for a start in dramatics at the famous Neighborhood Playhouse. Five years in stock led to his becoming assistant director to Chester Erskine, Reuben Mamoulian and Jed Harris. Later he became a film assistant director and also conducted research and tests for Selznick International Pictures.

Robert Bright has been added as a scenic artist to assist Jimmy McNaughton. Bob is a 1935 graduate of Carnegie Tech's Department of Architecture. Since graduation he has been engaged in free-lance designing of interiors and furniture.

Roy Meredith's appointment as television film producer and assistant mobile unit producer is now official. Much of his work consists in putting out *Tele Topics*, television's first magazine-reel. Other film assignments consist of making shots for background and atmosphere use on live talent shows. Meredith's background includes four years with the RKO-Van Buren Corporation, which makes all of RKO's short subjects. He was assistant there to Burt Gillette of *Three Little Pigs* fame.



Guide Harold Ritchie demonstrates the marching men sound effect to Miss Three Million as part of the tour through the Radio City studios.

NBC CHICAGO

by Lynn Brandt

Asides

Edith Morgan Perron, Press, is busy gathering together boots, books, wool shirts, etc., for a Rocky Mt. vacation . . . Bob Graham, Sound Effects, is still reading every book available on stage design, scenery and lighting, keeping in mind the advent of television. Perhaps you don't know this, but Bob is in constant demand on the part of amateur theatrical groups in Chicago for consultations regarding their stage presentations . . . Georgia Fuller, Production, could be one of the Chicago district's finest women golfers if she would play the game consistently. She is rated by well-known golfers as a natural . . . Another symphonic-record hobbyist is Jack Frazer, Continuity. He boasts an excellent library of records and first edition books . . . Bryon Speirs, studio engineer, is still looking for a prospect to buy that silo on his farm . . . And still walking around in a dream is newly-wed Fred Schweikher, Transcription.

The Best Department

Best story tellers in these parts are Maury Wetzell, Transcription manager, and Jules Herbuveaux, program director . . . Best golfer's title can be shared by Roy Shields, Central Division music director, Ken Carpenter, Central Division Blue Sales manager, and Jack Galbraith, Net Sales . . . When he is in good form, the fastest-talker department could be supervised by A. D. "Scotty" Scott, Production . . . Best keeper of secrets and intrigues is Bill, the shoe shine boy. Because his business takes him into every office, Bill sees all, hears all, but tells nothing . . . Heartiest laugh in the house belongs to Charlie Lyon, announcer . . . Best dressed gent is Norman Barry, announcer . . . On second thought, another champ debater of our crew is Paul Clark, junior control supervisor . . . Best personal trademark belongs to Bill Drips, director of agriculture, with his inevitable cigar . . . Newest and best mustachio in the corridors is groomed, cultivated, and sponsored by Fort Pearson, announcer . . . Best baritone voice in Chicago non-performing personnel is owned by Bill Weaver, Guest Relations . . . The don't-get-excited personality is surely Ed Stockmar, Program traffic supervisor . . . The best woman tennis player of our



Announcer Charles Lyon and Andy Devine, of movies and radio, vacationing in Canadian woods.

staff is Elizabeth Hart, announcer . . . Frank Bojan, Music Library, is the most rabid Chicago Cub fan in the NBC stands . . . The best NBC able seamen on Lake Michigan yachts are Ed Cerny, assistant music librarian, and Don Dowd, announcer . . . Best amateur poet honor is coveted by Rudi Neubauer, cashier . . . Best gentleman tennis player on either floor—and it would cost you money were you to challenge his distinction—is Charlie Whipple, Guest Relations . . . Most ardent suburbanite and front lawn weed-picker is Ed Cunningham, night manager . . . Best fight fan and authority on the cauliflower ear is Sam Baum, Transcriptions.

Back From Vacation Notes

Durward Kirby, announcer, and Jim Thornbury, studio engineer, have returned from a bit of dude ranching some miles southwest of Laramie, Wyoming. Kirby blazed new trails in corral dust as a horseman, while Jim gained a rep as owning the largest appetite of any tenderfoot in recent summers. The ranch owner insists he just broke even on Jim's board bill. But that noise you hear is the horse laugh from western cow punchers who cannot forget six-foot-four Kirby climbing back on the swayback critters time

after time and hour after hour . . . Jules Hack, Guest Relations, from a New York-and-points-east vacation . . . Bob Jensen, Guest Relations, also from New York and eastern vacation spots . . . Violet Colliander, Net Sales, from a trip to New York and the Fair . . . Emmons C. Carlson, Sales Promotion manager, from a terrific vacation jaunt which took him to the Canadian Rockies, Alaska, Seattle, San Francisco and Hollywood . . . Gene Hoge, Network Sales, back from an enforced vacation spent nursing a strained ligament in his back . . . Jim McEdwards, Sales Promotion, back from the Indiana wilds . . . Bill Cummings, field engineer, tanned and fattened with three weeks in Michigan and Indiana . . . Helene Heinz, Executive, played golf for two weeks in Chicago just to get her score down to 115 . . . Al Ulrich, Production, vacationed in an upholstered dentist's chair for 14 days . . . Gertie Herbes, Net Sales, back from the Wisconsin north woods . . . Esther Nilsen, Net Sales, home from a motor trip to Minneapolis and Minnesota lake resorts . . . Mary O'Connell, Sales Promotion, also back from vacation . . . Charles Lyon, announcer, Paul Rhymer, writer of *Vic and Sade*, Norris "Tuffy" Goff, Abner of *Lum and Abner*, and Andy Devine, of the movies and radio, were a vacation foursome to the far-north Canadian woods for two weeks of fishing. To reach their Canadian headquarters, they traveled by auto, train, and airplane.

NBCAA Party

The NBC Central Division Athletic Association, with Merritt R. Schoenfeld, president, is planning another all-NBC party for the near future. At press time the location had not been decided. Plans call for the party early in September. There is no question but that the party will prove to be as successful as the June 22 outing. Other NBCAA plans call for a most interesting fall and winter schedule of activities with bridge, bowling, indoor tennis, dances, and general get-together parties in the picture. Every month of the coming fall and winter should see some party or general activity for members of all Chicago departments to attend and enjoy. Further details will be announced by Schoenfeld's committee workers.

NAMES IN THE NEWS

NEW YORK

Changes and Additions

The telegraph room recently welcomed new TWX Operator Richard Hamilton to the ranks. After varied experience in his line, Richard joined NBC July 17th. He enjoys all types of athletics, and recently completed a course in photography which he has chosen for a hobby. So when he isn't punching TWX keys he is punching camera shutters.

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The new receptionist you'll meet upon entering the Station Relations office is Bill Davidson, formerly of the Mail Room. Bill took over his new duties long about August 4th, when Tom Campbell became chief clerk of the same division. Tom, in turn, replaced Burton Adams, who is now with the McCann-Erickson Advertising Agency as assistant to Fran Conrad, time buyer.

The careers of Bill and Tom parallel in many ways, both having joined NBC immediately upon graduating from Colgate University, Tom preceding Bill by about a year. Both are expert wrestlers and members of the NBC Athletic Association. Both belong to fraternities, Bill being a member of Delta Kappa Epsilon and Tom a member of Beta Theta Pi.

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A new copywriter in Sales Promotion is Peter Zanphir. Mr. Zanphir has an extensive background in advertising and promotion. His more recent connections include several years with the Consolidated Gas Company, one and a half years with *True Story* magazine, and most recently two and a half years with *Redbook*. Canadian born, Mr. Zanphir was graduated from the University of Manitoba, after which he went through Harvard Business School.

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Four young ladies have recently been transferred from Stenographic to secretarial positions. Miss Ruth Guthrie is secretary to Mr. Saudek of the Blue Network Administration office. Ruth received her education in Detroit, Michigan, and upon arriving in New York was employed by NBC in several

departments before being promoted to her present position. Ruth spends her hours of relaxation indulging in her favorite hobby, photography.

Miss Stella Smith, a local girl incidentally, is now secretary to Messrs. Ross and Von Tilzer of Artists Service. After finishing school here in New York, Stella entered the business field, and, although she had not planned a career in radio, is most happy with her present position.

Artists Service is graced by another new secretary in the person of Miss Helen Moynihan who handles details in the office of Mr. Robert E. Smith, director of auditions. Helen attended St. Mary of Woods College in Chicago before coming to NBC. For recreation she attends the legitimate theatre and goes to dances and also derives a great deal of pleasure from a spirited canter through the park.

The new receptionist and secretary in the Television Production office is Miss Ruth Tully. Ruth attended New Rochelle College and had previous business experience before joining NBC last May. Tennis and swimming take up much of her spare time.

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Many new names have been added to the permanent roster of the International Division in the past month. Phillip L. Barbour, whose past years of experience in international radio well equips him for the task, is now handling Foreign Stations and Foreign Press Relations. Mr. Barbour has spent many years in foreign lands learning their languages and ways of living, and his experiences have given him a first-hand knowledge that aids him greatly in appealing to foreign countries in the most suitable manner.

Samuel A. Massingill, Carl M. Watson, and Raymond L. Girard, formerly of the Guest Relations Division, are now permanently employed in the International Division after many months of temporary service. Mr. Massingill, who is in the Audience Mail Section, took a commercial course at the University of Alabama and had several years of business experience before coming to NBC. Carl Watson had an excellent background of radio announcing, program directing, and scripting before joining our ranks. He is now an assistant in the Music Section of the International Division and also serves as junior English announcer. Raymond Girard is an assistant in the Traffic Section. After graduating from Rutgers University, Raymond remained at the college as an office assistant for two years and

then left to pursue his career at NBC.

A. Llopis De Olivares is now a permanent member of the Spanish Section as an announcer, translator, and writer. During the past two years he has handled Spanish commentaries for Metro-Goldwyn-Mayer's newsreels, travelogues, and "shorts." He has also written radio scripts and dramatizations in Spanish for Latin American audiences.

The German Section has a new permanent member in Alan Willette Newham who serves as announcer, translator, writer. Alan lived in Europe for seven years and studied languages at the University of Munich.

Marinette Fernandez Boucas hails originally from Brazil where she held various government positions. She has also held private positions here in the United States before entering NBC, where she has been added to the Brazilian Section as audience mail correspondent, translator and announcer.

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George F. Stewart joined Civic Concert Service, Inc., as a field representative September 1st to replace Mr. Scott Biggs who has been given a leave of absence. Mr. Stewart, a graduate of the University of Oregon, comes to Civic Concert Service with excellent experience on daily newspapers and in the publishing business and also with the Commercial Credit Company.

Among the other representatives of Civic Concert Service who are again in the field after widely varying types of summer vacations are: O. O. Bortorff, vice president and general manager, who, with D. L. Cornetet, assistant manager in charge of the Chicago office, vacationed in the north woods of Wisconsin; Ed S. Schwenker and Samuel M. Harrington, who divided vacation-time between Bar Harbor and Bermuda; Mercedes Walker, who toured central Europe; Murl Springsted, who selected northern Michigan



The happy fishermen are (left) O. O. Bortorff, vice president and general manager of Civic Concert Service, and D. L. Cornetet, assistant manager in charge of the Chicago office. Photo shows one evening's catch of Wall-eyed Pike at Bass Lake in northern Wisconsin—"and not the biggest catch by far."



This photo shows Helen Korday of Personnel at the ruins of Sans Souci Palace in Haiti just before her horseback ascent to the famous Citadel of La Ferriere, 3,000 feet above sea level.

to escape the heat; James P. Hayes, who combined vacation and honeymoon in Colorado Springs and Yellowstone; Marion C. Heath, who made a trip down the Mississippi River in his new boat; and Harlowe F. Dean, who summered in the Blue Grass region of Kentucky.

It is expected that increased tempo of the concert business will make it necessary to add considerably to the field force of Civic Concert Service prior to the first of the year.

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The Press Division has a new writer assisting Mr. Miller in the Magazine section. His name is Alton Kastner, and he comes to NBC from a writing position with *Time* magazine. June, 1938, marked his graduation from Yale, and in some drawer at home he has a Phi Beta Kappa key.

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The Press Division was further enlarged in August when the appointment of Frank Westhaver to the Photo section was made permanent. Before coming to NBC last May, Mr. Westhaver had for two years run a studio of his own in Chicago. The previous eight years he was in complete charge of the home portrait department of Chicago's Moffett-Russell Studios. His background also includes two years with the Underwood Studios. His work here consists mainly of portraits.

Resignations

E. Gardner Prime, known to his friends as "Gardy," has resigned. In point of service he is the senior asso-

ciate attorney in the Legal Department, having joined Judge Ashby's staff in 1930. His principal legal assignments for the Company lately have been with respect to artists and labor relation matters, and he leaves the Company after having just won an important labor relations case before the Arbitration Board.

A graduate of the Princeton class of 1923, he received his law degree from Columbia in 1926 and came to NBC from the law offices of Cravath, deGersdorff, Swaine, & Wood. "Gardy" is married, the father of a boy and girl, and lives at Stamford, Connecticut. He belongs to Phi Delta Phi, Stamford Yacht Club, Society of Founders and Patriots, Ex-Members Association of Squadron A, Key and Seal Club, and North American Yacht Racing Union.

He plans to live in Warrenton, Virginia, and to open law offices in Washington, D. C., and in Warrenton. During his nearly ten years of labor for the Company he has endeared himself to his many fellow workers and they, and particularly his associates in the Legal Department, will miss his genial countenance. All wish him much success and happiness. These sentiments his associates vocally expressed at a farewell dinner they recently tendered him. They also presented a desk set to him.

In view of Mr. Prime's familiarity with certain NBC legal problems, Judge Ashby may have Mr. Prime do special legal work for the Company from time to time.

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Peter Callahan left the page staff on August 11 to take a position with the Commercial Credit Companies in Asheville, N. C. His many friends here hated to see him go, but well understood his reasons upon meeting the very charming young lady whom he introduced as his bride of three weeks. Mrs. Callahan, formerly Miss Ellen Frances Deppe, teaches drama in Biltmore College, located near Asheville. Both the Callahans are graduates of the University of North Carolina.

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Middle August saw the resignation of Steve De Baun and Edmund Payne, the latter from the guide staff, the former from a correspondence position in the Information Division. Both are going to Florence, Italy, where Steve will be connected with an American real estate concern and Ned will fulfill a singing contract. On Wednesday evening, August 16th, the boys made these plans known at a cocktail party

in Ned's "village" apartment. Veteran attenders of resignation parties were unanimous in deeming this the most spectacular resignation party in r. p. history. Attendance reports varied, but the Gallup estimate of 125 can be taken as fairly accurate. It is also generally conceded that 186,000 olives were consumed. (It is to be noted that it would take one person 509 years to eat that many olives at the rate of one a day.) We need say no more for it is now common knowledge that the party was a grand affair and that Ned's and Steve's scores of friends wish them the greatest success in their European venture.

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The lure of higher education accounted for the resignation of four more GR members. Those who returned to college are: John Sheehan, Jr., Fenn College; David Rutty, Cornell; Jack Bittner and Thomas Pansing, University of Nebraska.

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John A. Vitrone resigned September 1st from the Treasurer's Office to join J. F. Trommer & Company as assistant to the comptroller in charge of accounting. Mr. Vitrone had been with NBC since March, 1931.

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On August 19th Thomas Langan resigned from the Script Division to become one of the writers of the Texaco Star Theatre. A few of Mr. Langan's special writing assignments during his year in Radio City were the *Parade of Progress* series, some of the *Ideas That Came True* programs, and *This Is Radio*. Previous experience included writing for the Paul Whiteman Chesterfield show and, my chickadees, for W. C. Fields when the latter was on the Chase and Sanborn show.

Miscellaneous

Ray Porrier of Artists Service, mentioned in a previous issue of the TRANSMITTER as one of the most eligible bachelors in NBC, sneaked off during his vacation and acquired a partner. The marriage took place in West Hempstead, Long Island, August 5th, and the honeymoon included a motor trip through the Adirondacks. Mrs. Porrier was Miss Jeannette Martin of New Hyde Park.

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Artist Service vacationers included: Elsie Illingsworth, a trip to England; Jim Stirton, Chicago manager, a combination business and vacation trip to

(Continued on page 14)

WTAM CLEVELAND

by Bob Dailey



Pictured here on their vacation at St. Thomas in the Virgin Islands are Marcella Harlow (left), secretary to Don Stratton in National Sales, and Book-keeper Joy Wassem of the Auditor's Office.

Hazel Finney, WTAM information clerk, is sporting a beautiful engagement sparkler given her by Sports Announcer Tom Manning.

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Bob Oatley celebrated his 65th birthday this summer. But no one at WTAM has ever called WTAM's music librarian by the name of "Pop." Reason is that Bob Oatley, in spite of his 65 summers, is the "youngest" man on the staff.

Oatley can take on any of the golfers, ping-pong, or pool players at WTAM and beat most of them. He is always going or coming; never has anyone at the station seen him stop a minute to relax or rest. To talk with him is to walk with him wherever he is going, or to sandwich in a few ideas while he is doing something else.

Bob has been secretary to Walter Logan, WTAM's music director, for the past 20 years. As a youth, he studied medicine and had a year to go in medical college when he decided that the call of railroading was stronger than the urge to prescribe cures.

For 12 years, Oatley was yard master for the Wheeling and Lake Erie

railroad at Cleveland. After the world war, Bob resigned from the railroad as a "dollar-a-year man" to become secretary and assistant music teacher with Walter Logan. And Logan has been depending upon Oatley ever since. Bob says, "It was only natural for me to work all these years for a musician like Walter. I started playing the fiddle when I was still a kid and played in a lot of orchestras. And everyone knows that the violin and the name of Walter Logan are synonymous."

WTAM's "human dynamo" hustles around the golf course with an average of 90 strokes for 18 holes—which is a lot of hustling for any man in his 65th year. But it's not only in his work and sports that Bob is proficient. In any station or staff activity Bob can be relied on as a capable organizer. In addition, he is unofficial "banker" for members of the staff who are "a little short" before pay day, and a fatherly advisor for some of the younger people around the station.

Our rather battered hat is off to Bob Oatley—WTAM's "youngest" staff member.

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WTAM Notes: Howard Barton, Sales Promotion manager, being called in during his vacation and sent to New York for a week's work . . . Engineer Jimmy Hackett getting some first aid experience when his young son had his first experience with green apples . . . Switchboard Operator Peg Fitzgerald getting engaged to a Pennsylvania newspaperman . . . WTAM soloist Polly King auditioning for New York agencies . . . Office Manager Pearl Hummell entertaining 30 fellow-members of Pythian Sisters at a garden party . . . Hal Metzger, program director, learning to his dismay that the fine crop of corn at the rear of his new home was field and not sweet corn . . . Salesman Russell Carter trying to break ninety in golf during his vacation without success . . . Production Manager Fred Wilson off to Rye Beach vacationing . . . ditto Helen Forsythe to St. Louis . . . Soloist Vera Cruz writing Hal Metzger that she will be back late in September from Minnesota for the *Do You Remember* net shows.

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Night Program Manager Chet

ANNIVERSARY CHIMES

The NBC TRANSMITTER salutes these members of the National Broadcasting Company who, this month, complete their tenth year with the Company.

Nadine H. Amos, Program Department, Hollywood.

Cecile A. Cummings, Press Division, New York.

Marian P. Gale, Press Division, Washington.

J. Harrison Hartley, News and Special Events Division, New York.

Michael O'Donnell, Music Division, New York.

Stanley L. Peck, Engineering Department, New York.

John Powers, Sound Effects Division, New York.

Ruth B. Smith, Announcing Division, New York.

Gaetano Velotta, Building Maintenance Division, New York.

Clifford B. Warden, Artists Service Department, New York.

Zohn's five-year-old son attended a Wild West movie for the first time the other day. He came home raving about the Indians and the cowboys and all the shooting. Zohn asked him what the cowboys were shooting, expecting to get a vivid description of "redskins biting the dust." Disgustedly, the five-year-old replied, "They were shootin' bullets, you dumb-bell."



John Disbrow, WTAM operations supervisor, vacationing in Canada.

KDKA PITTSBURGH

by Kay Barr

KDKA will bring television to the attention of hundreds of thousands of people when the latest equipment in this field of communication is displayed at the Allegheny County Fair, August 29-September 4, 1939. One of the buildings at South Park, where the Fair will be held, is to be converted into the Temple of Television where the camera is to operate. Some 16 receivers, scattered in various booths throughout the grounds, will reproduce the acts for the visitors.

Staff Announcer Ed Schaugency will be emcee for most of the telecasts, and various acts from the station will be fitted into approximately 20 casts each day of the Fair. Also the various business concerns which have receivers in their booths will put on shows; and these, of course, will be reproduced on all other receivers throughout the grounds.

KDKA Manager Sherman Gregory is showing the way in this ambitious plan, assisted by Program Manager Derby Sproul, W. B. McGill of the Promotion Department, and others who are concerned with specific phases of the arrangements.

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W. B. "Bring-'Em-Down" McGill draws his salary for handling Sales and Station Promotion at KDKA. But he knows and does a lot of other things too. He knows all the G&S operas from overture to finale and back again, which merely suggests his Poo-Bah versatility. He stopped Janet Ross, director of the Shopping Circle programs, in an argument as to just what shade would be right for network-Blue. He takes good movies as well as excellent stills, and he'll discuss television in the language of a second Zworykin.



W. B. McGill taking picture of the top of KDKA's 718 foot antenna.

But his great love is astronomy. So he takes his telescope out to Saxou-burg transmitter to see how the top of the 718-foot antenna looks. Then he rigs up a camera and takes a picture of the thing. That's how he got the "Bring-'Em-Down" in his name.

How it was all accomplished is a long and rather technical story. (Copy on application.) But it makes an interesting picture to those who never hope to climb that endless ladder for a first-hand inspection.

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KDKA is looking for a new name for the dance music group Music

Director Maurice Spitalny has formed out of the station orchestra. A contest was designed to get suggestions and midnight, August 25, was the deadline.



Here's the result. (See photo below.)

First prize was an RCA-Victor combination phonograph and all-wave receiver, console model. The five next bests were to receive RCA table model radio receivers.

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G. Dare Fleck has been made educational director by KDKA Manager Sherman Gregory. Dare will continue in charge of Traffic, but his assistant, Betty Easley, will do most of the routine work.

When he heard the announcement Organist Bernie Armstrong became either jealous or helpful. He started a little educational campaign among the staff by asking each one to write the following story as he read it:

"Out in a cemetery sat an harassed cobbler and an embarrassed oculist picnicking on a desiccated apple, gazing at the symmetry of a lady's ankle with unparalleled ecstasy."

"Now let's see how many words you misspelled," Bernie says, and you realize you've been the victim of his snap test.

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Announcer Ed Schaugency, KDKA's official getter-upper by virtue of his daily *Musical Clock* programs, has five alarm clocks scattered around his apartment. He sets them all every

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, 4-A Clients, RCA Building, New York.

FOR SALE—1933 Ford V-8 Tudor Sedan. Excellent condition. Black body; red wire wheels. Tires in good shape. Recently overhauled. \$150.00. Apply to NBC TRANSMITTER.

FOR SALE—Prize winning gladiolas delivered to Radio City offices for 50c a dozen. Owner has been in business for seven years—raises 30,000 a year. Place orders with Fred Young, Extension 708.

night so he will be sure to get to work on time. Incidentally, Ed is getting so rotund that a barker on a carnival grounds the other night hailed him as "Paul Whiteman."

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Recent Sunday issue of *The Pittsburgh Press* gave KDKA a special story detailing the mechanical and clerical routine behind 18½ hours of radio programs a day, 128 hours a week, 622 Day Book entries not counting station breaks. Library clears 505 records and 427 musical numbers for live shows in an average week. Long sheet shows details of 596 broadcasts in a week, etc., etc.

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Complete new acoustical treatment is being given the walls of KDKA studios under the plans and supervision of Joe Arnone, NBC engineer, and the work is being so co-ordinated with the installation of the new Wur-litzer pipe organ that both contracts will be finished about the same time.

Walls are being moved to enlarge the space for the organ. The panels of exploded mica are being replaced with perforated panels over blankets of rock wool that will put the studios "on the brilliant side," according to Arnone. On completion, the large studios are to be redecorated in pastel shades of green for "B" and of brown for "A."

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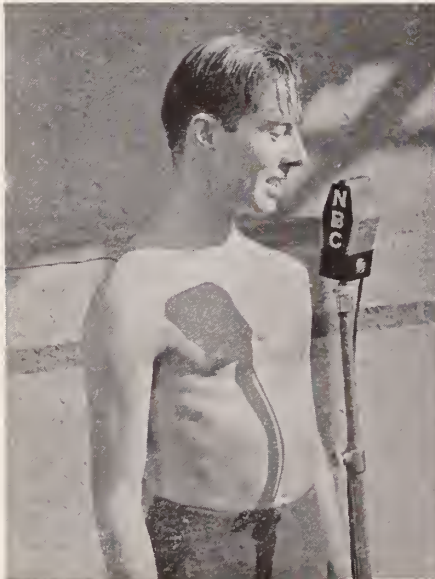
While Evelyn Gardiner, director of the *KDKA Home Forum*, spent August in California, Janet Ross of *Shopping Circle* doubled for her absent colleague. She was then on the air 18 times a week.

NBC SAN FRANCISCO

by Louise Landis



The outing committee holds a conference during the festivities. Left to right, M. C. Trigger Smith, Secretary Anita Bolton, Ticket Salesman Bob Bishopp, President Jennings Pierce, Ticket Chairman Dave McNutt, and KPO-KGO Manager Lloyd E. Yoder.



Swim events were announced on the spot and almost from the water by Bill Holmes.



Mary Hunter of Music Rights showed herself just as good with a bat as she is on copyright law.



Here are those whose athletic prowess won handsome prizes at the outing. Left to right, Byron Mills, Cliff Engle, Buddy Sugg, Charlie Mickelson, Trigger Smith, Eddie Firestone, Ed Barker, Dave McNutt, Jessie Dorais, Eddie King, Betty Kinsey, Jim Matthews, Norman Page, F. C. Bibbins, Phil Hanna.

The NBC Athletic Association got off to a glorious start with its outing at the Beresford Country Club, and the limps, bruises and sunburn it left in its wake are being proudly exhibited. They were just incidentals to a day which will be long remembered in the annals of the KPO-KGO studios—a cloudless day literally and figuratively, in a perfect setting.

And if anyone doubted that the KPO-KGO boys and girls are athletic at heart, the day's sports events proved him wrong. There were three baseball games in progress all afternoon; there were golf, badminton, swimming contests, ping pong, horse shoes, croquet, tennis, riding, and every other active sport you can mention, besides a flock of things like chess and bridge tournaments to engage attention when feet gave out. More than 150 KPO-KGOites attended the outing and had fun.

Credit for the affair's success goes to Jennings Pierce, good-humored and indefatigable president of the association, Anita Bolton, its secretary, and a committee of hard-working helpers. Bob McAndrews, Stan Smith, and Joe Goodell did a masterly job of seeing that everybody who attended was rounded up and given transportation. Bob Sandstrom and Rudy Pierce provided a dance orchestra which made irresistible music; Dave McNutt, Charlie Mickelson, and Bob Bishopp, who were in charge of ticket-sales, organized every department into a squad of eager salesmen, and made the outing a financial success.

Ernest Gill rounded up the KPO-KGO orchestra lads and got a large representation in attendance; George Fuerst, Keith Wadsworth and Ed Ulrich provided athletic equipment, and Eleanor McFadden, Joan Peterson, and Madeline Attabit were a gracious hostess committee, doing much to make folks feel at home.

Bob Seal, Dick Bertrandias, and Gene Clark provided a highlight of the evening when, dressed in sheets and "haloes" they acted as a heavenly tribunal which "tried" most of the department heads and consigned all but one to the nether regions. Clever thespians from Production and Announcing impersonated the executives on trial.

If prize-getters could be awarded prizes for their work, Ed Barker and his cohorts, who included Gene Grant,

Lillian Bain, Bob McAndrews, Sid Dorais, and Milton Samuel, should all have received some outstanding ones. They obtained handsome gifts from sponsors, theatres and office supply companies; and radios, lamps, opera passes, perfume, and similar surprises rained down on the winners of the athletic contests and holders of lucky door-prize tickets.

Here's the gang who went home bearing gifts because they excelled in sports—Cliff Engle, winner of the golf tournament; Buddy Sugg, captain of the winning soft-ball team; Charles Mickelson, horse-shoes winner; Eddie Firestone, Jr., swimming champ; Dave McNutt, badminton; Jessie Dorais, riding; Eddie King, darts; Betty Kinsey, croquet; Jimmy Matthews, ping pong; Norman Page, bridge; F. C. Bibbins, chess; and Phil Hanna, tennis.

The play-room which Carl Wilkie, restaurateur, gave the Athletic Association as his donation to the cause, is always in use these days—ping pong enthusiasts getting ready for the next outing.

KPO-KGO Quickies

One of the prettiest KPO-KGO brides this year is Marion Hansen of the Plant Department, who becomes Mrs. Frank MacQuarrie September 15. She and her husband, a real estate man, will spend several weeks honeymooning in southern California . . . Karel Pierson, formerly of the staff here, was a welcome visitor for the month of August, acting as substitute for vacationing members of the Traffic Department before returning to Hollywood . . . Gladys Cronkhite came home from her vacation with two new sponsors and a pair of thorough - bred hunters she and her husband acquired on their travels. The horsies are ensconced in handsome new stables built by their master's own hands, and Gladys says the family is eating hamburger to keep the nags in hay . . . KPO and KGO originated 1272 programs in the month of July according to the records of Curtis Peck, engineer - in - charge,



Two of the doughty baseball players—Dave McNutt at bat, Harry Jacobs catching.

who found that KPO-KGO engineers put in 2600 hours of work in the one month—and that August probably will excel it . . . KPO-KGO Manager Lloyd E. Yoder spent his vacation supervising painting, landscaping, and other improvements on his beautiful Belvedere home. He hopes to get more reward than Producer Ned Tollinger who gave his entire three-weeks' holiday building a patio and performing other odd jobs around the house only to be greeted on the final day with a poem by his small son:

*Father
'S a bother.*



Comedienne Bobbe Deane was thrown by bucking horse, "Nebuchadnezzar."



That old smoothie, Dick Bertrandias of Production, dancing with newest KPO-KGO singing star, Camilla Romo.



Joe West and dainty Doris Mathiesen.

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NEW BOOK ON RADIO IS LAVISHLY ILLUSTRATED

In *Magic Dials*, written by Lowell Thomas and illustrated by Anton Bruehl, the story of radio and television has been retold and brought up to date in vivid, graphic fashion. Although directed chiefly at readers outside the field of radio, it is a book that most NBCites will want to read and own. Many of the topics covered will be familiar, but it is safe to say that no reader will fail to discover many interesting facts that he did not know before.

Besides, taking so for granted the achievements in their field as radio workers do, it is excusable if they stop occasionally to be reminded that it really is something at which to marvel. And *Magic Dials* serves well in that capacity. Furthermore, it is probably the most lavishly illustrated book on radio yet to appear, there being sixty full-page illustrations, sixteen in color, almost all on RCA and NBC subjects.

With its colorful cover, large type, wide margins, and beautiful photographs, it will make a handsome, as well as fitting, book for radio people to keep in their living room for their guests' perusal.

In Radio City, *Magic Dials* may be bought in the Guest Relations office. Station and division managers are making it available to employees in other NBC offices. The price to NBCites is ninety cents.

NBC WASHINGTON

by Marian P. Gale

That huffing and puffing you hear is Bud Barry, night supervisor, taking the turn at third base and heading for home to score a run for NBC Washington's softball team on that pop fly he just hit to right field. His tally cuts the opponents' lead to only seventeen runs and gives us a fighting chance to win our first victory. Seriously though, it's not a bad ball club we've got. We've won eight out of nineteen games and we've trounced our bitterest enemies, the Washington Correspondents, two out of three.

A team analysis? Sure, we'll give you one. Well, Bud Barry's the lead-off man, and though he's not a classy sticker, mind you, he can hit in the clutch and when he gets through circling around out there in shortfield he usually grabs the pop flies. We're pretty strong in left-field too, that is unless Announcer Appleby has to turn his back to a ball. He's pretty good at the plate, though, except he always hits in the wrong ball games. That flashy shortstop, who just made that sensational stop and then threw the ball away, is News Editor Knode, who's hitting 1.000 off the bad pitching and .000 off the good. That's Announcer Gunn who just pulled his foot off first base. He's our power man (.450). The fellow over there on third base who walks like a bear and throws the ball like a bullet over Gunn's head is Engineer Powley, another of our big stickers. And that little fellow behind the plate is Bill Coyle, who handles all our arguments with the ump very nicely, thank you. He also gets what little pitching there is out of that guy out on the mound who's lobbing the ball up to the plate—makes Jim Seiler a pretty fair country pitcher. The chap coming in from right field is News Editor McAndrew, the buntingest fool you ever did see. He moves like a milk-wagon but he beats them all out.

The man with the serious pan you see way out there in center field is Engineer Ullman who makes a habit of catching all the fly balls that come his way off the back of his neck. Now watch that fellow on second base. That's Engineer Hunter. He likes to run backwards for those pop flies too. And then there's Engineer Stetson. He's in a different spot every week, dropping 'em with the best of 'em. Announcers Crago and Michael aren't out here today. They're our fair wea-

ther ball players: "No, can't make it tomorrow. Going for a ride."

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Studio song writers, Jack Foy, artist, Arthur Daley of Production Department, and Abe Clar, pianist, are getting recognition these days. Foy, a *Kentucky Hillbilly*, whose voice is familiar to WRC and WMAL listeners, has composed a piece called "When the Years Have Drifted Away." The song has been published and was introduced on the network by *Gene and Glenn* recently.

Arthur Daley and Abe Clar are having their song "Dreams Come True" featured at the Capital Theater during the annual "Going Native" revue this week.

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Vacations such as these are recommended by the following: Vice President Russell, fishing and sailing on Chesapeake Bay . . . Harold Yates, engineer, at Ocean City, Maryland . . . Rose Ewell, hostess, two weeks in a haunted house at Epping Forest, Maryland . . . Helen Mobberley, Commercial, the World's Fair and Bear Mountain, New York . . . Announcer George Wheeler, a tour of Europe . . . Francis Childs, Publicity, a trip to California by plane . . . Freda Schmidt, secretary, swimming and boating on Lake Garrison, New Jersey . . . Bryson Rash, announcer, sunning on Virginia Beach.



A shower of hankies and socks, along with an umbrellaful of confetti, greeted Assistant Manager Fred Shawn as he walked into a bridegroom shower given by the girls in the office recently. Here he is receiving a boutonniere from his fiancée, Audrey Seiber, former mistress of ceremonies at Washington's Earle Theatre. The couple were married August 5th.

WGY SCHENECTADY

News Editor Bill Meenam, usual correspondent for this pillar, had discarded his scissors and paste as this issue went to press and picked up fishing tackle and golf clubs for a vacation at Oswego Lake. At last report Bill had combined the two diversions, landing a sunfish while blasting out of a water hazard. And so this column handled by ESSO Reporters Al Zink and Wilbur Morrison. (Adv.)

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Vacation Notes: Program Director A. O. Coggshall back from Pine Point, Maine, where he refused to feed the fish again this year—just circling instead from the ol' rockin' chair to a shore dinner and back again, his diet suffering from same . . . ANNOUNCERS: Chet Vedder just back, Howard Tupper away, and Vic Campbell to leave shortly . . . ENGINEERS: Ray Strong back, Al Knapp and Horton Mosher leaving . . . SALES: Betty King Donahue and husband returned from back-to-nature vacash on the islands of Lake George. Also to Lake George, Al Taylor and family, of which more below. John Howe at his desk after fishing at Eagle Lake, and only member of staff with common variety of fish stories, his concerning large mouth bass and pike, but plenty of them! . . . AUDITING: Chet Rudowski spending most of his vacash in bed with a cold after making extensive plans to enjoy himself at Bel Mar, New Jersey. Virgil Hasche and his family home from the Maine Coast. John Carnell away . . . LOCAL STATION MANAGEMENT: Kolin Hager taking one week during August for some serious golf as well as trips within a hundred-mile radius of the station, and the other week for a family expedition to the New York World's Fair. Caroline Osan back from a week in the wilds of big Moose Lake in the Adirondacks.

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Add Vacations: Al Taylor (see above) borrowed an expensive outboard motor to use while at Lake George, and some of his "friends" attached it to the wrong boat. The motor ripped off and plunged to the bottom. A professional diver finally recovered what was left of it, and, according to the latest Tayloration, everything's fine, but his vacation . . . Alex Mac-



Lenox Lohr, NBC president, was not the only executive to stand aside while a Boy Scout temporarily "took over" his duties. On Tuesday afternoon, August 22, forty Boy Scouts took over the Blue Network. They not only did desk work, but made commercial announcements, read news reports, and put on a show of their own.

Donald, Sales Promotion, is resting up for the winter high pressuring at Marblehead, Mass. . . . Jim Connolly, day by day Central Files-on-parade, off parade for two weeks while in New York and Montreal . . . Martha Brooks, *Market Basket* conductress, has been vacationing for little bits during the summer at Lake Luzerne . . . Kay Anglesey, reception desk, on vacation as Veronica Layden returns.

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When a lightning and thunderstorm relieved the drought situation in the WGY area, the entire distaff side of WGY congregated in the sound-proof studios to escape the pyrotechnical demonstration. Practically a sorority meeting!

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WGY, going by the slogan, "The Most Invited Guest in the Great Northeast," for most of the years since its inception in 1922, lately has found itself playing the role of "The Most Desired Host in the Great Northeast." Since our new ultra-modern studios opened a year ago last July, Guest Relations reports that WGY has played host to enough people to fill a city larger than Schenectady, which has a population of about 95,000. That's better than 200 a day in a city that has seen a complete new generation grow up since first WGY was heard on the air.

NBC BOSTON

— by Charles J. Gilcrest —

With the aid of Boston's Health Commissioner and the meteorologist in charge of the Boston office of the United States Weather Bureau, General Manager John A. Holman of WBZ and WBZA fixed a relative temperature-humidity point at which school will be closed for his staff. Solicitous of his personnel, Mr. Holman decided to close up save for skeleton crews when temperature hits 90 degrees and relative humidity 35 percent. The gang was elated to have the fahrenheit figure drop from 95 to 90 and have been watching humidity closely . . . so far unsuccessfully.

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Boston's observance of the 150th anniversary of the United States Lighthouse Service included special broadcasts over WBZ and WBZA as well as a display of actual lighthouse equipment and photos in the Hotel Bradford studios.

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Summer Hobbies: Emcee-Announcer Fred Cole, sand skiing; Officer Manager Cy Young, boating; Promotion Manager George Harder, horseback riding; Announcer Jack Manning, raising chickens; Announcer Arch Macdonald, the New Hampshire mountains; Music Director Rakov, helping friends plan new homes—he holds an architect's degree from Harvard; News Editor Bob Evans, the horse races and ball games; Baseball Reporter Fred Hoey, deep sea fishing; Sales Promoter Harry Goodwin, his beach house; Announcer Malcolm McCormack, smoking the world's strongest corn cob pipe; Home Economist Mildred Carlson, sailing; Traffic Manager Gordon Swan, super-imposing photographic heads of staff members on comic cartoons.

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Announcer Colton (Chick) Morris and Control Room Supervisor Bob Duffield drove to Chicago with Control Engineer Lantz in his new Packard for their vacation. The night they returned to Boston the car burned up. Loss included garage, three sides of the Lantz home, his sister's car, and all the clothing and equipment he'd been too tired to remove from the auto.

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Engaged: Salesman Gordon (Babe) Norris to Katharine Schmidt of the Program Department. Announcer Fred Cole to Jeanne Bond, just back from California.

ATHLETIC ASSOCIATION ACTIVITIES

Softball News

With softball well past the middle of the schedule, a furious fight is being waged between the two service teams, General and Artists, for first place honors. At the present writing, they are tied, each having lost but one game, and each having beaten the other once.

In their first meeting, Artists Service emerged victorious 12-8. In their next clash, however, General Service turned the tables. They were faced by pitcher Adam Gayeck, who in his last time out had pitched a no-hit, no-run game against the Program Department team. Again for three innings he let the opposition down with nary a hit, but finally in the fourth inning a General Service barrage drove him from the box. When the dust had finally settled at the end of the game, General Service had emerged on the long end of a 22-8 score; and paced by Hugo Seilers, who hit three consecutive home runs with two shorter hits for good measure, they had smashed out no less than 27 hits.

These two teams meet again very soon, and, barring accidents, this game should have a definite bearing on who is the final champion.

The standings to date are:

Team	Won	Lost
General Service	3	1
Artists Service	3	1
Program	2	2
Engineering	1	3

On September 16, NBC of New York is sending its all-star softball team to Schenectady to challenge WGY's claimants to championship honors. The game, sponsored by the NBCCA, brings together two of the strongest teams in the region, and the winner may well lay claim to the mythical NBC championship.

The team which we send will be composed of the stars of the various departmental teams that have been fighting for our league championship, and from all reports is strong enough to batter down all opposition. Good luck, boys; we hope you won't need it, though.

Ignored until now in the press of rapidly developing summer athletic activities, the Announcers softball team has forced recognition by playing through an extremely difficult schedule,

and at the present writing has yet to lose a single series.

To date they have split with the CBS announcers and with Johnny Messner's orchestra. They have, however, decisively defeated the Mutual staff in two games and have taken one game from WMCA and the night page staff.

As the team takes the field, their line up shows Leon Leak, catcher; Jack McCarthy, pitcher; George Hicks, Kelvin Keech, Nelson Case, and Ray Diaz, all in the infield; and Lyle Van, Jim Shellman, Gene Hamilton, and Al Schneider, in the outfield.

They have, as yet, successfully avoided a return game with the night pages, who were forced to meet them with a crippled line-up, but they are confident of their strength, and offer to take on all comers "with a reputation."

Incidentally, though their hours prevent competition with our day men, they challenge the winner of the softball league in a game for the true championship of NBC. They would prefer to arrange the game at the outing, but anytime it can be arranged they promise themselves ready, willing, and able.

You Have a Date

**The Place—Briarcliff Manor
The Date — Tuesday, Sept.
12th**

**The Occasion — The annual
NBC Outing**

The notices are out, giving exact directions, what the day will include, and giving the name of your department representative (each department has one), so we won't repeat all these details. We would suggest, though, if you're hesitant about buying a ticket (\$2.50 for AA members, \$3.50 for non-members) that you talk to some of those who spent the day at the outing last year; they'll convince you where our poor efforts can hardly do full justice to the plans that are under way. Everybody will be there, so let's all get together and make this one the best yet.

Tennis News

The returns of the first tennis tournament of the season are in, and Dick de Raimes of Script is victor. In a grueling, four set match, he outlasted Engineer Serge se Somov and won by a 1-6, 6-3, 6-2, 6-3 score.

NBC has accepted the invitation of its brother organization, RCA-Victor, to meet its team at Camden on Sept. 10. This match starts the season of inter-company competition which last year netted but one lone defeat for NBC, and the boys are gunning for an even more successful season this year. The invaders will consist of Joe Merkle, in the number one spot, followed in order by Paul Rittenhouse, J. L. Hatheway, L. Mack, Ed Kahn, and Al Krenshaw.

Riding News

The riding club outing was held as scheduled on August 1st, and from all reports everybody had a wonderful time. Riding, softball, dancing, and barbecue dinners were the order of the day, topped off with a cooling swim when the exercise became too warmingly strenuous. The only casualty of the day was Bill Garden's wrenched neck, which occurred during a particularly fancy high dive. It was agreed by all—even Bill—that, as the cars rolled towards New York again, it was the end of the perfect day.

Baseball News

The baseball season has been completed and little remains but to evaluate the season in general. We had a far better team than the .500 mark, which represents the season's percentage of games won, would indicate. It wasn't an exceptional team, but neither was it bad, so when next year rolls around—? Just wait, we'll show 'em!

Bowling News

The bowling season will soon be under way. Some of the departments are already starting to form their teams, and for the last time this season, we're able to write that it's all even in league standings, for with our next issue we hope to report on the battle royal for first place. The departments that haven't formed their teams as yet, should get started, the more the merrier, and we wish you all strikes instead of splits.

KNOW YOUR COMPANY

No. 18—Photographic Section

A few weeks ago the hundredth anniversary of modern photography was celebrated. At the same time another photographic milestone was passed right here in Radio City when the NBC Photographic Section completed its ten thousandth "job." As each job—or assignment—usually requires many negatives, that is no mean amount of shooting. And it has all been done since 1931, the year when the section was established. Of course radio fans did not go without pictures of their favorite bird imitators and hymn singers before that date—said entertainers and their agents supplying their own. But the better and greater production of artist photos was not the only reason that NBC created the photo bureau. On-the-spot news coverage was taking a more and more important place in the Company's activities, and offered a great source of institutional publicity, providing the papers and magazines could be well supplied with pictures of the events—with the NBC microphones in prominent view. Newspaper photographers, it seems, occasionally would forget to include the mikes. *Et voila!*

Photography being creative work, this article's best approach is probably through the lens-men themselves. Photo editor and charter member is Ray Lee Jackson, radio's first photographer. What lens work he has time to do when not engaging in managerial duties is in the portrait field. Should you want examples, remember his portraits of Toscanini, or—going from something to something—of Dorothy Lamour.

Assisting him in desk work is Charles Van Bergen. A special job of his is assisting outside photographers, including newsreel men, in taking pictures around the studios. Charlie also can and does use the snap box himself when occasion demands it. Assisting both Jackson and Van Bergen is Florence Schwarzer. Incidentally, should you notice in some studio shot a girl pictured as an actress but whom you

know you have seen at an office desk, it is the photogenic Florence.

The majority of the portrait work is now done by Frank Westhaver. With the unofficial motto, "Give that little girl a big personality," Westhaver produces those eye-catching cheese-cakes (leg art) that so brighten the radio columns. His subjects also include full-faces, groups, entertainers in gag poses, sponsors' friends, and Fred Allen, i.e., anything taken in the section's own studio.

Meet now Sidney Desfor and Robert Fraser, the news men. One of their duties is snapping shots of the stars at work. For instance, Ezra Stone is supposedly riding a bicycle in one episode of *The Aldrich Family*, and actually peddles a jacked-up bicycle in the studio while reading his script. Now a shot of Ezra on his bike before the mike can do no harm, promotionally speaking; so up to the studio goes Desfor or Fraser and records the scene for posterity. Pictures of actresses washing dishes and digging radishes just like reg'lar folks also endear them to their public; so such work takes these two camera-men out to the suburbs. The remainder of their camera work consists of covering NBC special events. Sometimes these assignments are not only hectic but exciting—entailing such feats as flying through fog to and from some remotely located news scene in order to scoop all other photographers. (If NBC submits a news-worthy photo to the papers before any other service does, the papers will naturally use the NBC photo—mike and all.) For the benefit of camera addicts, the cameras used on these

news jobs are Rollies (Rolleiflex), Minnies (Contax, F. 1.5), and Four-fives (Speed Graphics).

The sixth male member of the section is William Haussler, a six year NBC veteran. Since April he has been taking all the television shots. That his subjects range all the way from iconoscopes and boom mikes (studied impressionistically) to ballet dancers (studied longingly) gives an idea of the scope of his work.

All these men do their own developing. Besides being experts on the "from soup - to - slop - to wash" procedure, making wet prints (rush jobs—printed from wet negatives), and other technical aspects, they also are naturally well versed on all other phases of publicity photography. They know the different requirements of various outlets in regard to types of poses or how to group pix for a feature layout. Having photographed foreign royalty and almost every big-name in this country, besides artists, they know how to handle the most difficult subjects. Most artists, however, now willingly accept advice and "mug it" or "hold it" according to instruction. It is interesting to note here that much photographed "biggies," when being shot with a group, rush to the camera's left—knowing that their name will thus read first in the caption.

These doughty lens-men also know better than to let any subject pose with a tall glass of amber fluid and cracked ice or with a smoking toasted weed—smoking not being allowed in the NBC studios. An exception was made of Ben Bernie, he being considered—we quote *Variety* — "a torso attached to a stogie." They know, too, how to work fast; most jobs demand it. Ray Lee Jackson once did sixteen portraits of Toscanini in thirteen minutes. All sixteen were good and were used. As to quality, anyone who has seen their three-hundred-picture exhibit now traveling the country can well testify. Their ability can certainly be traced in part to their con- (Cont. on page 14)



For the first time in history the men of the NBC Photographic Section pose together—and for an amateur! Left to right are Frank Westhaver, Charles Van Bergen, Sidney Desfor, Photo Editor Ray Lee Jackson, William Haussler, and Robert Fraser.

KOA DENVER

by Mack Switzer

KOA'S Sound Effects man, Lyle Baker, turned in a remarkable performance on the Merchant Biscuit Company's program during the recent Cheyenne Frontier Days. During the 30 minutes on the air, Lyle used over 40 sound effect records to simulate sounds of an imaginary passing parade, which was described by Announcer Gil Verba. Sound of cavalry, crowds, wagons, police cars, stage coaches, and artillery was so neatly done that the station received several phone calls asking why the Frontier Days Parade was held three days earlier and at night, too.

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Vacation Notes: Junior Control Supervisor Joe Rohrer spent his vacation communing with nature at his suburban home just outside Denver. Joe has gone agricultural this year since purchasing his new 6-acre tract. His crop includes corn, beans, and a sprinkling of radishes . . . Ellsworth Stepp, Transcriptions, and wife, Kay, vacationed near Aspen, Colorado, where the fishing can always be relied upon to be good . . . Production Manager Roscoe Stockton hied himself to the hills and his cabin near Eldorado Springs to catch up on his reading and thinking, but Mrs. Pansy Stockton tells us that sometimes Roscoe would sit and think and at other times he would just sit . . . Announcer Jim Campbell took his vacation by seeing more territory than he had ever dreamed of when he took the Streamliner to Chicago and after a quick look at the Big City hurried back to Denver and then left again for Longview, Washington, where he visited his parents.

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On Sunday, August 13, by means of pack set, mobile unit, and regular phone wires, KOA broadcast from the top of Arapahoe Glacier, high in the Rockies, on the occasion of the annual trek to the top of the mountain of ice, sponsored by the Boulder Chamber of Commerce. With Announcers Charles Anderson and Ivan Schooley at the microphones, Engineers Perry Peregrine, Glen Glasscock, and Stan Neal did a perfect job of relaying the voices from Anderson and his pack set to Schooley and the Mobile Unit and from there to Nederland and the wire pick-up.

NAMES IN THE NEWS

(Continued from page 5)

New York; Daniel S. Tuthill, assistant managing director, a boat trip to Bermuda and three weeks on the Island; Adelaide Bucheister, a trip to Switzerland and Germany; Ethel B. Gilbert to Lincoln, Nebraska.

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John Baxter, former publicity man for Artists Service, opens Station WFMJ, Youngstown, Ohio, as manager, with Paul Whiteman as the first guest star.

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NBC viewers of the recent Eastern Grass Court Tennis Championships were pleasantly surprised upon seeing Guide Supervisor Paul Rittenhouse appear five minutes before the Iconoscope at the end of the matches. It seems that Paul, being a tennis expert, had been helping out during the entire telecast. Paul was asked to give the public his choice for the American Davis Cup Team. As No. 1 he chose Bobby Riggs; as No. 2, Alice Marble! A slight bulge was noted in his left cheek—not, we believe, due to mumps.

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Just at press time comes news of another intra-departmental romance. The principals are Edna Mustor, secretary to George Frey of Sales, and Field Engineer Andrew Thomson. The wedding date is the second of this September. The couple met at last summer's NBCCA outing. Miss Mustor is resigning from the Company.

Know Your Company

(Continued from page 13)

stant practice—all have photography as their main hobby.

As to distribution of all these photos, many are made for special purposes or on request (of the Editor of the News Service, for instance—or even the TRANSMITTER). The majority are sent out in a service that supplies around ten subjects weekly to several hundred papers. Of course there must be a file room, or morgue, to house all these pix. Also there must be a file clerk who knows where everything is. There is, and her name is Dorothy Streitz. And that completes the section's personnel and this article. So, as negative 10.453-12 floats lazily about in its chemical bath, we regretfully say goodbye to the NBC Photo Section.

KYW PHILADELPHIA

by J. A. Aull

Griffith B. Thompson, formerly with the National Broadcasting Company and more recently sales manager of the Associated Recorded Program Service of New York, was appointed sales manager of KYW last month to succeed John S. K. Hammann who resigned.

Mr. Thompson first joined the National Broadcasting Company in 1935 as sales manager at WBZ Boston. A year later he was transferred to the network division of the company in New York. In 1938 he resigned to become associated with the advertising firm of Birmingham, Castleman and Pierce, Inc., of New York. He left there to join the Associated Recorded Program Service. Thompson is married and the father of one child.

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There are a lot of people pounding city pavements who wish they had an automobile, but Jim Harvey, director of the KYW Camera Club, was in the anomalous position of trying to get rid of one. It seems that Jim went to the World's Fair in New York and snapped a photograph of the flags flying over the Ford exhibit. When the Ford Company offered prizes for photographs in July, Harvey sent along his sample. He won first prize. And last month none other than Henry Ford himself presented Jim with the winner's bounty. It was an automobile and exactly the same kind of car that Harvey had spent good money for less than a month previous.

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Vacationers: Leslie W. Joy, general manager of KYW, selected the Jersey coast for a two weeks' vacation, in the early part of August . . . Lambert Beeuwkes, KYW sales promotion manager, also recuperated on the Jersey beaches after a trip to the World's Fair . . . Anna Anderson, secretary to Griffith B. Thompson, new sales manager at KYW, spent her vacation at Camp Karamac, Delaware Water Gap . . . Emma Mae Lysle, secretary to J. F. M. Proulx, KYW auditor, also returned from vacation at Delaware Water Gap in time to pinch hit in the Publicity Department for Janet Millman, who vacationed at Westport, Conn. . . . Helen Pearce, secretary to Jim Harvey of the KYW Program Department, selected Virginia Beach . . . Announcer Dan Munster spent two weeks at Fort Hoyle, Md., as Lieutenant Munster of the Sixth U. S. Field Artillery.

NBC HOLLYWOOD

by Noel Corbett

During his Northwest business trip, Hal Bock, Division Press head, experienced the thrill of acting as a one man fire department in one of the hotels at which he stayed. It all happened when he left his room one morning and discovered a burning service tray wagon in the hall. Calling for help while beating out the flames, he soon had an audience and an hotel attendant with a fire extinguisher. However, the attendant refused to put the thing to work, claiming the acid would ruin the rugs. In disgust Bock finished the job with damp rags.

Payoff came when Bock checked out and discovered the hotel had charged him a dollar a day more for his room than quoted. When Bock suggested he'd submit a ten dollar fire-fighting charge, the manager quickly adjusted the bill.

Speaking of the trip itself, Bock is gunning for Tracy Moore, Sales, after Moore recommended a no-traffic, no cops, no-trucks route to Portland, which turned out also to be a no-service station, no-human being, no-road trail that was full of chuckholes, turns, corduroys, rocks, and rattlesnakes. Bock has inaugurated a campaign of window cards, direct mail, and innuendo against Moore as a highway-picker, especially since Moore, when he went to Portland a week later, went via air.

Walter Baker, manager of the NBC Softballers, manages to keep his team well supplied with opponents, and tough ones too. The Telco Cubs (Southern California Telephone Company), to whom they lost 9 to 8, are third in the AA league. Charlie Smith, General Service, pitched, and "Whitey" Reynolds caught. Curley Bradley of the NBC Ranch Boys knocked out a home run.

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Because Director Arnold Maguire insisted on spending his vacation at his typewriter cleaning up writing stints, Assistant Program Director Marvin Young instructed the studio cop, Jim Cannon, to refuse the gagman admittance to the building when he appeared at the employes' entrance.

Later somebody spotted the director working in his office.

"I came in the front door with a bunch of tourists," explained Maguire.

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Tour Guide George Volger has been doing such a swell job entertaining Hollywood Radio City visitors that he was chosen to describe the RCA Television Exhibit at the San Francisco Exposition. Volger will tell the workings of television to thousands daily for the duration of the Fair, after which he will return to NBC.

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Quick Pix: Helen Murray, Sales Promotion, was recently made Secre-

tary of the L. A. Jr. Women's Ad Club for coming year . . . Nell Cleary, Press, is feeling spry these days after her two recent illnesses . . . Helen Limke, Press, is staying in town on vacation. One reason is that she swims daily in her uncle's private Bel-Air pool . . . Sidney Strotz vacationed here . . . Lew Frost divided his vacation between San Francisco Fair and Hollywood . . . Maryalice Moynihan, Auditing, vacationed with relatives in Seattle . . . The last two weeks in August Don Gilman spent in the Northwest . . . For the first time in five deer seasons, Sidney Dixon missed bringing home a buck . . . Jane Burns vacationed at Laguna Beach. Memories of last year's sunburn made her resolve not to do any swimming. However, one of those big breakers caught her off guard . . . Charlie Brown spent ten days vacationing at Catalina . . . Curtis Peck, engineer-in-charge, KPO-KGO, visited A. H. Saxton and Hollywood Radio City during August . . . Andy Love has a speaking date with the Pasadena PTA, April 10, 1940! . . . Bill Sabransky, Hollywood staff organist, vacations in his home town of Kenton, Ohio, sometime in October. During his stay Sabransky will give a dedicatory recital on the new organ of the Kenton Lutheran Church . . . Ask Marvin Young how to make barbecue pits and influence bricklayers.



When Walter Bunker returned from his vacation he was greeted by an empty office. It happened that when Marvin Young vacationed, Bunker and John Swallow removed all the drawers in Young's desk. Helping Bunker catch up with his correspondence is Janette White. Incidentally, Swallow vacations next.

At the Samarkand Hotel in Santa Barbara, Photographer Art Carter snapped (left to right) Hal Bock, Western Division Press manager, Mrs. Pinney, Mrs. Bock, and Warren Pinney, manager of El Mirador Hotel in Palm Springs.

ROVING REPORTER

Nine proud pappas and mammas have just blossomed out in the Script Division. The strange part of the story is that all nine are the parents of the same small boy, and most amazing of all, although they have just recently assumed the duties of parenthood, their son is all of nine years old.

It seems they have adopted this boy, Victor Garcia de la Calle de Scripto



Victor Garcia de la Calle de Scripto

The Script foster parents, led by Carl Bottume, who has been appointed secretary by the group, are Natalie Baker, Mary Elson, Stockton Helffrich, Richard McDonagh, Marion Pullar, Kirk Quinn, Helen Sweeney, and Elizabeth Todd.

The boy has ambitions to be a sailor, so the parents followed their first correspondence, a joint fatherly-motherly letter, by sending him a new sailor suit, and have every intention of encouraging the boy's ambition.

Our congratulations go to Vic for having acquired some good parental possibilities. With a little patience he should be able to make real parents of them. At the same time, though, remembering how tough on us it was having just two parents feeding us our spinach, we tremble at the thought of how effective nine of them would be.

Incidentally, if anyone would like to know more about the plan, just contact Carl Bottume of Script. As secretary of the group, he can tell you all about it.

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For sheer diligence and patience, with a touch of brilliance verging on genius, our hats are off to those men who figure out the destinations of those weirdly addressed envelopes which pop up every once in a while. Not long ago, for instance, George Nelson of Personnel received a letter from Canada addressed simply, if rather cryptically:

G.M.N.
WJZ
NBC
RCA
N.Y.C.
U.S.A.

And the amazing part of the whole story is that it was delivered without delay. Proving, though it isn't our fault, that the mails do go through regardless.

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NBC has for years produced individual champions in many

fields. Our latest claimant to highest honors in his chosen pastime is big Herman Dayton of our guide staff, whose achievements in Bingo have been little short of phenomenal.

Recently Herm was lured into one of our down-town theaters by one of those "double-feature-as-advertised - plus - Bingo" nights, and true to the preferred NBC tradition "asked no quarter and gave none" until his final triumphant cry of "Bingo" rang out in token of victory. Before the smoke of battle had cleared, Herm had not only been declared the winner, but he had also walked off with the jack-pot which totaled—(sorry it's an NBC policy not to mention monetary figures when speaking in tours or of guides). Sufficient to say, with the first three figures ignored, the total ended up with \$42. His winnings found a very ready home, however, so Herm is still speaking to the rest of us. If you approach him on the subject, he may even be prevailed upon to drop some pointers on the system of a successful champion.

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This item comes under the heading of the prize gag gift of the month. We're all familiar with the news that Keith Kiggins has been appointed director of the Blue Network, but few of us know of the farewell present from Station Relations tendered him by plotters from that and various other departments.

The plotters, led by John Kucera of Sales Traffic, conceived the idea that, as Blue Network leader, Mr. Kiggins should find definite inspiration in that blue-blood leader of all the blues, that masterpiece of John Gainsborough—the *Blue Boy*.

The germ of an idea was born, and the machinery of NBC began to grind. Station Relations, Press, Sales Traffic, Sales, and the Drafting Room all had a hand, and when the final product was presented, it was a masterpiece which Mr. Gainsborough himself could hardly recognize, for in place of the fair innocence of the original aristocrat Blue Boy, we find the face of our number one Blue Networker. We don't know where the original youngster won his title as champion of the blue, but we feel pretty sure that his successor will defend those blue laurels in a way to make Blue Boy the First proud of him.

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Your new Roving Reporter joins the editor in asking every NBCite to remember that the TRANSMITTER'S success depends upon employe contributions.



Keith "Blue Boy" Kiggins

NBC TRANSMITTER

VOL. 5

OCTOBER, 1939

NO. 10

EUROPEAN NEWS COVERAGE

NEVER before has the staff of the National Broadcasting Company been kept as steadily rushed as during the first few weeks of this latest world upheaval. This article will attempt to sum up the backstage operations in New York only. Other offices were kept as busy, and the recounting of their activities is printed elsewhere in these pages.

The scene of the most intensified action was the News and Special Events Division. The numerous teletype machines, which ordinarily work in routine fashion, suddenly started to clatter incessantly as bulletin after bulletin flashed in. The staff valiantly struggled to meet the tide of events but was soon swamped under the deluge of intruding news bulletins. Other departments cooperated by sending all the men they could spare. Soon the room was crowded to capacity, but everyone knew his job and there was no confusion. You have all been acquainted with the long hours, the emergency canteen service, and the cots in the office.

Extra short wave receivers were installed in the office, their antennas on the top of the RCA Building pointed at Europe. Probably their most valuable contribution was the interception of official foreign government news such as the German announcement of mined waters, that being a definite service to all shipping. Our short wave transmitters came in for their share of attention, too, when they gave Europe the news of the Russo-German non-aggression pact five hours before Europe's own stations aired it. (For those who do not already know, W3XAL and W3XL are now, respectively, WRCA and WNBL. The company's two international shortwave stations were assigned the new call letters by the FCC on August 16 in recognition of the fact that they have outgrown their experimental status.)

Returning to the News Room—announcers were detailed to stand by at all times to handle flashes directly from the teletype room. When an extremely important bulletin made an appearance, Master Control was contacted by direct phone connections. The Red or Blue, or both, channels were opened to the news room "mike"; and with the teletype machines
(Continued on page 2)



This is ordinarily a conference room. Above, it is an improvised canteen. Pictured from left to right: Page Granger, Announcer McNamee, Newsmen Keough, Haaker, and Feldman.

AA OUTING GREAT SUCCESS

ON Tuesday, September 12th, some 225 NBC New York employes and guests attended the NBC Athletic Association's annual outing. How varied were their activities and how good a time they had can best be judged by the various pictures scattered through these pages. For the record, however, we herewith present a few written facts. Further details will be found on the AA and Roving Reporter pages.

The scene of merriment was rambling Briarcliff Lodge, nestled in a beautiful New York woodland. The quiet of this picturesque locale was disturbed as early as 9 a. m. by the prompt arrival of ambitious golfers. So with golf, under the direction of A. Frank Jones, setting the pace, the sports were under way. Al Crenshaw soon had the tennis players happy, and the courts were quickly filled. In the meantime D. B. Van Houten had departed for the riding academy some distance away to arrange for mounts, while Henry Hayes remained at the Lodge to dispatch the first group of riders. Badminton and horseshoes were organized by Al Walker. Both morning and afternoon saw hotly contested softball games played by both men and women, and the large swimming pool was available all day—although the sun was not.

Lunch was served for a period of several hours for the benefit of the hungry athletes as the sports events continued on through the afternoon. As darkness slowly settled over the scene, the weary sports enthusiasts began to trudge toward the locker rooms for a quick shower, a change of clothes, and an appetizer.

Dinner was announced at 7:30, and the large, brightly lighted dining room was soon humming with the voices of gay diners as hot food was rushed to and fro by busy waiters. During dinner Photographers Bob Fraser and Charles Van Bergen dashed from table to table flashing pictures.

Promptly at 9 a roll of drums introduced George McElrath, who introduced A. Frank Jones, who in turn presented the prizes for the day's events. The majority were
(Continued on page 2)



Hard at work, the Special Events men find themselves under the added pressure of the critical surveillance of tourists. Visitors were allowed during two days of the crisis.

TRAINING TO RESUME

The Personnel Division is planning to renew and enlarge the training program which proved so successful last year. In addition to the Orientation Course designed to acquaint new employes of the New York office with the background of the Company and its departments, the Discussion Groups will again be formed about October 1st. Although there have been so many requests by employes of the Company to be permitted to attend these meetings at which executives explain the intricacies of their divisions, enrollment will be held to approximately fifty because of limited facilities.

Recently Mr. Engles announced that he planned to conduct a course designed to train a carefully selected group of ten employes from the New York Office so they may qualify for positions in the Artists Service Department. Meetings are to be held at which men and women leaders in their field will discuss the sale and management of talent.

Applications for enrollment in any of these courses should be made to Ashton Dunn in Personnel.

REGINALD HAMMERSTEIN JOINS NBC TELEVISION

Again the NBC Television Production staff has drawn from Broadway experience with the addition of Reginald Hammerstein. A member of the third generation of the famous Broadway dynasty founded by Oscar Hammerstein, the new television producer is expected to give the legendary Hammerstein style to some musical pieces to be telecast this Fall over W2XBS.

Educated at Hamilton Institute and New York University, his theatrical career began when he became a sort of "third assistant stage manager." Since then he has strung up a long list of production successes on the road, in London, and on Broadway.

NBC AA OUTING NEWS

(Continued from page 1)

for golf events, winners of which are listed elsewhere. Marion Ayer won the door prize for ladies; Don Meissner for men. The Engineering softball team, captained by Ed Prince, won the consolation softball prize. Joe Merkle was given a statuette for winning the tennis championship, as was Paul Rittenhouse for being runner-up. It is to be noted that, except for tennis, all the prizes that Mr. Jones selected were practical, usable objects.

Upon completion of prize distribution, an NBC dance orchestra headed by Irving Miller swung out with a popular tune, and the dance was on. So, as the time ticked by, gaiety was the order, and it was not until a soft rain began in the small hours that the party broke up.

President Lohr joined the party in the early part of the evening before leaving on a trip to Chicago. Among others who were able to spend most of the day at Briarcliff were John F. Royal, Judge A. L. Ashby, Clay Morgan, William Burke Miller, Vincent Gilcher, I. E. Showerman, B. F. McClancy, Martha McGrew, C. W. Farrier, Mark Woods, O. B. Hanson, and R. J. Teichner. Several executives from other stations also attended.

Chairman Al Protzman and Committee Members Marian Ayer, Mary Coyne, Henry Hayes, Frank Lepore, and Al Walker are directly responsible for the exceptional success of the Outing and cannot be commended too highly. Departmental ticket representatives also come in for a good measure of praise for their efficient cooperation with the committee. Same is to be said for those who supervised the various sports.

Thus another outing passes into history, but its memories shall long remain; and those unfortunates who were unable to attend this outing may look expectantly forward to the next.

NBC'S WAR COVERAGE

(Continued from page 1)

and typewriters clicking an exciting tattoo in the background, the announcer would read his flash, many times bending over the machine as it was coming in.

NBC scored many scoops, including the first airing of Hitler's rejection of England's ultimatum, the torpedoing of the Athenia, and Hitler's arrival at the Polish border. Much of the descriptive news was made available by the many special broadcasts direct from the capitals of Europe where over two score famous correspondents, headed by Fred Bate, Max Jordan, and Paul Archinard, stood by twenty-four hours a day to bring NBC listeners the latest word. Correspondents from the three press associations, AP, UP, and INS, and from leading newspapers were also engaged.

As to personal credits—well, we started to compile a list of names, got half way through the News and Special Events roster, and then realized that such a list would run on for columns. Not much thought is needed to realize how many departments felt the strain. For instance, time on the point-to-point short-wave channels had to be constantly arranged for in order to bring in speakers from Europe. Likewise, network lines had to be continuously changed. Thus the Traffic Department was kept rushing twenty-four hours a day. The Press Division inaugurated its first regular "lobster shift." The extra work of the engineers and announcers is obvious. Sudden arrangements for European broadcasts tied up studios and ruined directors' schedules, necessitating the revamping of everybody's work. And so it went. Certainly there was perfect response to the historic letter which President Lohr sent to the entire staff, and from which we herewith quote in part:

"The staff of the National Broadcasting Company has a fine opportunity to render exceptional patriotic service in the way we perform our daily tasks, following the developments in Europe of the last few hours.

"It is expected that each member of the staff make himself available for such extra duty as may be required from time to time.

"At all times, let each of us complete our assignments quietly, efficiently, and with as little disturbance to the normal routine as possible. Hysteria has no place in NBC traditions."



Chosen because it shows so many faces, here is a table photo taken at the AA Outing.

NBC CHICAGO

by Lynn Brandt



Flagship of the NBC navy, the Owl, on way to winter drydock under supervision of Announcers Louis Roen, master, and Don Dowd, first mate.

Success Story

After two years as industrious members of the Central Division Announcing School, three young men of our Guest Relations staff have been engaged as full-time announcers by WDWS, Champaign, Ill. Howard Markusson, now known as Mark Howard, Bob Jensen, and Bill Nelson are the lucky lads who snared the jobs. Two days of exhaustive auditioning before a WDWS executive won Howard, Jensen, and Nelson a start on their radio careers. The best of luck and good wishes to the boys from all of us here in Chicago.

Corridor Conversation

Bill Drips, director of Agriculture, is busy planning another NBC Coast-to-Coast pickup of the annual National Cornhusking Contest scheduled for Lawrence, Kansas, this year. You may not know this, but Bill is recognized as one of the originators of this nationally famous event. He also holds the distinction of being the only man who has attended all contests since the premiere in 1924 . . . Bob Brown, announcer, proved his linguistic abilities the other day by conducting a tour of our studios conversing only in French . . . Apartment life and stair-climbing are not for our Central Division Engineering staff. Your reporter was informed recently that 85% of the dial-twisters either own their homes, are now building new homes, or are renting homes. But to live in apartments?—no thank you! . . . Ken Fry, Special Events chief, has moved his news and teletype machines into a three-room suite. John Thompson, Jack Fern, and Johnny Erp, his assistants, have here-

tofore been forced to sprint from their office, turn two unbanked corners, and hit the straightway at full speed to reach the source of their news so as to meet their broadcast deadlines. The boys can now break training . . . Bob Kendall, Artists Service, is another sufferer from hay fever . . . Helen O'Connor, secretary to S. N. Strotz, is California and vacation bound . . . Two new papas are proudly marching NBC corridors. Art Pearson, purchasing agent, has a six and one-half pound son, Paul Godfrey, born August 23. Three days earlier, R. S. Peterson, General Office, announced the arrival of his second boy, Stanley Peterson, seven pound and fourteen ounces, who arrived August 25 . . . Evelyn Partridge, General Office, who has decided to leave the business world in favor of home making, was the guest of honor at a party arranged by the gals of our Chicago office. From every report it was a swell party . . . Marshall Rife, engineering field supervisor, has returned from a northern Minnesota fishing expedition. He claims just fair success . . . H. D. Crissey, Stock Engineering, is also back from a Wisconsin fishing vacation. He reports the "capture" of a three and three-quarter pound big-mouth bass . . . It may be news to many of you gentle readers, but our good friend Arnold Johnson, Artists Service, is now a married man. On August 19, Miss June Eckman became his better half. Honeymoon was spent in the Tennessee Smoky Mts. Chicago home will be 705 East 80th. Wedding cake ceremony pictured on page . . . Frances Morton, Engineering, has returned from a Mackinac, Mich., vacation . . . Rumor a la corridor has it that, in order for the NBC Central Division to handle the increased volume of business contracted for this fall and winter, we will need and may have additional studios in the very near future . . . The boys who are entered in the NBCCA tennis tournament are all pointing their games to one Charles Whipple, Guest Relations. It seems that Charley, on the day the drawings were made, went on record that he would emerge as undisputed tennis king of the Central Division. At press time, Charley is yet undefeated but is facing his toughest competition in forthcoming matches . . . Tony Koelker, Press, returned from an Iowa vacation . . . Agnes Seward, Press, is back

at her desk following a two-month leave of absence.

Scooperoo

Tom Gootee, studio engineer, is credited oftentimes with staging the unexpected—the unusual, and not saying much about it. Engineer Tom has had the boys of his department guessing from one end of the dial to the other. However, here is the information they seek. Tom is a married man! August 28 last, Tom exchanged vows with a charming Canadian lassie whose maiden name was Ruth Macabee. Married at the Diversey Evangelical Church in Chicago, they now are at home to their many friends at 839 Diversey.

Harmonious Decade

Congratulations to these five well-known Central Division staff musicians who have just observed ten years of musical service for NBC. John Wolf, trumpet; Whitey Berquist, piano; John Kuhn, tuba; Jimmy Both, clarinet and sax; and Harry Budinger, drums. With an ear to good music, and an eye on their conductor, may they enjoy another successful ten years in our Chicago studios.

Golf Scores (late season)

George Bolas, 81; Mac Schoenfeld, 83; Charley Hotchkiss, 126; Ed Stockmar, 96; Gil Gibbons, 87; Vern Mills, 105; Ed Bernheim, 114; Curt Pierce,

(Continued on page 6)



Arnold Johnson, Artists Service, and his bride, June.

NAMES IN THE NEWS

NEW YORK

Changes and Additions

The recent vacancy in the Script Division has been filled by Mr. Gerald Holland, a writer whose past performances make him a most welcome addition to the staff. After attending St. Louis University, Mr. Holland entered the newspaper field and worked on New York and St. Louis papers. On the side he contributed to various magazines, including the American Mercury. His radio work started in St. Louis, where he spent several successful years with KMOX. He came to Radio City after a brief interim of free-lance writing. He is married and will live in Manhattan.

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On August 31 Betty Emerson resigned as secretary to Press Manager William Kostka to become secretary to District Attorney Thomas E. Dewey. Miss Emerson had been with NBC a year. Her place here has been taken by Jessie Kline, who had to move only a few steps to her new desk. She has been in Press three years, most recently as secretary to Earl Mullin.

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Mr. Robert P. Myers of the Legal Department has a new secretary. She is Dorothea Mathews. And she insists that there is only one "t" in that last name. Miss Mathews' home is in Jamaica, Long Island. She is a graduate of New York University and a member of Alpha Omicron Pi sorority. Her previous experience in legal work combined with her interest in music fits her admirably for her new position. Miss Mathews replaces Miss Bethany Mather, who resigned August 31st. The latter, who is known only to the mailman as Mrs. George Schuster, plans an indefinite leave from business life.

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Miss Ada Mullen, recently secretary to Mr. Daniel Tuthill, managing director of Artist Service, left September 8th for a long trip in Mexico and Guatemala. Taking over Ada's duties is Miss Alice Stuffacher, recent graduate of the University of Wisconsin. Alice indulges in swimming for relaxation and enjoys a variety of hobbies.

Central Files has had two additions in the past month in Miss Margaret Brown and Miss Marjorie Tietjens, file clerks. Margaret graduated in June from Hunter College and came to work in NBC directly from the New York Business Training Foundation. She enjoys the creative arts, indulging in painting and writing short stories for pleasure.

Marjorie is from Indiana, where she graduated from Valparaiso University. She excels in playing tennis and the piano.

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Although Dom Davis, past editor of the TRANSMITTER, left his position in the Production Division last month, the exact nature of his new work has just come to us. One reason is that Dom has been too busy to correspond with anyone.

He is working in White Plains, N. Y., for The Evening Dispatch and its radio station, WFAS. Although on the editorial staff of the paper, he devotes most of his time to rewriting the AP for the radio station. Dom is at present doing the fifteen minute, four-day-a-week afternoon newscast.

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To last issue's list of pages and guides who are returning to college add: Paul Bartlett and Frank A. Porter, Jr., Harvard University; George Flood, Villanova; Richard McCormick, Rutgers (graduate school); Robert Merrill, Princeton; Jack Rourke, Dartmouth; Walter Erickson, Dick Granger, and Bradford Mitchell, Antioch.

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The last page to go to a local station was Bernard M. Dabney. He is now at WRTD, Richmond, Virginia, performing—as far as we can find out—the usual all-around duties.

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The last page to go to a baking company is Joseph O'Brien. He is now with the General Baking Co., N. Y.

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Two more guides to move up in the company are Kenneth Ellsworth and Powell Ensign, both of whom are now correspondents in the Information Division. Both came to the page staff in August, 1933, and were given their new positions within the same week.

After attending Georgetown University's International School, Ken acquired business experience in several fields. The year previous to joining NBC he served as a reporter on The

Daily Courier of East Orange, New Jersey. He had written a weekly column for another paper before that.

Powell Ensign's previous business experience included a year in the credit department of B. Altman & Co. He was graduated from Brown University in 1937. Both he and Ken served time on the TRANSMITTER, for which they were indefatigable workers.

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Miss Janet Wallum is the latest addition to that section of the Information Division which passes the happy hours handling the correspondence of the *Women of Tomorrow* program. Janet is a New Jersey girl and is a recent graduate of Katherine Gibbs' school.

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From Station WWJ, NBC Red Network affiliate in Detroit, comes Miss Isabelle King. Her position here is secretary and part-secretary, respectively, to Messrs. Helffrich and Titterton of Script. Miss King was announcers' supervisor and production secretary at WWJ, and has always planned for a radio career.

Miss King is replacing Miss Helen Sweeney, who in turn replaces Miss Natalie Baker as secretary to Mr. Titterton. Miss Baker has always made painting her chief hobby, and now she is resigning in order to receive her first intensive training in the art. She will attend the Art Students' league.

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Miss Anne Lee Strom has been transferred from Stenographic to Sales to become the secretary of W. E. Myers. Anne came to New York and NBC in June. The previous two years, after leaving the University of Minnesota, she was in charge of the certification of rural teachers for the State Department of Education in Minnesota.

One of Anne's outside interests is the violin—which is rather an understatement. As a matter of fact, her playing won her a European trip when she was seventeen. She expects to study this fall at the Juilliard School of Music.

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After six months in the Information Division, handling correspondence for the *Women of Tomorrow* program, Miss Isobel Knickerbocker has been transferred to Civic Concert Service to replace Miss Penelope Ferry who resigned because of illness. Miss Knickerbocker is a graduate of Pine Manor Junior College.

TENTH ANNIVERSARY CHIMES

The new face which you will encounter in the Legal Department these days is that of James B. Hawley. Jim comes to us well recommended from Brown University where he recently received his B.A. degree and a Phi Beta Kappa key. At present he is studying law at New York University. His position here will be that of law clerk, which was held until recently by Reid Patterson who is returning to Columbia University to study law.

Miscellaneous

A short time ago Miss Thelma Prescott resigned from the Television Production Division. Now it has been announced that she has been signed by the NBC Artists Service Department to give lectures on "Behind the Scenes in Television." Her new work will take Miss Prescott to women's clubs, drama schools, universities, etc. throughout the East. The talks will vary according to the groups' interests, but will usually include various anecdotes as well as more technical information on such subjects as lighting, staging, and directing.

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On September 7th Lowell Thomas' commentary included brief mention of an unsuccessful submarine attack on the S. S. Carinthia of the Cunard White Star Line. To one listener, Jeanne Harrison of Sales Traffic, the item held more than casual interest. Less than a week before Jeanne had disembarked from the Carinthia following a vacation cruise to Canada and Bermuda. It was not just "one of those cruises." The last seven nights had seen the en-



Jeanne Harrison

The NBC TRANSMITTER salutes these members of the National Broadcasting Company, who, this month, complete their tenth year with the Company.

New York

Joseph Baricak, Guest Relations Division.
 Charles D. Facer, Artists Service Department.
 Clinton F. Gluck, Engineering Department.
 Viola Grams, Stenographic Section.
 Helen T. Gunderman, Program Department.
 Raymond F. Guy, Engineering Department.
 Maurice D. Holland, Engineering Department.
 Sheldon B. Hickox, Jr., Station Relations Division.
 Stanley Kiklica, Traffic Division.
 W. Leroy Marshall, Production Division.
 Helmuth D. Zimmerman, Engineering Department.

Chicago

Agnes E. Seward, Press Division.

San Francisco

Joseph W. Baker, KPO Transmitter.
 Henry C. Dunton, Engineering Department.

Albert E. Evans, Engineering Department.
 George B. McElwain, Engineering Department.
 Edgar L. Parkhurst, Engineering Department.
 Edward A. Poage, Engineering Department.
 John H. Ribbe, Program Department.
 Milton M. Samuel, Press Division.
 Janett Sligh, Program Department.

Hollywood

Donald A. DeWolf, Engineering Department.
 Alex S. Robb, Artists Service Department.

Denver

Marie B. Gregoire, Executive Department.
 Clarence C. Moore, Program Department.
 Walter L. Morrissey, Engineering Department.
 Frank A. Nelson, Engineering Department.
 Dale L. Newbold, Auditing Division.
 Robert H. Owen, Station Manager.
 Clarence A. Peregrine, Engineering Department.
 Carl W. Schuknecht, Engineering Department.
 Jesse A. Slusser, Engineering Department.

forcement of a black-out so strict that the passengers could not even smoke on deck. The captain was navigating under sealed orders, no personal messages could be sent or received, and news circulated only in the form of rumor. To cap the excitement, an unidentified submarine was seen following the ship for several days. A different sort of vacation, to say the least.

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On October 15th Margaret Stillman of Stenographic and Robert Stone of Electrical Transcription are to be married. This wedding does more than carry on the fine tradition of inter-company romances. The couple first met when both were cast in the Stagecrafters' production of *The Late Christopher Bean* (as Dr. and Susan Haggert). However, they are not setting a precedent, for it was through Stagecrafters that Hubert and Mrs. Chain (Kay Hoffmeir) met, loved, and wed.

The wedding ceremony is to be held in St. Johnsbury, Vermont. The couple plan to spend the following week on the Maine coast. Miss Stillman will remain with the company.

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Another member of the New York office soon to be married is Morton Bassett of Sales. The girl is Davyde Miller, who is employed by a New York advertising company. The ceremony will be performed December 17th at a church in Elmhurst, Long Island.

That is not all the news about Mr. Bassett. At an Elmhurst theater recently, sixty men from the audience were pushed up onto the stage by their wives and girls to have their countenances judged by three women from the audience. Morton was picked as the handsomest!

We understand that Miss Miller had already accepted him.

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from coast to coast.

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NEW PLAY CHOSEN BY
THE STAGECRAFTERS

Now that the barnyard has been relegated to its proper position on the farm, and the followers of Thespis have combed the straw out of their hair — The Stagecrafters, emerging from a successful summer of hibernation, are preparing to delight their audience once again with the presentation of a production in Studio 8G. The play chosen for Fall production is *Help Yourself*, a tongue-in-cheek satire on the modern business world, written by Paul Vulpis and originally presented by the Federal Theatre during the season of 1936-37.

The cast has been selected and the troupe is being whipped into shape at this point by drillmaster Bob Stone, who delighted NBCites with his portrayal of the righteous Reverend Banks in *Pursuit of Happiness*, and almost stole the show with his interpretation of the double-dealing Dr. Haggett in *The Late Christopher Bean*. Bob, when traced to his lair in Electrical Transcription, expressed his pleasure at the opportunity to direct *Help Yourself*, as he feels that it is "one of the most cleverly constructed and absolutely original comedies written in our time."

Enthusiasm for the play is unbounded among the Stagecrafters, and the production is certain to parallel their previous successes in 8G. So watch for further announcements regarding the dates set for the performances of *Help Yourself*.

In the meantime please send in to the TRANSMITTER any items that you think suitable for the Names In The News column!

NBC WASHINGTON

by Marian P. Gale

Washington being a focal point for war news, WRC-WMAL news men, announcers, and other employes worked long hours during the first two weeks of the recent European crisis and war. With the two stations operating on a 24 hour basis, cots were set up in the news room and studios to accommodate those on irregular schedules. Round the clock service for a seemingly indefinite period finally made it necessary for General Manager Kenneth H. Berkeley to enlarge his staff with eight new people. The extra employes included two announcers, John McKnight and Charles Appleby, three news men, Rex Lampman, Robert Henderson, and Ralph Falvey; two page boys, Luther Dexter and Edwin Vincent Murphy; and a telephone operator, Beatrice Bulger.

Gordon Hittenmark, *WRC Time-keeper* has launched his second annual Radio Open Golden Putter Golf Tour-

NBC CHICAGO

(Continued from page 3)

135; Ted MacMurray, 95 (but last year, Ted was playing in the high seventies and low eighties); Jim Mc-Edwards, 81; Fort Pearson, 88; Ed Davies (first prize winner at last NBCCA outing), 76. Other scores were not available for obvious reasons.

Red Faces Department

Embarrassment de luxe! Bob Jensen, studio engineer and leading NBC amateur photographer, had one of those "most embarrassing moments" the other eve. Margaret Bourke White, internationally famous Life magazine staff photog, was appearing in our Chicago studios for a recent broadcast. Jensen, as control room engineer, took time out during recess in rehearsal to snap the young lady's picture. With his intricate camera set-up ready for the picture, Miss White posing prettily, and the orchestra and cast as interested witnesses, Jensen pressed the trigger. Nothing happened! He pressed again. Still silence. Again and again he tried! The camera failed to operate. Finally, to the roars and jeers of the assembled group, Jensen was forced to retire, camera in hand, still-unused negatives, with his face matching the hue of the most colorful American beauty in hothouse captivity.

namement at Kenwood Golf and Country Club in Maryland, which is just over the District line. Hittenmark asked all amateur golfers within hearing distance of WRC to enter the tournament. First prize, a "gold putter," is awarded each year to the amateur holding the low score for eighteen holes.

In addition to all the special features of the day, men and women golfers of the National Broadcasting Company are to battle it out in a special section of the tournament for low score and the two trophies being donated by Vice President Frank Russell and Mary Mason, *WRC Home Forum* director. Names of winners will appear in the next TRANSMITTER.

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It was a WRC-WMAL news reporter that gave the United States Government the exact time, to the split second, that Secretary Hull signed the neutrality proclamation and also the time at which the great seal of the United States was affixed to the document.

Room 101 of the State Department was crowded with officials, news men, radio commentators, and photographers. When the show was over, Michael McDermott, chief of the Division of Current Information, at the State Department, wanted to know for the official archives what time the signing and sealing took place. The clock on the wall had stopped. McDermott turned to NBC's news reporter, Bud Barry, trained to "clock" events to the second. The report was—signing, 1:34:30 p.m., EST, and sealing, 1:36:15.

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Announcer George Wheeler has been wondering whether he is supposed to have a vacation. Fate has worked against him until recently. First his trip to Europe via the S. S. Bremen was cancelled. Then his plans for a boat trip to South America were complicated with reports of sinking of merchant ships in that vicinity. Wheeler is keeping his fingers crossed now since he booked passage this time on the Pan American Clipper to fly around the coast of South America.

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On September 5th, News Editor Bill McAndrew released the exclusive news flash that he and Mrs. McAndrew had become the proud parents of a seven-pound baby girl.

WGY SCHENECTADY

by W. T. Meenam

WGY's staff has become softball conscious as a result of the challenge received from the New York NBC Athletic Association. W. J. Purcell, through whom the inter-city battle was negotiated, appointed Howard Tupper to condition candidates for the WGY team with long hikes and frequent practices.

The visit of the New York NBCites will be made the occasion of WGY's fall outing and there promises to be plenty of action for everyone. The outing will be held at Totem Lodge on Burden Lake. Burden Lake is east of Troy up in the Berlin Mountains, and it will give everyone a chance for excellent swimming. Dinner will be served at the Lodge and will be followed in the evening with dancing. Music by Bruce Baker's Orchestra.

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Caroline Osan, secretarial assistant to Manager Kolin Hager, reports a sneezeless vacation, and to one allergic to ragweed that's something. Caroline spent a solid week at Big Moose Lake, swimming, dancing, eating, and just thinking—but never a sneeze . . . Alex MacDonald, accompanied by wife and son, spent a pair of weeks at Marblehead, Mass. He reported a catch of fifty-one mackerel in an hour . . . Howard Tupper is back from two weeks with his parents at Canton, N. Y. . . . Kolin Hager gave up a week of his vacation to take Mrs. Hager and the twin daughters, Norine and Koline, to the World of Tomorrow. The youngsters' curiosity and interest never flagged from nine in the morning until a leg weary father called a halt . . . Kenneth Hallenbeck of Press is back on the job after two weeks of real rest . . . Jim Connolly, Files, had an international vacation, mixing his two weeks between Montreal and New York.

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During the past months two changes have been made in the Guest Relations Department. Janet Swart is substituting for Kay Anglesey as receptionist, and Robert Warner, a Fultonville, N. Y., native, is wearing the distinctive page uniform with distinction.

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Victor Campbell, who came out of the west when Radcliffe Hall was transferred to NBC headquarters in New York, has been made assistant program manager. Vic's long experience in radio, particularly in Buffalo,

KYW PHILADELPHIA

by J. A. Aull



"Too much'll never hurt yuh!" advises Tony Galento. Pictured in this unusual KYW interview are, in usual order, Two-ton Tony, Manager Joe "Yussel" Jacobs, and KYW's Kerby Cushing.

Matthew Zimmerman, formerly associated with WECO products, has just been added to the KYW Sales staff. The appointment was announced by General Manager Leslie W. Joy.

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"Two-Ton Tony" and his good right hand, Joe "Yussel" Jacobs, were air visitors at the KYW studios during the past week. Tony contributed another classic when Kerby Cushing, Philly's ace sports reporter queried: "Tony, do

will be a big help to A. O. Coggeshall, program manager.

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Announcer Al Zink and his wife teamed up in the mixed doubles division of the Scotia Tennis Tournament and went swimmingly through all opposition until the finals, when Milt Mabee and Lois Brinkman took them 7-5, 7-9, 4-6, 2-6. Al, who played varsity tennis at Hobart College four years ago blames the loss on lack of condition. Says he just couldn't take it.

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Many of the WGY staff have been going overboard on this game of golf. W. J. Purcell, heretofore devoted to fishing, has established a sixteen handicap and is no longer happy with anything higher than 88. Kolin Hager, swinging left handed, has made real progress this summer, and Betty King Donahue spends nearly every evening and a goodly part of Saturday and Sunday in pursuit of a golf ball. WGY's gold star, however, is Joe DeLuca of Guest Relations. Joe is a scratch player. He turned in a 70 on the par 72 Mohawk course in Schenectady, and his best on the Schenectady Municipal thus far is 72.

you think your beer-guzzling is deleterious to your attaining physical fitness?" Tony cracked back: "Naw, too much'll never hurt yuh." Yea, verily, he may be right. Kerby, by the way, will have done a blow-by-blow description of the Galento-Nova fight for the Canadian network by the time you read this. Yep, Philly's getting there.

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The war situation affected Ken Martin, our musical director in an unusual way the other day. He tried to insure his new Gagliano fiddle—but the policy is being held in abeyance until our nation's neutrality policies are clearly and definitely defined.

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Lt. Munster, 6th F. A., better known to his radio friends as KYW announcer Dan, has been making the rounds trying to sell a rifle. We might add, unsuccessfully. The only reason this story didn't get in the Classifieds is the report beautiful he got from one prospect. The guy said, "Buy one—huh, I've been reading about ten million foreigners who get 'em free—and they don't even want them at that price." Dan, by the way, has been drumming up business for his regiment. He says the only requirements are that you tip the Toledos at more than 180 and are six feet or better. We forgot to ask if the regiment was mechanized.

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National sports events have been treading on each other's heels getting in and out of Philadelphia. As a result the above-mentioned Kerby Cushing has been making a nice name for himself with the swell job that he has been doing. His summaries and interviews in connection with the Davis Cup Matches, which were held at the Merion Cricket Club, did the sports fan's heart good.

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Jim Harvey, director of the KYW Camera Club, took so many pictures of sail-boats throughout the summer that the bug finally bit him. He is now the proud owner of a Comet class sloop. Peculiarly enough the person responsible for Harvey's downfall was a Mr. John Mudd. Harvey will conduct a course in "Photography for Fun", at Cheltenham High School beginning October 9th. It is part of the community's program for adult education and leisure hour activities.



Alice Bradford gives all for the girl's softball team.



Helen Kellie shows here the form that won her a prize.



Ladies and gentlemen—the winners!



This could be ring-around-the-horsies, but probably isn't. If that doesn't satisfy you, consult your nearest equestrian.

OTHER
AA Out
and Roving
Photo cred
Van Bergen
tion, Jack
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well of Gue



If anything could have made this photo more decorative, it would have been a warmer day.



Here are a few of the five dozen who will remember the



tails see front page story and AA page.



C. E. Phelps demonstrates the perfect backswing.



J. R. Poppele, chief engineer of WOR, was one of several visitors.

s of the NBC
re on the AA
orter pages.
to Charles
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ardt of the
Claire Max-
ations.



Some went in willingly; others were "coaxed."



Al Walker's left hand seems distrustful.



ng mostly for the perfect riding conditions that it offered.



Here are four reasons for NBC's high standing in horse-shoe pitching circles.

ATHLETIC ASSOCIATION ACTIVITIES



All set for one of the three rides held at the AA Outing are, left to right, Ethelen Van Port, Helen Korday, Mrs. William A. Fitch, and Mr. Fitch.

Riding News

The clatter of hooves has died away, but the groans of the uninitiated, with their aches and pains, still echo through the halls of NBC, and the memory of one of the most successful rides of the season lingers in the mind of the members of our riding club. Between fifty and sixty equestrians enjoyed over thirty-five miles of the finest bridle paths in the region. Although, as we mentioned before, there is some physical unhappiness scattered throughout the company, for every ache there's a memory of one of the finest outings in NBC history, and eager expectation for the next ride.

Plans for the fall season are under way with two prize features already planned. The first event, to be held as soon as it can be arranged, is a treasure hunt through the trails of New Jersey. The second will take advantage of the



This svelte swatter is Dorothy Michel of the unbeatable girl's team.

full Hallowe'en moon and the accordingly mysterious countryside, when a group will venture forth on a moonlight ride at a date late in October.

Tennis News

The tennis season was concluded at the Outing with the playing of the finals of the Fall Tournament. Joe Merkle and Paul

Rittenhouse, both of Guest Relations, were the finalists, and when the last ball had been called out, Joe Merkle emerged the winner by a 6-3, 6-2, 6-4 score.

His sparkling play gave him complete mastery of the match over his formidable opponent. There was little doubt that he was at the peak of his game as he varied his strong drives with deceptive trap shots at will, and charged to the net to make kills. Congratulations are due to our number one tennis player, a champion worthy of the title.

Softball News

If the masculine softball players seem a little chagrined, you can bet the reason is that the young ladies of the company challenged the supremacy of the brawn-trust at the outing. Though a winner was not officially announced, the girls not only did surprisingly well, but rumor has it that they showed the men how it was done. Better keep



Runner-up Paul Rittenhouse (left) congratulates Champion Joe Merkle.

them out of next year's tournament, boys, they look like tough competition.

The other softball game played at the Outing was between the Engineers and a pick-up group. By winning 8 to 7 in 14 hard fought innings, the Engineers won the consolation prize.

The regular league championship was not played at the Outing as it takes three out of five games to decide.



A. Frank Jones was kept busy directing the golf events.

As this goes to press, General Service has won the first game from Artists Service, their play-off rivals.

FLASH! In the game between the NBC New York All-Stars and WGY Schenectady, the former emerged victorious by the score of 12 to 11. The New Yorkers came close to losing as six of their good players did not arrive until the eighth inning (when WGY was leading), having been detained on the way up for speeding. Story book stuff.



The one inactive moment of the day for Riding Chairman D. B. Van Houten.

Golf News

To about eighty NBCites the recent Outing provided a pleasant evening to cap a day of golf. Under the usual able direction of A. Frank Jones, the Fall Tournament was held under ideal conditions on a sporty course.

Following are listed the various prize winners:

Low Gross, 36 Holes: George Frey, Sales—74—74—148.

Championship Handicap: Winner—Jack Green, Sales—83—31—49. Runner-up—L. L. Lane, Sales—83—24—59.

Kicker's Handicap: Frank Reed, Traffic, won through a draw after finishing in a tie with Bill Abernathy, announcer, George McElrath, Engineering, and C. W. Farrier, Television.

Members' Consolation: Graham McNamee—96—17—75.

Guest Handicap: Low Gross—E. C. Anderson—75. Low Net—Robert Falace—90—29—61.

Ball Nearest Pin On Eighteenth Hole: Dwight Wallace, Personnel—9 feet.

High Score Of The Day: Robert Marsselle, Engineering—133.

Low Gross For Ladies: Helen Kellie, Executive Department—119.

Low Net For Ladies: Helen Winter, Treasurer's Office—116—45—71.



Vice President John F. Royal was one of those who played golf at Outing.

KOA DENVER

by Mack Switzer



KOA's ten year employees. Front row, left to right: R. H. Owen, manager; Marie Gregoire, his secretary; and C. A. Peregrine, engineer-in-charge. Back row, left to right: C. C. Moore, program director; C. W. Schuknecht, studio engineer; J. A. Slusser, station engineer; W. L. Morrissey, control supervisor; and D. L. Newbold, auditor and office manager. Inset on left: F. A. Nelson, transmitter engineer.



KOA's contribution to the October's "Chimes" list is pictured on this page as well as listed in the regular column. We feel it worthy of mention that the group, as well as being large, contains seven names connected with this station for fifteen years. Those who worked here the five years when KOA was operated by General Electric Company are Miss Gregoire, Morrissey, Nelson, Owen, Peregrine, Schuknecht, and Slusser.

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Helen Marie Briscoe and her *Gentlemen of Five*, a KOA feature released to the NBC Red Network, were praised in "Variety" of August 16, in an article naming the crew as worthy of anybody's network. Helen Marie and her Gentlemen take a bow, and Accordionist Dick LaSalle reaches the floor, because the writer of the article mistook Dick's accordion for an electric organ.

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To wind up the vacation season at KOA, Gil Verba, announcer, tripped with his lady to Chicago, while Assistant Program Director Charley Anderson left without disclosing his destination; but the other day we received a card from Reno, so we suspect that Andy's vacation is being nipped in the budget in the Fair City of San Francisco. Control Supervisor Walter Morrissey spent his vacation in a 100% relaxed state, first at the Grand Lake Yacht Regatta, then on the rails to California.

Lovely Elsa Kauerz, KOA singing star, who has appeared recently on *Hollywood Today* over the NBC network from Hollywood, is back in Denver on a visit. Of the seventy-odd radios belonging to KOA people, all but two were recently tuned to Elsa's program when she sang "My Johann," one of the songs she does best. Morrissey and Stepp were fishing and missed the show.

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KOA's first annual tennis tournament was held at Washington Park courts on August 27, with Engineer Bill Williams and Page George Hinds emerging as co-winners, no play-offs taking place as yet. Trophy was an oversize beer-mug, for possession of which the whole staff got in and battled. Promoter-Announcer Ed Stout saw to it that there were plenty of refreshments for everybody. Officials were Manager Robert Owen, Auditor Dale Newbold, and Program Director Clarence Moore. Official photographer was Carl Weininger.



Four of the contestants, an official, and the prize—an oversize beer mug. See story above. Left to right, Ed Stout, Bill Williams, Clarence Moore, George Hinds, and Jim Campbell.

NBC HOLLYWOOD

by Noel Corbett



Meet Mr. H. E. Heim Mueller, the expert piano technician of Hollywood Radio City. The photo was taken by Jack Hall, NBC page.

Who keeps the pianos in tune at Hollywood? Why, of course, Mr. H. E. Heim Mueller, the piano technician. There are over twenty-five pianos to be kept in top notch condition. With a good percentage of the transcontinental shows coming from Hollywood, Mr. Heim Mueller has to step lively. Each day he scans the schedule to find out what stars will be using the pianos. Perhaps it will be Jose Iturbi, or maybe Bing Crosby will have some guest pianist on his program. When the schedule is checked, Mr. Heim Mueller hides himself away in one of the studios and goes over each note on the keyboard, making it sound as true as the first day the piano was moved into the building.

△ △ △

Director Ted Sherdeman copped



Once again Director Ted Sherdeman receives the "Idea Mart" prize, this time a portable typewriter. Left to right, Don Gilman, Sherdeman, and John Swallow.

first prize in the *Idea Mart* series for the second time with his drama, "The Children's Front", based on peace. Vice-President Don E. Gilman awarded Sherdeman the prize, a portable typewriter, at a luncheon at Levy's before the Hollywood staff of producers; Program Director John Swallow; Marvin Young, his assistant; Production Manager Walter Bunker; Wendell Williams, in charge Continuity Acceptance; and Hal Bock, Press head, Western Division.

In handing Sherdeman his prize, Mr. Gilman pointed out that it should have been a bound volume of all Sherdeman's rejected scripts dating back to January 1.

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"Fighter" O'Meara, page, and Walter Baker, who keep this department



Here's how Buddy Twiss looks when he's hard at it sorting news of world events from the teletypes and suddenly remembers the premium on his car is past due.

posted on all softball activities, report that NBC's team took the Owl Drug Company's champions into camp last week by the score of 10 to 9. The NBCites pulled the game out of the fire in the last inning with a five run rally.

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The wild west spirit really caught up with Ray Ferguson, studio engineer; Max Hutto, Program Traffic; and Pages Dick O'Meara and Stan Radom, during the foursome's Labor Day weekend at a Victorville dude ranch. Riding horseback in the moonlight, with Ferguson in the lead, the gang got the sudden Quixotic thought of playing Train Robber with the Streamliner they heard approaching in the distance. In bandit fashion, with faces masked, they

(Continued on page 15)



Here's the NBC riding group that rode September 2 through Griffith Park and the Hollywood Hills while Fred Bailes' famous colored cook was preparing them a real old Southern chicken dinner. Later they returned to the Bailes Stable and did justice to the meal.

WBZ BOSTON AND WBZA SPRINGFIELD

—by Charles Gilchrist—

Vincent Callahan is the new assistant manager of WBZ and WBZA, working with New England NBC General Manager John A. Holman and Sales Manager Frank Bowes. Callahan will supervise commercial programs and assist Mr. Bowes on local business. He comes to Boston from New Orleans where, as station manager, he raised WWL's power from 10,000 to 50,000 watts and boosted its business more than 100%. Prior to that he was sales manager of the NBC stations in Washington, to which he came way back in January, 1927, staying until June, 1937.

An official communique from the Ministry of Information, intercepted by this writer, reports Song Stylist Eleanor Lane just had her tonsils out! This officially confirms the report heard throughout New England that Eleanor's voice has suddenly changed, become even more appealing over the air. End flash.

Among the special programs arising out of the war situation was one presented over WBZ & WBZA by a former German baroness. Mrs. Gustave H. Lamm of New York City, the former Baroness Aletta Von Gundlach of Coblenz, Germany, praised America and Americans. Mrs. Lamm is a friend of George Harder, director of Promotion and News, who persuaded her to broadcast.

New England radio artists and music publishers are raising a fund to aid three of their number. The popular WBZ & WBZA *Rhythm Girls* are recovering from a near fatal auto accident. The three girls are Claire and Cecile Descouteaux and Frances Lucadi. Returning from their vacation they came to the Boston NBC studios a day early to arrange their new schedule. They were on their way back to their homes when the head-on collision with another car occurred.

Early morning bombing of Poland brought emergency instructions into play at WBZ & WBZA. Control Engineer Elmer Lance phoned his boss, D. A. Myer, according to orders, and shouted: "Hitler is bombing Warsaw!" Sleep-befogged Myer was silent for a moment, then laconically said: "O.K. Log him!"

As the news services of the world flashed bulletin after bulletin on the war crisis, two of New England's great-

WTAM CLEVELAND

—by Bob Dailey—



NBCites at National Air Races in Cleveland. Left to right: Raymond Guy, New York; S. E. Leonard, Cleveland; Mrs. S. E. Leonard; Mrs. Raymond Guy; and Mrs. J. D. Disbrow, Cleveland.

If you like to eat lobster, you will have a friend in Harold Gallagher. This 32-year-old WTAM salesman not only sits down to a big red lobster almost every day, but will talk about the delights of eating this sea food on any provocation. But eating lobster is not the only claim to fame Gallagher has. This September he celebrated his

est news disseminating sources joined hands to increase the efficiency of their services to the public. On August 25 the Boston Transcript, one of the northeast's oldest and most authentic newspapers, inaugurated a daily schedule of news broadcasts over New England's oldest radio station, WBZ.

Sales Manager Frank Bowes has changed the name of his German shepherd dog from Graf to George, the new tag being in honor of Frank's favorite dining car steward.

General Manager John A. Holman returned from his United States Signal Corps training period at Plattsburgh Barracks, New York, and left on his vacation.

Bob White, chief announcer and Special Events director, has handled many varied roles. Now comes his latest achievement. He played the part of the parrot in Artie Shaw's *Melody and Madness* broadcast, August 22, from Boston.

15th year of service with WTAM—by having lobster for lunch.

It was back in 1924 that Gallagher entered the employ of WJHX as a messenger boy. That makes him the oldest employe in point of service, with the exception of three men in the engineering department. From messenger boy, he progressed to announcer, office manager, publicity director, program director, and finally to salesman—holding nearly every job in the station with the exception of engineering positions.

Gallagher witnessed the formation of WTAM from WJHX in 1926 and its acquisition by the National Broadcasting Company in 1930. And since 1929 he has been one of WTAM's ace salesmen.

A well-informed speaker, Gallagher frequently makes talks on radio at luncheon clubs and civic organizations. He enjoys mixing with crowds, and once considered entering politics. He is married, has three children—and spends many of his evenings perspiring over their homework. At least that is what the Gallagher youngsters report.

Labor Day in years past has given WTAM staff members a heavy workout to cover both the National Air Races and the Thompson Trophy race for WTAM and the Red Network. This year was an exception, for after elaborate preparations were made to broadcast the Thompson event, rain and a high wind postponed the race until the following day.

WTAM Notes: Staff Organist Dorothy Crandall starting for a family reunion but getting lost and spending the week-end instead at Cambridge Springs. . . . WTAM girls holding a pre-nuptial shower for Receptionist Hazel Finney before her marriage to Announcer Tom Manning. . . . Office Manager Pearl Hummell driving to a family reunion in Wisconsin.



Airing the Thompson Trophy event at the National Air Races. Left to right are Engineer John Disbrow, Announcer Tom Manning, and Timer Don Stremmel.

KDKA PITTSBURGH

by Kay Barr

"Television made the Fair."

That's what the Allegheny County Commissioners said when the Seventh Annual County Fair became history Labor Day midnight. This year's attendance was upped 250,000 over last year's million, and the demonstration of television by KDKA and NBC was credited with the increase.

During the seven days of the Fair, 140 demonstration programs were presented from the big stage in the center of the "Temple of Television," and everyone who went to the Fair saw the show or else the reproductions on the television receivers in the booths of various exhibitors. So the demonstration was another first for the Pioneer broadcasting station, since it was the biggest demonstration in the number of spectators and the number of receiver sets that has been staged to date.

C. E. Davis of RCA set up the equipment and got it operating. Then Chief Engineer Joe Baudino and his staff of the Westinghouse side of KDKA took over and completed the technical handling. W. B. McGill of the Promotion Department had much to do with getting the stage, dressing room, and other settings all lined up. Announcer Ed Schaughency was master of ceremonies for most of the demonstration, and Production Chief Charley Urquhart supervised the demonstrations.

All because KDKA's Manager Sherman Gregory had the foresight and courage to bring television to western

Pennsylvania and the Tri-State district.
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Thanks to KDKA, thousands of employees in the Grant Building, where the station's studios are located, plus many other thousands who visit the building every day, are getting the European war bulletins while they are hot.

Promotion and Press co-operated in erecting a bulletin board in the main lobby of the building, and latest "buns" from United Press printers are posted at frequent intervals during the day. Within a few hours after the service was inaugurated, word had spread to other buildings in the neighborhood, and crowds soon gathered.
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Members of the KDKA staff and their families held the annual picnic Saturday, September 16, at "The Cottage," in South Park, 12 miles from Pittsburgh. Lynn Morrow of Sales and Buddy Murphy of the orchestra arranged the program of races and other activities which got under way at 3 p.m. Relda Garrett, secretary to Manager Sherman Gregory, planned the eats, which stopped everything else at 6 o'clock; and Walter Horn, Sales, looked after the incidental items of refreshments, etc.
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"Designs for Dancing" is the new tag line for the KDKA orchestra. During August a contest was conducted to find a new name for the outfit and prizes were set up for the winner and

the senders of the five next best suggestions.

Despite the fact that the name was to be applied to a strictly modern dance band, the grand prize winner was an elderly, white-haired lady, Mrs. David H. Vensel, of Beaver, Pennsylvania. So the new complete billing will be "Designs for Dancing by Maurice Spitalny and the KDKA Orchestra."

Judges were Dick Fortune of the Pittsburgh Press, Harold Cohen of the Pittsburgh Post-Gazette, and Bill Lewis of the Pittsburgh Sun-Telegraph.
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Riggers started dismantling KDKA's famous 718-foot antenna September 8 preparatory to its removal to the new transmitter site near Allison Park, only eight miles from Downtown Pittsburgh. So Special Events Man Dave Garroway took his pet microphone to Saxonburg for a broadcast report of the proceedings.

Chief Engineer Joe Baudino climbed to the top of the spire to interview two of the riggers while they removed bolts 20 feet below his position. Garroway and Production Chief Charley Urquhart worked into the program from the ground.
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Edward Ochsenhirt is the new member of KDKA's guest relation department, filling the vacancy caused when Fred Saviers resigned to accept a position in the Baltimore plant of the Westinghouse Electric and Manufacturing Company.



KDKA brought television to more than a million visitors at the recent Allegheny County Fair. Picture shows stage while KDKA Songstress Faye Parker was broadcasting a song and being televised at the same time. Lloyd Chapman is at camera.



For winning the KDKA orchestra naming contest, Mrs. David H. Vensel won the RCA phonograph and radio shown here. With Mrs. Vensel are KDKA Manager Sherman Gregory, Maurice Spitalny, director of music, and Dick Fortune, chairman of judges.

NBC SAN FRANCISCO

by Louise Landis

Kix Pliz

The Bohemian Club's annual encampment is over but members of the famous San Francisco club are still chuckling over the morning when Vice President Don E. Gilman loyally ordered the *Grouch Club* cereal for breakfast.

"I want Korn Kix this morning," said Mr. Gilman. The waiter looked puzzled for a moment then disappeared to return with a stack of smoking grid-dle cakes.

"Hey," protested Mr. Gilman, "I said Korn Kix."

"Oh," said the waiter, "I thought you said hot-kix!"

The Groom Wore . . .

First autumn bride at NBC is the former Marian Hansen, whose cherubic dimples and golden hair brighten up the Plant Department, where she is secretary to Engineer-in-charge Curtis Peck. Marian became Mrs. Frank Mac-Quarrie at a pretty evening ceremony in Our Saviour's Lutheran Church, where the Rev. C. H. Hansen read the marriage service. Marian wore a gown of white net with lace inserts in the full skirt, and a short lace veil caught with a spray of white bouvardia. She carried gardenias and bouvardia. Her sister, Mrs. John Paul Jones, was her only attendant, and her eldest brother, Harold Hansen was best man. Mrs. Jones wore a gown of rose-colored moire, and flowers in her hair, and the bridegroom wore a dazed and happy expression. When he and Marian return from their honeymoon motor trip they will live in Oakland, where Mac-Quarrie is engaged in the real estate business.

His Better Half

Sales Promotion Manager Bob Mc-Andrews brought a clean shirt and electric razor to the office the other day in order to be spick and span for the opening of *The Great American Family* . . . Primping after office hours, he had just shaved one side of his face when the razor suddenly gave up the ghost, and so Bob had to attend half bearded and half smooth-shaven. . . . "I only saw half the show," he says, "because I had to keep my girl on my well-groomed side all evening."

Shiner

KGO baseball broadcaster Ernie Smith, who has been steadily engaged



News! News! Man bites dog! In which Engineer Guy Cassidy's offspring proves he has showmanship even if he isn't a year old yet. His proud poppa caught this shot, and we thought you would like to see it.

for twelve years in sportscasting and has never had an accident, appeared at the studio with a black eye. He is sticking to his story—says his wife gave it to him in a soft-ball game!

Ambidiguous Gol Shennanigans

Blueyscrewy, the new language invented by Ira Blue, KPO-KGO commentator on everything from radio programs to sports, is stretching its tentacles through the studio and threatens to engulf 111 Sutter Street in a James Joyce miasma. When an announcer makes a witticism Ira is apt to comment "Bolzons de fela!"—which, pronounced with a Central European accent, means "Very bad" in Blueyscrewy. If, however, Ira cries "Eltra-drametancic, my wolfsohnian friend!" the announcer blushes with pleasure at the compliment (he hopes). Ira's chief weather vanes are the page boys. Jimmy Coffis, former Stanford football star, was stopped by Ira the other day and asked, "Jimmy, what was the most squirreliferous run you ever made on the gridiron?" Jim shook his head, whereat Ira snorted, "I never encountered such brastigian intellects—Jimmy is a swell guy, but upstairs he's just plain ambitrocical!"

NBC HOLLYWOOD

(Continued from page 12)

beat their horses into a gallop to charge the Streamliner, which unfortunately was traveling at 110 miles an hour at the time and didn't have time to stop.

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Art Carter, NBC's official photographer in Hollywood, spent a week's vacation last month on a friend's Arizona cattle ranch. During his stay, Art borrowed a horse and his friend's prize winning hound and started out in search of mountain lions. Finally the hound caught the scent of one and immediately started the chase, which Art says lasted for two whole days.

Art claims his only concern after the first day was to catch up to the hound so he could bring the mutt safely back to his owner.

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Quick Pix . . . Nadine Amos, Don E. Gilman's secretary, vacationed at Catalina . . . During E. P. H. James' western trip, he and Charlie Brown visited San Francisco where James addressed agency and radio executives . . . it remained for Ken Carpenter to unearth the fact that Joe Parker used to be a drummer in an orchestra . . . When Frances Scully vacationed in New York she spoke before the National Shoe Retailers on Hollywood styles . . . Fred Leuschner, lawyer, spent the middle of September hunting in Northern California . . . Dick Graham held down the fort representing NBC and RCA in Hollywood . . . Sydney Dixon attended Signal Oil Sales conferences in the Northwest during the month the *Carnival* was broadcast from Coast cities . . . Orchestra leader Gordon Jenkins, Director Dave Elton, and Announcer Johnny Frazer travelled with the show . . . Marita Davis is the new secretary in Program.

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Don E. Gilman left September 9 for Chicago, where he will attend a meeting of Blue Network station heads. He will stay in that city for the NAB meeting, then travel to New York for a short stay.

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Blanche Davies, Lew Frost's secretary, visited San Francisco over Labor Day. The only NBC person she met while there was Betty O'Neill. Guest Relations, H o l l y w o o d. However, Blanche did get to watch George Volger, Hollywood Radio City page on leave, who is describing the RCA Television Exhibit at the Fair.

ROVING REPORTER



"...and some went swimming."

those who were there won't forget it for some time to come.

A lot of people took advantage of the occasion to get in some horse-back riding; and a lot of people took advantage of the soft seats in the studio section on their first day back at work.

The whole day was an active one, with every facility of the Briarcliff Manor Lodge at our disposal. Some even went swimming, and our hats are off to those human polar bears who braved the chill breezes of Autumn for a farewell fling at their favorite sport.

Even the food for the party was well taken care of by the serving of cold lunches to all who wanted them, and hot dinners at night.

All of which sums up to a very satisfactory day.

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Leaving Outing-talk gradually, we understand that Charlie Whalen had a tough time finding his way out of Ossining on his way home. With punctures in the middle of nowhere and getting lost a couple of times, it was kind of tough. However, Charlie, if it's any consolation, there are a lot of people who have trouble getting away from Ossining.

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Of all the divisions of the company which Mr. and Mrs. John Q. Public glibly misname, Guest Relations is way out in front in the number and originality of titular mistakes. Now a page naturally directs a wanderer to Guest Relations, Public Relations, Friendly Relations, etc., as to one and the same office. But the prize of the month, which should interest our friends who handle the ticket distribution, occurred in the Main Hall, when a gentleman recently requested to be directed to the "Friends and Relations Department."

As we count days, not much time has elapsed since our last reportorial effusions, but in terms of epochal memorabilia, we have had to count, not the days, but the minutes and seconds. There was the matter of that little difficulty over in Europe, and, of course, don't forget that this was the month of the NBC Outing. Certainly

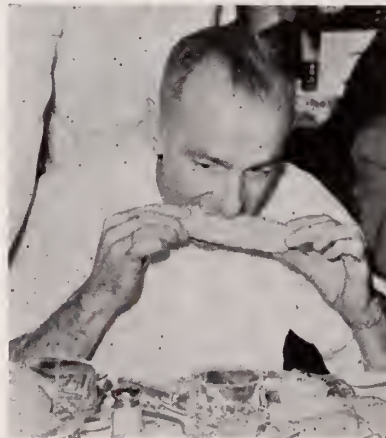
By the way, though few of us knew it—sad to say—the second place winner in the Atlantic City beauty contest dropped in to see us the other day. We hear that Otto Brandt of Station Relations was exceedingly nice to the young lady, and that he hasn't been quite the same since her visit. And yet she only won the title of *second* prettiest girl in the country. That's the trouble with a lot of us, Otto, we just can't pick a winner.



"The day was an active one."

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Twice recently, the uniformed staff has supplied talent for our NBC shows. Charles Turner began it by an appearance on Alma Kitchell's *Let's Talk It Over*, in which he told aspiring young collegians what is and is not to be worn on our campuses today. That many pearls of sartorial wisdom dropped from his lips gives further proof, if proof is needed of the scope of knowledge and interest that is Mr. Turner's.



"... cold lunches were served."?!?"

A few weeks later, four mental giants of the guide staff, Tom Canning, George Fuller, Jack Kelly, and Bill Kenneally matched wits on Dale Baxter's *It's Up to You* show. If you study the picture of these boys carefully, you'll see the whole story of the outcome written on their beaming faces. One look at the winner's "I knew it all along" expression will identify him immediately. Passing from Mr. Kelly, you can find the second place winner on his left. Bill thinks that second is better than nothing, but he's still just a little chagrined. You have to hand it to the next gentleman.

Few are able to smile in the ugly face of bitter defeat. Tough luck, Tom—you "musta got somethin' in your eye," huh? Not much has to be said about the last gem of expression. Third place is better than last and, anyway, "we had such a gay time, who cares who won?" (He may not have said it—but he sure looks it here.) Anyway, congratulations to the winner, and "better luck next time" to the rest of the boys.

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We beg to report that no guides or pages were married during September.



Four of NBC's Finest as they appeared on recent *It's Up To You* show. Left to right, Jack Kelly, Bill Kenneally, Tom Canning, and George Fuller. (See story.)

NBC TRANSMITTER

VOL. 5

NOVEMBER, 1939

No. 11

NATIONAL BROADCASTING COMPANY, INC.
GENERAL LIBRARY
30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

TELE FLIGHT IS SUCCESSFUL



Interior of the United Air Lines plane, taken during the course of the experimental flight.

ON the morning of Tuesday, October 17, a television experiment marked the twentieth anniversary of the founding of RCA. The experiment was carried on in the stratosphere.

Flying over Washington at an altitude of 21,600 feet, RCA and NBC engineers tuned in Station W2XBS, New York, on a standard model television receiver now being sold in New York. The only change made in the receiver was a slight adjustment in the automatic volume control to compensate against the whirling propellers.

At the prescribed time, the image of Herluf Provensen, NBC announcer, appeared on the screen. After a brief introduction, his place was taken by David Sarnoff, president of RCA, and W. A. Patterson, president of United Air Lines, which company was cooperating in the experiment. By means of two-way radio communication, a conversation then ensued between Mr. Sarnoff and Mr. Patterson in the studios, and the members of the group in the plane. Later, in response to a request from Sid Desfor, NBC staff photographer, Mr. Sarnoff posed for a picture. That photograph, taken from the kinescope screen of the receiver in the plane, is printed on this page.

The big thrill of the flight came on the return from Washington. As the plane neared North Beach Airport, the motion picture sequence which had been filling the screen of the plane's receiver suddenly stopped. In its place members of the group could see a picture of their own plane as it circled the new airport. They were able to watch themselves landing from the viewpoint of those on the ground, since the television cameras stationed below followed the incoming ship until it touched the earth and taxied up the runway to a stop.

The images, as seen in the plane, were comparable to those received in the primary service area of the NBC station, which takes in a radius of fifty miles around mid-town Manhattan. However, they did suffer frequently from interference of other electrical equipment in the plane, including

(Continued on page 10)

NEW SYSTEM OF RECORDING

A DIRECT outgrowth of Television's pioneer work in ultra-high frequencies, the RCA-NBC Orthacoustic Recording System, has recently been introduced by NBC Electrical Transcription Service. It is an entirely new system which offers listeners the same tonal qualities found in live broadcasts.

The new development will be available to all stations without the necessity of installing expensive new equipment, since it is merely a crystallization of all recording improvements made during the past few years, together with new innovations in materials and recording technique. Essentially, it offers higher quality in reproduction; elimination of distortion, particularly in high frequencies and in surface or background noises; natural, true reproduction of speech; and greater tone fidelity in the reproduction of music.

The tonal qualities produced by records transcribed under the orthacoustic method have been commended both by engineers and public. The system itself represents one of the greatest technical strides forward since the introduction of electrical recording in 1925.

The improvements lie in a pre-emphasis of the lower and higher frequencies during recording. Inverse characteristics are introduced into the playback equipment through a compensation filler, and eliminate background noise in the lower frequencies as well as scratching in the higher frequencies, at the same time minimizing distortion in the treble and bass.

The engineering laboratories of both the RCA Manufacturing Co. and NBC, working together, are responsible for the new development, and it will be used exclusively in the recordings made by NBC's Electrical Transcription Service. In addition, sample recordings and instructions about the application of the greatly improved method have been prepared for distribution among NBC's affiliated stations.



RCA President David Sarnoff and W. A. Patterson, president of United Air Lines, as they were seen on the iconoscope screen of the plane's receiver.

ARTISTS SERVICE PLANS TALENT MANAGEMENT

Mr. George Engles, vice president and managing director of NBC Artists Service, is setting a precedent for the entire field of entertainment by giving ten fortunate young men an opportunity to learn how to handle talent.

The fact has long been recognized that such a movement as this was needed, but it wasn't until Mr. Engles' plans were announced that it became a reality.

The talks have been designed with a two-fold purpose: to give young men an opportunity for training in the management and sale of talent, and to create a supply from which the entertainment world may draw its future managers. The group meetings will convene once a week for twenty-five consecutive weeks with the exception of Thanksgiving, Christmas, and Easter. At these meetings, Mr. Engles will invite famous personages of the amusement world to speak.

Between meetings, the group members will spend one or two nights at a play, the opera, a concert, a night club, or motion picture that Mr. Engles might suggest. Reviews will be written with emphasis on casting, direction, story, production, scenery, lighting, etc.

Many more applications have been received than the limited size of the group permits. The selections are being made now, and by the time this issue is released the members of the group will have been chosen. They will have been selected through a personal interview with Mr. Engles, and consideration of written reports on various subjects, including the discussion of a radio program, comparison of magazines, and the future in radio for the individual.

This plan has been termed "history making," but Mr. Engles prefers to consider it as building the foundation for history which will be made by the group's members in years to come.

In presenting this course, Mr. Engles is cooperating in the general training plan of the Company, which is being directed by Ashton Dunn of Personnel.

Two Stations Added

Two Pennsylvania stations, WJAC, Johnstown, and WFBG, Altoona, have become affiliated with the Company's Red Network, joining the system on October 1. This brings the total to 176 stations.

DAVID SARNOFF TALKS ON "RADIO AND EDUCATION"

Following are excerpts from Mr. Sarnoff's speech, which was delivered in Albany, N. Y., October 13, at the 75th Annual Convocation of the University of the State of New York. The deleted parts have not been indicated, highlights of the talk having been printed as one continuous article.

If I confine my remarks today to the services of a single company, it is not with any desire to withhold credit from its competitors for the many meritorious contributions they have made to education through broadcasting. I speak of the National Broadcasting Company because its policies and programs are more familiar to me; because its educational program services are more comprehensive than those of any other broadcasting organization; because, as the pioneer of American network broadcasting, NBC has blazed a trail which other broadcasters have followed in a spirit of public service.

It is important to remember that this organization is a commercial and not an endowed institution. It is a business conducted under the American system of private enterprise. Regardless of the merits of its performance by any other standards, it will be a failure if its revenues do not exceed its expenses; if it is unable to maintain itself and to reimburse the capital it employs.

This requirement is not a handicap, it is a source of strength. It is the factor which dictates that the broadcasting network shall serve the many and not cater only to the few, that its efforts shall always be directed to bring the greatest good to the greatest number.

Only 30% of NBC's total program time is paid for by advertisers. The remaining 70%—devoted to programs known as "sustaining"—represents by far the largest element of expense in the broadcaster's budget. The time alone, given free to sustaining programs on the NBC networks, would amount to \$50,000,000 a year if figured at commercial rates. That sum does not include the talent and special facilities employed on these programs, which cost the company many millions of dollars each year.

In any discussion of the relation between radio and education, one inevitable question always comes up: What do you mean by "education"?

(Continued on page 4)

66 BEGIN SECOND SEASON OF DISCUSSION GROUPS

On Wednesday evening, October 13, Dr. James R. Angell gave the first talk, inaugurating the second series of discussion groups to be held by and for New York employees.

These discussions are arranged by Ashton Dunn, of Personnel, for the purpose of giving a more complete picture of the company and its detailed activities. They are scheduled for alternate Wednesdays throughout the winter until the first of June, meetings lasting about an hour and a half after 5:15.

The head of a different division appears at each succeeding session and gives a brief, informal talk about the work of his particular province, this being followed by open discussion with the speaker of the evening answering pertinent questions. At a specified time and place during intervening weeks, persons intimately connected with the working details of the division under discussion will be available for further questioning. This for the benefit of the group members who are particularly interested in that division; it will then be possible for them to investigate the work more thoroughly.

Contrasting sharply to last year's hit-or-miss schedule, the talks this season will follow a definite plan. One department will be completely covered before it is dropped.

While reports will not be submitted as they were last year, there will be a succession of quizzes from time to time to determine just what the participants are getting out of the course.

Mr. Dunn makes it clear that the discussions are not designed to train anyone for a particular division, but to give the members a look into each one of them and a better idea of Company activities as a whole. However, for those anxious to enter a particular phase of Company work, the meetings will certainly furnish a better foundation for study and preparation.

Interest in the discussions, even as in the last series, has been lively. Too many applications are received to permit everyone to enter, and selection must be by merit. 66 persons have been chosen for this particular session, including employees from Artists Service, Continuity Acceptance, Electrical Transcription, Engineering, General Service, Information, Legal, Program, Sales, and Stations.

KNOW YOUR COMPANY

No. 19—Announcing Division

"This is station WJZ . . ." and another announcer has made his mite of an impression on the public ear for the benefit of NBC. How poised and pleasant are these familiar voices of Radio City, and how much hard work and organization lie behind the fact that the announcer is always there and always on key.

The Division is not large. Forty-four industrious persons carry the whole load. Many people will remember when there wasn't any Announcing Division at all.

Milton Cross, dean of announcers, maestro of the microphone, was carrying shows on WJZ nineteen years ago before NBC was a name to dial for. He has undoubtedly said more words over the air than even the Statistical Division would care to lay end to end. Eleven years ago things had come to a point where nothing less than twelve announcers would do. But Announcing was still just a part of Production.

In 1929 the complexity of the job and the increasing specialization of radio work demanded a great divide, and Announcing came into its own as a full fledged Division under the immediate supervision of the vice-president in charge of Programs. Since then it has carried on, flying its own banner. Today there are thirty-six announcers.

Head of the Division for the last ten years has been the genial and capable Pat Kelly, sitting in his office on the fifth floor within easy reach of Webster's Unabridged. He listens in to hear what sort of job the men are doing, he tells the agencies which men are free for a commercial at a given time (making sure the same person doesn't announce competing products), and he schedules the announcers for straight programs, spots, and nemos.

But more than this, the division is a bottleneck for production. The announcer is the last man in the line from the writer of the show to the actual broadcast, and Pat Kelly has to make sure that the cues for setting up and switches are correct, and that the proper channels are open at the beginning and the end of a program.

Helping him is Dan Russell, his assistant, a fine linguist who is able to tell you the correct pronunciation for anything from Nishni Novgorod to Tuonela. It isn't surprising then to find Dan Russell also in charge of



Pat Kelly

guiding the aspirants' aspirates in Announcing's training class for the uniformed staff.

At night Ray Diaz is in charge, aided and abetted by James Shellman, another assistant supervisor.

An outstanding member of the Division is Miss Edna Seibel. Naturally, being the final link in production, Announcing has to tie in with Traffic, check up with it, and take care of all executive orders about programs as well. So this department binds together all the stuff from Production and Traffic, day by day, sees that everything is straightened out, and then lines up and issues the daily logs. And it is Miss Seibel who coordinates these logs. She has been at it for ten years and is one of those "Famous People Who Hardly Ever Get A Vacation," which is understandable because the division would be helpless without her work.

Filling out the organization's framework are the announcers themselves . . . thirty-six good men and true-voiced. The uninformed public generally pictures them spending their time ringing the NBC chimes, spelling out B-U-L-R-U-S every hour, and wearing galoshes and gargling to protect their livelihood. We all know this is far from true.

An announcer must have special qualifications; after a good voice the chief asset being a head. It is practically a cliché, or ought to be, that it is better to have a merely acceptable voice and brains, than no brains and

a voice to make the weak-willed weep. This is because of all the different things an announcer has to do.

Besides his regular sustaining and sponsored shows, he must cover all sorts of spots, nemos, international broadcasts and special events. He may start the day with a straight show. He arrives in the studio, where he must be at least ten minutes ahead of time, reads his script, puts the studio on the air, and speaks his piece.

Later on he goes into rehearsal for a sponsored program and this time puts his all into a commercial. Finally he may end up by covering a late dance band. He grabs his music sheet, the list of numbers to be played, and rushes off to the Walsylvania fifteen minutes ahead of O.A., to check the sheet with the band leader and arrange his introductions, most of which are ad lib.

But an announcer may have to spring to attention at an instant's notice—witness the recent twenty-four hours a day coverage of the war bulletins from the NBC Special Events room, with George Hicks and others giving them to the country as fast as they came off the teletypes. Obviously the announcer must be a showman, actor, fast-thinker, and a diplomat. He must also be able to build a show. And through it all he must maintain a pleasant personality and a pleasant personal appearance.

As a matter of fact, personal appearance is very important. Remember the studio audiences and the important people and guest stars whom an announcer meets. No wonder they are all such trig-looking fellows!

Behind this set up in the Announcing Division, covering everything from Pat Kelly to the weather reports from Studio 2C, the one supreme, irrevocable authority is, of course, Daniel "Unabridged" Webster, original author of the announcer's Bible. He settles all disputes. He is the one man who can do no wrong. Backed by this authority, keeping the golden grammarian rule, "good usage in a natural way," the mellifluous masticators of the language "send 'em out alive."

If by some strange chance an announcer does make a mistake, Pat Kelly can always count on a heavy mail from the public. Usually, however, the announcers themselves get the

(Continued on page 8)

DAVID SARNOFF SPEAKS

(Continued from page 2)

"Education" is one of those umbrella words that casts a wide or narrow shadow, depending on whether you keep it open or closed. In the open sense of the word, it is an educational experience to listen to a beautiful piano concerto. In the closed sense, the concerto becomes educational only when the listener practices it on the piano, or studies its construction from a score.

When Dr. Angell joined our staff, I asked him to give us his definition of education as applied to radio broadcasting. After pointing out the necessity for distinguishing between the use of the word as applied to schools and colleges, and its use in a non-institutional sense, Dr. Angell supplied us with the following:

"Any program may be regarded as educational in purpose which attempts to increase knowledge, to stimulate thinking, to teach technique and methods, to cultivate discernment, appreciation and taste, to enrich character by sensitizing emotion and by inspiring socialized ideals that may issue in constructive conduct. Education is essentially the process by which individuals come to adjust themselves intelligently to life."

I believe that Dr. Angell's definition is one which educators will accept. When we identify education with all the processes by which character is enriched and knowledge is increased, the importance of broadcasting as one of the modern instruments of education and as a public service is self-evident.

The sustaining public service programs of NBC represent more than half of its total program hours, or more than 10,000 program hours each year. There are programs planned primarily for reception in the home, to furnish information, culture, and inspiration to all classes of listeners; and programs designed or suited to supplement the work of teachers in schools or college classrooms, and home-study groups.

These program subjects are not haphazard selections. Each is a carefully chosen unit in a comprehensive program pattern. The pattern is designed with the same editorial foresight that goes into making up a newspaper or magazine.

No sharp borderline distinguishes programs of the general educational type from those more specifically designed for students in classrooms or the home. At this very moment this

ANNIVERSARY CHIMES

The NBC TRANSMITTER salutes these members of the National Broadcasting Company, who, this month, complete their tenth year with the Company.

New York

George W. Malcolm, Guest Relations
Katherine C. Parker, Bindery
Charles Reyes Carvajal, International
Theodore P. Gray, Music
Clement Jay Walter, Sound Effects
Joseph Kendall Mason, Sales Promotion

Frances Barbour, Sales
Charles Alfred Wall, Auditing

Chicago

Marvin H. Eichorst, Engineering
Helen Shervey, Program

Hollywood

Alex S. Robb, Artists Service
Stephen Charles Hobart, Engineering

San Francisco

Byron Fay Mills, Program

afternoon, for example, some six million school children throughout the United States have put aside their arithmetic and geography books, and are listening to the beloved dean of conductors, Dr. Walter Damrosch, as he directs a symphony orchestra and expounds the meaning and significance of some of the world's great music. At the same time, millions of home listeners are equally enjoying this Damrosch Music Appreciation Hour, even though it does not get them out of any recitations.

In coordination with the company's overall pattern of public service programs, the NBC Educational Department, under Dr. Angell's direction, has mapped out its own schedule of balanced program activities. This schedule has been adopted after a careful analysis of what has already been done in this field, both in this country and abroad, and after consultation with prominent educators and educational organizational procedure.

The usefulness of broadcasting in education is now clearly established. It should grow with the years. In it, the ultimate aims of educators and broadcasters are identical. Both desire to see American standards of culture and intelligence raised to higher levels. Both recognize the power of broadcasting as a means to that end.

These are days when American institutions are the subject of attack, both abroad and at home. The question is again being asked, as it was in Lincoln's time, "whether this nation

LIBRARY EXCHANGE PLAN

A meeting of all RCA-NBC librarians, suggested by Miss Marie Lugscheider, was held on Thursday, October 5, in the NBC General Library, room 463 of the studio section, with Miss Frances Sprague acting as hostess. The purpose of the group was to establish an exchange system of ideas and facilities for all of the libraries concerned. Besides Miss Sprague, and Miss Lugscheider of the RCA Harrison Library, those attending were William M. Paisley, NBC Music Library; Miss Rose Lonberger, RCA Camden Library; Miss Doris Crooker, NBC Law Library; and Miss Katherine Shanahan, who has charge of the RCA Patent Library.

The outcome of the meeting has a much greater meaning than at first seems apparent. Each one of the libraries holds books on some special field not owned by the others; Miss Sprague, for instance, has a large stock of volumes on programming and broadcasting in general, whereas technical works comprise the major portion of the Camden and Harrison facilities. This necessarily imposed a handicap, since in one of the libraries, books covering certain subjects might be called for so infrequently that their use hardly warranted the purchasing expense. Yet they might be on file in one of the others. Under the newly

(Continued on page 15)

or any nation so conceived and so dedicated can long endure." I believe it can.

But the answer lies largely in the use we make of our freedom; in the ability of our citizens to think for themselves and to govern themselves; in the ability of our self-controlled industries to render a larger measure of public service than is rendered by the state-controlled industries of other lands.

Young as it is, radio is proud of its share in helping to shape that answer. Education of the masses—as well as of the leaders—is one of the bulwarks of our democracy. Radio is a mass medium. It reaches the literate and those who cannot read. It brings the treasures of education to all alike. In fact, the richest man in the world cannot buy for himself what the poorest man gets free by radio.

In no other nation of the world—even where it is endowed by the treasures of the state—has radio achieved so much in the cause of education and freedom as it has in the United States.

NBC CHICAGO

by Lynn Brandt

ON September 21, the Lincolnshire Country Club, 26 miles south of Chicago, was the scene of the fall outdoor party sponsored by the Central Division NBCAA. Golf, swimming, tennis, baseball, ping-pong, and riding occupied the attention of the many NBCites who were in attendance. Some of the prize winners were Ken Carpenter, Blue Sales manager, Central Division, in golf; Charles Whipple, Guest Relations, in tennis; Tom Bashaw, Sound Effects, in the ping-pong singles; Johnny Wehrheim and Bill Rosee in the ping-pong doubles. Byron Speirs, studio engineer, won the top door prize . . . a swell portable radio. Again congratulations to NBCAA President Meritt R. Schoenfeld, Net Sales, and his committee workers for a successful day and evening.



← Outside Pickup
(l to r) Engineers A. L. Hockin,
W. O. Conrad, and Harold
Jackson.



Ping Pong Champ
Tom Bashaw, Sound Effects.



Bogie Man
Jim Sturton, Artists Service
Manager.



Smile Parade
(l to r) Helen Shurvey, Charley Tamburino and Blanche Brand.

That Polka
(l to r) Ed Horstman, Archie Scott, Dave Kempkes,
Byron Speirs, "Mac" McCormack.



Newly-weds
Mr. and Mrs. Bob Ewing (Florence Moeller).



Rail Birds
(l to r) Curt Mitchell, Jean Ballun, Irene Clark, Art Pearson, Esther Nilsen,
Norma Aldersonn, Gene Hoge.

NEW YORK

Changes and Additions

The erudite, erstwhile editor of this publication has left our suite of offices on the 4th floor to take up his stand as one of the perambulating pillars of the Script Division. Gordon Nugent is with us no more. Needless to say, the loss of his steady hand and kindly influence will be sincerely felt by his former associates.

Mr. Nugent was probably one of the most learned editors this tradition-steeped paper has ever had. He received his A.B. degree at the University of Illinois, graduating cum laude and Phi Beta Kappa. He moved from there on a path of glory to Columbia University, entering on a literary scholarship and receiving his Master's degree in English literature. Then followed four more years among books, specifically with Henry Holt and Co., publishers of textbooks. Mr. Nugent then decided to write. He first spent a year of freelancing on the West Coast, but finally joined NBC in February of this year.

Mr. Nugent's glowing personality made this office one of the most popular watering places in the Company, and his literary style added zest and sparkle to the pages of the magazine. More times than we can readily say has TRANSMITTER copy been spiced with his subtle quips—surely it will suffer for the loss of them. And so we tender him regretfully into the hands of Miss McBride, with the gentle admonition to care for him well. For this is the banner of genius, half unfurled.

Guide Frank Shinn was officially transferred to the Production Division of the Program Department on the first of October. He replaced Frank Dodge, recently moved into a junior production director's berth.

Shinn qualified in last spring's auditions and has since been a member of the announcer's class, soon to be resumed under Dan Russell. And being versatile enough, he has also assisted Bill Eddy in Television's visual effects work, the latter being an outgrowth of his experience with puppetry. He once toured the Eastern Seaboard with his own company, playing to audiences ranging from ten to twenty-five hundred people.

A credit note to Frank at this point: He attended the Drexel Institute of Technology in Philadelphia for four

semesters. Now he is putting in a full day's work at NBC, and at the same time is carrying almost a full schedule at NYU Evening School in an effort to round out the above credits for a B.S. degree.

He does have ten minutes between two of his classes and is trying to think of a way to fill in his spare time.

Norman Gray was transferred to Music Library on October 1. He was taken from the tour supervisor's desk on the mezzanine.

Norm is Duke University, class of '36, and holds membership in several fraternities: Phi Mu Alpha, Alpha Phi Omega, Theta Alpha Phi, and Helmet and Spurs. He also has a B.S.M. degree.

The boy who, in an engaging tone, used to croon, "Your tour is leaving now," into the P.A. mike on the mezzanine, originally came to New York to study voice with Estelle Liebbling. He made his professional debut last August at Allen's Grove Summer Theater, Rutland, Vermont, singing the role of Silvio in *Pagliacci*. He is said to have had an interesting life.

Official recognition of Martin Hoade's transfer was recently forthcoming. He has been with the Company since 1933, or just before the exodus from 711 Fifth Ave., with most of the time spent in Music Division. He is now in News and Special Events.

Marty has had the journalism bug ever since he went to work in the Circulation Department of the *New York Sun*, and that was back in high school days. He has taken an extension course in news writing at the Columbia University School of Journalism, and has also studied radio at the N. Y. U. Extension School. With this in back of him, it took nothing more than a world crisis to put him in the News Room.

Mary Louise Fields has been re-engaged in News as secretary and keeper of the morgue. She replaces Annette Johnson, resigned.

St. Joseph's College, Maryland, is now represented in Press Department. Mary Alice Grattan is her name and she has been in town only since August, with her job in the Company coming a month later. However, she does account for several years business experience between school and now. She will act as receptionist, and also as secretary to Mr. Mullen of Press.

In Sales, the details of Hugh Beville's work is now being handled by Martha Howard. Frank Breslin has taken over her former post while Frank's desk is now being covered by Katherine Moroney.

The new operator in Telegraph is

Martin Ford, who, at this writing, has been with NBC one month. He formerly handled news traffic for the Press Radio Bureau, and has also worked for Postal Telegraph.

To get Charles H. Newton, Jr., you now dial Script Dept., where he has a desk and the title of junior staff writer. He was advanced from Script Routing where he has been since February of this year. Mr. Newton went to school in Cambridge at an institution called Harvard, from which he received a degree in 1936. He then went to the Pacific side of the country to work as a cub reporter on the Los Angeles Examiner. New York's four seasons and the National Broadcasting Co. attracted him back in April of 1938.

There is a twist to this latest change. Gordon Nugent, who last spring vacated the old TRANSMITTER office for Dorothy McBride, is now back in that office under Miss McBride's wing, while Charley has Dorothy's old office down the hall. No prize is being offered for a solution to this last paragraph.

Miss Kay Bauer has recently been added to Artists Service as assistant to Madge Tucker. Miss Bauer expresses extreme satisfaction with her position and hopes she may be associated with NBC for a long period. Her hobby is keeping up with events in theatre, motion pictures, and radio.

Charles Rynd, in Sales, now has Elizabeth Dunkerton as secretary. She is one of NBC's newer arrivals, having joined the Company August 22, and comes under the general heading of "local girl"—Bayside, L. I., being the actual spot. She got her preliminary schooling there, later went through Packard Business School, and at present is studying nights at N. Y. U. There was also a goodly bit of business experience between then and now: at Macy's, as secretary to a dentist, with the Guaranty Trust Co., and in her last position as secretary to an engineer with the World's Fair Corp.

Another Packard graduate (this column is not intended for advertising) is Katherine Moroney, who is now in charge of tickets in Sales. She comes from Brooklyn, and also attended St. Francis Xavier Academy in that suburban town. Her first position after business school was in the Company's Stenographic section, which she joined in October of 1938.

Up in National Spot and Local Sales, Mary Elson has taken over the desk guarding Mr. Boyd's office. Before that she had devoted some six months to Script Division, and we'll

let you figure out the amount of time spent in Stenographic, which started in January of this year. She has taken a secretarial course at Scudder and also attended Western Reserve University. Her business career began as secretary to the Prosecuting Attorney in Ashland, Ohio, and before NBC, included a year and a half with a publishing house and some months in the offices of a steel company. Ashland was the home town.

All the way from the West Coast comes Janet Fitch, who can now be found at the first desk to the right of that door on the left as you go into Continuity Acceptance. Coming down to specific geography, she hails from Eugene, Oregon, and attended the University of Oregon, graduating in 1933 with a French major. This latter for the benefit of those francophiles in Press who are thinking of starting a club.

Janet came East by a long jump and a short one. She landed first in Ithaca, N. Y., where she stayed until 1933, working at the central offices of the Kappa Alpha Theta Sorority. Last year found her at the Katherine Gibbs School right here in New York, and she insists that she left there with an honorable discharge to come with NBC. She replaces Jane Adams here as secretary to Miss Dorothy Kemble.

Frank Dodge returned to NBC October 1st after six months leave of absence which was spent at the World's Fair. He is now employed in the Production Division of the Program Department as a junior production director. Frank received an A.B. degree at Ohio Wesleyan University.

Electrical Transcription

There are so many new faces in Electrical Transcription of late that we have decided to give that rapidly expanding department its own particular niche in these columns. At least in this particular issue.

Robert Schuetz recently made the cross country trip to the West Coast, having been transferred from his post in New York's Engineering Division to the position of manager of Electrical Transcription in the Hollywood studios.

John Garthland left the Page Staff in 1936 to become Sales manager of Star Radio Programs, Inc. The job was more or less a result of his first attempts with radio shows—a number of scripts which had been accepted by NBC and produced either locally or on the network while he was still a member of the uniformed staff. But after an absence of three years, he returned to this company the last of September,

joining Transcription Sales. He will contact local stations both from here and on the road.

Johnny came originally from Pascaic, N. J., but spent most of his early days in Winchester, Conn. He attended Gilbert Prep School in the latter city and at the same time, unshaven lad though he was, batted out articles for a local magazine called *By The Way*. Later on he entered Columbia University, majoring in English literature.

On the distaff side, four new secretaries are now gracing those carpeted halls, although it should be noted that they are new only to Electrical Transcription.

B. Jean Smith, now secretary to Promotion Manager W. B. Parsons, has been with NBC since 1934, having come here from a position at Bloomingdale's. Her first job with the Company was assistant to J. K. Mason in Sales Promotion. She remained there four years, then moved into the office of Clay Morgan to become his secretary. That accounted for another year. For the past six months she has been on sick leave, returning recently to the new position with Mr. Parsons.

Lorayne Tretheway entered the Company in June of this year, to go through the usual period in Stenographic. The promotion makes her secretary to Joseph W. Pepper and William Young. Lorayne started in New Rochelle, stopped off in Boston for preliminary schooling, carried on in the College of Fine Arts at Syracuse University, and then started on an entirely new track as secretary to the manager of the Raleigh Hotel in Washington. From there she came on to New York by way of Europe.

Jeannette K. Siewers came from Minneapolis—and not so very long ago at that. She arrived in town sometime during February last, but was answering roll call in room 304 by July. She now becomes secretary to Transcription's John H. MacDonald, replacing Ruth Allison, who found it necessary to return to her home in Chicago because of illness.

Back in Minneapolis, Jeannette was another one of those who believed in keeping the trade at home. She graduated from the University of Minnesota, picking up her secretarial training on the way through.

Amidst feverish activity in 272 we found Peggy Woodworth, recently advanced to the detail-handling desk under Messrs. Turner and Ralston. She is of West Englewood, N. J., Pearl River High School, Skidmore, and the Moon Secretarial School in New York,

all of which covered some twenty odd years in her life and seemed to warrant a vacation. So we learn that she has also poked around France and Germany for a while, by foot and railroad. However, by September of 1938 she had settled down in our much publicized Stenographic Section, from which she was called by Transcription last February.

Miscellaneous

Another NBC guide has found his way to WRD, Richmond, in the person of Ken Allyn. He resigned from Guest Relations about the first of the month to take up the usual duties down there.

On Thursday, September 14, a ten year get-together celebration was held by seven NBC engineers, with their guests, in the Cocktail Lounge of the Rainbow Room. The seven were student engineers together in 1929 and have remained close friends throughout the years.

The following day, Friday, the entire engineering staff assembled to pay respects to another event. A luncheon was held in honor of Bob Schuetz, recently transferred to NBC Hollywood as manager of Electrical Transcription in that city, with best wishes for success as the order of the day.

In attendance at the first of these sessions were: Tommy Phelan, Robert Schuetz, Beverly Frendendall, Robert Shelby, Whitney Baston, Ward Wilson (better known as "Beetle" on Phil Baker's show), and their respective guests. We have it that the gentlemen enjoyed themselves thoroughly and are looking forward to other anniversaries which can be celebrated in a similar way.

Since G. Thornton Steil joined NBC ranks, his promotions and activities have demanded almost regular attention in these pages. So in this particular instance, we beg leave to refer you to his latest write-up in the TRANSMITTER's August issue, and to add that he and his Novachord have resigned in order to free lance. He continues a contracted series with Electrical Transcription, and in addition, is working a new commercial series with Columbia. We also have it on very good authority that he has two more commercial shows lined up in the offing. It should be noted that Ted not only does solo work, but that he also has his Novachord group, which goes under the name of "Ted Steele's Novatones," and figures into his future contracts, as well. Anyway, this time we'll say so long, Ted, and good luck. The prospects look swell.

NBC TRANSMITTER

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the National Broadcasting Company
from coast to coast.

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KNOW YOUR COMPANY

(Continued from page 3)

fan mail—and plenty of it. Probably fewer mistakes are made in the announcer's job than in any other comparable position, if you can think of another line of work where a man will be making public speeches from an airplane one day and from a submarine the next.

When you hear one of these familiar voices of Radio City, think of the efficiency of Pat Kelly's Division, which, through sleet and hail and electric storms, brings you your NBC chimes every hour on the hour.

Ordinarily, a small space in this position would be difficult to dispose of. In this case, however, we seize the opportunity to remind you that there are some odd shopping days to Xmas.



Vincent F. Callahan
New assistant manager of WBZ &
WBZA, working with John A. Holman,
NBC New England general manager.

WBZ BOSTON and WBZA SPRINGFIELD

by Charles J. Gilchrest

The beauty of the 400 young ladies, who, during the Boston Television Girl Contest, paraded before NBC microphones and RCA television cameras in the WBZ studios, explains why Contest Director Bob Evans had no trouble in getting all the assistance he needed.

Traffic Manager

Gordon Swan celebrated, in October, fifteen continuous years of active service with WBZ & WBZA. He started as an announcer, worked at various times as press agent, production man, salesman, artist, news reporter, special events director . . . in fact every job except that of engineer.

Office Manager Cy Young took a late vacation in mid-October, but since returning refuses to tell where he went or what he did.

WBZ Control Engineer Lantz got exactly two birds in the first four days of the hunting season. But instead of being disgusted he oiled up his rifle for a crack at deer and bear in New Hampshire's mountains.

Ruth D. Higgins resigned her job as secretary to WBZ & WBZA Office Manager Cy Young to become secretary to the Athletic Director and Librarian of Colby Junior College, New London, New Hampshire. She was replaced on the NBC-Boston staff by Miss Sonya Bussinias.

Addition to WBZ & WBZA staff is Eleanor Sullo, stenographer in Accountant Bob Halloran's office.

Partially color blind WBZ & WBZA News Editor Charles Gilchrest went shopping on his wife's order to get a blue topcoat to harmonize with blue and gray suits. He returned with a green one which clashes beautifully.

Special Events Director Bob White celebrated the opening of National Fire Prevention Week by having a swell fire in his home. It gutted the basement, destroying solid mahogany furniture, hand painted china, and oil paintings. But his wife, a radio veteran herself, refused to phone him about it until his broadcasts were over for that evening.

Announcer Fred Cole celebrated National Fire Prevention Week by being carried down a ladder from the fifth floor WBZ studios on the shoulder of a fireman. Fred took his mike with him and even the grunts of the husky fire fighter went out to the New Eng-



Announcer Fred Cole finally gets carried out.

land listeners.

Captain John A. Holman, United States Signal Corps Reserve, and General Manager of WBZ & WBZA, arranged a special series of programs over these stations for the army recruiting service.

Television Contest Director Bob Evans flew Mrs. Evans, and the winner of the Boston Television Contest, Eleanor Aycock, to New York for a whirl of festivities in Miss Aycock's honor. Only fly in the social ointment was the fact that both ladies were attired in identical gray kidskin jackets and chapeaux.

The morning hour from 8:00 to 9:00 a.m. has become the hottest spot of the day for D. A. Meyer's control room engineers. Gene and Glenn are fed to the NBC-Red Network. Simultaneously Harvey and Dell are fed to NBC-Blue Network. The WBZ & WBZA program at this time is "Breakfast in Bedlam." The engineers also feed the regular Blue Network to the Yankee Network experimental station W1XOJ, and line-up tests are being made prior to feeding the Columbia network to the Westinghouse international short wave station, WBOS, at Millis, Mass. Add to all this the auditions and rehearsals regularly scheduled and you'll see why 8 to 9 a.m. is "Bedlam at BZ."

NBC SAN FRANCISCO

by Dick Bertrandias

Hello and Goodbye

Really big news of the month was the announcement that Lloyd Yoder, after 10 years of faithful service in the NBC-San Francisco fold, was assigned new worlds to conquer. Lloyd, who



(l to r) Jennings Pierce, Lloyd E. Yoder, and Milton Samuel.
"The gang found it tough to say so long . . ."

started with NBC as an announcer and traveled on up through the publicity department into the KPO-KGO manager's chair, takes hold of things at KOA, Denver, while A. E. Nelson, formerly in charge of Blue Network Sales, steps into the KPO-KGO front office.

The gang found it tough to say so long to Lloyd, and to prove it they presented him with a swell set of golf clubs encased in a leather bag . . . a real smooth job. The department heads teamed up and gave Lloyd a new-fangled, shiny pipe and stand to keep him in cool smokes. There were rounds of dinners and farewell sessions for the out-going boss, and the welcomes for the incoming chief have only begun.

Also on the "Hello" list is one Floyd Farr, latest addition to the announcing staff, who comes to San Francisco from KDYL in Salt Lake. Welcome, Floyd, and have fun.

Yes, a new name tops the column from the Golden Gate city, and we say goodbye, temporarily we hope, to Louise Landis, who has carried on for lo, these many years. She has taken a three months leave of absence to be with her husband, whose business demanded that he take up residence in

the Salinas valley. Well, Carmel is only a quick trip by horse and buggy, so things could be worse.

Story of the Month

It was told by Wanda Woodward, who returned from vacation with a romantic tale of near drowning and subsequent rescue. It all happened on the Russian River . . . a maiden in distress . . . a knight in shining armor, only in this case it was a bathing suit. Wanda was experiencing her initial canoe ride, but no one had told her they were subject to capsizing. Result: Wanda and canoe in reverse positions.

Things were at their worst when a welcome masculine voice floated across the water from a nearby pier.

"Say," the voice asked, "can you swim?"

"No," Wanda gurgled, "Can you . . . I hope?"

He could, Wanda was saved, and her hero turned out to be a handsome officer in Uncle Sam's Navy. Nice story—what?

Speaking of Vacations . . .

Late vacationers included Beth Gardner of Music Rights, visiting old haunts in Denver . . . Doreen Witt, also of Music Rights, off to Carmel . . . Arnold Marquis, Production, whereabouts unknown . . . Guy Cassidy, spending time at home becoming better acquainted with offspring . . . Ed Parkhurst, chez lui . . . Frank Barron, busy changing residence . . . and that, with a few exceptions, just about closes the "Absent With Blessing Department" for this year.

Romance Department

The fact that it isn't spring doesn't seem to have much influence among radio folk . . . Dave McNutt, Press, reveals that he and a certain Miss Janet Gullmana have announced their engagement, the result of a University of

EXCHANGE CORNER

RECORD PLAYER, attachable to any radio, together with three symphonies—all brand new—to exchange for photography equipment. Call J. W. C., Ext. 878.

NBC GIRLS—Single or double rooms available in penthouse apartment with surrounding terrace overlooking Central Park. Five minutes from NBC. \$8-\$10. Call PL 3-2450. Apart. 116.

California campus romance . . . Marion Hansen MacQuarrie, back at her desk after trip south, says she doesn't remember whether she saw anything en-route or not, she was on a honeymoon . . . By the way, how does the writer of column announce own marriage in same? Anyway, the lucky fellow and Miss Evelyn Lopez of San Jose are supposed to say "yes" on October 22, and by the time the TRANSMITTER comes out will have done so. Yes indeed.

Activities

San Francisco's NBC Athletic Association strengthened its position with another social success . . . this time a swim party, followed by a buffet dinner, dance, and general fun at the Association's clubhouse. Highlight of the evening was a thriller-diller drama. Title of same was *One Thousand Legs Under the Sea*. Bill Holmes was in charge of aquatics, while Budd Heyde held forth as head host during the eat, drink, and caper portion.



Four of the "One Thousand Legs Under the Sea." Owners are Bill Holmes and Riola Jamison.

TELE FLIGHT SUCCESSFUL

(Continued from page 1)

the radio transmitter and ignition apparatus for the two ship's motors.

Ralph Holmes, RCA engineer, and W. A. R. Brown, NBC engineer, explained that 200 miles from the transmitter the signal intensity was low, and no matter how slight the interference, it had serious effects on the image quality. However, as the ship approached New York City on the return trip the signal became strong. Motion picture transmissions and the landing of the plane itself came out in sharp focus.

The experiment bore out the theory that television's ultra-short waves travel in a comparatively straight line. In order to receive the New York broadcast over Washington, D. C., it was necessary to take the big, United Air Lines ship above the sixteen thousand foot level. (At that height, the Air Line's representatives supplied each of the group with tubes, through which enough oxygen could be breathed in to offset the effects of the high altitude.) Television engineers had previously established that the ultra-short wave's utility was limited roughly to an area within the visual horizon.

The receiver used in the experiment was, as mentioned before, a standard model. The adjustment against the propellers was necessary, since, according to the engineers, they acted as reflectors which caused extremely rapid variations in the intensity of the received signal. The antenna used was a simple dipole type, consisting of two wires strung under the fuselage of the ship. The connection to the receiver was made through the fuselage.

If anyone is interested in picking up a 1934 sedan for \$125, call Magnus Opsal, Extension 304, for details.

KDKA PITTSBURGH

by Jim Luntzel

We have it from technicians in charge that the new KDKA transmitting plant will be ready for operation around November 1, so by the time you read this it should be in full swing.

The new location is eighteen miles nearer Pittsburgh than the old site at Saxonville, Pa., and of course will greatly increase the station's power and volume. The last word in modern equipment has been installed, and at this writing, wiring and connections are being readied for tests which will take place about October 16.

The 718 foot antenna is already more than half way up and is daily climbing higher. When it is actually completed you will be able to see it from downtown Pittsburgh office buildings.



Russell Pratt

Russell Pratt, KDKA's "Doctor Sunshine," has taken over duties of morning program and production supervisor, but is also continuing his present assignments as a microphone entertainer.

Russ has wide background as an artist and his new job should give him opportunity to make use of his innate showmanship from every standpoint. News of his recognition at KDKA will be happily learned throughout the entire radio world, where he numbers his friends in legions.

Editor's note: Our new Pittsburgh correspondent has assumed a very modest attitude in neglecting to include



Time—Sept. 16. Place—South Park. Excuse—the KDKA picnic. Event—the big blow.

any information about himself. Since he is new to the Company as well as to this column, we take this opportunity to congratulate him on his recently assumed position and to welcome him to NBC.

KDKA News Notes

Mrs. Sherman D. Gregory, wife of KDKA's station manager, is looking forward to the dedication of the new antenna—claims she's a "transmitter widow" these days—and nights. . . . Bill Jackson, Lynn Morrow, and Byron McGill, of Sales and Promotion Dept., are hopeless Gilbert & Sullivan addicts—they've got Page Lloyd Chapman doing "Three Little Maids—etc., etc." . . . June Marshall, comely switchboard operator, being showered by Ann Kendeheart while there's a blush in the voice of her singing cowboy, Roy Starkey. . . .

George Meyer, studio engineer, returned from vacation in country, 50 miles south of Canton, Ohio—brought back 50 lbs. fragrant Swiss cheese. Byron McGill was one of those receiving a gift package of the Ohio delicacy. . . . McGill, suffering from a cold, had cheese eaten before he recovered and even now doesn't know how it tasted. . . .

Ed Calahan of Artists Service taking bows for coordinating 140 television shows in KDKA demonstration at Allegheny County Free Fair. . . . Ed Schaugheny, popular announcer, showing off to his *Musical Clock* fans who came from miles around. Working under television lights, Schaugheny lost five pounds during week—went on vacation—gained ten. He's thinking of starting an "I'm fat and I don't care who knows it" club. . . .

Slim and Roy, Doc Pratt, and others of early morning shift, started their own coffee club in KDKA's Home

(Continued on page 15)



From the KDKA staff picnic at South Park. Find the man who isn't smiling.

WASHINGTON

by Marian P. Gale



The NBC House of the Future on the day of its official opening.

According to Kenneth H. Berkeley, WRC-WMAL general manager, approximately 30,000 people have viewed NBC's House of the Future since its official opening Sunday, October 1st. It is estimated that 100,000 will see the model home, which exemplifies the type of dwelling people will own five years hence, within the first month it is on display.

One thousand invitations were sent to high government officials and other prominent Washington citizens to attend the preview held in the morning of October 1st at 9:30. At noon the doors were thrown open for the general public. L. E. Bruening and Sons, of Washington, were the builders. The house is located at Massachusetts Avenue and Jamestown Road, one block beyond the District line in Maryland.

Mary Mason, director of the WRC *Home Forum*, acted as hostess at the official opening. She has broadcast her daily programs from the interior of the NBC House of the Future ever since it neared completion, informing her listeners of the many housekeeping innovations the building contains. Some of the features of the six room house are: Fluorescent tubular lighting recessed in the walls, flexible composition floors, extensive use of plate glass and glass brick for light and trim. The exterior of the modern building is painted brick.

Since the ground breaking ceremonies last May, WRC and WMAL listeners have been kept advised from time to time of the development in construction. Since that time also, tremendous interest has been evidenced by national manufacturing companies in construction work.

Baukhage Checks Out of Berlin

Baukhage, NBC Washington commentator and international observer, is back from the wars—back from Berlin

and the various difficulties he encountered going and coming.

He left this country on his NBC mission August 24th, via the Clipper ship. He had visas for England and France but none for Germany. On his return trip around the first of October, Baukhage recalled he had spent a lot of time in Germany, just a little in France, and none in England. As soon as he arrived in Washington he reported to the studios and recounted his trip on September 15. During the night the train was halted for two and a half hours—he had the exact time recorded in his vest pocket diary which he consulted. Although he didn't know it then, at that moment German troops from the Polish front were headed for the Siegfried line.

At length the train reached the Swiss border at Basle, and Baukhage showed his passport which had been marked the previous day by police officials in Berlin. "This is no good," the border guard said, "It's expired." Baukhage tried to persuade the officer that he had stood in line only the day before and had it checked. "But it reads 1937," Baukhage was told. Sure enough, the Berlin police official's "9" in the written "1939" resembled a "7." Our Washington commentator and international observer was plenty wor-



House of the Future's living room, showing new polarized glass mantle and fire place.

NELSON TRANSFERRED

A. E. Nelson, formerly Blue Network sales manager, has taken over his duties as manager of KPO-KGO, San Francisco.

Founder of Station WIBO, Chicago, in 1923, Mr. Nelson was its principal owner until 1933. The following year he joined NBC as manager of KOA, Denver. He remained there until September of 1937, when he was transferred to KDKA, Pittsburgh, which station he advanced to a position of leadership in national spot and local sales advertising. He became Blue Network sales manager in July, 1938.

In his new position, Mr. Nelson will report to William S. Hedges, vice-president in charge of stations.

ried, being in Germany with a presumably phony passport. Luckily in the midst of their conversation an officer arrived and agreed with Baukhage that it must have been a "9."

At Basle he took the train for Spain, intending to go from there to Lisbon and get aboard the Clipper. While the train crossed France the French government ruled that nobody could take more than 500 francs (\$10) out of France. When he reached the Spanish border he learned that he would have to give up about \$100. He debated whether to smuggle his francs into Spain via his socks and decided against it. When he entered

(Continued on page 15)



Baukhage (center) checks out of Berlin.

KYW PHILADELPHIA

by J. A. Aull

Lesile W. Joy, general manager of KYW, again has been appointed chairman of the Radio Committee of the Southeastern Pennsylvania Chapter of the American Red Cross. Joy also has been appointed to the Founders Day Committee of the University of Pennsylvania for the season 1939-40.

The electric organ of Art Hinett, KYW's swing king and staff accompanist, and the antics of Leroy Miller, KYW's Musical Clocker, teamed up at Norristown's Senior High School on October 19th for a special entertainment of students in the new high school auditorium. Apparently it's getting to be an annual affair with the boys as this is their second appearance in as many years.

Miller continues to be in much demand for personal appearances. Three more requests for his one-man acts were added to his October engagements. These include the Bond Stores, the Young Republican Club of Lansdowne, and the E. J. Lavino banquet in Norristown.

Sammy Kaye, veteran orchestra leader who was appearing with his band in Philadelphia last month, paid a visit to KYW's Musical Clocker, Leroy Miller, during that program. Miller promptly put the leader on the air and let him introduce his own orchestra which was about to be broadcast via the turntable.

Kerby Cushing, KYW's sportscaster, entered a new field this month with a special 15 minute news program at 6:45 p.m. Heretofore Cushing has confined his broadcasts to a daily sports resume. The Sunday programs will feature last minute news delivered in Cushing's individualistic, rapid-fire style of presentation.

As long as the Dr. I. Q. broadcasts remain in Philadelphia, five KYW announcers will have permanent berths on the program. They are Don Heyworth, Bill Lang, Leroy Miller, John Throp, and Dan Munster. Each passed the audition without question. The reason Harry Wood, the only remaining announcer at the station, was not selected, is because he was sixth in line and the program needed only five men.

Dan Munster, KYW spieler, was de-tailed to broadcast at the Villanova game this month. He motored out to the field with Kerby Cushing at the wheel and little enough time to spare.

(Continued on page 15)

WGY SCHENECTADY, N. Y.

by W. T. Meenam



"The inter-city softball game . . . didn't prove a thing."

The inter-city softball game, at Totem Lodge on Burden Lake near Troy, between the pick of the NBC-New York Athletic Association and WGY, didn't prove a thing. For the record, the score at the end of the seven inning contest was 12 to 11 in favor of the visitors. However, so many unexpected factors entered into the result that it cannot, in fairness to either team, be called conclusive.

For example, six of the runs scored by the New Yorkers were actually tallied by WGY's second string men who were playing with the visitors. You see the chief unexpected factor was a New York State policeman down in the neighborhood of Poughkeepsie. Six of the thirteen members of the New York squad were trying to make up time at Hopewell Junction. They attracted the attention of the highway patrolman who alleged that he had to travel better than 60 m.p.h. to deliver the bad news. The athletes, with a rendezvous 100 miles away, were forced to cool their heels in the office of a Justice of the Peace.

Part of the heavy scoring might be charged to the pitching of Leo Bolley, sports commentator of WGY, who had nothing but seams on the ball with the seams visible all the way up to the plate. When Peter Narkon went into the box, scoring automatically stopped and the WGY batters began to go to town.

Even apart from the softball game the outing was a great success. Following the game, many of the WGY staff enjoyed a little golf; others took to swimming, riding, and the various other sports the place afforded. An

excellent dinner was served in the early evening, followed by a floor show, and music by Bruce Baker's orchestra for dancing.

W. J. Purcell, Howard Tupper, and Virgil Hasche were largely responsible for the success of the fall outing.

With the waning of the golf season, WGY enthusiasts of the pastime are engaged in an elimination tournament to decide the top-flight player of the staff. Peter Narkon and Chester Vedder promoted the tournament, which calls for 36 holes of golf per day until the end is reached.

The 1939-40 bowling season is under way and the WGY staff has organized a league for the third successive year. John Howe is again president, secretary, and treasurer. The teams include the Ripples, Faders, Whistles, Squeals, Howls, and Statics.

Silvio Caranchini, a member of Control Staff of WGY, has been transferred to New York as engineer in the Recording Division. Mrs. Caranchini, a former member of the WGY staff, will join her husband later.

Waite Hoyt, pitching star for many years with the New York Yankees, arrived at WGY to begin a local series of sports broadcasts. Hoyt is assisted in the broadcasts by Gene O'Haire.

Jack Keane, head of WGY's Guest Relations Section, has been making a name for himself as a comedian. Jack is playing the part of Philosopher Flaherty in the half hour *Autumn Breezes* show.

Among WGYers who have recently visited the World's Fair in New York were Mrs. Caroline Osan, Virgil Hasche, and Allen Taylor.

KOA DENVER

by Mack Switzer

The new NBC Blue Network outlet at Denver, KVOD, was saluted by KOA on Saturday night, September 30, when KOA's "Old Opry House" program was dedicated to KVOD and simultaneously broadcast over a three-station (KOA-KVOD-KFEL) hookup. KVOD becomes a sister station of KOA, carry-



Salute to KVOD, Denver, from KOA's Studio A.

ing the service of the Blue Network to Denver listeners, while KFEL will bring programs of the Mutual Network to radios in this territory. W. D. Pyle, president, and Tom Ekrem, manager of KVOD, and Eugene O'Fallon, president of KFEL and NAB director, were honored at the "Opry House" broadcast in which the histories of both stations were traced and the personalities of the men responsible for their development were eulogized. Robert H. Owen, manager of KOA, congratulated these gentlemen on their achievement, and KOA's "Men of the West," singer Elsa Kaurez, 12-year-old songstress Patty Wirth, the KOA orchestra, and KVOD's Captain Ozie Waters dedicated their numbers to this latest step forward in Denver radio.

The studio picture shown above was taken in the midst of activities at the *Opry House* program.

Mrs. Dale Newbold, wife of KOA's officer manager, is in Mercy Hospital recovering from a major operation.

Bob Young, formerly of KGVO, Missoula, Montana, is the new announcer at KOA. Bob's following has caught up with him, for he made "air-friends" during his three years at KGVO who had moved to Denver and were glad to hear his voice again, one letter asking if "that could possibly be good old Bob Young, whose voice we used to

wait for in Montana."

Betty Winn Stulla, not so long ago of KOA dramatic, vocal, and continuity departments, and 2-year-old Alice Stulla, visited KOA in October on vacation from Los Angeles. Mrs. Stulla's mother lives in Denver.

Albert "Pappy" Stephens, former dramatic star of "Light On The West" program, sponsored by the Public Service Company of Colorado, was also a recent visitor.

Engineer Stan Neal had a 45 minute streak of luck on Maroon Lake recently and came home with this fine mess of fish. That's how good fishing is in Colorado.

All too briefly, past-KOA-manager A. E. Nelson stopped in Denver on his way to San Francisco and his new post as manager of KGO-KPO. We wish him the best of luck and wish he could have stayed a while.

A farewell party for two of KOA's General Office employees, Jane Weller'd and Martha Krueger, was given at the home of Mrs. Lucien Morgan on Oct. 1. Everyone enjoyed themselves to a fare-ye-well, even Jane and Martha, whose sorrow at leaving was assuaged by the lovely gifts they received. Jane, who is now Mrs. Parsley, and Martha, now Mrs. Foss, will be succeeded by Virginia Anderson and Mary Mortimere.



Engineer Stan Neal with "... a 45 minute streak of luck."

WTAM CLEVELAND

by Bob Dailey

Jane Weaver, who looks after women's programs and organization activities at WTAM, is gaining considerable attention through a new weekly inspirational program.

The program is named after Mary K. Browne, nationally known tennis and golf champion of a few years ago, who also appears on each broadcast with an inspirational talk. Every program dramatizes the highlights in the life of a well-known person and illustrates how that man or woman overcame obstacles and hardships to achieve success.

It is only logical that a sports announcer should never forget his calling—even while on his honeymoon. That is what Mrs. Tom Manning realized after the honeymoon was over. She is the former Hazel Finney, of WTAM staff.

It happened this way: WTAM's red-headed sports announcer and Miss Finney were married on a Saturday afternoon. They left for New York City that same night—just so Tom could be on the scene for the first two World Series games. And then, on the following Saturday, Mrs. Manning found herself in Columbus where Tom was covering the Ohio State-Missouri football game. The next day, the couple was at home in Cleveland for the Cleveland Rams-Chicago Bears pro football game. Oh, for the life of a sports announcer's wife!

WTAM Glances: Wade Barnes, chief announcer at Canton's WHBC, joining the WTAM announcing staff . . . Herbert DeBrown resigning after seven years with the station to enter new fields . . . Esther Beaverstock taking Hazel Finney's position at WTAM reception desk . . . Salesman Harold Gallagher off to Chicago with his family for a belated vacation . . . Librarian Bob Oatley entertaining his niece from Florida . . . Production Manager Fred Wilson, who several years ago was a well-known network tenor, again stepping before the mike to sing on Jane Weaver's morning program . . . Tommy Carter, staff musician, taking bows all over town for his take-off on Hitler and Mussolini at a bachelor party for Tom Manning. Ditto Bill Kennedy as Lionel Barrymore, and John Hicks as President Roosevelt . . . May Draxell, head of the Stenographic Department away on a vacation, and Helen Forsythe taking over her duties.

NBC HOLLYWOOD

by Noel Corbett



(l to r) A. E. Nelson; Jim Hartzel, assistant supervisor of pages; Harry Sosnik, musical director of the Hollywood Playhouse; and Don E. Gilman.

"... he (Nelson) was lunched at the Brown Derby by old friends."

Establishment of three new positions and co-ordination of the duties of two department executives were announced October 1 by Don E. Gilman, vice president in charge of the Western Division.

Walter C. Baker occupies a newly created position as office manager of Artists Service, under the direction of Alex Robb.

William J. Andrews is manager of Guest Relations Department, in charge of tour guides, receptionists, and ticket distribution.

Walter Davison, who came out from New York a few months ago to set up the Tour system, is transferred to Sales Promotion Department. He will act as assistant to Charles Brown, Western Division Sales Promotion manager.

The Program Department, under John W. Swallow, was rearranged so that Marvin Young assumes the duties of Night Program supervisor, meanwhile continuing as assistant program manager.

While Young takes charge of Night Program, Andrews, formerly night supervisor, will continue to direct Guest Relations activities of that position.

The post of General Service manager, formerly held by Baker, will be subdivided, and the various sub-department heads will report directly to Lew Frost, assistant to the vice-president.

Things have been happening all at once for the Walter Davisons. Hardly had it been announced that Walter was

made assistant to Charlie Brown in Sales Promotion. Then Walter came out with an announcement of his own—that Mrs. Davison had presented him with a 7 pound, 7 ounce baby girl, on September 28 at 8:32 a.m. at the Good Samaritan Hospital.

One of the last persons to leave on vacation was Walter Baker, new office manager in Artists Service.

Walter spent his time in the Pacific

Northwest, where he renewed many old friendships in Marshfield, Oregon, and chased the elusive salmon from one end of the Rogue River to the other.

The recently formed NBC Camera Club, with Charlie Smith of Artists Service as president, is taking field trips these days under the able tutelage of Gilbert Morgan.

The boys have also showed they plan to follow through in a big way with their clubrooms in the Olesen Building (across the Radio City parking lot).



(l to r) Elinor, Barbara, and Matt Barr, "Hollywood Press Department's first baby."

Members of the club include Ted Sherdemen, director; Sidney Dixon, Western Division sales manager (One of his shots, "Hollywood Radio City the day war was declared," appears on this page); "Miv" Adams, Engineering field supervisor; Bob Moss, director; Paul Gale, Western Division traffic supervisor; Jack Hall and Stan Radom, pages.

Wednesday evenings finds the ice skating group hard at it again, following the pastime which was broken into by summer vacations. They ice skate twice a month and roller skate the



Sidney Dixon's "Hollywood Radio City the day war was declared."

other two Wednesday nights.

Blanche Davies, secretary to Lew Frost; Kay Harris, Auditing; Carolyne Gay, secretary to Buddy Twiss; Eddie Lippert, Bob Morris and Stan Radom, pages, are some of the regulars.

Quick Pix . . . Joe Parker sold his song, "Holdout for Heaven," which was featured on his *Idea Mart* musical comedy, to Whitmark . . . Don E. Gilman helped familiarize A. E. Nelson with San Francisco the first week the latter arrived there to take over management of KPO-KGO . . . Helen Aldrich played the second lead at the Pasadena Playhouse in *Ultimate Islands*.

Page Supervisor Norm Noyes took a turn for the worse a while back. Too hurried an entrance into the Noyes' kitchen caused him to slip on a grease spot, and Norm, dishes, and strawberry jam landed happily together in the middle of the floor. He was a little late for work, some time being required to comb the jam out of his locks.

LIBRARY EXCHANGE PLAN

(Continued from page 4)

organized arrangement, however, the volumes of all the libraries will be readily available to any one of them.

While here, the group made inspection visits of each of the New York collections of the Company, and went on to make tentative plans for a visit to the Camden and Harrison libraries. In this way, each one of the librarians will keep in mind a general picture of the layout and the volumes available in the other units.

Miss Lugscheider for the promotion, and the other librarians for their cooperation, are to be congratulated, since the plan will certainly result in added convenience to all concerned.

It might be well at this time to remind the New York employees that the General Library is now firmly entrenched in its new location—room 463, which was made by joining and remodelling the client's booths of studios 3E and 3G.

Miss Frances Sprague, still very capably in charge, has extended a general invitation to come in and get acquainted. She will be glad to show around anyone interested and explain the new arrangement.

And to the uninitiated, let it be said that the collection is really worth investigating. The subjects covered are too many to enumerate but the door is open and everything is well catalogued. And Miss Sprague is a nice person to know.

KDKA PITTSBURGH

(Continued from page 10)

Forum Kitchen. Club members made such a mess in the kitchen Evelyn Gardiner gave them a putsch. Members now make coffee in studio repair shop with their own equipment (bought on easy payment plan and being paid for by 10¢ weekly dues). . . . Coffee clubbers resented new candidate Jim Luntzel's offer to pay 9¢ weekly on grounds that he uses no cream or sugar. . . .

Friends of Charley Urguhart, Production, are giving him the laugh. Charley, an old circus man, proudly introduced the bearded lady, an acquaintance of his saw-dust days, around the studio. Pittsburgh papers next week ran picture of said bearded lady—"She" was a man. . . . Joe Baudino is reported to have taken only one puff of his pipe recently when someone spoke to him. . . .

Lynn Morrow dubbed "Mr. Television" after escorting "Miss Television" all over Allegheny County Free Fair

AA ACTIVITIES

Congratulations to Henry Rudick of the Service Staff and to Mary Lou Irvine, chairman of the NBCAA membership drive. On October 5, Mr. Rudick received his card as 500th paid member of the NBCAA. And with this recruit, the membership of the AA has reached an all-time high. It is of interest to note that when Miss Irvine took over the membership reins in April, it totaled but 315. The work she has done in a few short months merits the thanks of the Association.

Anyone interested in learning more about the AA can get complete information from Miss Irvine in the Cashier's office.

Bowling News

The bowling season is off to a flying start, and although only two bowling nights have "rolled" around, this year's competition promises to be keen. Already several scores of over two hundred have been chalked up, and last year's winning engineering teams face no easy path in their try for another championship.

There is one all-girl team in the competition, and two other new ones, Press and Program. The rest of the teams lined up as two each from Engineering and General Service; one each from Guest Relations, Treasury, Traffic, Auditing and Sales.

Riding News

The riding club's latest contribution to the entertainment of our more hardy NBCites took place on October 7 at Closter, N. J. Eleven riders participated in the paper chase held on the trails in the vicinity, and with the weather just about perfect, everybody had a great time.

Wilber Welsh, of Traffic, won first prize, which consisted of a small statuette desk-piece.

Movies were taken by Al Patkoev at various points during the chase, and will be shown after the moonlight ride to be held later in October.

After the exercise of the day was finished, the group adjourned to an old Dutch inn nearby and had lunch. All in all it was a most successful day, and our expert and embryo equestrians are looking forward to the moonlight ride to be held shortly.

grounds. Everywhere "Miss Television" went, Lynn was sure to go—the lamb. . . . Staff members returning from N. Y. Fair singing praises of cordiality extended at Westinghouse exhibit. . . .

NBC WASHINGTON

(Continued from page 11)

Spain the search amounted to only the revelation of the contents of his bill-fold.

At Irun, Spain, he boarded a train for Lisbon, but when established in his compartment he learned that his car was going to Madrid. Ahead of him was a first class car which later would be sent to Lisbon. He grew more and more concerned at the prospect of arriving in Madrid with scarcely any money. Yet he had so little money then that he could not afford a first class passage. However, he took a chance and moved forward to the Lisbon carriage, and after a while arrived in the Portuguese capital. There he caught the Clipper.

At the recent Harvest Moon Ball held in Griffith Stadium here, an all-star local orchestra was selected to play a battle of music with Glen Gray's Casa Loma Orchestra. The members of the all-stars were elected by a ballot among all the orchestra leaders in Washington. Each leader was asked to vote for the men he thought the best in town.

Over 100 Washington musicians were eligible to make up the 13 piece orchestra. Because of the instrumentation required in the 13 piece band, NBC men were eligible to fill only 11 positions. But NBC Staff Orchestra members walked off with placement honors when 9 of them were elected to the orchestra. This was a ratio of 9 positions filled out of 11.

NBC's first trumpet, Charlie Frankhauser, polled more votes than any musician in town—practically unanimous.

KYW PHILADELPHIA

(Continued from page 12)

Due to go on the air at 1:45 and 15 minutes from the field, the car blew a tire at 1:22. Munster hailed the first passing motorist and asked to be taken to the nearest cab stand. When the motorist heard the circumstances, he looked at his watch and decided there was no time to waste with anything like that. He drove direct to the field. Arriving just in time for the broadcast, Munster learned that his benefactor was William E. Lingelbach Jr., of general counsel for Esso Marketers (Standard Oil Company of Pennsylvania in the Keystone State), sponsors of the Esso Reporter broadcasts. Mr. Lingelbach had saved the day for listeners to a football game—sponsored by Atlantic Refining.

ROVING REPORTER

An information sheet of by-gone days was turned up recently, requesting the guides to use both the terms NBC and National Broadcasting Company when referring to the Company during their tours. And therein lies a story.

She was a timid old lady who was quiet during most of the tour. While the guide welcomed his group to NBC, and NBC'd this, that, and the other thing most of the way around, she took it all in with amazed interest. But finally a questioning expression appeared on her face. Still she was afraid to speak, so the guide, looking directly at the lady, requested his group to ask any questions that they might have in mind. Gathering courage, she finally piped up, "Are you going to show us where you make the fig-newtons?"

We might call it America's number one inhibition — that desire to go to Hollywood and bring out those latent histrionic powers that we know exist. Fortunately for most of us, we subjugate our longing for the blue horizon to the hum-drum drive of existence, but we do follow the paths of those who take their chances with a great deal of interest.

Those knowing Buddy Roberts, who left Commercial Program Division on a six months leave of absence to try his luck in Hollywood, will be interested in learning that from all reports he is doing well. A picture recently received shows Buddy on stage 5 of the Paramount lot, where he was working on *Emergency Squad*, being ably assisted by Carl Krueger, head of the Radio Department of Paramount Pictures on the coast.

Congratulations are in order for V. J. Gilcher, head of the General Service Department. On October 1st he became the proud father of a baby girl, Linda Sue. From all reports, Mr. Gilcher weathered the ordeal in fine shape (Mrs. Gilcher and the baby, incidentally, are fine), and when last spotted was passing out cigars to friends in and about his office.

Latest reports from Europerovers Ned Payne and Steve deBaum place them in Sweden, selected as being a safe distance from the fuss and the furor. They plan to spend the winter there, having covered Holland, Germany, and Switzerland to date. However, they are looking forward to Italy where jobs await them both. Their address, incidentally, is c/o American Express, Stockholm. You know . . . news from home.

Guest Relation's Jacques Biraben isn't saying much lately, but if you've noticed that contented smile of his, you must have realized that the world is treating him very nicely. And the excuse for that smile is la petite Mimi Kaye, who on September 18, at City Hall, changed her name to Mrs. Jacques Biraben. It was all done very quietly. In fact, so little was said about it that it's taken the TRANSMITTER a whole issue to catch up with the news. But here it is, and that makes it official, so here's wishing the

couple bon voyage.

The summer-vacation season is just a memory, but from the reports we've been getting, it was quite a session.

We've often wondered what happens to those who must, during working hours, check and double check our NBC programs. We can easily picture their vacation spent far from the sound of chimes and loud speakers. Now we know. Ray Diaz and George Hays pronounce their two-weeks vacation in Havana perfect . . . save that the Havana reception of this country's programs is poor, and they had much trouble getting the NBC stations.

The war caught Adelaide Bucheister, secretary to George Engles of Artists Service, at the beginning of a six-weeks tour of Europe, and she found it necessary to hurry to Italy in order to get passage back home. Luckily a cabin on the *Rex* was free—for anyone who would pay double fare. Terms were accepted with alacrity, and vacation chalked up as short, but not so sweet.

Grace Hellerson, also of Artists Service, had a trip planned to Bermuda, but was informed the night before sailing that the boat was going to England instead. And to spoil the vacation entirely, they told her that only the crew would be making that particular trip.

Word has finally been received from John Baxter, former publicity man in Artists Service. His friends have been a little worried because he has failed to answer letters and wires, but it seems that his duties as program manager of the new Youngstown, Ohio, station, WFMJ, have been so heavy he can't get out from

behind the desk. The first thing they showed him, he says, was a desk full of work. And it's been full ever since.

We apologize for another late entry, but must claim circumstance as an alibi on this one. It concerns Marinette Fernandez Boucas, mentioned in the September issue as a new addition to the International Division, and actually occurred in September. Returning early in the month from what had purported to be the usual vacation, her friends were happily surprised to learn that she had been secretly married in the meantime to Edward Brown Tomkins, who is associated with the advertising agency of Cecil and Presbrey.

But grass grows not under the feet of the International Division. An informal luncheon was immediately arranged

for her by friends in that department, and was held on Friday, September 15th. The table was decorated with flowers selected by Matilde Portela; a commemorating jingle written by Samuel Massingill was read by Raymond Gerard; and the luncheon was good.

Mrs. Tomkins, as told before, comes from Brazil and an old Spanish family. Her husband descends from the line of the Daniel Tomkins who worked with James Monroe as United States vice-president, an old American family.



Buddy Roberts
"To my New York fan club . . ."

NOTICE

ASSOCIATED HOSPITAL PLAN

Those interested in joining this plan, or in changing their coverage, see Miss Bradley in Personnel before November 10. This will be the only notice—no brochures are being issued. Once again . . . before November 10.

ROCKEFELLER AND SARNOFF SPEAK AT CENTER CEREMONY

DAVID SARNOFF'S "creative imagination" played a large part in the development of Radio City, Nelson Rockefeller declared at ceremonies on Nov. 1 which marked the completion of the fourteenth and final building in the Rockefeller Center group.

Introducing the RCA president and chairman of the NBC board, Rockefeller said that with the radio tie-up the idea of Rockefeller Center took the form that it has today.

Mr. Nelson Rockefeller, after discussing the leasing of the land on which Rockefeller Center is built, continued as follows:

"Having the property, there was only one thing to do—develop it. The opera was out as a nucleus for development, and the question was left—was there anything that could take its place? The answer was—radio. Opera was the great old art—radio the new. The latest thing in this contemporary world of ours, the newest miracle of this scientific era, young and expanding.

"Negotiations were begun with the group consisting of RCA, the National Broadcasting Company, and RKO. In these discussions the creative imagination of David Sarnoff played a large part. These companies had their places of operations very much scattered, and were thinking of bringing them together. So an alliance was made with the radio group. This was done by the signing of the largest and most important lease on record. With the radio tie-up, the idea of Rockefeller Center took the form that it has today—expressed in towering steel and concrete. The radio angle is essential to the story, the great business of broadcasting. And representing radio at this gathering here is David Sarnoff, President of the Radio Corporation of America. He's the one to take over the microphone now, and pick up the broadcast thread of the story."

Mr. Sarnoff then said, in an address which was broadcast nationally by NBC:

"Perhaps it was natural, Mr. Rockefeller, that radio, a pioneering art and industry, should have become a "first settler" in what was once a wilderness of blue-prints. We

(Continued on page 2)



Mayor Fiorello LaGuardia, RCA President David Sarnoff and Nelson D. Rockefeller, President of Rockefeller Center, Inc., at the ceremony marking the completion of Rockefeller Center.

ARTISTS MANAGERS TRAINING GROUP BEGINS DISCUSSIONS

THE first meeting of George Engles' pioneer Artist Management Training Group took place in the vice president's office of Artists Service, Tuesday night, November 7. It was a successful beginning for a new and practical venture in this profession.

Mr. Engles' welcome to the men and his discussion of the aims and ideals of the Group were in the form of a play, a gesture to showmanship. The men and guests arrived in evening dress and were given silk programs entitled *The Show Must Go On*. But when Mr. Engles started to take the chair, he found himself interrupted by Allan Bengtson, who informed him that the men had decided that he too should offer his credentials for membership in the Group. Mr. Engles claimed to have had some experience in the entertainment field and gave a brief autobiography, including an appearance as valedictorian, a shorthand scholarship, the date of his first shave, and the beginning of his career as secretary to a publicity agent and later as an aide to Doctor Walter Damrosch. He told of his unique chance to manage Paderewski's first post-war tour, which was made possible for him by his friend, Mr. Harry Harkness Flagler. After this resumé of his early career, Mr. Engles was unanimously voted in and assumed the chair.

He welcomed the "distinguished ladies" present, the Misses Brainard, Cuthbert, King, McGrew, MacRorie and Mobert. Then he turned to the business of the meeting and spoke to the men of the Artists Management Group. The thirteen men fortunate enough to be chosen from over a hundred NBC applicants are Clifford Bengtson, Thomas Donlin, Howard Flynn, William Hoffman, Jr., Edgar Kobak, Richard Ledick, Willis Myers, Robertson Schroeder, and Edward White, Jr., all from the NBC uniformed staff; Howard Cann, mail clerk; John Collins, assistant in auditions for Artists Service; Vincent O'Connell, delivery clerk, and Lewis Julian of the Music Division.

Mr. Engles proposed that these men form an organization with president, vice president, and secretary and make their own necessary by-laws, the group to be known as the NBC

(Continued on page 3)



George Engles interviewed by his eventual successors. At this informal gathering the vice president, at the end of the desk, explained to the Artists Management Group his plans for the course.

Christmas Greetings

« « As another Christmas approaches, I should like to extend greetings to the NBC Staff through the TRANSMITTER.

« « Each of you may take pride in your contribution to this year's achievements. I have deep satisfaction that these have been made possible by your earnest and faithful endeavor, and I send each of you warm wishes for the holiday season.

LENOX R. LOHR.

SARNOFF AT CEREMONY

(Continued from page 1)

are happy to have our official home, the RCA Building, in Radio City. We are proud to be associated with this great project, which has become a focal point of the nation's culture and commerce.

"Radio needs the kind of housing that the Center affords. I need only give a hint of the amount of mechanism the National Broadcasting Company uses. In its quarters in the RCA Building, NBC has twelve hundred and fifty miles of wiring, fifty tons of storage batteries, three hundred and twenty-six microphones to put programs on the air, and three hundred and seventy-five clocks to time them.

"Out of this Center, the voice of radio carries news of current events, education, music, sports, and entertainment not only to millions in the homes of our own land, but also to the far corners of the earth. And to this modern means of carrying sound through the air, there is now being added the miracle of sight. Some day, we hope, television may enable everyone, everywhere, to see this handiwork of man.

"There is daily inspiration for all of us in the spacious grouping of this Center's monumental buildings, with its generous provision for sun and air, for trees and shrubbery and flowers. Our emotions are stirred by the simple grandeur of its architecture, and by the artistry of its sculptures and mural paintings.

"Rockefeller Center sounds the keynote for all the cities and buildings of tomorrow's better world. It proves that something supremely practical can also

(Continued on page 9)

TELEVISION TAKEN TO MICHIGAN BY SCHAIRER

Two appreciative audiences recently witnessed demonstrations of the RCA television system at Michigan University in Ann Arbor, when Otto S. Schairer, Vice President of the Radio Corporation of America delivered an address before 200 executives of the Transportation Industry and members of the University's faculty, and when Arthur F. Van Dyck, of the RCA License Laboratory, lectured to a gathering of some 2,500 persons. The occasion of Mr. Schairer's talk and the first demonstration on November 2 was the conference called jointly by Michigan University and *Life Magazine* to discuss the future of transportation. Mr. Schairer outlined hundreds of applications of vacuum tubes and associated electronic devices to the field of transportation and its closely allied field of communications.

At the close of Mr. Schairer's paper, the lights of Rackham Amphitheater were dimmed, and the gathering witnessed television reception through the medium of six production receivers located near the speaker's rostrum facing the audience. These receivers were energized by a program originating in the lobby of the building, where a portable television studio had been set up for the purpose. Several of the attending executives were interviewed before the microphone and iconoscope camera, with the result that those seated in the hall were enabled to see their images and hear their voices. The popular comment was "Of course I knew television was being used to some extent, but I had no idea that such a high degree of perfection had been achieved."

Subsequently, Mr. Schairer invited the guests to inspect the iconoscope camera, the "jeep" monitoring equipment, the lights and other studio apparatus set up in the lobby and to view the process of picking up a television program. In all, four tons of television equipment were on operating display.

Having been requested to deliver a paper on television for the University of Michigan the following evening, Mr. Van Dyck arranged to include a demonstration in Hill Auditorium, which has a larger seating capacity. On this occasion, the Detroit section of the Institute of Radio Engineers, University professors, and students of the electrical engineering classes were invited and provided with reserved seats.

Christmas Greetings

« « Naturally the world's greatest broadcasting organization has the world's finest broadcasting staff. I am proud to be one of your co-workers, and glad for this opportunity to wish all of you a joyful Christmas and the happiest of New Years.

DAVID SARNOFF.

Other students and the general public made up a much larger total attendance than was anticipated.

Mr. Van Dyck's talk covered the past, present and probable future of television, was illustrated with stereoptican slides, and was followed by the NBC sound movie on television. The dramatic opening of this film seemed to release the pent up enthusiasm of the audience, which broke into cheers and applause. At the close of the motion picture, the actual demonstration of television began, with the six receiving sets placed at the front of the stage. Talent drawn from amongst the Michigan University broadcasting and play production classes furnished entertaining action and sound. As in the previous demonstration, the portable studio equipment had been set up in the lobby, where successive groups from the audience were permitted to view the pickup technique, after observing the reception in the auditorium.

Because of the magnitude of the audience, it was necessary to repeat the television demonstration portion of the program three times. Following the suggestion of Mr. Van Dyck, those seated in the front section of the auditorium, having viewed one complete performance, proceeded out to the lobby to see the studio activities, allowing the next group to move forward and sit within range of the receiver images. In this manner, the largest television audience ever assembled under one roof was impartially and expeditiously accommodated.

N. Y. World's Fair Total	25,816,542
RCA Bldg. Visitors	3,079,766
RCA Television Visitors	2,333,996

KNOW YOUR COMPANY

No. 20—Information Division

THE public interest, convenience, and necessity is very clearly served by a comparatively new section of the Company, the Information Division. No relation (except in spirit) to Canada Dry's Blue Network program, it handles the landslide of queries that comes about as a result of broadcasting. In fact it handles a great many that have no clear connection with our network activities, for such is the confidence of the public in the National Broadcasting Company that many have turned to it as a friend and counsellor. Although the Division specializes on information concerning NBC activities, there seems to be no limit to the type of question that may be asked, an extreme example being that of the young lady who wanted to know where she could be married with the greatest dispatch. The belief that questions and opinions of listeners, written, telephoned, or delivered in person, are extremely important to a broadcaster rendering public service, led to the formation of the Division.

The tremendous volume of mail and telephone calls is significant. Approximately thirty thousand letters are received each month, exclusive of those addressed to individual sponsors, artists, contests, etc. And to this mail the Information Division pays strict attention, for it is the pulse of the radio public. Here is truly a major means of enhancing public good will and increasing the number of our listeners. Even the most absurd letters are not entirely unwelcome, for they at least indicate an active interest which is the foundation for popularity and progress. The importance of the Division becomes more and more apparent when one realizes the difficulty of individual minds to get together on a general point, whether it concerns education, music, or news coverage.

When the Division receives what seems to be a significant response to a particular program or policy, reports of the listeners' opinions are compiled to guide future activities. The letters must be studied as a group and individually. Naturally the percentage of opinion pro and con is a vital statistic. The character and background of a person must also be judged where the sentiment expressed is extreme or of particular interest. The nature of the material covered determines the way the



LEONARD BRADDOCK

letters are broken down. If it is a question of bad reception, then the breakdown is prepared by states or major sections of the country. Another case of the greatest importance would be that of the war bulletins and special commentators. In this case, the public reaction was carefully tabulated for the general attitude to both the mass of material and the individual speakers, and characteristic statements were quoted to give specific examples.

Information was organized as a Division to carry this responsibility, in April of 1938, and is in the care of Vice President Frank E. Mason's Department of Information. Leonard Braddock is the manager and devotes his all to seeing that the Division never misses the opportunity to build good will. He gives special attention to letters criticizing NBC and to the tabulations of public response. Somehow he always finds time to be friendly and helpful. If you ask him what most of the letters are about, he will reply, "Everything concerning radio."

A general coding (for statistical purposes) of the mail that comes in, is undertaken by the encyclopaedic Elsie Ashton and Gertrude Weightman, the former specializing on commercial programs, the latter on sustaining shows. A large part of the correspondence is made up of departmental mail and requests for tickets to programs, which are, of course, sent on to the proper offices. That still leaves an average of about 3,500 letters a month to be

individually answered. These are passed on to four correspondents who specialize in particular fields.

Powell Ensign replies to questions about shows, NBC artists, musical selections, and so forth. From time to time he helps prepare reports on audience response to various programs. Ruth Crawford handles inquiries from schools and individuals seeking information concerning the educational and cultural activities of NBC. She is often a ghost writer behind talks and theses on the subject of radio. Technical mail is the province of Albert Roraback. Students also ask him about television. All sorts of persons write about short wave activities. Some complain of reception or want to know about engineering facilities. Al satisfies them all, and on the side takes care of listeners seeking pen friends. (There was a girl in Turkey who wanted to get married.)

The delicate problem of effectively answering letters of criticism, in general or concerning particular shows, belongs to Gordon Webber (as well as to Braddock). Much good will flows from Gordon's pen, and then flows back to NBC. He is assistant manager of the Division, so his knowledge is proportionately large.

Finally, there is Ken Ellsworth, who answers telephone calls, helps visitors hang up their hats, and in some unexplained fashion finds his way out of the files each night. These files contain all the dope on programs, artists (including 'phone numbers) contests and offers, and television schedules. Ken is a good man to know.

Down in Stenographic is a subdivision of five girls who handle the mail for *Woman of Tomorrow*, Nancy Booth Craig's commercial show on the Blue Network. These specialists of specialists are Irene Bonnett, Mildred Dossett, Doris Lavazzo, Marion Little, and Janet Wallum.

Quietly, ceaselessly, the Eagle Scouts of NBC carry on the good work. Nothing surprises them any more—nothing. Like the sages of old, they know all, at least about radio, from the measurement of micro-waves to the day the mice were singing. If there is something you must know quickly,

*Ask them anything re NBC
Just by dialing 333.*

STAGECRAFTERS CARRY ON

The theatre is not dead. Attenuated countenances and hanging jaws have long pronounced it so, but the TRANSMITTER is happy to allay any fears that you may have had. Let it be known that no less a sanctuary of the arts than 8 G will be the scene of new triumphs by the Stagecrafters.

From B.H. Vienna and the pen of Paul Vulpus comes the play, *Help Yourself*, and from all over NBC comes the cast. Guest Relations has once again given of its own for the good of the company—its own in this instance being Walter Covell, who plays the lead. Kirk Quinn takes an eagle eye off eager scripts long enough to lend the play a suavity uniquely his. Director Bob Stone's Thespianic yeomen number seventeen in this definitely irreverent treatment of banking houses and the confusion therein. It is whispered (stage whisper) that it might well have been written in the United States because . . . but who are we to spoil your fun?

After attending a rehearsal, we have a friendly word to pass along to the boys. The secretaries' Rockette-like crossing of legs would in itself be well worth the price of admission—if there were a price of admission. All of which is intended to remind you that there is no charge for tickets, but you must secure them in advance. At present two performances are planned for the week of December 11.

P.S. Business Manager John Becca's friends will want to congratulate him on recent triumphs in the mid-west.

TRANSMITTER VISITS RCA

The staff of the NBC TRANSMITTER spent Thursday, November 9, visiting three divisions of the Radio Corporation of America. During the morning they were given a detailed explanation of the functions and organization of RCA Communications by Engineer V. H. Brown. Among other things they learned how photographs are transmitted across the ocean and how radiograms are sent all over the world.

In the afternoon, Mr. J. K. Whitteker, chief instructor at the RCA Institutes, took the men not only through the Institutes but through Radiomarine as well. In every case the TRANSMITTER staff met with the greatest courtesy and returned considerably enlightened as to the activities of these parts of RCA. Other trips are being planned to the manufacturing plant at Camden and the stations at Riverhead and Rocky Point.

RAYMOND DUMONT SCUDDER

An Appreciation

The Script Division of the Program Department is formed of men and women with great diversity of character, background and interests. In any body of "creative" people (the word is used in the sense commonly accepted in the fields of arts and letters) there is inevitably a heightened awareness to the meaning of those things happening in the world. Inspiration springs from casual comment dropped by a fellow worker of penetration and understanding. Raymond Scudder's great contribution to the life of his friends and colleagues was his unflagging interest in the meaning of human ideals and aspirations, an interest tinged with that mellowing cynicism so essential to a mature personality.

Raymond Scudder came nearest of all NBC writers to being "all things to all men," not in the wishy-washy sense that that often quoted sentence has so frequently been held to indicate, but because he was always at pains to put himself out to understand the other man's and woman's point of view. The flights of temperament which so often are considered necessary adornments to the creative mind were on the surface not part of Raymond Scudder's behavior. Yet his very courtesy, breeding and quietness concealed a burning intensity and a determination to achieve with his pen some measure of the vision which seemed always so clear and yet so far distant.

In his methodical way, his calendar held appointments made in connection with the diverse programs he was handling. He carried on him at his death a card with notes amplifying the reminders of his calendar, and in his notebook were those jottings, so familiar to every writer, sketching out projected plays and stories upon which he was working or which he anticipated starting as soon as his current commitments permitted.

Few men could have left us so aware of their responsibilities that others, however inadequately, could take up where he left off conscious of succeeding to the heritage of a man scrupulous in his regard for his obligations. His friends and colleagues miss him, but their sense of loss is softened by their pride in having been associated with him.

L. H. T.

More than half the families which need—and get—help from the Greater New York Fund's 9 family agencies are native born.

WISE JOINS VICTOR STAFF

Ronald Wise, nationally known in the field of recorded classical music and associated with every phase of the recording art for more than 20 years, has been appointed assistant to Charles O'Connell, RCA Victor's director of classical artists to be recorded for the famous Red Seal repertoire of classics and in arranging and supervising the actual recordings.

Mr. Wise has made the recorded classics and recording both his hobby and his career. Recognized as an authority on the world's literature of classical records, he gained his first experience in this field when, as a boy of 15, he worked as a sales clerk in a Philadelphia record store. After several years of sales experience during which he continued his piano and vocal studies, he became personal secretary to Franz Proschowski, famous New York voice instructor who taught such eminent artists as Galli Curci, Tito Schipa and Paul Robeson. There he came to know most of the musical "greats" and further enriched his vocal training under Proschowski.

Upon completion of a six-month tour of Europe to perfect his knowledge of recording technique, Mr. Wise joined the Victor Talking Machine Company in 1928 as field sales representative. He remained with Victor until January, 1936, to become director of classical recording and repertoire for the Columbia Record Company, the post which he held before taking over his present duties.

CHRISTMAS AT CAMDEN

Plans are being perfected for another tremendous community Christmas celebration at the RCAM plant at Camden, following the outstanding success of the program undertaken last year. The tentative program calls for a community sing on the block-square Johnson Park lawn in the center of the RCAM plant district, with the 11,500 employes of the Camden plant joining the residents of the city in a program of special music before the holiday. It is also planned to decorate again the Cooper Branch Library, which stands in Johnson Park and was built and turned over to the city by Eldridge R. Johnson, founder of the Victor Talking Machine Company. Last year's decorations were of such brilliance and beauty that thousands came to see them from all parts of the city and surrounding territory, as it is expected they will do again this year.

WBZ BOSTON and WBZA SPRINGFIELD

by Charles J. Gilchrest

GROUND breaking ceremonies for the new 50,000 watt WBZ transmitter at Hull, Mass., November 2, were presided over by Governor Saltonstall backed up by a bevy of stage beauties. Others speakers included John A. Holman, WBZ-WBZA general manager, who introduced the Governor, and Plant Manager Dwight A. Myer, who represented Westinghouse. Gene and Glenn supplied the comedy and Fred Cole emceed the broadcast, making Governor Saltonstall bend low to break the first earth with an ancient Massachusetts Indian hoe while Fred's mike rested on the ground. Best part of the whole thing to Bob Evans and George Harder was driving the musical comedy girls out and back.

Chief Announcer Bob White becomes night manager and Announcer Keyes Perrin, assistant night manager. Bob has just taken out lots of new life and property insurance. On Friday the 13th, fire gutted the basement of the three-story apartment building in which the Whites live. Ten days later, another fire consumed the roof and ruined the apartments on the two floors above his dwelling. Hence, all the new insurance.

Assistant Manager Vince Callahan back from Pittsburgh and KDKA new transmitter festivities, praising the KDKA gang for the way it went to town.

WBZ gang played host at a cocktail party to Boston advertising agency execs and radio editors. High spot of the party was two-way communication across the studio between Vince Callahan and Gene and Glenn. Gene and Glenn also introduced members of WBZ staff to the New England radio audience on their pre-dinner broadcast.

Comedy and routineing on *Breakfast in Bedlam* over WBZ-WBZA weekday mornings from 8 to 9 is 100% spontaneous. Recent show rang bell as an example. Master of Ceremonies Fred Cole happened to look out the studio window during the broadcast. In the parking lot across from the studios, an attendant was loafing besides an unusually dirty car. Cole remarked the man should clean it. Not until the attendant quickly grabbed a sponge and went to work did Cole realize the man had the auto's radio turned to the WBZ *Bedlam*.

Dick Bower of the Control Room gave the WBZ staff a final outing on his brother's cabin cruiser, the *Mildred W*. They spent Sunday from noon until night cruising the Boston Harbor district taking in the interned German ship, the *Pauline Freiderich*, the army base, the Nova Scotia fishing boats, Charleston navy yard, Byrd's two ships, etc. The WBZ-WBZA gang aboard included Dick, Frank, and Mrs. Bowes, Harry and Mrs. Goodwin, Malcolm McCormack, Fred Cole, Bob and Mrs. White, D. A. Myer, Bob Henderson and Cy Young.

Sports Announcer Bob Evans claiming a record among football forecasters. On his Friday night broadcasts predicting results of the next day's grid games Bob hit an average of .725 percent accuracy . . . which is werry, werry high this season.

Unable to locate Cambridge's Mayor Lyons by phone on election night, George Harder thought of a brilliant way to get an important message to him. The mayor was heading a parade at the time. George phoned the Cambridge Chief of Police and had the message broadcast over police radio to the squad car leading the parade. Message was relayed to the mayor immediately.

WBZ-WBZA Sales Manager Frank Bowes spent Saturday dawns in the marshes shooting (at) ducks instead of clay pigeons during November.

He'd been practicing skeet until he was sure he was tops. But the rest of the staff predicted . . . and rightly . . . from past experience that the promised duck dinners would not be forthcoming. High spot of Frank's 1939 duck season occurred when he spotted several mallards in a cove on Cape Cod shore. Bowes stalked them, crawling through icy marsh and cutting eel grass. As he raised his gun to shoot, a man rose from a blind almost beside him. Disgusted, the native said: "Mister, ya couldn't eat 'em, even if ya did hit 'em. Them's my wooden decoys!"

Dick Hammond resigned his job as control room engineer at WBZ-WBZA to become chief engineer of the new station Charles Phelan is erecting in Salem, Mass., under the call letters WESX.

FRANK S. REYNOLDS An Appreciation

The sudden death of Chief Draftsman Frank S. Reynolds on November 10th was a tremendous shock to his fellow workers and many friends in NBC. One of our real pioneers, Frank Reynolds' association with broadcasting began during early AT&T-WEAF days. It was eight years ago that Reynolds joined NBC to organize a drafting section to take care of our growing need for maps and charts. Since then, his work and that of his small but efficient section has been of a quality and type that has drawn high praise from those inside and outside of NBC. His enthusiasm for his job is typified by the fact that he worked until 10:00 P.M. the night before his death.

But Frank Reynolds was more than an excellent draftsman to NBC—he was an integral part of our organization. Ever smiling, Frank was generous with his time and energy. Many is the time that he ate a sandwich lunch at his desk to do a personal favor for a company employe.

We cannot be other than mindful of his unselfish devotion to his wife and three daughters, to his home and to the civic life of his community, because these were so much a part of the man. But it is primarily to Frank Reynolds as employe and fellow worker that this appreciation is dedicated. NBC will never know a more loyal and enthusiastic supporter, a more cheerful and generous servant, a more conscientious and energetic worker.

H. M. B.

TALK BY HUNGERFORD

Communications Officers of the U. S. Army, Navy, Coast Guard, National Guard and Reserves, all members of the American Signal Corps Association, were addressed at their November meeting by Mr. Arthur E. Hungerford of NBC Television. At this same meeting, the annual election of officers took place. Mr. Joseph J. Berhalter of NBC Traffic was elected Secretary.

Our sympathies to Control Room Engineer Bob Henderson. His father passed away suddenly November 1.

What with all the Camera Clubs coming to life again in NBC, we have arranged for a contest of our own—a real, old style TRANSMITTER contest. So have a look at page 11, and start clicking.

NEW YORK

Changes and Additions

You have undoubtedly heard tell that these are stirring times we live in. Well, nothing is at present so stirred up as the TRANSMITTER office. The fast pace of modern civilization has again caught up with our exclamatory editor, Gordon Nugent. Gordon, with his fine sense for the spirit of the age, is always in a state of breathlessness, and now, after one month in the hands of Miss McBride, he has acquired a desk of his own and is a fledgling scripter. Perhaps he will have a chance to regain his breath while writing continuity and sustainers. "Speak the speech, I pray you, as I set it down, trippingly on the typer." Yet, if we know that restive spirit, he will not pause, but fly still farther on.

Anyway, Gordon having deserted the lowest bough of the department, Don Witty is now legman for script. Even as he tendered the Nugent into the hands of Miss McBride, so must we, in our turn, tender him to her care. (If this keeps up, Miss McBride will have script-boy hands.) The winds of chance and opportunity did not leave Don long in office. Scarcely had he warmed the editorial chair, then we succeeded to the hot seat. Yet brief as was his career, it was also blazing. Definitely, he left his mark on the TRANSMITTER. Last month's issue, which will always be known as the "Witty Edition," testifies amply to his skillful management, his sense for human interest, and adroit literary style. These talents were well founded on a wide experience of the world, stretching back to an attendance at Syracuse University, and even beyond. Perhaps the finest piece to come from Don's prototypal pen was the penetrating portrait, in noble, unflinching prose, of his former chief and co-author, the Nugent. He noted with special regret the loss to the TRANSMITTER of that man's subtle quips, even as we now mourn the departure of his own terse humor, and watch our magazine slipping into a staid and pensive middle-age. It is an inspiration, however, to see Don around the second floor, looking like a cat with a bird inside it. To both these fellows, who have gone on from this jumping-off place for genius, we wish the best. We expect, with a certainty amounting to prophecy, that they will some day be a famous team of writers. With Witty's gift for dia-

logue and Nugent's gift for monologue, they should go far.

The *Traffic Department* has taken a turn to the right, at least so far as Frank J. Reed is concerned. He has taken up new duties as assistant to Mr. F. M. Greene, Sales Traffic Manager. Frank graduated from Princeton in 1934 and came to NBC the following September. He entered Statistical, remained there six months, and moved on to Traffic, where he stayed until last November 15. Familiarity with the all-important workings of Traffic in the regulation of networks and special facilities will stand him in good stead for his new position. The administration of the salesmen's time chart will be one of his major responsibilities. In occasional moments of relaxation, Frank stalks human nature with a camera and hopes someday to surprise us all with a show.

The *by-line Kay Barr* became synonymous with smooth coverage of events to sport fans in Akron and, later, Pittsburgh. NBC's new Assistant Program Transmission Supervisor in Traffic was also with Westinghouse and later in the government service. Before coming to Radio City, he spent four years at KDKA Pittsburgh as head of Press. As you may be able to figure out, if you read this column as closely as you should, Kay Barr is stepping into those well known shoes, the ones left in Traffic by Frank Reed . . . Mr. Barr claims Gramercy Park is a pleasant place to live.

There is a very excited young lady in the New York National Spot and Local Sales Traffic Division. She is Mary G. Leard, who was transferred there about October 25. In her new position, she will be responsible for all time clearance, availability requests, schedule changes, etc. When Mary isn't busy talking to NBC Chicago or Hollywood, or advising an inquirer at what time and where a certain "spot" will be open, she can probably be found practicing a high "c" in preparation for her next vocal recital.

Following *Mary*, if not exactly like a little lamb, is the competent Gertrude Bicking. She was secretary to Vice President Frank Mason, but is now assistant to Mr. Lyford in Commercial Traffic. While at school, Gertrude was a member of a Spanish and a dramatic club. Aside from these subjects, her main outside interest is classical music. She is studying piano.

To complete the roundelay, we give you Jessie Kline, the petite young lady now decorating the outer office of Frank Mason's sanctum. She hails

from Cleveland, where she attended the Spencerian Business School. Coming east, she joined our organization in April, 1936, entering the Stenographic Department. After three months she advanced to Press and remained there as secretary until she finally left William Kostka for her present position.

After a year's absence, Florence Marks has returned to NBC and once again occupies her old desk in Press. She says she is delighted to be back. Seeing the same elevator operators, same office workers, brings a warmth to her heart . . . Florence still enjoys going to the theatre and piecing out jig-saw puzzles for recreation.

Bob Fraser more or less plotted television as his future, and he seems to have gone a pretty straight course to his goal. He has acquired experience as both a radio "ham" and a professional photographer. Bob majored in physics and math. at the University of Minnesota and was distinguished with a B.A. at the end of his efforts. He was granted a radio license in 1930 and became the man behind 9MNT. His short wave pals must have liked his work, for they dubbed the station "Mighty Nice Tone." He was also a photographer on the Minneapolis *Star*. Later, he came to Radio City, serving as assistant to Ray Lee Jackson until becoming a staff photographer in his own right. And now Television has claimed him as an engineer.

It was a great blow to the gentlemen in the Script Department when they learned that Virginia Jones prefixes her name with a "Mrs." It happened before she left Ohio and home, so they mustn't feel too badly. Mrs. Jones, a Chi Omega from Miami University in Oxford, Ohio, taught school for two years before coming east with her husband. She is now secretary to Mr. Helfrich, who must pack a rabbit's foot.

It would seem that the State of Ohio has a special affection for New York, because a visit with Ruth Harnack revealed that she, too, is from that bounteous state. Back in high school, Miss Harnack was editor-in-chief of the students' paper, so it is most fitting that we should find her in the Script Department as secretary to Mr. Titterton. Bridging the gap in between may be found a mass of activity. Firestone took advantage of her secretarial abilities, for instance. Ruth studied at Ohio State where her particular interest was costume design. New York, she finds, has much to offer in the way of theatre, ballet, art exhibitions, and horse shows.

Those entering Personnel's trim porch
(Continued on next page)

ANNIVERSARY CHIMES

The NBC TRANSMITTER salutes these members of the National Broadcasting Company, who, this month, complete their tenth year with the Company.

New York

Serge Alexander DeSomov
Engineering
Lester A. Looney Engineering
Maude C. Archer P. B. X.
Hugh Gunn Guest Relations
Fred Kenneth Squires Duplicating

Washington

Philip J. Hennessey, Jr. Legal

Chicago

Ralph Sterling Davis Engineering
John F. Martin Engineering
William P. Scholz Engineering
Helene C. Heinz Executive Offices

CORRECTION: Last month's listing of Katherine C. Parker, Bindery, should have read Katherine C. Mortlock, Bindery. Our apologies to Mrs. Mortlock.

NEW YORK

tals with hopeful mien, will be very pleasantly confronted in the future by Miss Luise B. Child. This has come about because Miss Donaldson met a Mr. Berry—but the Roving Reporter has scooped on that. Principia College in Illinois was the scene of Miss Child's academic triumphs. Lord and Taylor first claimed her in New York. A period in the inner sancta of the legal profession immediately preceded her present position. Miss Child has ambition and is therefore a young lady To Be Watched. It was this determination for success that brought her to a corporation offering real opportunities. Above all, Luise is a very human person. She says she is delighted to be in Personnel because she likes people. Days off will mean a chance to follow her favorite hobbies, music and theatre.

Taylor Graves has been hired to work in Sound Set-up. Taylor has had untold experiences as stage manager and actor. He is even a world traveler, having toured all continents with various companies.

Electrical Transcription is expanding, there's no doubt about it. Sales Department Manager C. Lloyd Egner has just returned from a three weeks trip to the Coast where he established NBC's new Electrical Transcription office in Hollywood. Bob Schuetz, late of Engineering, latest of Sales, will be manager of the Hollywood office.

Here in New York the Department
(Continued on page 8)

AA ACTIVITIES

Winter activities of the NBCAA got underway auspiciously last month as the 501st member entered the ranks and the various indoor groups were organized and held their first meetings.

Dancing

The dancing class, after a successful season last year, started Monday evening, October 30, and plunged immediately into the intricacies of the tango. Perhaps the beginning attempts were discouraging, but on the following Monday the members felt more accustomed to the routine and finished up enthusiastic with the results. The rest of the ten lessons will concentrate on rumbas, fox trots, and waltzes.

Riding

Meanwhile, the horseback riding group is planning to organize indoor canters at Aylward's Riding Academy on West 67 Street—if enough people express interest. Outdoor expeditions will continue whenever weather permits. The moonlight ride on October 27 finally resulted in little riding and less moonlight. The equestrians set out from Oliver Stables, but clouds obscured the moon, and heavy rain soon forced them back to shelter. Another unexpected hazard was a number of woodpussies which showed great interest in the broadcasters and persisted in running beside them along the trail. In spite of that, dinner and dancing were held as scheduled on their return, and Alfred Patkocy of Duplication showed some movies of the paper chase held earlier in the month. The same movies were shown at the meeting of the whole AA on Tuesday, November 14, in Studio 3F, and are, supposedly, the first films ever taken of an NBCAA activity.

Basketball

The basketball players are still chafing on some imaginary sidelines until a gymnasium can be secured. Jack Garland of P.B.X. and Accounting's Al Nicol are working on the problem now, and will issue a call for candidates as soon as a satisfactory court is found. The NBC hoopmen may enter a Radio City League later in the season, to be held in the new gym over the Center garage.

Art Work

The clay modelling and wood and metal working classes have also aroused much enthusiasm among those who have talent. Although all are rank

ANNOUNCING AUDITIONS

During the last of October, Pat Kelly held the second of the semi-annual auditions for members of the uniformed staff who have hopes of becoming announcers. Some twenty-two men were auditioned in Studio 3-G. The four chosen by Pat Kelly were Russell Dollar, John Erixon, William Kenneally, and Robert Raleigh. These fellows, together with Frank Shinn and Sanford Doremus, who had previous auditions, will be trained in the routines and vocal necessities of announcing by Dan Russell.

Classes began November 6, and will continue twice weekly in Studio 2D. Dan Russell has trained many who are now announcers at different stations throughout the country. All of Radio City's junior announcers come from the uniformed staff via this course. Best of luck, fellows.

amateurs, they are making some progress under the direction of Trigve Hammer, the professional instructor. On the first day of clay work, most of the embryo sculptors turned out images of various animals. Earl Harder's miniature Russian nobleman, however, and Miss Conway's model apartment interior were notable exceptions. The metal workers made ashtrays for their home parlors.

Girls' Gym

Girl gym enthusiasts are finding their desired outlet in the exercise class which started its third straight season Monday, November 6, with a program of basketball, badminton, and calisthenics. Al Walker is again in charge.

Bowling

The bowling league continues to be a main vortex of excitement. George Milne hoped to hit 100 in his membership drive and has seen the number jump to 102. Leading the league, according to November 9 standing, is the General Service Team No. 1 with a record of 17 victories out of 18 games. Sales follows with 14 won and 4 lost. The Ladies Team, the only all-girl combination in the circuit, stands eighth in a field of twelve. David Henri of Auditing leads the individual scoring list with 601 in the High Series, while George McElrath of the Engineering Team No. 2 holds a 241 for High Score. The individual averages have a leader in Luther of Treasurer's with 180 for six games played. George McElrath enters the limelight again by virtue of a 175 average for all of 18 games.

NBC TRANSMITTER

Published for and by the employes
of the National Broadcasting Com-
pany from coast to coast.

VOL. 5 DECEMBER, 1939 No. 12

EDITORIAL BOARD

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CHARLES VAN BERGEN *Photographs*

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Address all correspondence to: NBC TRANSMITTER, National Broadcasting Company, Room 317, RCA Building, New York, N. Y. Telephone: Circle 7-8300. Extension 220.

NOTE: Due to the discontinuance of the *RCA Family Circle*, the NBC TRANSMITTER will carry some of the material that formerly appeared in that organ.

NEW YORK

(Continued from page 7)

announces the entrance of Chicago's John Milton Hayes, who, previously associated with Transco as sales manager of Syndicated Programs, has taken a position with NBC and is at present on the road.

In the personal expansion department we find that C. Otis Rawalt of Transcription Sales has just been married to Roberta Mace. Mrs. Rawalt has taken a leave of absence from Bonwit Teller, where she is associated with the Children's Division. They were married in the Chapel of St. Francis Xavier, and plan to make their home in New York City.

The first smiling face you meet upon entering Electrical Transcription is, of course, Marion Stuart's. Why the smile? Well, she announced her engagement to Peter Edwards, Jr., of Glen Ridge, last October 27th.

The TRANSMITTER wishes to apologize for the mistake in the last issue in the name of Mr. William Gartland.

The Artists Service Department of NBC announces the following changes and promotions effective December 1, 1939:

Rubey Cowan will join Artists Service in New York. Mr. Cowan, in conjunction with Mr. Von Tilzer, will handle bookings for vaudeville, night clubs, motion pictures, and television.

Alexander Haas will be transferred to Artists Service in San Francisco, where he will assume the duties of manager.

A. Frank Jones is appointed assistant to the vice president in charge of Artists Service.

KDKA OPENS TRANSMITTER

An event which attracted the eyes and ears of the entire world of radio took place a few days ago in Pittsburgh when Westinghouse KDKA, the "grand daddy" station of them all, dedicated its new 50,000 watt transmitter, located at Allison Park, just eight miles from the Pittsburgh "Golden Triangle." The dedicatory ceremonies took place just eighteen years and two days from the time KDKA first went on the air as a yowling 100 watt infant which has grown into the giant it is.

In striking contrast to that original station, with its wire aerial anchored to a factory chimney is this new, sleek, streamlined marvel of engineering genius. Ideas never before incorporated in a 50 kilowatt station make the KDKA transmitter the most modern, and the most simplified station of its size in the world. For the first time in radio history, a transmitter station of this size is heated by the same air which is used to cool the giant transmitting tubes. There is no furnace in the building. Air ducts and fins circulate cool air about the tubes and then recirculate the heated air throughout the building. Thus, as the station is on the air 18 hours a day, electrical heating units inside the ventilating ducts will be able to provide sufficient heat for the remaining hours.

The antenna tower, which is 718 feet tall, is situated on the knoll of a hill, the elevation of which is 1,200 feet above sea level. So the structure will have a total height of approximately 1,900 feet above sea level, making it one of the tallest welded steel structures in the world.

Although at present the new transmitter will be used to send out only the standard broadcasts of KDKA, it ultimately will be used to broadcast short wave programs over the Westinghouse International station WPIT and experimental noise-free short wave programs from a "pick-a-back" aerial which will be mounted atop the present tower.

One of the outstanding performances of the new transmitter outfit is to take the KDKA programs which come from the Grant Building studios over special high quality telephone lines at an input power of one sixty-millionth of a watt and send them out the length and breadth of the land with the roaring power of 50,000 watts. Another "first" at the new KDKA transmitter is a master control set-up which provides a duplicate set of controls for

ARTISTS MANAGEMENT GROUP

(Continued from page 1)

Artists Management Group. He appointed a committee to handle this matter. Suddenly—at a wave of his hand—a recording of their Alma Mater Song, *The Show Must Go On*, written by Peter De Rose and May Singhi Breen, was dramatically presented to the listeners. Following this, Mr. Engles spoke of the high average of the applicants and of the exciting opportunities ahead. He termed the profession "a public service and a service to the great talent of the world," and said that a manager must combine the qualities of an "explorer, architect, builder, doctor, diplomat, lawyer, and soldier." The latter part of his talk dealt with the "five dominant words" of his philosophy and ethics, "Faith, Experience, Personality, Humor, and Humility." During the discussion a special recording, *The Magic Key of Entertainment Broadcast*, was played for the assembled company. It dramatized the opportunities and usefulness of the field of entertainment in America. Finally, he mentioned all the things the men would have to learn and wished them the greatest success. The meeting was a complete triumph.

The men, inspired by Mr. Engles' dynamic idealism, formed their organization the next day, and elected John Collins president, Lewis Julian vice president, and Robertson Schroeder secretary.

The following Tuesday, the 14th, the group met again. The major part of the evening was given over to a stimulating talk by Doctor Walter Damrosch. This was the first in a series of talks by such outstanding personages as Edward Johnson, general manager of the Metropolitan Opera, Major Lenox R. Lohr, John Royal, A. H. Morton, Edgar Kobak, and Bob Landry, radio editor of *Variety*. Plans are being made for weekly visits to the theatre, opera, and for backstage talks with producers, performers, and other key men in the entertainment world.

At a later meeting the men presented Mr. Engles with a scroll, personally signed by all the members of the Group, which expressed their appreciation for his efforts in their behalf.

each of three transmitter units. This enables one operator in a glass enclosed room to supervise the programs carried by all three transmitters simultaneously. The station also boasts a push button relay device which banishes interruptions of broadcasts due to burned out tubes.

WASHINGTON

by Marian P. Gale

A drizzling rain failed to discourage a field of 186 feminine golfers who turned out on Friday, October 27th, for the annual NBC tournament held at the Army and Navy Country Club. This year's list of entrants was the largest of any previous tournaments. Mrs. M. K. Barroll, of Army and Navy, armed with a handicap allowance of 12 strokes, captured low net honors with a 73. She won the silver fox scarf and NBC trophy which were presented to her by Charles Barry, WRC-WMAL night supervisor. Twelve other prizes were awarded for low scores in two divisions of low and high handicaps.

A spaghetti party was given Baukhage by the staff a day or so before he left for his assignment in Radio City. The farewell supper was held at the home of Jimmy Seiler of the Sound Effects Department. Following the supper, Baukhage gave an informal talk to the group about his European trip.

Arthur Daly, WRC-WMAL producer, resigned November 8th to accept a position in the radio department of N. W. Ayer Advertising in New York. Daly produced *Dreams Come True* and other similar Blue Network programs originating from Washington. He came to Washington about a year ago.

Rodney Erickson has since been added to the writing-producing staff, replacing Daly. Erickson came to his new assignment from Kansas City where he did free lance writing and

producing for KMBC. He has been in radio for nine years, starting from the time he attended the University of Iowa, and was production manager of WSUI at Iowa City which is run by the University. Since then Erickson has been doing freelance work in Chicago and New York for World Broadcasting Company and various advertising agencies.

George (Wheels) Wheeler, announcer, returned last month from his six weeks' tour of South America. Wheeler, who was on leave of absence, travelled the coasts of South America by plane, covering approximately 44,000 miles.

Morgan Baer, NBC's director of Music in Washington, opened at the Capitol Theater beginning Friday, November 16th as guest conductor of their orchestra.

Catherine Habulin, secretary to W. C. Lent, NBC director of Research and Development in Washington, was married to Lieutenant Reed Cundiff, U. S. N., on Saturday, November 4th. The bride and groom left immediately after the ceremony to establish their home in San Diego, California.

Eleanor White, who will take Miss Habulin's place as Mr. Lent's secretary, comes to radio right out of school. She majored in mathematics and engineering at Virginia Polytechnical Institute.

NBC's House of the Future, which was viewed by approximately 100,000 people during the month of October when it was on display, has been sold to Phil Hayden, local dance instructor.

HERE AND THERE: Gladys Murphy, secretary to Vice President Russell, took a belated two weeks vacation this month; News room editors are checking their calendars to find convenient schedules for late vacations also . . . Commercial Manager John Dodge is planning a dinner for his Department celebrating last month's tops in sales figures . . . Announcer Ed Rogers attended the Columbia-Navy game at Annapolis to see his Alma Mater defeated by Navy . . . "Mikesters" Raymond Michael and George Gunn received so many letters of congratulations from listeners on their handling of the difficult George Washington University vs. Georgetown football game, which was the first time the teams had met in eight years, that they have been assigned to cover all the local college games broadcast each weekend from Griffith Stadium.



Sophie Tucker, while in Washington recently, presented Gordon Hittenmark with the first doll for his annual Christmas Doll Campaign.

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 317, RCA Building, New York.

PRESTO PORTABLE RECORDER, both 33 1/3 and 78 r.p.m., immediate playback, two mikes, brown leather finish. For sale. Call TRANSMITTER.

OLD COPIES of the TRANSMITTER will be available for a limited length of time. If you wish to complete your files, let us know—if you are wise enough to keep a file.

PIANO WANTED—Upright piano in fairly good condition. Call Vincent O'Connell, N. Y. Extension 635.

TRIP TO FLORIDA—If you know of anyone driving to Florida around Dec. 16, who wants driver and/or expense-sharer, please call Powell Ensign, Information Division, N. Y. Ex. 333.

SARNOFF AT CEREMONY

(Continued from Page 2)

be supremely beautiful; that when utility and art serve one another, both are enhanced.

"As we look about us today and see this modern center of the world's metropolis nearing completion, it is easy to forget the tremendous difficulties under which it was started. The first ground was broken in the darkest days of the depression. Employment was given to workmen who might otherwise have been selling apples on the street. There were doubters who prophesied disaster. But the dauntless courage of Mr. John D. Rockefeller, Jr., carried this gigantic project through to success. He had the faith that is

'the substance of things hoped for,
the evidence of things not seen.'

"Today, when the substance and the evidence are before our eyes, this monument to faith and courage deserves a place in history as one of the nation's great pioneering achievements. It was built by one who is an American pioneer in the truest sense, and who is himself the son of a pioneer of earlier days. And now, the able President of this great enterprise, Mr. Nelson Rockefeller, is carrying forward this tradition, and adding to it his own creative talents.

"Rockefeller Center is much more than a triumph of architecture. It is a triumph of the human will. It passes on to future generations the heritage of our nation's pioneers. It expresses the modern age. It is a living symbol of the spirit of America."

KDKA PITTSBURGH

by Jim Luntzel

David Garro-way, who not long ago was known to one and all at Radio City as a promising page boy, at last has delivered—but in a big way. Dave, now Special Events announcer at Westinghouse



Dave Garro-way.

KDKA in Pittsburgh, has been named as winner of the H. P. Davis Memorial Announcer's Award — an honor bestowed annually to the best announcer among Pittsburgh's five radio stations. The award carries with it a cash prize of \$150 and a gold medal. Walter Sickles of WWSW received First Honorable Mention while Bob Shield of KDKA received Second Honorable Mention. Dave's progress as an announcer has been rapid and steady since accepting the assignment at KDKA where he has firmly established himself both professionally and personally as a lad of outstanding personality and intelligence.

Dedication

Pittsburgh was in a holiday mood for the dedication of the new 50,000 watt transmitter inaugurated Nov. 4 and 5 by Westinghouse KDKA. Mayor Scully proclaimed Saturday, Nov. 4, as "Pittsburgh KDKA Day," and the streets were decorated with red, white and blue bunting. One hundred and twenty-five executives of NBC and leading advertising agencies converged on Pittsburgh for a two-day celebration.

The guests were welcomed at Pennsylvania Station in Pittsburgh by the 80-piece Kiltie Band of Carnegie Tech. At breakfast at the Hotel Schenley,

they were formally greeted by Mayor Cornelius D. Scully.

At the speakers' table were: Major Lenox R. Lohr, president of NBC; S. D. Gregory, general manager of Westinghouse KDKA; William S. Hedges, vice president of NBC; H. M. Bitner, editor of the *Pittsburgh Sun Telegraph*; Oliver Keller, publisher of the *Pittsburgh Post Gazette*; E. T. Leech, publisher of the *Pittsburgh Press*; Marvin Smith, vice president of Westinghouse Electric and Manufacturing Company; A. L. Billingsley, chairman of the American Association of Advertising Agencies and president of Fuller, Smith and Ross, Cleveland; David Olmstead, Pittsburgh Convention and Touring Bureau; and the heads of the Pittsburgh Senior and Junior Chambers of Commerce.

A tour of the KDKA studios, a trip to the transmitter for the dedication exercises, and dinner and entertainment at Pittsburgh's exclusive "Field Club" completed the first day's activities. The following day, guests were taken on a visit to one of Pittsburgh's largest steel mills and attended the dedication broadcast that night at Carnegie Hall which was presented over the entire Blue Network.

Party at The Pines

The entire staff of KDKA forgot care and trouble and transmitter dedications Saturday, Nov. 11, at a party given by General Manager Sherman D. Gregory at the "Pines" in appreciation of the

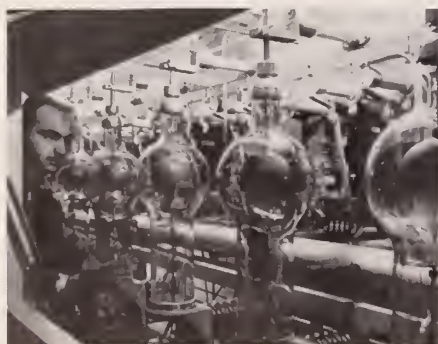


Major Lenox R. Lohr, Claire Trevor, and Frank Conrad.

co-operation shown by the staff during the recent station activity.

A floor show consisting of acts from other stations in Pittsburgh and talent from our own NBC Artists Bureau was presented, Russell Pratt, KDKA's "Doctor Sunshine," emceed. Outstanding revelations at the party: (1) Francis Fitzsimmons' ability in jitterbugging. (2) Lynn Morrow's Dr. Jekyll and Mr. Hyde existence as model citizen and Casanova. (3) Byron McGill's ability as pseudo-psychologist and intrepid interpreter of berserk blue prints. (4) Just why Boss Gregory had those Venetian blinds installed in his office. The only serious moment came when Boss Gregory did a three-minute oratorical stunt and announced that every staff member would receive a silver KDKA pin.

Sympathy is being extended from all quarters to Roy Hazenbalg, who is seriously ill. Ten members of the staff submitted for blood type tests, and Lynn Morrow was the first to donate.



New KDKA Giant Rectifiers.



Hooray and up She rises!



Pittsburgh's exclusive "Field Club" completed the first day's activities.

NBC SAN FRANCISCO

By Dick Bertrandias

The New Boss

Since hitting San Francisco, the new KPO-KGO boss, Al Nelson, has been moving so fast, many of the local folks have had little more than time to say "hello" on the fly . . . he's lost little time discovering which wheels make what go around.

He was greeted on arrival here by a Northern California Association of Broadcasters dinner, which also served as a farewell to former KPO-KGO chief, Lloyd Yoder, who is now commanding KOA in Denver. Don E. Gilman came up from Hollywood to attend and give blessings.

One of Al's first actions was to try to rectify the West Coast radio column situation. He arranged a big hook-up with the S. F. *Chronicle* on election night, November 7. The result was a four and a half hour airing over both KPO and KGO direct from bustling *Chronicle* newsrooms. The program featured everything from full orchestra offerings to interviews with candidates. The *Chronicle* carried a week of front page stories and inside art layouts. Newsreels rolled and are currently being shown here on the Tele-News theatre screen . . . It looks good for the future.

Along the same lines, the Press Boss. Milt Samuel is working with the Oakland *Post Enquirer* on special radio editions. The Press Division is also busy with a novel mechanical broadcast Christmas window for S. F. Emporium, the city's largest department store. It should block traffic.

Story of the Month

Glen Ticer, KPO-KGO sales representative, took off by plane the other day to round up spot biz in the Northwest. Friends report that the night before leaving, papers carried stories of two air crack-ups. On the way to the airport in the morning, papers carried scare-heads concerning a severe Seattle earthquake . . . and it just so happened that Seattle was Glen's first point of con-



(Left to right): LLOYD E. YODER, DON GILMAN, AL NELSON.
"Good luck to you in Denver, Lloyd . . . the same to you in Frisco, Al."

tact. The epitome of courage, Glen took off on schedule . . . and, by the way, it was his first trip by air. And all for dear old NBC.

On the Rostrum

Still with the Sales Dept., we find Ray Rhodes talking before Santa Cruz Biz & Professional Woman's Club . . . Manager Bill Ryan conducting Monday night lecture classes for KPO-KGO staff . . . Bob McAndrews, promotion manager, talking to local school's Father's Club on radio, to Jr. Ad Club, the Stanford U. Ad Club, and so ad infinitum. Bob's the talkingest guy . . . result of collegiate debating.

Bob Seal, production manager, talks to Mills College gals on woman's place in radio. Gene Clark, producer, finally on vacation, and John Ribbe, loaned to Standard Oil for purpose of organizing

Standard School Broadcasts, back at desk.

No Romance

A bad month for romance, or probably a calm following a rush season; we can do little more than suspect, and that's not cricket. So, to the Athletic Association. Jennings Pierce, proxy, announces plans under way for Xmas Party and Snow Trip. Both sound like good ideas . . . still embryonic, however. Chess Club, under Gene Clark's guidance, knocked over U. of California team, among others. Organized skating, ice or roller, being discussed for near future.

Miscellany

Agnes Ansel, mimeo, tumbled from bike . . . result, four stitches in heel. Harry Bucknell of Sales won 20 berries on football pool. Sylvia Perry, announcers' secretary, carried message to memo, leaned across panel and punched master switch . . . result: network off air 20 seconds . . . she claims it was accidental. Burton Bennet, announcer, building new home. Jennings Pierce broadcasting from National Dairy Show on Treasure Island and Great Western Livestock Show in Los Angeles. Guy Cassidy and Don Hall have exchanged jobs by mutual agreement . . . Hall assumes maintenance engineer duties, and Cassidy is now studio engineer. Jim Summers represented S. F. A. T. E. for second consecutive year in New York.

Welcome

Richard Vail, for last three years with NBC affiliate KMJ at Fresno, now KPO-KGO announcer. Was former

star St. Mary's College debater. Too, Andy Mitchell, who served as vacation relief on technical staff, now permanent. Congrats, Andy.

Editor's Note: This is all very fine, but in New York the up and down lights for the elevators are red and blue. stand for the networks they say. (This is what happens when you leave us a space.)

A PHOTO CONTEST FOR NBC EMPLOYES

PRIZES will be given each month for pictures best illustrating TITLES of BLUE NETWORK SHOWS—for instance, a bust of Julius Caesar with a cigarette in his mouth for "Fun with the Famous." ADVENTURES IN PHOTOGRAPHY, Wednesday nights on the Blue, will give you an idea.

RULES are these:

1. Your picture must be illustrative of a title of a Blue Network show.
2. Send your print—not the negative.
3. Print must be 5" by 7" (available at any photo finishers for 25 cents).
4. Mail your gem to the TRANSMITTER, NBC, Room 317, RCA Building, Radio City, N. Y.
5. Send your name, department, division and explanation of the picture.
6. Entries for first contest due January 8.

CAMERA FIENDS

GET BUSY NOW!

WTAM CLEVELAND

by Bob Dailey



Tom Manning was named after . . .

"TOM MANNING" was sold down the river the other day. No, we're not talking about the WTAM sports announcer. It was his namesake, the two and one-half year old trotting horse, "Tom Manning," that was sold to Doc Parshall, one of the foremost drivers and owners in the Grand Circuit. The story goes back to the fall of 1936. William Hughes, a Cleveland provision house operator, was in bed as the result of an accident. Hughes is a devoted follower of baseball and trotting horses. But because of his accident, he could not attend the World Series. So he did the next best thing. He listened to the radio. And over the airwaves, he heard the voice of Announcer Tom Manning describing the games on NBC. Evidently he enjoyed Tom's vivid portrayal of the series, because the following year he named a promising young colt of his "Tom Manning." The young trotter developed fast, and this fall won the Governor's cup at the Ohio State Fair. And to climax the short career of "Tom Manning," Doc Parshall became interested in him and purchased the trotter with plans for entering him in

(Continued on opposite page)



A swell job by Tom Manning.

WGY SCHENECTADY, N. Y.

by W. T. Meenam

WHENEVER you see three or four WGY folks huddled in serious conclave these days, you can gamble the subject isn't Santa Claus, but bowling. The young women, as well as the men, have become spare and strike conscious. The men have a six team bowling league, now in its third season, and the women have a four team competition approaching the fifth match of its first season.

Of the WGY girls, Jeanette Swart, receptionist, has highest average with 119, a high three of 413 and a high single of 162. For most of the women, bowling is a new but very thrilling experience, and they are taking up the sport very seriously. The teams have been named Feathers, Schedules, Program, and Scripts, and that's their order in the team standing, the Feathers having won nine and lost three. John A. Howe, secretary of the men's bowling league, is the promoter of the women's league. He attends all contests and presides as umpire, judge, instructor, and nurse in the administration of first aid.

The men's league is having its biggest season. There are no absentees and plenty of reserves. The Howls, at the moment, have a three-game lead over the second team—in fact, three second-place teams, the Statics, Faders, and Whistles. Howard Tupper, a rookie bowler last season, blossomed forth with a new ball and immediately began to hit the timber with convincing 200 scores. At the present writing, his 242 is high single and 579 is the high three for the league. Now, everyone wants to know where and how to acquire his own and properly-fitted ball.

A special committee has been organized under the chairmanship of Howard Tupper to prepare for WGY's second Christmas party in the new building. The date has been set at Thursday, Dec. 22, providing the date isn't shifted by proclamation. The Christmas party will be a costume affair, with Yuletide trees, of course, novelty entertainment and dancing.

Admiral Byrd's snow cruiser stopped for a breather in WGY's front yard, Saturday, Nov. 11, and during the brief stay we were privileged to broadcast an interview with Dr. Thomas Poulter, designer of the cruiser, now en route to Antarctica on his second Byrd Expedition. Al Zink of the News staff was the interviewer, and he did a splen-



(Left to right): B. W. Cruger with pack transmitter, Al Zink, interviewer, and Dr. Thomas Poulter, designer of cruiser.

did job under trying conditions, a jam of humanity and automobiles. Dr. Poulter had originally planned to bypass Schenectady, but in spite of the numerous delays on the 1000-mile trek from Chicago, he was influenced by Admiral Byrd and C. D. Wagoner of General Electric, to bring the big ship into Schenectady, right up to WGY's doorstep. It was only through expert maneuvering of the state and city police that the traffic was unsharled at the end of Dr. Poulter's interview and the Behemoth resumed its lumbering journey to Boston.

Howard Tupper, WGY announcer who hails from St. Lawrence County, made his first trip to New York recently. Highlight of the trip was to be a luncheon with a young lady friend at NBC. The date was made and Howard waited ninety minutes at the elevator bank for his date to appear. Unfortunately, he was at the wrong bank. Howard ate alone.

Robert Warner, newest uniformed recruit on WGY's Guest Relations staff, announced his engagement to Miss Jane Kline of Fonda. The announcement was made on a morning radio program.

(Continued on opposite page)



Byrd's portable igloo came to the doorstep.

NBC CHICAGO

by Lynn Brandt

With Everett Mitchell's resignation as supervisor of announcers for the Central Division of NBC because of increasing outside activities and country-wide agriculture broadcasts, William Kephart was appointed senior supervisor Sept. 18 last. Oldest in seniority of the present 13 announcers under his direction, Kephart will in 1940 observe his 10 year Chimes Anniversary as a member of NBC. Bill, who has been active in radio since 1924, first came to NBC as a studio engineer with the Chicago office. Six months later he was transferred to the announcing staff where he has since remained. Kephart attended Morgan Park High School in Chicago. His college Alma Mater is Bowdoin, in Brunswick, Me., where he also became a member of the Delta Upsilon fraternity. He is married, lives in suburban Beverly Hills,



WILLIAM KEPHART

south of Chicago. Hobbies include golf and the good book by the fireside. He is quite famous for his long vacation motor trips which he plans beforehand by actual charts containing the day's mileage; gas consumption; wear and tear on tires and parts. Upon his return it is a foregone conclusion that his pre-trip calculations will have been verified to the last drop of gas—the exact tenth of a mile—the exact amount of change left in his wallet. Congratulations and the best wishes to “Kep.”

Six young men of the NBC Chicago Announcing School have in the past six weeks auditioned successfully for announcing positions with local stations in widespread sections of the U. S. All told, ten members of the

school have been placed with stations in the past fifteen months. The outstanding record of the school has been maintained with the recent departure of these lads: John Conrad (John Hellquist) to KTSM, El Paso, Texas; Charles Whipple to WDAN, Danville, Ill.; Bill Nelson and Mark Howard (Howard Markusson) to WDWS, Champaign, Ill.; Robert McGinnis to KJN, Fresno, California; and Bob Jensen, WGES, Chicago. Incidentally, the 1939-40 Announcing School is now under way with a present enrollment of 20 members. New additions to the school will be accepted in the near future.

Everett Mitchell, famed National Farm and Home Hour announcer, and member of the NBC Central Division announcing staff, was awarded the honorary “Gold Key” and “American Farmer” degree last Oct. 17 by the Future Farmers of America organization. He received this unusual award before an audience of 8,000 young farmers gathered in Kansas City, Mo. for their annual convention. The presentation to “Mitch” was in recognition of his years of service to vocational agriculture. Congratulations to “It’s a beautiful day in Chicago.”

Oct. 27 brought another swell evening of fun for members and friends of the Chicago NBCAA. In one of the large ballrooms of the Germania Club in Chicago's north side, pumpkin time was observed in gala fashion by our NBC-ites with dancing, sipping, games, costume judging and general hey-hey! It was the first indoor party arranged and planned by the NBCAA since the association was formed last spring. Now with association bowling parties, moonlight riding, ping-pong, camera club and other activities in full swing, the Chicago NBCAA, directed by President Merritt R. Schoenfeld, will have a busy winter season planned for members of the Central Division office.

Larry Larsen, staff organist, back from a rip-roaring far west hunting trip . . . Sidney N. Strotz, general mgr. Central Division, also returned from a hunting safari in the south . . . Bob White, Production, latest movie camera hobbyist . . . Ed Horstman, senior control supervisor, receiving congratulations on his election to a second term National ATE presidency . . . Bill Kostka, NY Press head, and

WGY SCHENECTADY, N. Y.

(Continued from opposite page)

. . . Phil Brook and family have moved into the country for the winter. They felt pretty far from civilization one morning recently when, looking out in the woods back of their home, they saw a buck calmly nibbling the foliage . . . Paul Adante of the engineering staff has also left the city with his family and is now residing at Larrabee's Crossing. It is called “Crossing” because it was once the crossing of the interurban trolley line that, like the little man, isn't there . . . Al Kuapp, Pete Narkon, and Howard Wheeler, engineers all, went after pheasants near Al's camp at Round Pond in the Berlin Mountains. They didn't flush any birds but they did get three shots at a red fox. The fox is still living an active life . . . Virgil Hasche was called from his adding machine recently by the frantic appeals of Mrs. Hasche. Robert Allen Hasche, age fifteen months, wasn't to be found around the house or neighborhood. Virgil arrived home in time to greet Robert as he was delivered by Jim Cornell, former WGY announcer. Jim had found Explorer Robert seven blocks from home. He had crossed several streets heavy with traffic and seemed quite pleased with the adventure.

WTAM CLEVELAND

(Continued from opposite page)

the Grand Circuit next season. That's why Tom Manning, the announcer, is taking his hat off to “Tom Manning,” the trotter.

For the first time in the history of WTAM, the staff members, their wives, husbands and sweethearts held a Thanksgiving celebration. The event took the form of a luncheon at the station on the day before Thanksgiving Day. Office Manager Pearl Hummel and Announcer Tom Manning handled the arrangements.

Wade Barnes, of Canton, Ohio, joining the announcing staff . . . Engineer and Mrs. Jimmy Hackett expecting their second child . . . Fred Lloyd, a graduate of Ohio University, joining the WTAM staff.

Ben Pratt, Blue Network publicist, visitors in Chicago the other day . . . Paul Clark, junior control supervisor, very enthusiastic in accounts of his new home in Nile Center, Ill. . . . Paul Millen has been promoted to Day Captain of the Guide staff . . . and a Merry Christmas to all!

KYW PHILADELPHIA

by J. A. Aull

For the first time in a number of years, the Philadelphia *Evening Bulletin* opened its news room to radio on election night when KYW broadcast the returns direct from the tickers. A special staff of seven from KYW, backed by a group of *Bulletin* news men especially assigned to radio, made possible the broadcast of the returns within a few seconds after they were compiled. From 11:05 to 1:30, KYW aired the results at an average of four-minute intervals.

In the interim, a featured KYW election party program was going out of the studios. This included music by the KYW orchestra playing special arrangements under the direction of Ken Martin, vocals by Roger Williams, Jimmy Saunders and Nita Carroll, and special numbers by Arthur Hinett, Andy Arcari, Martin Gabowitz and Irving Leschner.

After a brief fall vacation, the KYW Camera Club again began operations in full swing on November 17, under the direction of James Harvey of the KYW staff. The opening meeting of the new series discussed the current Annual Salon of the Miniature Camera.

Art Hinett has completed four more organ melodies for Victor Bluebird records. All classical, but rendered in Art's unique style.

Jimmy Schultz, composer-arranger with Ken Martin's orchestra, has turned out another ballad. The song, tentatively titled *Turn on Your Heart*, was premiered over KYW during the past month. Another Schultz composition, *I'm So In Love*, the Ken Martin theme song, is now in print.

Ken Martin, director of the KYW orchestra, last month added 20 more compositions to his already voluminous collection of Victor Herbert scores. Many of the scores are out of print.

Westinghouse engineers at the KYW transmitter out in the wide open spaces of Whitemarsh, Pa., have been practicing more than radio technique this fall. They have cut 15 tons of timothy on the property. And if you know anything about today's farm prices, that isn't hay.

Alfreda Chambers, secretary to E. H. Gager, plant manager of KYW, was the last on the station staff to complete her summer vacation, one week's rest at the end of October.

Dan Munster has traded his rifle for a valve trombone. The trombone, of ancient vintage, has no mouthpiece—

KOA DENVER

by Charles Anderson

Our new boss, Lloyd Yoder, is certainly making friends here in a hurry. His big smile makes everyone feel right at home, and his determination to have a man-to-man chat with everyone here in order to completely familiarize himself with their work and problems, shows a keen interest in the welfare of everyone on the Staff. We're all glad to know Mr. Yoder and work with him for a great KOA.

It's goodbye Rockies—Hello Skyscrapers for Al Isberg. He leaves the KOA Engineering Staff to work in Television at Radio City. Al has a gold-star record of achievement in his field. Before coming to KOA, he did research work for several big engineering companies. At the Station he was a model of an enterprising worker, always on the job, and even after hours could be seen working on some new gadgets for the improvement of quality broadcasting. He's a graduate of Colorado State College in Greeley with Majors in Science.

KOA joined with the McMurtry Manufacturing Company a few days ago to celebrate a radio Fifth Anniversary of their program, *Golden Melodies*. This has been one of the Station's most consistent programs in popularity and has been the proving ground for many of radio's biggest stars. Jean Dickenson is a "graduate" of this fine musical show.

Russ Thompson, Transmitter engineer, has just returned from a trip to New York. While he was gone, Mrs. Thompson took a bad spill off the

"but," says Dan, "The rifle didn't have a trigger."

Jim Harvey, director of the KYW Camera Club, and drummer George White have put away their "yachts" for the winter—while Joe O'Byrne, director of the Hunting & Fishing Club, has taken out his rowboat for some duck hunting.

porch steps and was laid up for awhile. She's up O.K. now and promised Russ she wouldn't try any more fancy steps next time he goes away.

Incidentally, Russ tells us that Vernon Duke, who went from here to Television in New York, has really made a name for himself in development of the latest television apparatus.

P. S. Another KOA "Alum", Roland Jordan, is secretly employed by the Denver Chamber of Commerce. He's spreading those vacation folders all over Radio City. Tourist bureaus beware.

The boys were pretty lonesome at the Transmitter for awhile. The Highway Department built a new road past their



John G. McMurtry, McMurtry Mfg. Co.; Robt. H. Owen, KOA; Lloyd E. Yoder, Mgr. KOA; W. R. McFarland, Pres., McMurtry Mfg. Co.; Al Crapsey, KOA, and the "Fifth" Anniversary Cake.

building, and travellers had to detour 'way off the beaten track. Everything's back to normal now and the tourists look with admiration at the fancy fountain as they drive by the place.

In connection with the Red Network *Dr. I. Q.* programs to be broadcast from Denver, starting Monday, November 27, Mr. Hoban of Mars Inc., and President Grant of the Grant Advertising Agency, visited us at KOA. All arrangements were made for these highly interesting programs to be fed to the Red from KOA each Monday at 7 for the next six weeks.

General Manager Yoder, Messrs. Owen and MacPherson showed KOA to the visiting Mars officials, who expressed astonishment and gratification over the completeness and efficiency of KOA studios and operations.

NBC HOLLYWOOD

by Noel Corbett

Picturesque sights and visits to interesting places are in store for members of the Camera Club according to Charlie Smith, Artists Service, and Gilbert Morgan of the Morgan Camera Shop. An afternoon of exploration aboard an ancient Chinese junk anchored at Fish Harbor and a field trip to the country around Lake Malibu are in the offing. To further competition, Morgan has offered a \$2.50 merchandise order for the best picture selected and printed in the TRANSMITTER each month, and Charlie Smith has arranged for a model to accompany the field trips. Morgan and your correspondent are judging the pictures—not the model.

This month, Frank Pittman, Sound Effects, who admits that until four months ago he didn't know the difference between a Brownie No. 2 and a Zeiss Contaflex, comes through with the prize-winning photo, "Birds of a Feather." Sydney Dixon, Western Division sales manager, wins an honorary mention with his shot of Hollywood Radio City, and Charlie Smith's "Yacht at Daybreak" was also good for an honorable mention.

Speaking of photographs, those taken at the NBCAA's Hallowe'en Party at Whittings Ranch had plenty of eye appeal. It was a whale of a party, and the gang from Hollywood Radio City and their friends (numbering over 400) afterwards came through with praisings that would gladden the heart of any song-plugger. An eclipse of the moon, which Mother Nature obligingly tossed in for the event, was one of the highlights (hmmm) of the evening. There were games, dancing, a bit of apple-bobbing, and, well, FUN.



"IT WOULD GLADDEN THE HEART OF A SONG-PLUGGER."

(Left to right): Ted Cottrell, Stan Radom, "Whitey" Reynolds, Joe Parker, Bill Thompson, and Frankie Saputo.

Here are a few promotions and changes:

Helen Welty from Sales Traffic to secretary of Robert Schuetz, manager of the newly set up Transcription Service in Hollywood.

Russ Hudson from Traffic to Sales Traffic.

Richard Davis from Guest Relations to Traffic.

Jack Parker from Guest Relations to Artists Service.

William Nugent and Edward Padgett from New York to Hollywood Sound Effects.

Virginia Long from Typing to secretary of Marvin Young in Program.

New to NBC are Clay Mercer, Donald Smith and Fred Giari, all stationed on the Parking Lot.

George Volger, who took a leave of



"BIRDS OF A FEATHER."

Artist: Frank Pittman, Camera: Rolleicord, Filter: K 2, Time: 1-100. Aperture: F 8, Prize: \$2.50.

absence to work at the RCA Exhibit on Treasure Island, is back on the staff.

Aubrey Ison has left the company to take a postgraduate course at Washington State College. He's already using his radio knowledge in working on the college-owned station.

Armistice Day brought good news to the Henry Masses—a little fellow (4 pounds, 15 ounces). He was born at the Good Samaritan Hospital and is named Donald Henry.

QUICK PIX . . . Harry Saz was a sure-fire listener to Fred Allen November 15. Mrs. Saz was on the program . . . That diet Rush Hughes plugged on his Langendorf Show so intrigued Walter Bunker that he took a try at it. Bunkie says it worked, but it cost him



Lloyd Egner, Manager, NBC Transcription Service, and Robert Schuetz, Manager of the new NBC Transcription Office in Hollywood.

plenty getting enough to eat . . . When Frances Scully dined her mother at the Brown Derby on her birthday. Bob Cobb, manager of the famous restaurant, ordered up a magnum of champagne . . . William Andrews talked before the L. A. City College . . . Marv Oman, who five years ago left NBC, San Francisco, to become Mrs. Wilms-hurst and live in Angels Camp, was lunched by Nadine Amos, Nell Cleary, Isabel Menden, Alice Tyler, and Mae Regan, all former Bay Cityvites . . . Don E. Gilman introduced A. E. Nelson, Mgr., KPO-KGO, to the S. F. Rotary Club November 14 . . . Lew Frost, another Hollywoodian north on business that week . . . Blanche Davies went for a new 1940 model, and so did Betty Frazer . . . Elaine Forbes, Charlie McCarthy's No. 1 Fan, talks as though she's going to transfer her affections to Mortimer Snerd . . . The horseback riding group is improving. Janette White reports that no one fell off their mounts during the last ride . . . When Evalyn Hermanson sailed for Honolulu October 27 on the Lurline. John Swallow and his Program Department gang were there to see her off. Prior to her coming to NBC a couple of years ago, Hermie worked for J. Walter Thompson Company for five years . . . Dick O'Meara headed for Palm Springs but ended up at Blue Jay Ranch. The spot's a winter resort and the ice-skating was great until nightfall. Then Dick realized he had no heavy clothes for the trip home. . . .

ROVING REPORTER

TRANSMITTER MERRIMENT

BECAUSE we have to think ahead and be sure—even before Thanksgiving I or II—that we have expressed appropriate Christmas sentiments in our December issue, we have also remembered to do our Christmas shopping early. One time we did it so early we got caught in the rush of the season before—not the shopping season, but the exchange season that follows the gift-giving. This year, however, we are happily impecunious and have finished our brief selection at the “five-and-ten” and mailed out those last year Christmas cards from which we could remove our friends’ greetings to us. So, in a premature spirit of relaxation, we gaze from our windows at the 5th Avenue crowds. The Christmas crush is already beginning. Bigger and bigger groups coagulate on the curbs, waiting for the lights. An occasional, hardy, Salvation Army Santa Claus skitters through the traffic. From up here, they all look so jolly, the pushing and shoving seem so good natured, the elbows jammed into the stomachs such a fine jest, that the holiday mood takes hold of us, and we wish you all the heartiest, fullest, most decorated Yuletide ever.

IT'S A PLANT

A few days ago, the Roving Reporter, on his way through Central Supplies, found himself tangling with two gargantuan members of Flora Unamericana. For a moment, he expected Buck Rogers to appear, but it was N. J. Farino who came to the rescue. “No! I don’t know what they are, but I’d like to get the things out before they push the roof off the building.” It turned out they came back from the Fair with Mr. D’Agostino to be farmed out over the winter. The suppliers wouldn’t take them—afraid of bugs. (Close inspection revealed not an aphid.) Now, they are to be placed near a window. Quite a problem in a windowless building. Anyway, we expect them to turn up soon on television.

TWAS THE NIGHT BEFORE CHRISTMAS

Gordon Nugent, who is very deft at slipping into these columns, does so once again by getting married. The girl, who is very attractive, is Marion Reamer until Christmas Eve. The ceremony will take place at the home of Miss Reamer’s aunt on Long Island. “A small but friendly audience” is expected to attend. We all wish them the very best.

WAITING

This was several weeks ago. The S.S. *Manhattan* was due in with Arturo Toscanini abroad. Al Walker, the maestro’s official aide-de-camp, was waiting. “When would it dock?” “Would it get in before six a.m.?” Finally, after his fourth anxious question, he got a question himself. “What you think they got, propellers on the aft deck?”

CAREER MAN

For those of you who take a success story as an escape mechanism, here is a real one. Gene Rubessa, last seen at

the control desk in Guest Relations, left November 8 for Station WGNY in Newburgh to be an announcer and to assist in production and continuity, and even, it is rumored, emcee a radio amateur show. He plans to keep pretty busy—perhaps guide an occasional tour through all three studios. Gene hails from Chicago and Knox College. He came to New York chasing Thespis (a Greek character). In September, 1937, he wandered into NBC and became a page. He went through the usual routine—guide, cashier, etc., then left to sell chromium office furniture on the road. The lure of life through a shutter got him too, and he almost became a commercial photographer. After six months, he returned to NBC. Gene was a member of Dan Russell’s announcing class. One of his more spectacular achievements was representing the Guide Staff in the picture section of “Magic Dials.” Lowell Thomas’s latest opus.

McGILLICUDY

Vincent “McGillicudy” O’Connell, “chief of staff” of delivery in Telegraph Local 561, has just made a solo flight. If you don’t know McGillicudy—well, if you are looking for McGillicudy, so is the Telegraph Department. In fact, we asked, “Have you seen McGillicudy?” and the answer was, “Have you seen Frankenstein?” O’Connell later murmured something about “their bark is worse than . . .” He would have to be a Frankenstein to contend with the ribbing he gets. Anyway, O’Connell has just made a solo flight, and that’s important. He’s the first of Paul Burton’s NBC aces to achieve this, but his modesty gives the credit to his instructor.

There are other airmen in NBC. So watch this flying circus! A shadow over the RCA Building means—one of Burton’s men. Who knows, it might be McGillicudy.

GOOD CITIZEN DEPARTMENT

Lately, George Nelson of Personnel, Leonard Braddock of Information, Doug Ballin and Hugh Savage, both of Guest Relations, have caused undue confusion in their departments by being called for jury duty. They are all rather reticent on the subject. None of them expects to find himself locked in a room with Helen Hayes. Doug, however, who has completed his service, had one reaction to report. When asked for his chief impression, he thought about half an hour and replied, “The forty dollars.”

YUM YUM STUFF

If you have been missing something, it is probably the girl in Personnel, known to a select circle as “Yum Yum.” Ruth Donaldson, who learned to say “No” as an NBC receptionist, has at last said “Yes” to the man with the right question. We suspected a Gilbert and Sullivan finale, and finally she colored a delicate, tickle-me pink and confessed. The lucky, lucky man, Harold Berry, stopped taking care of other peoples’ futures long enough to insure his own by honeymooning in Havana and Sea Island. Heaven is now located at Scarsdale, N. Y.



“Orrin Dunlap: Dear Rembrandt, I hail you as a master. Benvenuto Cellini Mason.”