



NBC TRANSMITTER



VOL. 2

MAY, 1936

NO. 5

Paisley Prepares Special Arkansas Centennial Broadcast

■ June 15, 1936 marks the opening of the Arkansas Centennial Exposition, commemorating the hundredth anniversary of the admission of Arkansas into the Union. In honor of the event, William M. Paisley, prolific song writer of NBC's Music Department, and native son of Arkansas, has conceived and prepared a special program to be broadcast on Friday, May 29th, from 11:25 to 12:00 o'clock midnight, over the Blue network.

The Arkansas program will be a gala affair originating from various cities and featuring many celebrated Arkansans, including Ross Graham, Pat Binford, Dick Powell, Bob Burns and Lum and Abner. The first fifteen minutes of the broadcast will originate in Hot Springs, Arkansas (KTHS) where Harvey C. Couch, industrial leader, and chairman of the Arkansas Centennial Commission, will speak. From Hot Springs the radio audience will be taken to the Biltmore Hotel in New York where the Arkansas Society of New York City will be celebrating to Russ Morgan's music. Pat Binford will be heard as master of ceremonies and Ross Graham, member of the Cities Service quartet, will sing Bill Paisley's newest hit, "I Sing".

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Baseball in the Air

■ NBC's baseball team won the first official game of the season with a win over Skouras at Sterling Oval, 164th Street and Teller Ave., Bronx, N. Y. on May 12, and so officially inaugurated the 1936 race for the championship of the Motion Picture Baseball League. If NBC wins again this year, it will mean three consecutive seasons as the pennant winners and the right to permanent possession of the cup.

Last season's veterans who have turned out for the 1936 team are: Peter Bonardi, 1B; Frank Crowley, 2B; Adam Gayeck, SS; Nord Schonfeld, 3B; Don Cain, Pitcher; Jack McCarthy, Catcher; Jim Cody, outfield; George Hayes, outfield; Jim Shellman, outfield, and Jack Wahlstrom, Manager and outfielder. The above constitutes the first team but according to Manager Wahlstrom selections are by no means permanent and he urges all who would care to compete for positions to see him for more information. Rookies

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NBC TENTH ANNIVERSARY CELEBRATION TO EXTEND OVER A PERIOD OF SIX MONTHS



A DECADE OF PROGRESS

NBC at Tipex

■ The National Broadcasting Company was represented in the Third International Philatelic Exhibition which attracted stamp collectors from all over the world to Grand Central Palace during the week of May 6. This, the largest stamp exhibit ever opened to the public, displayed rare stamps, both United States and foreign, totaling in value well over \$25,000,000. Fifteen foreign governments contributed official collections, and the United States Post Office Department set up a printing press to print and sell special stamps commemorating the event.

In the midst of the United States Post Office display was exhibited NBC's two "stratosphere" transmitters and a cover addressed to General Charles Dawes which was carried on both the flight that crashed and the last successful one. This display attracted huge crowds, and the NBC Stamp Club's exhibit in Frame 2580 received many enthusiastic comments. The focal point of this display was the famous black English one penny stamp of 1840, the first stamp ever issued, which Theodore Steinway, one of America's noted philatelists presented to our Club several weeks ago. The Club also exhibited a case of stamps on the Mezzanine of our studio during the Exhibition.

As a reminder to NBC collectors, the NBC Stamp Club holds semi-monthly meetings the first and third Mondays in the President's board room on the sixth office floor at 5:15 P.M. For further information concerning Club activities call George M. Nelson (417), Frank Johnson (350) or Walter Koons (573).

Old Timers List Their Most Interesting Recollections

NINETEEN HUNDRED AND THIRTY-SIX marks the Tenth Anniversary of the National Broadcasting Company's formation. A few days ago, May 18th, a six months' celebration was inaugurated in commemoration of that birth. During the decade that has passed, NBC has witnessed progress unforeseen by its organizers. Through the periods of childhood and youth the company has arrived finally to blossom forth into full manhood. During this period it has experienced "growing pains" of many kinds. Just as a boy often outgrows his breeches so has NBC several times outgrown its quarters. Many of the incidents attending and preceding the birth of NBC are indelibly written in the memories of our "old timers".

GRAHAM MCNAMEE reminisces concerning old WEAF'S air conditioning system:—"We were broadcasting on lower Broadway then from two small studios with a tiny six by three monitoring booth sandwiched in between. It was hot as blazes in that coop during the summer so Phil Carlin and I conditioned our own air. We had an electric fan blowing on a cake of ice all the time. I even used this as an ice box. They gave me a fish once

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OPEN INVITATION

At some time or other all of us have run across a choice bit of news, a personal item, or some morsel of information of general interest. If ten people daily would forward one contribution each to the NBC TRANSMITTER'S office (Room 297) by mail or phone (Ext. 220) between 11 a.m. and 5 p.m., the editors could probably postpone that nervous breakdown for another three months.

So, appoint yourself a staff correspondent and let's see how capable a gleaner you are. Anyone and everyone in all departments, divisions, and stations is invited to contribute notes about PEOPLE and THINGS in and around NBC.

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EUGENE HALEY

GORDON LOGUE

NEW COMERS

■ Last week 4 new men were added to the Guest Relations Division bringing the total up to 102. They are:

DEREK MORTLOCK—whose birthplace is Cambridge, England and who arrived in America only four weeks ago. He comes to us from Kingston, Jamaica in the West Indies and speaks four languages fluently: French, English, Spanish and German. He has traveled in England, France, Belgium, Switzerland, Germany, Italy, and the West Indies, and has been in the United States before. He was educated in Switzerland and England. His chief interest is operatic music. He plays the piano and viola, and thinks New York the most wonderful city in the world.

GEORGE WATKINS—of Oklahoma was born in the Kiamichi Mountains in the southeastern part of the state where his father now is hunting hurried Aztec gold which was hidden from the Spanish invaders several centuries ago. When only seventeen George won a scholarship at the Homer Conservatory of Music in Kansas City and sang over station WDAF for two years. At twenty he appeared in a minor role in the late Will Rogers' picture, "Life Begins at Forty". At twenty-one he played Oklahoma City, Oklahoma and Memphis, Tennessee as male vocalist with Paul Sahin's band. George's ambition is to become a singer.

PETER PERRINE—of Washington, D. C., won a scholarship to the National Cathedral Choir in Washington (1926-'27). He has attended eighteen schools in twelve years; was born in Berryville, Virginia; and has played the piano by ear since he was three years of age. His ambition is to compose and sing.

EUGENE HALEY is a native New Yorker. He attended Syracuse University where he was a member of the Delta Tau Delta Fraternity; assistant manager of the Soccer team; a member of Corpse and Coffin, a Junior Honorary Society; and delegate to the Interfraternity Council. He also attended Manhattan College for one year, and is now finishing his college work at the Fordham Downtown College in the Woolworth Building.

Gene has hopes of writing the great American novel. At present he spends his spare time turning out reams of what he terms humorous poetry and light drama, plunking his mandolin, or pulling fish of prodigious size out of the shimmering lakes of Westchester County.

NBC GROUP ACTIVITY SERIES

The Dramatic Class



THE NBC DRAMATIC CLASS under the guidance of Production Director Edwin R. Wolfe is progressing rapidly. The young thespians have graduated from the fundamentals of acting, pantomime and improvised scenes to Shakespearian soliloquies and short scenes from popular plays. The class meets every Monday morning at eleven o'clock in Studio 3C and all those interested are invited to attend.

CHATTER

■ **GO AHEAD AND SUE ME BUT...** here's some interesting stuff I've picked up while ramblin' through the NBC corridors... That the rainy weather of late has managed to produce a bumper crop of mustaches in Gestrilayshuns, which once again proves the proverb, "It's an ill wind etc., etc."... Speaking of the wind, it wouldn't take much of one to blow those lip decorations right out into Sixth Ave....

Courtney Snell of Engineering has often wanted his picture to appear in a magazine. He got his wish recently when pictures were taken of the Vox Pop broadcast on which he worked, but imagine his surprise when of all the pictures taken, they decided to print the one that merely showed the back of his head....

Bob (Press) Cottingham has been spending too much time at the Roosevelt Hospital Nurses' Home... heart trouble no doubt... Has anyone ever seen **Miss Merrill** of the Evexoff when she was not in a hurry?... What guide recently took home a mess of those "tour folders" for family distribution?...

And it's about time that we asked **Otto Brandt** who that charming eyefull is that has waited for him on several occasions at the Main Hall desk.... **Alan Kent** challenges anyone his weight or under to a boxing match, his opponent to set the time, the place and on the floor after Alan hits him....

Tony Cusamano of Telegraph would like to sell someone a car.... You just name a car and Tony will sell it to you.... Two reasons why we like paydays are, first to get paid and second, to talk to **Mary Lou Irvine**.... And if you want to hear a sweet voice over the phone, just call **Miss Boudreau** in First Aid (now on vacation—back June 7).... **Paul Rittenhouse** returned from his vacation looking browner than usual.... And here are a few similes... to wit... as conscientious as **Ed Demming**... as proud as **Harry Weir**... as polite as **Don Cain**... as talkative as **Manny Mannion**... as nimble-witted as "**Hercules**" **Hilty**, pillar of the ninth floor....

Uppan Adam Gayeck has decided to give away autographed photos of himself, duplicates of the one hanging in the locker room.... Our sustaining policy reader seems lost these days without his "lovely lady"!... "Oh, Juliet, Juliet! Wherefore art thou, Juliet?"... **Ming Toy Meehan** is starting to grow out of his uniform in the funniest places... just as **George Murray** (Continuity Acceptance) did when he was a page... and now I must stop with a thought for the dazed... there's many a man thinks he's fired with ambition when really he's FIRED for the lack of it.

Spot Announcements

TROUPER: Don Meissner dropped us a card from Major Bowes Unit No. 5 in the mid west to say he is being transferred to a special circus group for the summer months. Meissner, who resigned as NBC guide to take his place with the amateur troupe, won a place on the Chase and Sanborn Amateur hours several months ago. He reports that he is doing well and having lots of fun. He sends his best to all who remember him.

PROGRESS: NBC has applied to the FCC for an increase in power for WJZ from 50,000 to 500,000 watts as well as permission to erect a new antenna in the form of a slender steel tower 640 feet high, which will reduce fading and improve reception in the metropolitan area. Another station has been added to the network chain, WNAC, Boston's oldest station, bringing NBC's total up to ninety-seven as of May 15.

STAYS: Dr. Max Jordan, NBC's Continental European Representative, will remain in New York until the middle of June.

FIRST PASSENGERS: Program Vice President John F. Royal is in England and, accompanied by Fred Bate, NBC's British Representative, will return on the maiden voyage of the new super-liner, Queen Mary, arriving in New York on June 1. NBC will broadcast twice daily on the voyage across.

AN EXPERIENCE: NBC Guide Herb Gross's knowledge of German stood him in good stead when he was called upon to escort sixteen officers of the zeppelin, Hindenburg, on special tour of Radio City. Only four understood English so German was spoken throughout the 2½ hour tour. In the group was Dr. Hugo Eckener's son, Knute, also a ship's officer, who remarked that the Radio City Music Hall could hold half the population of Friedrichshafen, Germany, the dirigible's home. Later, while seeing New York from the Observation Roof, one of the officers was amazed that New Yorkers could stand at the height at which a zeppelin usually cruises. It seems that water ballast is dumped to raise the dirigible and gas is released to bring the air monster down. This latter procedure is expensive so it pays for the zeppelin to travel close to the ground.

BACK: Tom Tart has returned from an extended leave of absence to resume his new duties co-ordinating Guest Relations staff operations.

GYM CLASSES END: Al Walker's gym classes for athletically inclined female NBCites held its last Spring meeting May 26, graduating twenty-two capable Badminton players. Classes will resume in October.



BILL PAISLEY

Arkansas Centennial

(Continued from Page 1)

Then from Washington, D. C. will come the voices of Senators Hattie Caraway (first woman member of the U. S. Senate) and Joseph T. Robinson, both of Arkansas. Bob Burns, who says that Arkansas is the home of the bazooka, will play that newest of sensational instruments from Hollywood. Lum and Abner, who went to school with Bill Paisley at the University of Arkansas and whose real names are Chester Lanck and Norris Goff, respectively, will be heard from Chicago. The elaborate program will be closed by Russ Morgan's Orchestra in New York. Immediately after the big celebration, which he has carefully supervised, Bill Paisley leaves for Arkansas on a well-earned vacation.

Chaminade Chorus

■ The Chaminade Chorus, a woman's glee club which draws its members from NBC's female personnel, recently terminated its first season with a dinner and theater party. Following the arrangements made by a committee composed of Barbara Clark, chairman, and Grace Sniffin, Ruth Barrett, Mary Leard and Alice Ahner, a group of eighteen dined at the Barbour Club on 52nd Street. Besides the committee, the following members attended: Frances Barbour, President; Helen Winter, Treasurer; Jane Ayers, Helen Slater, Mae Dehn, Gertrude Ramsey, Frances Sprague, Anna Reiss, Helen Moore, Marguerite Saffert, Evelyn Sniffin, Kathryn Hayes, and Madge Boynton.

After dinner was concluded, the chorus' plans for 1936-37 were discussed. It was unanimously agreed that the organization's work should be continued and that members should be prepared to start rehearsals again in the fall. Then the meeting was adjourned and seventeen of the eighteen present went to the theater together.

News Flashes

VACATIONERS: Dwight Herrick (GR) to look up old chums and relatives in former home towns, Chicago and St. Louis, Illinois as well as Port Edward, Wisconsin; Eve Boudreau (FA) to visit her parents in Marlboro, Massachusetts; Henry Albert (GR) to Atlantic City for plenty of tennis, swimming, and dancing; Patrick Tracy (Se) will set out to see the world—in two weeks; Phillip Crosby (GR) will localize activity as he intends to stay in the city to study voice in preparation for a concert; Esther Ramous (PBX) will join the westward movement with intentions of visiting Chicago and all points mid-west; and then there's Walter O'Hara (GS) who is going to try something he has never done before—get married; Anabelle Graham (CS) ran off to Havana to see about a man who plays a rumba on his tuba down in Cuba; Marguerite Monroe (PR) off to Hamilton, Bermuda for sleeping, eating, fishing, swimming, and sunning.

MARRIAGE: John Williams (St) gets his mail these days addressed to Mr. and Mrs. J. W. and you're right! John took the plunge May 9th and from all reports he has unanimously elected himself the happiest man in the world. Mrs. Williams was the former Margaret T. Sherwood.

ILLNESS: Pat Hanagan (Se) was operated on for gastritis and is recuperating nicely.

LEFT US: Adele H. Purcell (AS) has gone to Hollywood, California to join the Fanchon and Marco Theatrical Agency after serving NBC for eight years. There she will become assistant to Mr. Hal Kemp, former manager of the Popular Division, Artists Service. Her new address will be: 5600 Sunset Blvd., Hollywood, California.

Key: AS (Artists Service); FA (First Aid); GR (Guest Relations); MM (Mail-Messenger); PBX (Phone Room); PR (Press); GS (General Service); ST (Statistics); CS (Central Stenographic).

Baseball in the Air

(Continued from Page 1)

are: Arden Hauser, Herb Gross, Dorm Albert, Val Kallegeros, John Bell, and Joe Cain. James McCarthy is assistant manager.

This year, as last, NBC will play an exhibition game with Sing Sing Penitentiary at Ossining. The date has not been set as yet but as we go to press negotiations are being concluded. This game was one of the highlights of last season's schedule as the inmates showed themselves to be able bat wielders by trouncing us 5—1.

NBC TENTH ANNIVERSARY

(Continued from Page 1)

and I put it on ice to keep. Unfortunately, one day I left in a hurry for a week-end date and forgot the fish. When the boys came back late the next afternoon, what little ice was left had melted and the fish was sadly in need of repairs. I think I was sworn at for the next two months."

ENID BEAUPRÉ in Sales Promotion is impressed by "the facility with which one now hears broadcasts from all over the world. I remember one day in 1922 I had just bought a small crystal radio receiver in Albany. With almost feverish enthusiasm, I climbed a tree to rig up an aerial in a hurry so I could hear Guglielmo Marconi broadcast from WGY during his brief visit in Schenectady. After that episode my husband decided that I was incurably radio-minded; so he bought me a better radio set and rigged up one of the best aerials in the city. It was not unusual for me to DX until three o'clock in the morning. We had to do a lot of tuning and worrying in those days to pick up a program only a few miles away. Now radio has reached international proportions; we press a button and the world comes to pay us a personal call."

WILLIAM FAIRBANKS in Statistical:—"The emergency systems now in operation show the great forward strides we've taken in radio operation. I remember a sad experience I had at 711 Fifth Avenue after they had remodelled an office to provide a beautiful 'speaker' studio for timid broadcasters. We used to show visitors how the announcer's panel functioned from this room but unfortunately, unknown to us, the Engineering department realized the value of using the studio as a relay point to route nemo broadcasts to other studios. One day I brought some guests into the studio and I was in the process of explaining the intricacies of the announcer's control board when I deftly threw the nemo switch and said: 'This is how you cut a program off the air.' Four engineers in the main control room almost jumped out of their shoes when they discovered that the entire Blue network was off the air. I'll never forget how excited Engineer Wankel looked when he burst through the doors and scared me out of a year's growth."

MILTON J. CROSS, Announcer's Division:—"It was difficult in those days because of the limited number of radio receivers in use to find anyone who had heard you broadcast. One night we kept a line open until 10:30 p.m. for a Dr. Abbott who was to be the principal speaker on a Roosevelt Commemorative Program; we had been instructed that the studios had gone off the air. But we took a chance and introduced Dr. Abbott over a dead microphone, which only we knew was not on, and went through the motions of broadcasting the entire speech. It was not until years later that Dr. Abbott knew that his speech had not been broadcast. That situation could never happen again."

JOSEPH D'AGOSTINO, Engineering:—"I'll never forget the winter of 1927 when the transmitter at WJZ was so coated with ice that a section of the lead-in from the antenna was lying on the ground. So we brought out a lot of wooden chairs and kept it off the ground while broadcasting continued as usual."

IDELLA GRINDLAY, Studio Assignments, remembers when programs followed one another in the same studio from 7:30 a.m. to 6:00 p.m. each day; when the Band of a Thousand Melodies, the Parnassus Trio, and the Gotham Trio contributed several hours of network programs a day; how the Manhatters (a "swing" group) had to climb aboard Morning Devotions' final Amen to get on the air in time from the same studio; when three hard-boiled men who relieved the Parnassus Trio for vacation were called the Three Little Maids. Miss Grindlay agrees that a lot can happen in ten years.

Let's Get Acquainted

■ You ought to know **Dr. Max Jordan**, Ph.D., NBC's Minister at Large for Continental Europe.

because... his production of the recent broadcasts on the maiden voyage of the *Hindenburg* turns the spotlight in his direction.

because... his present work as representative for NBC on the continent is greatly enhanced by his training at the Universities of Jena, Heidelberg, Frankfurt and Berlin, and by his experience as foreign correspondent on both sides of the ocean.

because... he fills his boots (and they are "seven league boots" which carry him back and forth across the face of Europe) with a dynamic personality and an enthusiasm rare even in this fast moving era.

because... he likes ice cream. One of his first acts upon arrival at our Press Department was to order up a "raft" of that delicacy.

because... his accounts of the recent flight, interesting throughout, had this high-light: The very first landmark which he clearly recognized in New York was the red beacon atop the RCA Building which houses our studios. As he remarked over the air, "I feel like going down in a parachute instead of flying on to Lakehurst."

because... he is nearly as well known in Europe, his field of operations, as some of our prominent Americans in their own back yards.

We give you **Dr. Max Jordan**,—at home abroad.



STATIC

■ Shucks Elmer! time to write 'nother column for that ding dogged editor.

Andy Kinbacher explained to a group of tourists that if the beams of the photo electric eyes in the elevator doors were broken, the doors would "pop" open. Whereupon the rumbling voice of one witty tourist was heard to pun—"Oh!! a Popeye!!!" (Ed.) Andy winced!

'Sa small world! On a special German tour recently, **Herb Gross** met a rather elderly gentleman who had known his father as a boy of 5 in Venezuela. The man had been a clerk in the coffee exporting house owned by Herb's grandfather. Herb's Grandpop, by the way, was the German Ambassador to Venezuela. There is, it seems, an executive strain in the Gross family.

Oh yes, and something for our bird lovers! Scan this column regularly, Dear Readers, for information regarding your tweet little birdie. (Golfers included.) It seems that someone saw **Francis Fradella** of Guest Relations diving around the second floor with a green fedora in his hand. He looked very much as though he had a combination of St. Vitus dance and the Russian itch. Upon closer investigation they learned he was trying to capture one of Cheerio's fine feathered friends which had escaped its cage. Think of all the energy he could have saved if he had just put a "small portion" of salt on the little bird's tail. Tch!! Tch!!

Try this on your cerebrum (Webster's Unabridged). Take your age—Multiply by 2—add 5—multiply by 50—subtract 365—add the loose change in your pocket under a dollar—add 115—and the first two figures are your age and the last two the change in your pocket. If you've seen this before—that's what I get for reading old magazines.