



NBC TRANSMITTER



VOL. 2

JUNE, 1936

NO. 6

John H. McDonald Explains Our New Cost Accounting

■ The primary purpose of the cost accounting system now being installed in New York is to determine the costs of individual programs and of classes and types of programs. For example, when an announcer, production director, or engineer spends three hours at a rehearsal and half an hour at the broadcast of a given program, their time is a direct cost of that program. House orchestra expense, the cost of any facilities that may be ordered especially for a particular program, sustaining artists' fees, and many other expenses are similarly applicable to specific programs. By segregating all such expenses, the cost of a given program is secured. At present, no effort is being made to allocate overhead expenses, such as rent, power, advertising and sales promotion costs, etc., to individual programs.

After the direct cost of each program is secured, all programs are classified as to type and content, such as light and dance music commercial studio 15-minute programs, dramatic sustaining studio 30-minute programs, sports, special events, etc. The average cost per broadcast of all programs in each class then is calculated. In this way, the cost of an individual program can be compared with the average cost of all programs of the same kind.

A second important purpose of the cost system is to determine the cost of depart-

(Continued on Page 4)

Chizzini Honored

■ Lieutenant Frank C. Chizzini, assistant manager of our



Electrical Transcription department, was elected to the Executive Committee of the Military Intelligence Reserve Society at its annual meeting held in the Officers' club on Governors Is-

land, according to a report received from Major Donald D. Millikin, RCA, who is historian of this association.

ENGINEER LOSES LIFE



EARLE L. TYLER

■ Earle L. Tyler, NBC engineer, lost his life in Lake Erie off Vermilion, Ohio on June 14. Mr. Tyler, accompanied by other engineers, their wives and friends, was returning from a pleasure cruise to Sandusky, Ohio, following the Republican National Convention when he slipped from the wet deck of the cruiser as the craft gave a sudden lurch in the choppy sea.

George McElrath, NBC operating engineer of New York, and Clarence Davis, of Cleveland, owner of the cruiser, dived into the water and attempted to rescue Mr. Tyler but were unsuccessful. The body was recovered June 23 at Huronia Beach, Huron, Ohio.

Mr. Tyler was employed as a design engineer by NBC since 1928. He was 29 years of age and resided at 36 Demerest Ave., Oradell, N. J. His widow survives him.

Do You Know What Some of Our Station Call Letters Stand for?

■ It was almost nine o'clock, Eastern Daylight Saving Time, when Rudy Vallee brought his Thursday evening variety show to an end, but to a farmer in the hills of Nebraska it was only six o'clock in the evening. He was resetting his watch when the chimes rang and the local announcer said, "WOW, Omaha." To the other thousands of listeners who heard the announcement it probably meant nothing but the identification letters of the Omaha station. But to our friend, the farmer, WOW suggested a thought in his mind as he slowly wound his watch. To him who knew, those three mysterious letters stood for the *Woodmen of the World Life Insurance Association*, and they reminded him that the quarterly payment on the premium of his life insurance policy was due within a week. Turning to his wife who was clearing the table of the Sunday supper dishes he said, "Say, Maw, don't forget to remind me to go to the village in the mornin' for that money order for the insurance people. I nearly lost my policy the last time I forgot to pay them."

In Portland, Maine, the desk clerk of the Congress Square Hotel expanded his chest with pride when the announcer's voice came from the hotel lobby's loud-speaker with "WCSH, Portland, Maine." To him the last three letters of the NBC Portland outlet stood for *Congress Square*

(Continued on Page 4)

Compliments from Abroad

To the Editor
NBC TRANSMITTER

It may interest you to know that Dr. Kurt von Boeckmann, head of the foreign department of the German Broadcasting Company, who at the same time is First Vice-President of the International Broadcasting Union of Geneva, expressed his sincere admiration for the excellent work done by the members of our Guest Relations staff. He could not find words to convey his appreciation of what the various guides had done for him while he was visiting in Radio City. He said that nowhere in Europe had he ever been given similar satisfaction in a radio center.

Also Mr. Willem Vogt, who is head of Avro, the largest broadcasting organization in Holland, had much praise to offer our staff. He was amazed, he said, to find that although he had only been here once, the receptionist knew his name the next time he came, without having to ask him.

MAX JORDAN,

NBC Representative for Continental Europe.

WEAF-WJZ vs. WINS —in Baseball July 11

■ Put on your bonnets you baseball fans, there's a treat in store for you! On Saturday, July 11, the NBC Baseball team steps outside the Motion Picture Baseball league where it has been tops for the past two seasons, to play the WINS bat-swingers. The game will be played either at Ebbetts Field, Brooklyn, N. Y., or at the Newark Bears' Park, Newark, N. J. Tentative plans have been made for the broadcasting of a summary of the game over WINS.

Manager Jack Wahlstrom (GR) sees a close contest.

NBC TRANSMITTER

VOL. 2

JUNE, 1936

No. 6

FRANK C. LEPORE, *Editor*ARY R. MOLL, *Assistant Editor*WALTER A. WIEBEL, *Circulation Manager*COULSON S. SQUIRES, *Staff Artist*

ASSOCIATES

D. CALDWELL DAVIS

ALWIN D. FOSTER

WALTER CLARK

BILL GARDEN

DON GARDINER

FRANCIS J. FRADELLA

CONTRIBUTORS

EUGENE HALEY

GORDON LOGUE

ROBERT MEACHEM

Failure and Success

1st Radio Wave: Ah, what a weary life!
What endless care and strife!

2nd Radio Wave: Why, I say,
What's biting you today?

1st Radio Wave: Three tenors and a flute,
A trumpet and a lute.
All rehearsed me,
The sound technician nursed me,
The engineers all cursed me;
Ah, and then,
When I was through,
All they made me was a squeak
In the violinist's shoe.
Heartless men!

2nd Radio Wave: It's a shame,
But I'm sure you're not to blame.
I've had my headaches too,
You'll have your better nights,
Sure enough,
Like the time
You were Dempsey's uppercut
At the big Chicago fight.
You were prime!
I've achieved my life's ambition,
I've attained the high position
That I've strived for.
I made the right connections,
And they gave me the selection
I've connived for.
I'm sure you can't conceive,
And I know you won't believe
My happiness;
I'm a perfect open vowel
In the President's address!

EUGENE S. HALEY.
Guest Relations.

The World's
Most Crowded Street

■ The most congested, hardest pounded street in the world isn't Broadway or Fifth Avenue. The street on which humanity is bunched up more densely than any other, the world's most traveled thoroughfare is Rut Street.

It is a broad, level stretch to nowhere. If you go forward today just as you did yesterday, without a new plan, thought or inspiration for the day, you're on Rut Street. If you are satisfied with the mental boundaries of last week, last month or last year, you're pounding the pavements of Rut Street.

Chatter

■ GO AHEAD AND SUE ME BUT... here are a few things seen and heard while rambling round the town. . . . **Bill McCaffrey** talking to **Frank Fay** in the NBC lobby and a woman asking the Main Hall attendant if the man on the right (McCaffrey) was a radio star. . . . **Helen Winter's** hat—the red one with the red flowers in it, almost blowing off as she crossed Sixth Ave. . . . An automobile nearly splashing mud on **Flo Cunningham's** natty white suit as she hurried up 49th Street. . . . **Miss PBX McDermott** in earnest conversation with a sales girl in a nearby department store.

And here are a couple of similes... as accurate as **Joe D' Agostino** bowling a ball at the head-pin . . . as serious as **Bill Lundell** while tearing through the NBC corridors . . . as cheerful as **John Almonte** when greeting a guest . . . as pleasant as **Frances Sprague** of our General Library while helping you look for a book . . . as speedy as **Geraldine Fenrich** as she dashes off a memo on her typewriter . . . as necessary as the unsung work of our **Air-conditioning Engineers**.

Wayne Randall and **Abe Schechter** of Press are certainly busy men what with their hopping all over the country by auto, plane and train. . . . And **Jack Keane** wants everyone to know that he's getting married . . . next year.

And did anyone ever see a production man without a stopwatch in his hand or **Bill Paisley** without an unfinished song under his arm or **Tom Longmore** when he wasn't out of breath or **Ruby Cowan** without a pipe in his mouth or **Frances Rockefeller King** when she didn't wear a cheerful smile or **George Voutsas** when he wasn't humming a tune. . . . And now we'll close with a tip to all NBCites who may be thinking of going hitchhiking on their vacation—There's many a step twixt the thumb and the lift.

Koehler Receives Award

■ "Shirley Temple at the Radio City Music Hall starting the week of June 25? And how I'll be there!"

So spoke Frank Koehler (Guest Relations) when told he won the TRANSMITTER'S monthly award for the best anecdote. Well, it's too late now for you others to get those two passes to the Radio City Music Hall to see Shirley in her latest hit, "Poor Little Rich Girl" but next month's two contests—one for the best anecdote and one for the best cartoon idea for "Mr. Okeedokee" will be open to all NBC employees. So take your pencil in hand and get your share of those complimentary passes.

News Flashes

CONVALESCING: Engineer **Edgar Kampf** (N. Y.) left the French Hospital June 16 after a 10 day stay for an appendectomy. The operation took 25 minutes over all. Edgar hopes to be back in harness by July 7th.

VACATIONING: **Karl Fischl** (Mimeo) to Dartmouth, N. H. by car with friends for hunting and rest—back June 28; **Arthur Knauff** (Mimeo) with brother to upper N. Y. and Me. on a motor trip a la nomad with tennis, swimming en route—back July 6; **Gabriella Danfy** (Audience Mail) localizing activities to Elmhurst, L. I. and nearby beaches—back June 29; **Dorothy McDermott** (PBX) likewise localizing vacation with visits out of town to friends in N. J.—back July 6; **Spencer J. McNary** will hie himself down to Washington, D. C. for sightseeing to take ten days—back June 28. **Dan Russell** (Announcing) spent his vacation in Porto Rico.

NEWCOMERS TO GUEST RELATIONS: **Rex Conn Jr.** from New Orleans, La.; **Alfred Osborn** from Bay Ridge, Brooklyn, N. Y.; **David Gaines** from Greenwich, Conn.; **Read Jewett** from White Plains, N. Y.; **Charles Klein Jr.** from Metuchen, N. J.; **Franklin M. Noecker Jr.** from Removo, Pa.; **Burton Adams** of Springfield, Mass.

LECTURER: **Dr. Franklin Dunham**, NBC Educational Director, has been announced as one of the guest lecturers on radio at New York University for the fall and spring terms (1936-37).

REUNION: The Far East editor of a large newspaper addressed his wife in Japanese on a recent tour conducted by Guide Meachem. Another tourist overheard and interjected a remark also in Japanese. After becoming acquainted both were surprised to find that the intruder had been copy boy on the editor's paper forty years previous.

MORE MARRIAGES: **Anthony Hennig** (TR) has named October as the month when he will promise to "love, honor and protect"; **John Pawlek** (ENG) pulled

Milepost



William Haussler NBC Studio

ELIZABETH A. WISE

who observed her ninth year of service with the NBC on June 28. Mrs. Wise joined the National Broadcasting Company in 1927 when we were located at 195 Broadway and has been with us ever since.

a fast one on his intimate friends when he secretly marched to the altar and was knit in matrimony on his vacation sometime between June 15 and 28; **Dorian St. George**, former NBC guide, now associated with Station WLVA, Lynchburg, Va., said "I do" June 24.

BIRTHS: If you see Production's **Howard Wiley** looking very anxious these days, he probably hasn't yet become the proud father he soon expects to be; N. Y. Night Press Representative **John D. McTigue** wants the world to know he is the proud father of 6 lbs. 13 ozs. bouncing baby boy who was ushered into the world at 1:30 A.M., Saturday, June 20. Proud Pop McTigue. "...and he looks just like his old man."

WE DOFF OUR HATS TO: efficient **EMIL CORWIN** of Press for his swell job editing our NBC NEWS SERVICE with its clever eye-catching captions and neat layout; to the combined efforts of the **SALES PROMOTION, STATISTICAL, DRAFTING, and PURCHASING** depts. for the conception, planning and execution of *The Good New Summertime*, one of the most beautiful promotional pieces ever turned out by NBC; to Guides **ARY R. MOLL, CHARLES WHALEN, and WILLIAM GARDEN** upon their recent promotions to the rank of

Spot Announcements

■ **Carmen Barrett** of Larchmont, N. Y., and **Miss Mary Eileen Cavanaugh** of New York City, were married June 15, 1936, at 4 P.M. in St. John's Episcopal Church, Larchmont, N. Y. Upon returning from their honeymoon in the Adirondacks, the newlyweds will reside at 305 East 44th Street, New York City. Barrett, a member of our Guest Relations Division, will return to his duties at NBC June 29th.



N. Y. Daily News Photo

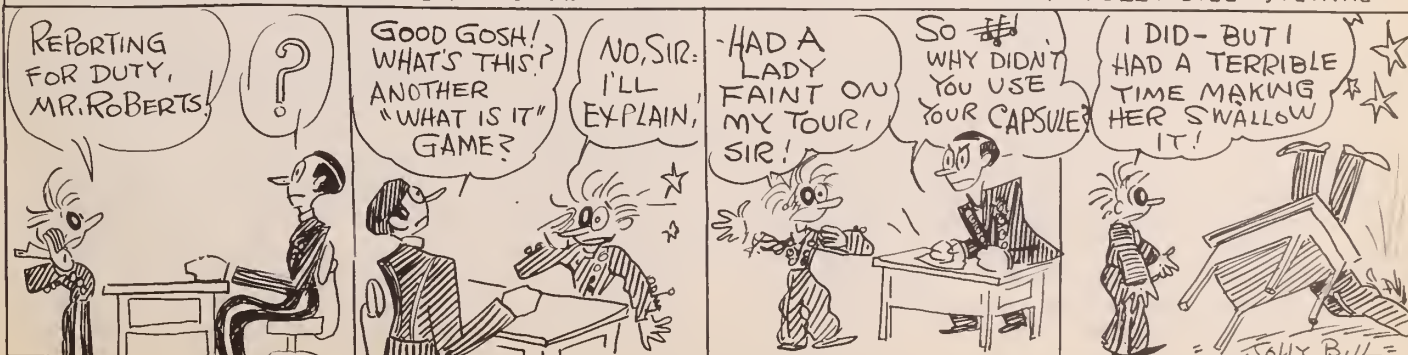
The newly married Barretts are shown above leaving St. John's Episcopal Church, Larchmont, N. Y., after the marriage ceremony.

■ **Miss Helen Sombathy** of Yonkers, N. Y. became the wife of our **Wilbur Auth** at 6 P.M. Saturday, June 13, 1936 in the Church of the Holy Trinity, East 82nd Street, N. Y. C. Their honeymoon will take them to Maine by auto. Upon returning they will make their home at 2965 East 196th Street, Pelham Parkway, N. Y. from June 29 on. NBC representatives at the wedding included **Mae E. Katz, Virginia R. Beers, William S. Callander, John Williams, and others.**

Chief Guides, the grade next below assistant supervisors of guides; to Guide **WAHLSTROM** upon his recent promotion to the position of Supervisor of Day Floor Operations of Guest Relations; to former Guides **JOHN HANCOCK, ARDEN HAUSER and WILLIAM R. NUGENT** who have been advanced to the Studio Set-Up staff; and to **THEODORE KRUSE**, ex-Guest Relations who has been promoted to Maintenance Engineering.

THE ADVENTURES OF MR. OKEEDOKEE

BY "JOLLY BILL" STEINKE



NEW COST ACCOUNTING SYSTEM EXPLAINED

(Continued from Page 1)

mental functions or activities in terms of work performed. For example, the work of the Press department consists of such activities as preparing and distributing daily program listings, preparing and distributing the Daily News Report, rendering photographic service, etc. All departmental salaries and expenses are classified under these headings and at the end of the month a cost statement, based on departmental functions, is sent to the department head.

The cost system is also being used to determine the share of General Service department expense applicable to each operating department. For example, the Central Stenographic department serves all departments of the company. The first step is to calculate the total direct expense of this service. The share of the cost applicable to each department is then allocated to them. The cost of mailing and messenger service, including postage, the expense of duplicating work, the cost of toll telephone calls, and all other general services are handled in the same way.

At present, the cost accounting plan is in operation only in New York. It is planned, however, to install it in all offices within the next few months so that by the end of the year, it will be an established procedure throughout the entire organization.

Ed. The cost accounting department's personnel consists of John H. McDonald, manager; Muriel Parker, secretary to the manager; Lucius Robertson, Ann M. Tolomeo, John Wagner, Robert F. Miller, Bert A. Peterson, Norton R. Schonfeld, and Clifford B. Warden.

Stamp Club Notes



Left is reproduced the first postage stamp in the world. The first stamp of the Ionian Isles, is pictured on the right. Both stamps are described in the article below.



■ The NBC Stamp Club's collection, inaugurated by a gift of Great Britain's first stamp from Theodore Steinway, is now well on its way. Mr. Barker, RCA television engineer, has contributed the second and third stamps of Great Britain while Frank Reed of Traffic, new secretary of the club, donated the first stamp issued for the Ionian Isles, then a British Protectorate. This is of interest because there were only three different Ionian stamps so issued, the Isles having used stamps of Greece since 1859.

Mr. Lohr gave the club a letter flown on the "Hawaii Clipper" on its first trip eastward across the Pacific as well as a sheet of six imperforate Byrd stamps and a stamp of Russia portraying Kalin speaking into a microphone which was brought over from Europe by Max Jordan. The Russian stamp prompted the club to start a collection of stamps picturing or referring to radio in any manner.

On Monday, June 1 the group was addressed by Capt. Tim Healy who made his talk especially interesting by his enthusiastic manner. On Friday of the same week the club members were invited by Mr. Lohr to see his United States stamps, which represent one of the most complete collections of mint blocks and singles in existence, almost entirely in superb condition. Walter Koons of Press also showed his fine collection of commemorative used singles and mint blocks.

Let's Get Acquainted



William Haussler NBC Studio

■ YOU ought to know **C. H. Thurman** who is now supervisor of our New York Mail-Messenger section.

because . . . his present position is one of the type that has employed him for the past few years. A great deal of his experience has been gained in executive positions over groups of young men.

because . . . his education

was found in the Wendell Philips High School of Chicago and Northwestern University.

because . . . he has been connected with the body military in both the National Guard and the Regular Army. During the war he relinquished a captaincy in the Illinois N. G. to enlist as a private for overseas service. After thirteen months he returned with his silver bars, a First Lieutenant.

because . . . in spite of his modesty, he can spin some keen yarns; yarns seasoned with a sense of humor that belies his usually serious mien.

because . . . there is nothing one-sided about his character. Besides being a Mason, a Sojourner, and a member of the 33rd Division Association of Illinois, he plays golf and bowls.

because . . . after only a few months' association with us he is confirmed in the belief that NBC holds great possibilities for anyone who applies himself.

We give you **Charles H. Thurman**, on the job.

CALL LETTERS

(Continued from Page 1)

Hotel. During those same fleeting twenty seconds between the Rudy Vallee Program and the Maxwell House Show Boat, the announcer in Miami, Florida, said into his microphone, "WIOD, Miami, Florida, *Island of Dreams*". Boston listeners heard, "WEEI, Boston". EEI standing for the station's owner, *The Edison Electric Illuminating Company*.

In some cases the call letters of a station are abbreviations or initials of their city and state, for example: WSYR, *Syracuse*; WBAL, *Baltimore*; WRVA, *Richmond, Va.*; WCSC, *Charleston, S. C.*; and WFLA, *Tampa, Fla.*

WREN in Lawrence, Kansas, was named after its owner, Jerry *Wren*. The last three letters in WPTF stand for, *Protect the Family*—the slogan of the Durham Life Association in Raleigh. N. C. KSD stands for the *St. Louis Post-Dispatch*, and WRC in Washington, D. C. stands for the *Radio Corporation of America*.

Through various devious channels we have heard that a certain sentimental station owner has called his station after his sweetheart, that is, he has used the initials of her name for the call letters of his station. As we go to press our sleuths are still trying to authenticate the story.

The call letters W and K were allocated to the United States by the International Radio Convention which meets in a European capital every two or three years. The Federal Communications Commission has assigned K to all the stations west of the Mississippi and W to those east of the Mississippi. There are two exceptions to this rule, KDKA in Pittsburgh and KYW in Philadelphia; these stations were exempted from the rule because their call letters were used before the ruling of the FCC went into effect.