



NBC TRANSMITTER



VOL. 2

AUGUST, 1936

NO. 7



Coulson S. Squires

NBC SCRIBE WELBOURNE KELLEY

... he wrote "So Fair a House" from the male point of view.

■ It was after three years of careful analysis that Newspaperman Kelley set out to write "So Fair a House." The theme concerns divorce, but with a surprise angle. The author—NBC publicity writer during business hours—has written his book from the masculine viewpoint, a method which has been emphatically ignored by his contemporaries.

The setting of the novel is the South; it is a careful appraisal of the transition of the modern South from the agricultural to the industrial standard. The very fact that this important note is intermixed with the theme rather than dominantly stressed proves the painstaking desire for a worthy novel.

Mr. Kelley's first book, "Inchin' Along," created a stir; his second has shown the interest he has aroused with his first to be justified, and it may be said that his admirers are eagerly looking forward to the publication of his third book, which will deal with Southerners in New York.

Sound Effects and Sales Promotion Classes Begun

■ The brand new Sound Effects class with an enrollment of 17 met at 3 P.M. in Ray Kelly's office on July 21 for an hour's lecture. The meeting is to be a weekly feature, and one at a time, each man in the class will stand by with a sound effects technician on a program to get practical experience.

At the same time a class of apprentices for Sales Promotion and Advertising experience has been organized, with an eye to developing future departmental

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News Flashes

The special Daily Guide Information sheet, edited by Guide Bob Meachem, has proven so useful to guides, both old and new, that Bob's recent illness created a mild storm of enquiries which nearly disrupted the Guide Supervisor's peace of mind.

✓ ✓ ✓

C. Dom Davis, of Guest Relations, has contributed a story to *Radio Stars* magazine which has been accepted for publication in either the September or October issue. The story title is "2000 Miles Through Radio City," and it is written from an NBC guide's experience with the many famous personalities who have been special guests of NBC from time to time. Dom reports that the proceeds he received from the article were used to give a farewell party to his tonsils.

✓ ✓ ✓

Lewis Julian, ex-NBC guide and present male soloist for Russ Morgan's Biltmore Hotel orchestra, continues his climb to recognition with a solo spot each Monday from 3 to 3:30 P.M. on the Manhatters program (Jerry Sears Orchestra), being fed to the Blue Network out of NBC, New York. Listen for his theme song, "Stars and Soft Guitars."

✓ ✓ ✓

NBC Guided Tour Sales Promoter Jerry Martin states that our tour business is 17,000 paid guests ahead of last year as of July 15.

✓ ✓ ✓

A new type of air inlet resembling a P.A. loudspeaker turned upright with narrow end up, has been installed in the Transcription Room (559). It is three feet in diameter and is composed of four levels of sprouting fins.

✓ ✓ ✓

We understand plans are being considered for the formation of an NBC Camera Club. We've often wondered why good ideas like this one die an early death when there is such an enthusiastic following in our company for such a unit.

✓ ✓ ✓

Five members of the Guest Relations staff have been stricken by appendicitis

(Continued on page two)



Maurice Seymour

EX-NBC CHICAGO HOSTESS
MARY FRANKE LEMMON

... she made good.

■ Miss Lemmon, vivacious, ambitious, one-time Northwestern University co-ed, became an NBC Chicago hostess two years ago, but wanted a job inside the studios—acting. When the chance came in April, she made good; now she's heard on the Orphan Annie Program.

If You Need a Loan

■ NBC has made special arrangements with the National City Bank of New York whereby you can now borrow money to meet emergencies. Under the Personal Credit Plan, NBC employes may apply for loans of from fifty (\$50.00) dollars upward depending upon their salary and the purpose of the loan. Under this special arrangement no co-makers or collateral will be required, although if married, the borrower's wife or husband may also be required to sign the note covering the loan. Interest at the rate of 4% a year will be deducted in advance from the amount of the loan.

Modernization loans for property improvement under the National Housing Act may also be applied for under this arrangement.

The bank's general requirements are that a borrower shall be at least twenty-one years of age and shall have been in the employ of the company at least six months at the time of making application for the loan.

material and to familiarize beginners with the mechanics of Sales Promotion. Each man will be allowed the best part of a day under the supervision of department heads in the Promotion office to study the department's function and its duties.

NBC TRANSMITTER

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NEWS FLASHES

(Continued from page one)

in the past several months, necessitating operations in all cases. Those afflicted were: Alwin Foster, Richard Diamant, Richard B. Berrien, George E. Andrews, and James von Frank. However, there were no complications.

Bill Paisley, he of the Music Rights division, has been made a non-participating member of the ASCAP. To become a member one must have had five regularly published songs. Bill has written eight all told, the latest of which seems to be slated for going places. Its title is "I Sing," published by Irving Berlin, and it was first introduced by Cities Service's star bass-baritone, Ross Graham, on the Arkansas Centennial program, which Bill supervised. A non-participating member does not receive fees for his published works and does not become an active member until the board so decides.

Ted Sisson of Production has resigned to accept a similar position with Lord & Thomas, advertising agency, in the radio production division, headed by Thomas McAvity.

Vice-President Frank Russell was re-elected a director of the National Association of Broadcasters for two more years at the NAB's Fourteenth Annual Convention held in the Stevens Hotel, Chicago, from July 6th through to the 8th of July.

NBC San Francisco's studios are being remodeled. All old technical equipment is being replaced by new ribbon velocity mikes, the latest type of amplifiers, a master control desk similar to NBC New York's, and a most up-to-the-minute mobile transmitter. Studios will be ready

(Continued on next column)



William Haussler NBC Studio

SCRIPT WRITER EUGENE S. HALEY

... he also won a promotion.

■ If you had WJZ tuned in at 8 P.M. on July 14, you were listening to the presentation of Gene Haley's first half-hour radio sketch entitled "The Fall of the Bastille," which was written in commemoration of Bastille Day, the French Fourth of July.

Gene, who has been with NBC only three months, has in that time written verse for our own NBC TRANSMITTER, authored an accepted radio script, and won a promotion to the Press dept., replacing Charles Van Bergen, who, in turn, replaced Margaret Sullivan (Photo section), transferred to WGY, Schenectady, as secretary to Walter Duncan, formerly of N. Y. Sales Division, NBC.

NEWS FLASHES

(Continued from previous column)

by July 25th stated Western Division Engineer A. H. Saxton.

The British Broadcasting Corporation has made known its intention of establishing a training college for coaching new employees in radio's complexities.

Ed Ludes, San Francisco NBC Announcer, is still a hero to those who know him. For it was only recently during an important rehearsal that a ferociously joyous bridegroom-to-be broke into the studio and demanded that he be allowed to announce his impending marriage over a coast-to-coast hook-up. When the young man started to back up his demand by trying to slash people with a knife, Ludes, figuring that things had gone far enough, simply stepped in, drove a hard right to future hubby's jaw, and then sat on the intruder's unconscious form until the police arrived to carry off the disturber to a detention hospital for observation.

Chatter

■ Well, midsummer's with us now and Ole Sol has tanned NBC a healthy brown. We hear Announcer Alan Kent gets his sun with frequent morning gymnastics atop the West Side YMCA roof, while Guide Leon Leak hovers nearby murmuring deprecatingly that it doesn't equal his dear old Alabama!

... Larry Mason's looking for a nice air conditioning plant to install by his desk in the Mail Room... Virginia Blachly tells her boss, Gordon H. Mills, that she's having a difficult time getting Guest Relationist's to go home, now that it's cooler inside than out...

... Prettiest still of the month: Harry Saz's missus and youngster in the Main Hall waiting for him to finish his day's work in Sound Effects.

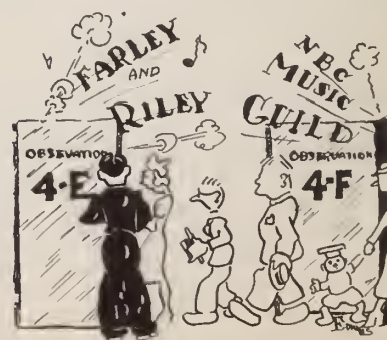
... Tony Colucci, NBC Guitarist, has opened an Italian-American Restaurant on West 51st Street, complete with pizzeria 'n everything... If you follow the "NBC Headquarters" sign posted at Long Beach, by fellow announcers, you'll wind up at Gene Hamilton's cottage, probably jammed full of NBCites having a marvelous time.

... Main Hall Starter McDonough took his last ride as a bachelor during his vacation... and in case you've missed it, Francis Healy of Press wed Elizabeth Palmer and spent his two weeks' vacation with his bride in Havana... Helen Winter of Treasurer's still looks brown and gorgeous from that vacation visit to Haiti, Panama and points west.

... The office pages agree with us that Press Walt Moore's suggestion to higher-ups to allow pages to discard their jackets for the summer is the most sensible one this month.

... Sales Promoter E. P. H. James's secretary, Mary Coyne, bemoans the loss of a wisdom tooth, so if you have an extra one, send it along to your...

CHATTERER.



GUIDE VON ROTH: "Now, folks, we go from the sublime to the ridiculous. From strings to swing."

Vacation News

■ **Waltz Time and Firestone Concert Announcer HOWARD CLANEY** sailed July 16 for Paris, Geneva and Berlin, to relax, to study European mike-technique, and to paint.

Diction Medal Winner **ALOIS HAVRILLA** left his birthplace in Czechoslovakia at the age of four; he set out on July 22 to revisit the old country for the first time.

Magic Key of RCAnnouncer **MILTON J. CROSS** is looking forward to bathing, bicycling, and buggy riding in Bermuda; he will sail August 12.

To Long Island for a week, starting July 18, and then home to Mt. Carmel, Pa., until August 3, is the vacation plan of Music Librarian **HARRY F. WIGHTMAN**.

Night Announcer Head **RAY DIAZ** headed back home to Forrest Lake, N. H., on July 15 for a two-week stay.



William Haussler NBC Studio

DAVE ROBERTS and LEON LEAK
... Nos. 2 and 3 from the left.

Apprentice Announcers David Roberts and Leon Leak had an opportunity to prove their versatility on Wednesday, July 8, when they accepted invitations to play the parts of James Borst, NBC guide and Clyde Johnson, Observation Roof Host, respectively, on the O'Neill's program, Jane West's 15-minute daily sketch for Ivory Soap on the Red network.

Amateur Gardener **PAT KELLY**, otherwise supervisor of NBC announcing activities, gardened for two weeks around his Hempstead, L. I., home, the first part of July ... he got in some good fishing, too.

Editor **ED CURTIN** took up duties about July 3 as a Plattsburg 2nd Lieutenant for two weeks, following which he re-



HEAD NBC STATISTICIAN H. M. BEVILLE
ON DUTY WITH CMTC AT PLATTSBURG
"Left ... Dress!" ... and they obeyed.

My Hobby Is—

■ **Arthur J. Daly**, Production—painting; finishing sketches started on last Cape Cod visit; has three canvases now on exhibition at Art Students League. **Morris Hamilton**, Music Supervision—writing popular music; wife writes lyrics; **Howard Wiley**, Production—collecting postage stamps significant of great musical events or personalities; has a series of eleven German stamps each representing a scene from a Wagnerian opera. **Mae E. Katz**, Statistical—collecting odd shaped bottles. **Adam J. Yung**, Statistical—specializes in life saving. **Harry Sax**, Sound Effects—has a whole room full of porcelain figures.

J. de Jara Almonte, Executive—signatures of studio visitors; now starting on the third volume included are Charles A. Lindbergh, King of Siam. **Phoebe Mink**, Press—saving theater programs; earliest is Maude Adams in "Peter Pan." **James Church**, Production—etchings; started collection sixteen years ago. **Bessie Feagin**, Press—finding old books; recently found one, "Morals and Conduct for Children," in Athens, Georgia. **Richard G. Spencer**, Press—photography; has won many amateur competitions.

laxed in Bermuda until the end of the month.

Continuity Writer **JIM COSTELLO** spent time during his July 4 to 21 vacation outlining a play for the Theater Guild Play Contest.

FRANK MURTHA of Artists Service and Trafficman **JOE SAUER** returned the 24th after 14 days in the Catskills.

Out-of-Doorsman and Studio Setup Chief **TOM LONGMORE** is doing some plain and fancy farming at Laconia, N. H., until August 3.

Dispatcher **BUD FAILLACE** of Guide Service enjoyed the tennis, golf, swimming, horseback riding, and so forth at Southampton from July 10 to 21.

Leaving his post in Guest Relations about the 8th for two weeks, **WALT DAVISON** spent some time in Hightstown, N. J.

Merchandising Dept.'s **B. JEAN SMITH** entrained July 9 for a fourteen-day jaunt of Cleveland, Dayton and the Great Lakes Exposition.

Oldtimer and member of the Service Staff **DOMINIC CARACCILO** (11 years in NBC service) is on vacation at Long Beach, L. I., until August 3.



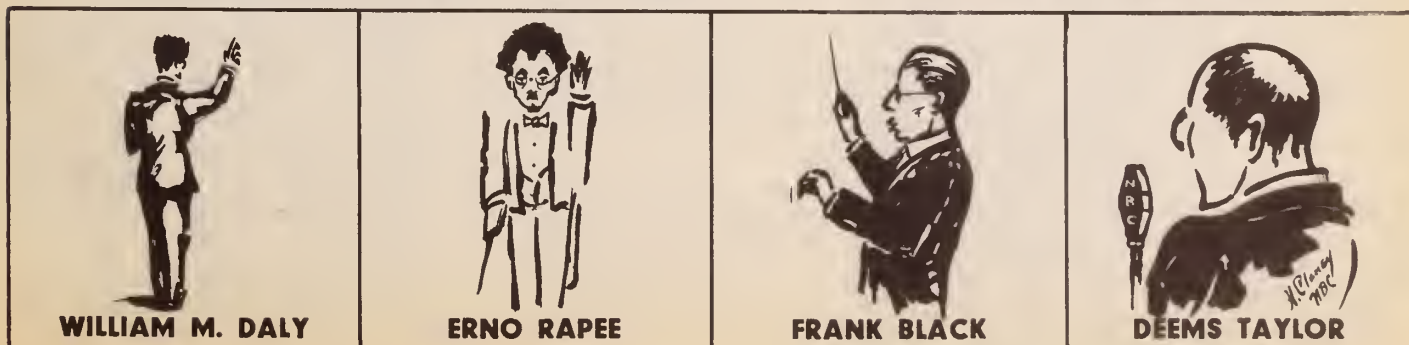
BILL FAIRBANKS (left) and MARVIN RAE (right)
... cavalymen and coffee.

Troop A enrollment of NYNGuard's 101st Cavalry Division included Statistical **WM. F. FAIRBANKS** and Merchandising **MARVIN D. RAE, JR.**, from June 13 to 29 (see above photo).

Conductor-of-German-tours Guide **HERB GROSS**, while vacationing in Clayton, N. Y., met a man there who swore he had been on one of Herb's better studio tours; Gross had no recollection of this particular event, but the man did ... and that's what counted!

No lazy life will be Setup Staffman **JOHN HANCOCK**'s vacation—he sailed July 18 on the S. S. Gulf Wax headed for Venezuela as a member of the crew!

MUSICAL CARICATURES BY A WORD ARTIST



STAMP CLUB NOTES



■ Among recent contributions to the NBC Stamp Club's collection is an unusually interesting and valuable item presented by Alfred F. Lichtenstein, one of the foremost philatelists in the world. It is the "forerunner of the postage stamp," the "Mulready" envelope (pictured above), companion pieces to the first postage stamp presented by Theodore Steinway.

Long before postage stamps came into existence in 1840, Great Britain maintained a postal service in which the recipient paid delivery charges. So frequently were persons obliged to pay postage on letters not worth the price that in time the accumulation of refused and undelivered letters became a serious problem. A man by the name of William Mulready conceived the idea of the sender paying the postage.

He designed an envelope for Post Offices throughout the British Empire to sell for this purpose. These were designed in One Penny and Two Pence denominations. The idea was accepted by the British postal authorities. While these were being prepaid for sale, Mulready also conceived the idea of separate adhesives to be sold where the postage rates were greater than Two Pence.

His design for such an adhesive was also accepted and it was issued concurrently with the Mulready envelopes on May 6, 1840. And thus the present system of international postal service came into existence. Though the first stamp and the first postal envelopes made their appearance on the same day, the envelopes were the forerunner of the postage stamp in conception. Both this first stamp and these first envelopes have been given to the NBC Stamp Club and will be included in the collection which will be placed on permanent display in our Studio Section in the near future.

Among other recent acquisitions has been a set of Austria's "Great Composers," presented by Dr. Frank Black.

■ Our heartfelt regrets are extended to ENID BEAUPRE (Sales Promotion) upon receipt of news that her father passed away on July 14.

■ DICK ANDERSON (Press) took a day off to recuperate from the ordeal he went through in becoming the happy father of a 5-lb. 12-oz. baby girl on July 14.

■ DON GODDARD, formerly of the *World-Telegram*, has replaced BOB CARLEY, resigned, at the Esso News desk in our Press Dept.

STATIC

Hello, again! !

This is Static! remember? They didn't need any filler last edition, so they lined the drawer with me. But the voice of the people cried out in protest. The editor certainly rued the day he left me out. He was the recipient of scorching letters of disapproval from my following of readers, both of 'em. Thank you, Mother and Dad! Thank you! *Sic Semper Tyrannis!*

~ ~ ~

Lo, the Poor Guide!

Two rather hard looking members of the so-called weaker sex snuggled up to Guide **Roger von Roth** at the conclusion of a Radio City NBC Tour, and rasped: "Say, Snowshoes, how about a couple of passes to a broadcast?"

~ ~ ~

Prayer of the Constant Phone User—

I'd like to break the bones
Of those who slam their phones.

~ ~ ~

We've heard it—so help me!

A lady asked **Charles Whalen** if it was necessary to walk up to the Observation roof. And then there was the man who wanted to know the list price of tour tickets.

~ ~ ~

The Day's Haze!

They tell of the new page who was sent to Sound Effects to get a yard of blue network and a nemo switch.

~ ~ ~

Oh yes! And just to while away the time try this. It's a new language. After each vowel put an *l* and an *f*. Then repeat the vowels.

Like This:

How are you today? Holfow alfare youlfou tolfodalfay. Come in handy for making love on a bus. If you don't understand it, don't worry; neither do I. . . . No *pig latin*—no love on a bus!

THAT'S ALL!



■ YOU ought to know **Lester F. Miles**, of the NBC Studio Engineers.

because . . . he edits the magazine *A.T.E.*, a journal by, for and in the interests of broadcast engineers. This is not the first of his journalistic endeavors. Thirty-six of his articles of both a technical and non-technical nature have appeared in print during the past five years.

because . . . as an engineer, he draws upon a world of experience. He has handled "gain" in a half-dozen stations up and down the coast.

because . . . his story reads like a travel-log. Australia is the only continent which he has yet to visit. During the period between 1920 and 1926, he averaged fifty thousand miles of travel a year.

because . . . the few spare hours which are left when he is done with his duties on the magazine, are taken up with boating.

because . . . at the ripe old age of fifteen he was chasing rum runners as a member of the crew of the Coast Guard Cutter, *Manhattan*.

because . . . at the WHP transmitter in Harrisburg, Pa., he was bolted by five thousand volts and he is still taming the ergs, joules and amperes . . .

We give you **Lester F. Miles** . . . "W-O-O-F."

■ Much confetti and a big electric roaster were showered on **MARY JANE GRAND-STAFF** (Transcribing), by her friends in Statistical, Tabulating, and Mimeographing, upon receipt of news that Mary Jane would become Mrs. BOB KRIEBEL (non-NBC) on Saturday, July 18, 1936.

■ **MARJORIE GEDDES** (Audience Mail) becomes the bride of Albert Knievel on September 5. Marjorie was given a miscellaneous shower by her many friends in the Mail Dept., as a fitting send-off.

■ Production's **HOWARD WILEY** has become the proud father of a bouncing baby boy.