



# NBC TRANSMITTER



VOL. 2

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NO. 8



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■ A new program filled the ether waves of South America on Wednesday, July 22, when Dan Russell, NBC announcer and outstanding linguist, inaugurated a new series of tri-weekly broadcasts intended to promote international goodwill among the countries of the Western Hemisphere. The programs are short-waved via W3XAL, every Monday, Wednesday and Saturday nights from 8:00 to 8:15 P.M., New York Time.

Russell, who is known for his linguistic ability, having a fluent knowledge of eight languages, conducts the program entirely in Spanish under the title—"El Pan Americano," a name known to South American audiences from previous exchange programs.

Acting as producer, writer, critic and master of ceremonies, Russell presents a *mixed* picture of the American scene—news chats, music of both North and South America, distinguished guests including well known Spanish-American artists familiar to the people of the southern countries, and many other novelties.

## THE WINNAH!

Edythe De Takacs, Artists Service's keen assistant Sales Promotion Manager, walks off with the September TRANSMITTER's first prize for the best cartoon idea of the month. The idea will be used in the October edition of Mr. Okeedokee's adventures. The award, a pass for two to the Radio City Music Hall, will admit the winnah to "Swing Time", RKO's latest Fred Astaire-Ginger Rogers song and dance extravaganza which premiered Thursday, August 27.

How about more of you TRANSMITTER readers grabbing off a few passes for yourselves by thinking up some clever situations for Mr. Okeedokee. Send them along to us—Room 297.

## News Flashes

### Red and Blue

This is a Red (Blue) Network Program of the National Broadcasting Company, RCA Building, Radio City, New York," replaces the familiar, "This is the National Broadcasting Company, RCA Building, Radio City, New York," as the official identification line on all NBC programs for a definite reason.

### Recognition

"Pat" Kelly tells us that all announcers have been permitted to renew their former practice of giving their names over the air on all one-hour sustaining programs effective since last August 10. However, this rule does not apply to short sustaining shows nor to one-hour sustainings where the announcer does not act as master of ceremonies as well.

### No. 1 Gladiolist

Champion Gladioli Raiser **Fred H. Young, Jr.** (Music Supervision), practically ran off with all the honors in the Sweepstakes Section for Amateurs at the Seventh Annual Show of the Metropolitan Gladiolus Society, held in Horticultural Hall, Radio City, last month. Out of twenty-four spikes he exhibited, Young took

*(Continued on page two)*

## New Uniforms Explained

■ First, a member of the Set-up Staff stands ready to handle studio equipment. Behind him, in dark grey suit with silver trimmings, is a mail messenger. A guide is next in line, while behind him a special officer is dressed almost alike in a blue, double-breasted coat and white flannel pants (blue trousers for winter). The only difference in these last uniforms are the citation cords—blue for guides, white for officers.



## News Section Combines With Special Events Under Program

■ The News Section of the Press Department has been combined with the Special Events Section, creating the News and Special Events Division of the Program Department. A. A. Schechter is in charge of the new division.

Previously the News Section handled all news for broadcasting, both commercial and sustaining, and will continue to do so. This includes the regular Press-Radio periods, plus all news bulletins, and the six-days-a-week Esso series; also supervision of commentators' scripts, such as Lowell Thomas, Walter Winchell, etc.

The transfer of the News Section to the Program Department will in no way alter the functions of the Press Department, except that Press will have no further responsibility for news to go on the air.

## Under Construction

**WJZ's** new 640-foot vertical antenna is now under construction at Bound Brook, N. J. This slender steel tower will supplant the present two-tower system and will reach twice as high into the heavens. Meanwhile, a petition has already been placed before the Federal Communications Commission for an increase in power from WJZ's present 50,000 watts to 500,000 watts. If approved, this power boost will increase the transmitter's coverage, clarify its signal, and greatly reduce fading.

Editor—Frank C. Lepore

Assistant Editor—Ary R. Moll

Circulation—Walter A. Wiebel

Staff Artist—Coulson N. Squires

Associates—D. Caldwell Davis, Alwin D. Foster, Bill Garden, Francis J. Fradella, Don Gardiner.

Contributors—Walter Moore, Ruth M. Crawford, Bud Holman, Nord Schonfeld, Jack Leonhardt, David Gaines, Adam Yung, Frank Crowley, Mae E. Katz, James Costello, Doris Ruuh, Euid Beaupre, Anna M. Reiss, Bill Fairbanks, Anthony Farino, Grace Smith.

Address all correspondence to  
NBC TRANSMITTER

Room 297 Phone: Circle 7-8300, Ext. 220

## Be Sure to Listen to These Special Tenth Anniversary Programs

### FEATURES

**October 3:** 8 to 9 P.M. Red and Blue Networks—Special Tenth Anniversary program composed of NBC's outstanding stars and orchestras in a salute to all stations of the network. All NBC stations.

**October 10:** 8 to 9 P.M. Red and Blue Special dedicatory program to NBC by Glee Clubs, Orchestras, Choirs and Bands of leading colleges of the United States.

**October 17:** 8 to 9 P.M. Blue Network only. Special feature program contrasting radio ten years ago with today. Contrast will be made in types of singing, drama, orchestrations, and music popular then with those in vogue today. Original equipment also will be used to give the program a genuine touch.

### SUSTAINING

**September 28 to October 2:** 9 to 10 A.M. Daily. Blue Network. *Breakfast Club* will broadcast series of Tenth Anniversary commemorative programs.

**October 5 to 9:** 4 to 4:30 P.M. Daily Monday thru Friday *Woman's Radio Review* will air its own group of anniversary shows via Red network.

**October 19-25:** *National Farm and Home Hour* will be on the air from 12:30 to 1:30 P.M. on Blue network with its special list of daily salutes to NBC's tenth birthday.

**October 26-31:** *Streamliners* will celebrate NBC's decade of progress. Program may be heard on Red network from 9:15 to 10 A.M. daily excepting Sunday.



MELODIST WATKINS

■ Bouquets and nary a brick-bat for Guest Receptionist GEORGE WATKINS who appeared from the Guest Relations Staff to sing his way to first place on the Col. Stoopnagle and Budd Amateur Hour August 12th. During the week of August 17 George proved his ability by performing on the stage at the Roxy Theater before a critical Broadway audience and received enthusiastic acclaim for his good work.

## NEWS FLASHES

(Continued from page one)

six first places, five seconds, and one third. As Fred won the same award—a silver medal, last year—he has been in the lime-light for two consecutive years. Fred tells us we haven't seen anything until we trek out to Preakness, New Jersey, one fine day to view the three thousand gladioli bulbs he now has under cultivation. He promised this correspondent some photos of his prize winners for publication in a forthcoming issue of the TRANSMITTER.

### Dramatist—Announcer

Announcer **Frank Cody** (nee Frank Klode) is also a playwright in his own right. "Fourth Down," Frank's first professionally produced drama, was presented by the Ferndale Players at Ferndale, New York, during the week of August 17. It is a gridiron play in two acts satirizing the life of a well-known football player. Frank must know what he's writing about, since his football knowledge was acquired in the hard school of experience. In 1932 he played fullback on "Doc" Spears famous University of Wisconsin team.

### Sellout

Purchasing's **Tom Lundon** informs us that the demand for auto discs commemorating NBC's 10th Anniversary, on sale to NBCites for the quarter part of one dollar, has already exceeded the 200-mark.

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## Chatter

■ Buz, buz, buz—didja hear we have an expert mixer of drinks in our Guest Receptionist GEORGE MALCOLM? Get him to reminisce sometime on how he charmed the late KING GEORGE, the PRINCESS MARIE of RUMANIA, and his good friend, JUDGE GARY, with his concoctions—it's interesting talk.

Production wants us to know that HOWARD WILEY is not the only recent father . . . seems that LESTER VAIL has had another addition to his family lately. . . .

Prettiest sight of the Month: Blonde BETTY GOODWIN tripping up to Press wrapped up in one of those cellophane-looking rain coats.

Third office has been moved around a lot lately so we wonder how TREASURERS' TERWILLIGER likes his new office . . . and how JOYCE HARRIS feels, now that she has plenty of elbow room in here.

VICE PRESIDENT and TREASURER DAVID ROSENBLUM's appointment of CHARLES WALL as Assistant to the Treasurer brings to mind the old saying "to the efficient belongs the reward."

The staff's new uniforms excited plenty of comment and you can add a few extra words to the NBC vocabulary according to DEREK MORTLOCK: the boys—"Admirals"; tour guests—"NBC Flotillas"; Locker Room—"the Crow's Nest."

DON MEISSNER, back after a year's absence, says trouping was swell. Drop in sometime, Don, and say "hello" to Chatterer. . . .

## ERROR

■ The August TRANSMITTER stated that TONY COLUCCI, well-known NBC staff guitarist, had opened a restaurant on West 51 Street. The statement turned out to be incorrect. Sorry, Tony.

## Will You Write To Us —For Us?

If we merely wanted to flatter you, our request for your cooperation in the furthering of the "Transmitter" would be based along the "this is your paper, and without you it means nothing" idea. Instead, we appeal to you for the fair criticism and judgment which you apply to your position here at NBC so the paper may have the benefit of your reaction.

In a company such as ours, there are innumerable items of interest which, because of their nearness to some vital function of NBC, belong in print. Distance, instead of being a detriment, should be an incentive to facilitate closer cooperation among NBCites.

We leave the matter in your hands.



PROGRAM'S BILL CARD  
... *Death Takes a Holiday*

**MARRIAGES: PAST AND PENDING**

■ Perennial Bachelor HENRY T. HEDE (N. Y. Purchasing) surrendered his individual liberties August 16 when HILDA SPIERLING promised to love and obey. After a honeymoon to South Atlantic waters, they will make their home at Woodcliff, N. J. MR. HEDE has been with NBC since 1927. . . . BURKE CROTTY (N. Y. Press Photo desk) leaves Friday, October 4, for a three-week vacation-marriage-honeymoon schedule, from which he will return as a member of the team of MR. and MRS. BURKE CROTTY. . . . ANTHONY HENNIG (N. Y. Treasurer's Dept.) has set October 5 as the tentative date from which there will probably be no turning back. . . . ADELE DE ETTE HOOVER, NBC San Francisco Sales Promotion Dept., became the wife of Attorney DANA EDWIN BRENNER of Santa Rosa, Calif., on August 15 in Berkeley, Calif. . . . Stenographic's ETHEL SUDERBERG will be married September 12 to WALKER MUNROE of Nova Scotia, at her home in New York. The couple will honeymoon to Nova Scotia. . . . FRANK BRESLIN (N. Y. Sales) will neither confirm nor deny the possibility of his taking the fatal step during his vacation, which is on the way up.

**NEWCOMER**

■ Journalist S. M. ROBARDS, formerly with the Louisville *Courier* and Louisville *Times* in Louisville, Ky., recently joined the writing staff of our N. Y. Press Dept.

**SICK LIST**

■ Guest Relations Manager GORDON H. MILLS returned to his post last Monday after having his vacation interrupted by illness, which confined him to his bed at his retreat in Rochester, Vt. . . . EVELYN CASTELL, secretary to Attorney E. GARDINER PRIME, was stricken with appendicitis several weeks back, but is well

on the road to recovery. . . . Guest Receptionist BERGER HAGERTH returned to his regular duties August 11, after a month spent recuperating from water on the knee, which was the result of a self-inflicted wound made by a misguided axe.

**VACATIONERS**

■ Vice President A. L. ASHBY has taken a well-deserved respite from business cares with his destination unknown. His return is set for sometime in September. . . . Statistical's VIRGINIA R. BEERS left August 15 for San Francisco, Calif., where she will visit a brother she hasn't seen for 18 years. She returns to New York September 2. . . . Chief Engineer O. B. HANSON returned August 31 from a five week's tour of the major broadcasting companies in England, Holland, and Germany, after studying their operating technique and engineering systems. . . . Head Nurse MABLE W. PHELPS left August 28



TRAVELER HOWARD CLANEY  
... *Note foliage above upper lip*

for her yearly visit to her home in Toronto, Canada. She expects to visit the Toronto Annual Exhibition and Niagara Falls, particularly the latter, since she was born only ten miles from this world famous cataract. . . . Mariner WILLAN C. ROUX returned to his advertising duties last Monday after spending most of two weeks sailing in Maine's beautiful Casco Bay region. Mrs. Roux and the two children, Jack, 5 years, and Suzanne, 9 mos., accompanied him. . . . MR. AND MRS. DAVID B. VAN HOUTEN with sons, Dick, 10, and Gene, 7, spent vacation time (August 8 to 24) at Guilford Lake, Chempango County, N. Y., in enjoying the pleasures of riding, fishing and resting. . . . Personnel's GEORGE M. NELSON declares himself set to leave by auto September 12 for the Texas Centennial Exposition and Mexico City. If not Texas, it will be the Cleveland Centennial. And for a third choice, if the two aforementioned

fail to materialize, there will always be the trek to Canada for a visit to the famous Dionne quins. . . . ACE PHOTOGRAPHER WILLIAM HAUSSLER announces an interesting holiday which began August 27. BILL and the MISSUS will journey to far off California for a visit to places in Hollywood, Los Angeles, and Coast in general. While in Hollywood, the HAUSSLERS will visit the RKO and MGM movie lots to observe the technique of motion picture making. . . . Maintenance Supervisor WALTER HAWES headed for Darien, Conn., August 15 to be with friends and let whatever that would, happen during his two-week leave from NBC duties. . . . TRANSMITTER Circulation Manager WALTER WIEBEL will utilize his August 22 to September 7 time-off period to make a flying trip to Chicago, where he will visit the NBC studios. By car he will continue to Kansas City, New Orleans, and Cincinnati. In the last mentioned he will visit his parents and then board an air liner for the last hop to New York, thus bringing to a close what might be called an "extensive tour, etc." . . . Music Rights' JEAN GERRARD returned from Oskosh, Wis., August 31 from what she termed "an ideal time." . . . CHARLES VAN BERGEN (Press) will visit the second highest spot in New York State when he starts on his vacation, September 7-21, to Eaton, N. Y. . . . Duplicating's FRED THISTLE returned August 31 from a two week motoring trip through New England. . . . Also Mimeo BILL NEALY left August 21 for Bangor, N. Y., where it is rural with a capital "R." . . . Accounting's WILLIE POPP began one of those indefinite vacations August 14 just to upset this correspondent's fact-in-the-news campaign. . . . Coincidence—Statistical's MIRIAM HOFFMEIER accompanied by sister, Kay, and a friend ran into Statistician ED EVANS on Rue Something-Or-Other while vacationing in Montreal, Canada. It's the darndest thing, I tell ya.



UNCLE MILT CROSS  
... *from kilocycles to bicycles*

## NEWS FLASHES

(Continued from page two)

### Bon Voyage

The tops in acts of appreciation happened on the deck of the Monarch of Bermuda, Wednesday A.M., August 12. Friendly **Milton J. Cross** was making his way up the gang plank to his stateroom when he heard a loud "surprise!" interrupt the peace and quiet of the waterfront morning. And, there, waiting to wish him bon voyage, were all the familiar faces he had introduced over the air via Madge Tucker's Sunday morning Children's Hour. As a remembrance of their esteem, they presented him with a beautiful bicycle for his use in Bermuda, where the auto is as rare a sight as a horse-drawn trolley in New York City.

### Looking Ahead

See if you can dig up a copy of the August 1 issue of *Broadcasting Magazine* from Miss Sprague in our General Library and read **Vice-Chairman M. H. Aylesworth's** instructive article on Page 9, entitled, "Radio Is Movies' Best Friend," in which he recommends closer cooperation between the two industries to promote motion pictures and prepare for television.



PAT KELLY & NEW BOARD  
... saves 295 seconds

■ Pictured above is Pat Kelly, NBC's Supervisor of Announcers, seated before the new speed-up system recently installed in his office to facilitate the broadcasting of news bulletins.

The second a bulletin is received the announcer on duty can push a button which automatically connects his desk microphone to the networks without delay, and read the important news over the air. All bulletins under this new system are identified by a staccato hum of wireless signals heard at the opening and close of each news flash.

Formerly a delay of two or three minutes was involved in rushing bulletins by messenger and setting up lines. Now, the program on the air is faded out and the announcer begins reading his bulletin within seconds after it is received, hot off the wires. As soon as the bulletin is finished, the regular program is cut back into the network.

## Fitch Named New Personnel Head

■ Walter G. Preston Jr., head of the General Service Department, announces that effective September 1 the Personnel Office of the General Service Department will be under the supervision of C. Walter Fitch, who resigned as Assistant Director of the WPA Housing Division in Washington to accept this new position.

## Changes

■ **LESLIE JOY's** status as NBC Representative at KYW Philadelphia changes to that of Station Manager effective September 1. At NBC Hollywood **SID GOODWIN**, Night Program Manager, replaces **CECIL UNDERWOOD**, resigned, as Program Manager. **RICHARD EILERS** became Night Program Supervisor while Announcer **PAUL GATES** became assistant to Chief Announcer **WILLIAM ANDREWS**.

Statistician **ADAM YUNG** transferred from organization statistics to the research; Tabulator **BILL CALLENDAR** moved in from Tabulation to replace Adam in Organization. Mail Messenger's **MILTON JAMES** to Tabulating in place of Bill; **BEATRICE AKLING** of Stenographic transferred to Station Relations as secretary to **KEITH KIGGINS**; **JANE SCOTT**, also Stenographic, moves in as stenographer to **F. M. GREENE** in Sales Traffic.

Mail Messenger **FRANK MACARSKI** transferred to Building Maintenance Division of General Service Department; **BOB WHITE** from Mail Room to Guest Relations; Guest Receptionists **FRED WESCHE** and **GEORGE FLOOD** on for summer in line with Gordon H. Mills' idea of rehiring former NBC men for temporary summer work. Both men return to school in fall.

## Promotions and Assignments

■ **J. H. MACDONALD** has been named manager of the combined Budget-Cost Accounting Division of the Treasurer's Department; **CHARLES H. THURMAN** becomes assistant manager of the Guest Relations Division of General Service; **THOMAS TART**, former Coordinator of Guest Relations Operation, promoted to the post of Supervisor of the Mail-Messenger Division, replacing **MR. THURMAN**; **PAUL RITTENHOUSE**, Assistant Supervisor of Night Floor Operations in Guest Relations, jumped to Supervisor of Guides, replacing **JAMES BORST**, resigned; Main Hall Host **GEORGE MALCOLM** moved into position of **GUEST RECEPTIONIST**, filling a vital contact point with clients, advertising agents, artists, musicians.

## Let's Get Acquainted



■ You ought to know **Frances Sprague** of General Library.

*because . . .* she has done something new and really worthwhile. In 1931 when she accepted the job of gathering together a library devoted to radio broadcasting, she was a pioneer exploring uncharted territory. No one had yet built such a collection.

*because . . .* the pleasant smile with which she greets you is more than the librarian's stereotyped attempt to be cheerful. She realizes the importance and the necessity of the work she is doing and she shoulders the responsibility gracefully and capably.

*because . . .* she has her degree from Olivet College in Michigan. Her education was followed by several years' experience as a high school mathematics teacher—a line of endeavor which was a natural prelude to her work with the Detroit Public Library System and the Technical Library of the Standard Oil Development Co.

*because . . .* with a minimum of time and effort, she can fulfill any reasonable request for specific information as well as indicate the best possible source for obtaining same. Besides the volumes on radio itself, the General Library under Miss Sprague's supervision has acquired the usual encyclopedia and reference books which always come in for heavy duty.

*because . . .* in spite of the literary tone of her job, she enjoys exercises of the body as well as the mind. Riding and golf claim her moments of recreation. As a child her consuming ambition was to become a great circus performer because she could ride horseback standing up.

*because . . .* she never does things by halves. As an example, one might point out the day we found a libretto for the opera, "Santa Lucia," on her desk. A new acquisition? Oh no, she was going to hear the opera and wanted to know about it beforehand.

*because . . .* if we do not end now, we could easily spend another page extolling her qualities we give you,

**Frances Sprague . . .**