



# NBC TRANSMITTER



VOL. 2

OCTOBER, 1936

NO. 9



Wayne L. Randall

The Advertising and Sales Promotion and the Press Departments have been combined in the new Publicity Department, with Wayne L. Randall, former manager of the Press Department, as Director.

E.P.H. James, Advertising and Sales Promotion manager since 1927, and J. Vance Babb, acting manager of the Press Department, head up respectively the divisions of Sales Promotion and Advertising, and Press Information and Service.

Mr. Babb, who resigned from NBC Press after four years' service to handle publicity for the Benton & Bowles agency, returned to the company several months ago. Mr. Randall joined the National Broadcasting Company in 1931 after a long experience in newspaper and publicity work.

## Horatio Alger Stuff

The story is not yet finished -- our hero has not yet reached the end of the rainbow--but he's on his way. He started 2 years ago as a little *Reception Staff Review* and he grew from one page, to two, then four, then eight. He is now called the NBC TRANSMITTER and he reaches from New York to the Coast, from President to office boy. He goes into all departments, he covers all of NBC.

You can help our hero on his way. Words of encouragement, helpful criticism, contributions to his pages will be given his whole hearted attention. Tell him what you think of him.

## Visit of International Heads

The most important radio officials in Europe will visit N. Y. for NBC's Tenth Anniversary celebration. Dr. Max Jordan, NBC Continental Representative, has arranged this, the first gathering of international broadcasting executives to be held in the U. S. The President and the Secretary of the International Broadcasting Union, Messrs. Maurice Rambert and Arthur F. Burrows; the Director of the European Frequency Control Center in Brussels, Belgium, Mr. Raymond Brailard along with program directors and leading engineers from all Europe will attend. For most of these men this will be their first visit to the U. S.

Dr. Jordan arrived on October 15 after completing preparations for a round-the-world salute to NBC to be given from 15 different countries on November 5. He will remain until the end of November to supervise the reception and entertainment of the distinguished visitors.

## NBC Wins DMAA Award

NBC's Daytime and Summertime campaigns were selected by the Direct Mail Advertising Association Convention judges as one of the six outstanding sales promotional efforts of 1936. Of the 50 campaigns chosen from the many entries as the Direct Mail Leaders of 1936, 26 were given first rating, of these 6 were acknowledged as outstanding. NBC was second among the top six. These winning campaigns will be exhibited in all the principal cities. As NBC won the only awards in the broadcasting field, congratulations are in order for the fine work displayed by our Promotion Division.

## Moves

September 16, Easton C. Wooley, who had been affiliated with NBC since 1931, left to assume the management of WWJ, Detroit. The vacancy in the Station Relations Department was filled by John H. Norton Jr., Lee B. Wailes, transferred from the Statistical Department, took the latter's duties as assistant to William S. Hedges, Manager of NBC Operated Stations. Barry T. Rumble has come from Chicago to become assistant to the Chief Statistician, Hugh M. Beville Jr. Carl Doty of the N.Y. staff was transferred to the Chicago Statistical Division.

## Slogan Winners - See Next Transmitter

The news we have all been waiting for--who won the slogan contest and which slogans captured the prizes--will be announced exclusively in the next issue of the NBC TRANSMITTER. Not even the winners themselves will know the good news until they read their names in the paper. Twenty names and twenty slogans will be listed. The prizes will be \$100, \$50, \$25, eight prizes of \$10 each and nine at \$5. Be sure to look for your name and brainchild in the next issue. Who knows, you may yet be buying those golf clubs or that bottle of perfume you've been eyeing so covetously.

## New Promotion System Demonstrated in Practice

Thomas McFadden, who was guide, set-up man and main hall cashier, has graduated to a position in the Special Events Department. Frank Koehler has been advanced from the set-up staff to fill the vacancy left by McFadden's promotion. Leon Leak will fill Koehler's spot on the set-up staff and Carl Cannon, who returns from a leave of absence, will replace Leak.

David Robert's promotion to the announcing staff moved Whalen to the Control Desk. The assistant supervisorship was filled by Frank Koehler. Leak took over the job of Main Hall cashier. Berger Hagerth became a set-up man and Bob White was promoted to the guide staff.

Thus, promotions in the Guest Relations Department now follow a definite sequence. According to this new plan, a page's advancement to a supervisory position takes place after he has passed through the successive stages of guide and studio set-up man. As a supervisor he may advance through several levels, ranging from main hall cashier to chief supervisor.

Now that a definite procedure has been developed in practice as well as in theory, there are set goals toward which a man may look.



**Ernest La Prade**  
--- leads an  
**All-American Orchestra**

NBC sponsors a new program venture called the NBC Home Symphony Series, by means of which it is hoped to stimulate the great wealth of amateur talent throughout the country. This unique program feature is best explained in the words of Ernest La Prade, director and originator of the NBC Home Symphony series:

"Walt Whitman heard America singing. It was an inspiring song. But, if Walt Whitman were alive today, he would hear another sound perhaps new to his ears but no less harmonious. He would hear America playing...on all kinds of musical instruments. Now, through the unifying magic of radio, we hope to organize all this individual talent and enthusiasm into an orchestra with members in thousands of homes throughout the country. That is the object of the NBC Home Symphony Series, and I hope that all the amateur instrumentalists of the National Broadcasting Company will join in and help to achieve it."

This series is to be heard on Saturdays over WJZ and the Blue Network from 6:35 to 7:00 p.m. EST. A booklet of instructions and further information will be mailed on request if you write the NBC Music Department, RCA Building, Radio City.

### What Have You?

Have you something to sell or exchange? In coming issues, the TRANSMITTER is going to perform a service to help you in such quests. A want ad column is being instituted, which will be available to all NBC employees everywhere free of charge. There will be several regulations regarding the placement of ads. First, no one is to be allowed more than two forty-five word entries for every four issues. Second, the service will not advertise any regular sales or services. Third, the TRANSMITTER will accept no responsibility for statements made in ads. We will merely act as a medium of exchange.

Address all requests to the NBC TRANSMITTER Want-Ad Editor, Room 297, NBC, RCA Building, Radio City, giving your name and address. All items for the November 15 issue must be received in writing by the Want-Ad Editor not later than October 26.

### Fame

The judgement of the general public in voting NBC's Guided Tour one of New York's greatest attractions, is confirmed by the distinguished names which graced our guest list for the past month. No less a personage than the former queen of Spain traveling incognito under the title of "Duchess of Toledo" and several members of her family were conducted through the building.

It seems that our plant is regarded the world over as the last word in radio technique. Foreign broadcasting officials make it a point to include NBC in their itineraries. The Director of the Overseas Broadcasting Corporation of Japan, Mr. Shinroku Tanomogi, was numbered among our guests on September 7. He was preceded by one of his countrymen on September 1, the Hon. Masawo Kamo, President of the Japanese Federation of Efficiency Societies, who was also treated to a back-stage view of our methods.

There are figures, too, that stir pride for our efficient guide service and the educational, entertaining

(Continued on page 4)



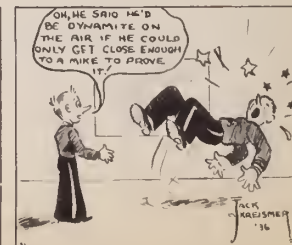
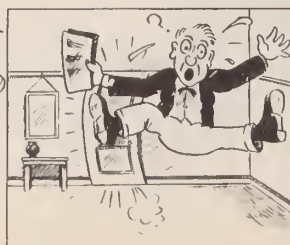
**Your Announcer is --**  
**David Roberts**

David Roberts (pictured above), formerly of Guest Relations, recently was promoted to junior announcer on the N.Y. staff. Roberts has been with NBC since January 1934. During the past two and a half years he has been Page, Guide, Guide Supervisor and finally, Chief Control Desk Clerk in Guest Relations. He was a member of the last Announcer's Class. He gives a great deal of the credit for his promotion to the tutelage of Dan Russell, who conducted these classes.

Before his affiliation with NBC, Roberts, who hails from Jacksonville, Florida, had worked his way around the world. His education includes three years of chemical engineering at Penn State. So he assumes his new duties with a wealth of experience enhanced by the practice he has had recently in announcing morning programs.

### Pardon Us But --

We didn't know that the TRANSMITTER had been so popular in its early stages. Recently, we found our files incomplete. If you have early copies of the *Transmitter* or the *Reception Staff Review* tucked away, will you shoot them down to Room 297? We need Vol. I No. 1, 3, 6, 7, 8, 9.





## Want to Bowl?

The 1936-37 season for the Rockefeller Center Bowling League opened September 29. Teams representing NBC, the Rockefeller Foundation, RCA, RKO, RCA Communications, Radiomarine Corp., and the American Cyanamid Corporation, make up the league, which bowls every Tuesday night at the Capitol Health Center, 53 St. and 7th Ave. The league's officers are Peter House (NBC), President; Harold Kolbe (Rockefeller Foundation), Treasurer; Clifford Finch (RCA), Secretary.

NBC has an excellent past record: won first place in 1933; second in 1934, and tie for first in 1935. If you care to join the team, an average of 150 or better is required. Call Peter House (Ext. 513), if you shape up. There is talk, however, of starting an inter-department league within NBC. Even if you are only a beginner, so long as you are interested in the sociability, recreation and exercise which bowling affords, dial 513. Let's have an all-NBC League.

## Announcers' Class

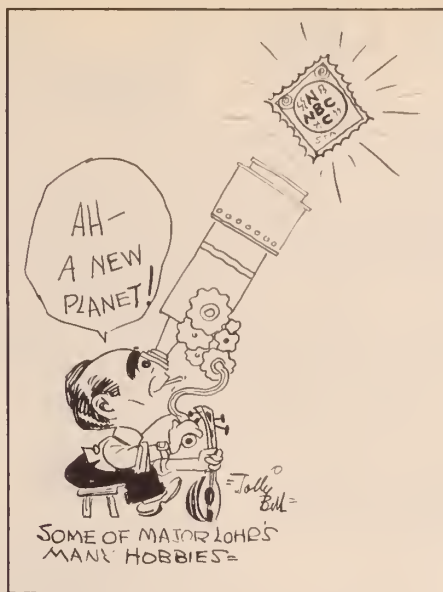
Several weeks ago pages and guides were auditioned by Pat Kelly for places in the new announcer's class. Of the 30 who were heard, 7 were selected, namely: Don Gardiner, James Elliott, Jack Mills, Keane Crockett, Paul Rittenhouse, Dick Diamant, and Don Mercer. To these were added Roger von Roth and Leon Leak of last year's group.

The classes will be taught by Announcer Dan Russell from 1-3 p.m. on Tuesdays and Thursdays.

## Marshall Directs Chorus

November 1936 will mark the Tenth Anniversary of NBC, and the first anniversary of the NBC Chaminade Chorus, composed of women only. It is the first female organization in NBC. Two dinners, followed by entertainment, marked last season's social activities; rehearsals were well attended.

William Leroy Marshall (Program Department) has succeeded Dana S. Merriam in directing the chorus this year; rehearsals began October 5 and are held each Monday from 6:15 to 7:15 p.m. This arrangement leaves the evening free and makes it convenient for those who work until six to attend. Anyone interested and willing to work seriously with the group is invited to join. Officers are Frances Barbour, president; Enid Beaupre, secretary; Helen K. Winter, treasurer; Madge Boyton, librarian; and Barbara Clark, chairman of the Social Committee.



## Executive Hobbies

If you told a fellow employee you've heard that Mr. Lohr has more hobbies than he can count on his fingers, he would probably say, "That's impossible. The president of the largest broadcasting company in the world is too busy to have hobbies."

But that is just what he is -- a very busy man; a man so active that when he is not busy with the affairs of business he is busy with his hobbies. Then your friend would say, "But doesn't he ever relax?" Yes, Mr. Lohr relaxes when he is enjoying his hobbies. To some people relaxation might mean complete inactivity, but to this busy executive, it is a different thing. To him relaxation is distraction from everyday business affairs; it is the entertainment of the mind and body with hobbies. His hobbies are so numerous and diverse that one might say his chief hobby is having many hobbies.

Being an ex-Army man, Mr. Lohr has acquired the hobby of collecting military relics. His collection includes all types of guns, a piece from the battleship Maine, relics he picked up from the battlefields of the World War, military accessories used during the Civil War, and an iron piece from the Constitution.

Mr. Lohr also collects playing cards from all parts of the world. His prize collection is his U.S. Stamps. He also has a collection of coins of all ages from different countries. At present, he is specializing in pennies. Add to these collections one of butterflies and you have the hobbies which absorb some of the leisure time of a business leader away from his office.

Mr. Lohr is also an enthusiastic photographer. He is proud of 2000 feet of colored movie film taken by him of the Century of Progress Exhibition in Chicago, which he managed successfully, and profitably, at a

time when the depression was at its lowest ebb. He also has collected many odd bits from the different buildings and exhibits of the Chicago Fair.

Back on his farm in Illinois, Mr. Lohr had more time for his hobbies. One of his pastimes was the building of a dam to form an artificial lake on his property. In his house, he had a room set aside for his collections. Just as soon as he settles down in his new Tarrytown home, he will put aside a room for his little museum. Right now, he is personally supervising changes and improvements in his new home. He likes to fix things about the house. He likes to keep his hands busy, and he spends many evenings tinkering in his basement laboratory and machine shop. This then is how a busy executive keeps himself busy.

*Ed: A movement is under way to incorporate all hobby groups within the company into a Hobby Club in order to unite all NBC hobby enthusiasts. The TRANSMITTER wishes to announce that its columns are offered for any services it may render towards this movement.*

## Stamp Club Notes

by Walter Koons

Interesting news has a way of reaching far distant points. The NBC Stamp Club Collection is an instance. Somehow, His Excellency Jorge Ubico, President of the Republic of Guatemala, heard about it, and has presented the NBC Stamp Club with used and unused specimens of a stamp issued by his country in 1918, which pictures the Guatemalan broadcasting station--the first postage stamp issued by any country that referred to radio.

This contribution starts a new and specialized section of the NBC Stamp Club Collection which will be devoted to "radio" stamps, of which quite a few have been issued by several countries (not including the United States).

Graham McNamee heard about President Ubico's contribution and followed suit. Graham has presented the NBC Stamp Club with all the stamps of Newfoundland that refer to radio, six in all, with three different subjects. Now that the collection has reached sizeable proportions, cases are being designed for the public display of the NBC Stamp Collection in our Studio Section. We'll tell you when these are completed and ready for your inspection.

# NBC TRANSMITTER

Vol. 2

October, 1936

No. 9

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Address all correspondence to.

NBC TRANSMITTER

Room 297

Phone: Circle 7-8300, Ext. 220

## Tenth Anniversary News

According to the Tenth Anniversary Committee's latest reports, NBC plans to broadcast all night November 14, bringing three months of celebration to a grand climax at 1 a.m., November 16. Representatives of the world's leading broadcasting systems will be present November 15 - the day on which NBC was organized ten years ago - to participate in the festivities.

In commemoration of NBC's tenth birthday, the magazines *Radio Mirror*, *Radio Stars*, and *Electronics* plan to devote their entire December issues to our anniversary. Below are listed the special Tenth Anniversary programs to which you are invited to listen:

### REGULAR

**Sundays:** THE WORLD SALUTES NBC - 12:00 Noon. Red. Foremost broadcasting companies throughout the globe parade their best talent before the microphone in tribute to NBC.

**THE MAGIC KEY OF RCA** - 2:00 p.m. Blue. A portion of this weekly feature is devoted to NBC, telling of its achievements in the past ten years.

**Mondays:** TEN YEARS IN RETROSPECT - 10:00 p.m. Blue. Vivid dramatizations of NBC's progress during the past ten years authored by Continuity Writer James Costello, highspotting news, special events, engineering achievements.

**Wednesdays:** DANCE MUSIC OF THE PAST DECADE - 10:30 p.m. Blue. Meredith Willson, NBC's West Coast Musical Director, leads his orchestra in unusual orchestrations of the best dance tunes of the decade.

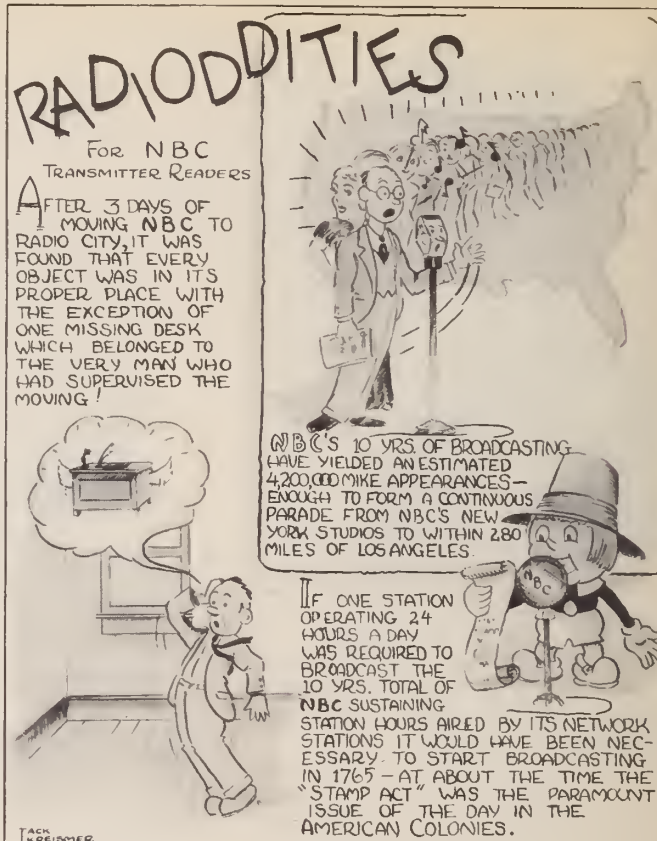
**Thursdays:** NBC JAMBOREE - 8:00 p.m. Blue. Harry Kogen and his orchestra, Gale Page, Jackie Heller, Don McNeil plus special events from all parts of Europe and America.

**THE 10TH ANNIVERSARY CONCERT** - 10:00 p.m. Blue. Artur Bodanzky, famous conductor of the Wagnerian cycle at the Metropolitan Opera House, Helen Traubel, dramatic soprano and the NBC Concert Orchestra.

### SPECIAL

**October 19 through 25** - 12:30 p.m. Blue. *National Farm and Home Hour* will dedicate its time to NBC's birthday.

**October 26 through 31** - 9:00 A.M. Red. *Streamliners* will also devote their spot on the air to NBC's decade of progress.



## Listener Reactions

by Ruth M. Crawford

**Ed. Note:** Ruth M. Crawford, able Audience Mail Correspondent, will conduct this column for TRANSMITTER readers mainly to correct a false impression that Audience Mail receives only "fan letters". NBC's listener audience is so vast every mail bag carries an interesting cross section of humanity.

The June *Readers Digest* article on "America's Town Meeting of the Air" (The National Heckle Hour) brought inquiries from all over the U.S. and from many foreign countries. That's reaction.

Listening to Malcolm Claire, the genial teller of tales, is the reward one fond mother uses to make her three children eat their breakfast cereal. "The cereal is all eaten and the day cheerfully begun," she writes.

One woman who retires early each evening, sets the alarm clock for midnight so she will be awakened in time to hear Shandor (daily at midnight except Saturdays and Sundays).

Then a farmer in charge of the entertainment for the Annual Farmers' Grange Picnic asked if we could help him with material for a "Vox-Pop" program. A sound effects article by Ray Kelly, this year, helped this same man to stage a burlesque radio show.

Listeners request information concerning the oddest of subjects. "Was there a real Mother Goose?" "What was George Washington's favorite song?" "Can you send us the dimensions of the Statue of Liberty?" "In what state of the Union is Radio City?" Such are the questions which arrive daily in Audience Mail.

### Fame

(Continued from page 2)

character of the material we have to offer have brought a total of 1,349,593 regular guests (as of October 1st) to the NBC studios in Radio City. Add to this the already large list of distinguished guests and you have a fair appraisal of the interest our system elicits.



## What Do You Think?

The other day this reporter took a walk through NBC's corridors and asked several employes this question: "What Do You Think of the Plan for Hospital Insurance?". Here are their answers:

"I believe that the plan for hospital insurance is a fine thing. It enables one of limited means to insure himself and his family of proper medical care with a minimum of expense."

- James Ralston, Jr., Guide

"If I should be taken ill only once in the next ten years, my investment in a hospital insurance policy will be a profitable one."

- Don Lowe, Announcer

"I think it's a good thing. I can imagine nothing finer than spending a couple of weeks in some secluded hospital!"

- Catherine Merrill, Executive Sec.

"I am not in favor of this type of Hospital Care. I feel sure that this is a step in the wrong direction and that direct aid to hospitals, and a new service code for medicine is the thing that's needed."

- C.P. Dickson, Engineer

"Healthy or otherwise, the small fee involved is well worth the protection."

- Argeletta M. Tolomeo, Stenographer

## ECHO CHAMBER

Editor

NBC Transmitter:

We have often noticed many people on their "appointed rounds" stopping to peek into Room 304 to watch the operation of a large mechanical monster typical of our machine age. It's about six feet long and looks like nothing you have seen before. An operator inserts stacks of punched cards at one end of the machine, sets a few dials, throws a switch and lo! the typewriter arrangement at the opposite end starts to print automatically columns of figures, five at a time.

For our inquisitive members, let us say that this is an International Business Machine Tabulator capable of adding or subtracting simultaneously five columns of figures at the rate of 150 calculations each per minute, or a total of 750 individual additions per minute, which is quite a lot of calculations.

Actually, the machine is used to calculate the coverage of various networks used by individual advertisers for each county in the U.S. Comparable marketing data is also provided.

Edward F. Evans

N.Y. Statistical

*Ed: Reader Evans, congratulations on knowing enough about mechanical monsters to tell us about them. We'd like to see more readers do more enlightening.*

## Ode to Reconstruction

by

Muriel Parker

Exclusive to the NBC TRANSMITTER

T'was the end of the week in that place so sedate  
Not a creature was stirring 'cept those working late.  
Our desks had been locked and we left them with care  
In hopes that the next day would find them still there.  
Then home we all went for the week-end to spend  
With family, relative or maybe a friend.  
But Monday, of course, we were back on the spot  
All ready to work whether like it or not.  
When out in the hall there rose such a clatter,  
We sprang from our desks to see what was the matter.  
Away to the door we flew like a flash  
The turmoil resembled the '29 crash!  
When what to our wondering eyes did appear  
But the strangest sight in our business career  
For there down the hall was such a great throng  
We knew in a moment that something was wrong.  
And as we approached them their story to hear  
We listened tho' painful it was to the ear.  
"My desk was there Friday, and so was my boss  
But where I can find them, I'm just at a loss."  
My office has vanished---the walls are gone, too  
And they told me on entering, 'you're in the wrong pew.'  
A sigh of despair rose up from the crowd  
A fog they were in as thick as a cloud  
But floor #2 of our company  
Is taking the cake--you wait and see  
When you try to find your way on that floor  
You'll gladly submit to our guided tour.



## Let's Get Acquainted

You ought to know Charles W. Fitch, our new Personnel Manager.

*because . . .* of lots of the same reasons that make you instinctively like a person without being able to say why, but mainly because he is THE man for his job.

*because . . .* he has come a long way to reach us. He was born fourteen years before the turn of the century in Washington, D.C. After finishing high school there, he spent some time at the Colorado School of Mines and Cornell to receive a degree of Civil Engineering in 1910 at the latter university where he was Sigma Nu.

*because . . .* his career has followed several branches of engineering and business. He has worked on irrigation projects and railroad constructions, in the latter for the Southern Railway Co. He was a member of a private real estate development company and he recently filled the position of Assistant Director of the Housing Division, PWA.

*because . . .* he returned from army engineering service during the war ready to consider that period of his life a closed book; consciously forgotten; willfully ignored.

*because . . .* he has a manly aversion for all the details of moving, especially when said moving requires half of one's short vacation as it did when he recently established his new home in Bronxville with his family.

*because . . .* his modesty belies his almost six feet of intelligent assurance topped off with a neatly cropped head of dark hair and rendered more striking by a ruddy complexion beaming with good will.

*because . . .* his only claim to fame in recreational activities is the fact that he has never played golf. He has tried many other sports for his own amazement (thank you, Mr.

(Continued on page 6)

## NBC SAN FRANCISCO

by Louise Landis

Exclusive to the NBC TRANSMITTER

For five months Van Flemming (*Care-free Carnival* producer) had been trying to get away from microphones long enough to get Miss Karolyn Reis, newspaper and magazine illustrator, to make good on a promise she gave him last May. Each time the couple tried to set a date for their marriage a new program or something of the sort came up. Finally, they determined to take the step anyway, even if a honeymoon would have to be postponed. Van wrote the *Carnival* continuity for September 13 and grimly started on the script for the next week's show and then came the cancellation, just at the right moment; came Van to his lady's front door with ring, orchids, license and coupe; came minister, came Larry Allen, manager of the NBC Artist Service, as best man. The knot was tied and amid a shower of rice the young couple departed for Carmel, to honeymoon beside cypresses and blue waves for a whole, mike-less week!!

Pity poor Benny Walker, m. c. of the Women's Magazine of the Air, in San Francisco ... Asked to master ceremonies at the San Joaquin Grape and Wine Festival at Lodi, California, Benny complied, put on a great show, and came home the next day to find that the wine-growers had sent him a case of finest California champagne. Flaw in the ointment: Benny's on the water wagon!!

## WGY SCHENECTADY

by W.T. Meenam

Exclusive to the NBC TRANSMITTER

The WGY staff augmented by WGY entertainers got together for their annual outing recently at Tom Luther's hotel on Saratoga Lake, White Sulphur Springs. It was a big day given up to sports of all kinds and a splendid dinner. The main event, this year as last, was a softball contest - a grudge match between the program and technical departments. A.O. Coggeshall, captained the programmers and Bernard Cruger the technicals. The game was won by the latter in spite of the expert pitching contributed by Kolin Hager, Station Manager. The final score was 31 - 30 and the game was put on ice by a weird bit of baseball in the midst of a batting rally that should have given the programmers victory. Alex MacDonald of Sales was on second when Phil Brook, who learned his four R's - readin', 'ritin', 'rithmetic and radio - at St. Lawrence University - hit a mighty shot that would be a home run in any stadium. Alex didn't see it go, so when the technical's third baseman told him to hold the bag, Alex did so, and Phil Brook, puffing and steaming, passed his team mate. The umpire ruled both men out and the scorer hasn't yet figured who should get credit for the put-outs.

A.O. Coggeshall, Program Manager of WGY, likes to fish occasionally and he spends many hours without reward. But a while back he brought a five pound four ounce big-mouth bass out of Snyder Lake, back of Troy for which Coggie was awarded a handsome double-barrelled shot gun by a local sports goods dealer for producing the biggest bass in a prescribed period.

Another St. Lawrence graduate has been added to the announcer roster of WGY. Peter Krug, a resident of Wallington, N.J. is taking daily announcer assignments.

## WTAM CLEVELAND

by Hal Metzger

Exclusive to the NBC TRANSMITTER

Tom Lewis, formerly of WGY and until recently program director of WTAM, Cleveland division of NBC, was granted a leave of absence due to ill health. Lewis left for Bermuda, September 30.

J.J. Francis, of WTAM's Engineering Dept. has turned song writer. In collaboration with Lee Gordon, member of the station's music staff, Francis has written a sacred hymn which is soon to be published.

WTAM's "art gallery" comprising one hundred paintings, water colors and sculpture by outstanding Cleveland artists has attracted national attention. In a recent issue of *Art Digest*, Peyton C. Boswell, editor, commented favorably on the show.

WTAM announcer George Hartrick worked his "tricks" in full uniform during the week of September 20. Hartrick, a member of the American Legion, participated in the National Convention, held in Cleveland.

E.R. Alcott, well known showman and booker, has been named head of the Cleveland Division of NBC Artists Service.

With winter coming on, WTAM's Engineering Department are overhauling their short wave equipment. H. B. Caskey, is already in the field operating nightly. John Disbrow, is another fan, who runs Caskey a close second.

## NBC CHICAGO

by Glenn Wilson

Exclusive to the NBC TRANSMITTER

The world's worst practical joke was pulled on Bill Senn, Chicago mail room messenger. It seems that Bill was somewhat cocky about the slogan he had submitted for the NBC SLOGAN CONTEST, so the wag signed the judges names to a telegram declaring him winner. Bill took one look at the message, tore out of the office, called up his family and then gleefully accepted congratulations from everyone. The news spread like a brush fire and Bill was the hero of the hour - but for just an hour. Then the low-lifers, who had concocted the little prank, gave themselves up and are they the heroes now - not...!!

Landee Hanson and Johnny Wehrheim, guides, both got married on their vacations....Jean Balnn is back at the switchboard after her absence because of a broken arm. She says the only plugs she saw while convalescing were the ones she bet on at Arlington.....The studio softball team was forced to disband for the season when the outfield composed of Annoncer Bob Brown, Page Captain Russ Sparks, and Shorty Carson of the Ranch Boys eliminated themselves by bumping their heads together chasing a tall fly.

Francis Clark, former Northwestern University campus leader, and now in NBC's Chicago Publicity Department will wed Wells Simons of Kenilworth on October 31. They will make their home in Evanston, Ill.

Everett Mitchell, Chicago's Senior Announcer, plans to resume the Page Boys' Announcers School now that vacations are over. The first class was held when Everett returned from Gainesville, Fla. where he vacationed.

The Sound Effects School, under the direction of Mul Wood has been in session throughout the summer and seems to be producing some excellent sound prospects.

Ken Fry, who has held down the "desk" in Chicago's Press Department for the past three years, has been transferred to the Program Department in charge of special events and news broadcasts. Bill Ray moves into Ken's old spot while Dan Thompson, late of Louisville, Ky. fills the vacancy in the department.

## Let's Get Acquainted

(Continued from page 5)

Allen) among which he rates horse-back riding as the tops. because . . . he has an open, receptive mind ready to accept ideas and analyzing them for what they're worth.

We give you Charles Walton Fitch, with our compliments.



## NBC HOLLYWOOD

by Frances Scully

Exclusive to the NBC TRANSMITTER

The NBC colony in San Fernando Valley has added another NBCite to its fold with Don Ameche moving his family to this spot which is just 7½ miles from the Hollywood studios. To date the colony includes Harry Jackson (Musical Director); Frank Figgins and Mort Smith (Engineers); Virginia Elliot (Head Hostess); John Swallow (Manager); Myrl Alderman (Music Department); and Hal Bock (Press) with his *El Rancho Bock* which is going full swing with trees, flowers and a picket fence. Publicity Director Bock bought his ranch last June when he married Sybil Chism.

Hollywood studios have added a flock of newcomers to its fold during the last two months, all of whom have been transferred from San Francisco. Sid Goodwin has been made program manager; Walter Baker, office manager; Clinton (Buddy) Twiss, added to the announcing staff and Edward Ludes to the production department. However, Goodwin has the edge on the rest of the boys....he has danced with Jean Harlow at the Trocadero.

Nadine Amos, secretary to Don Gilman, is quite perplexed as to what type of car snatcher stole her new coupe. When the police recovered the car after a week, the only missing parts were a small rear mirror and a 10¢ key ring. They left the keys on a piece of wire.

Sydney Dixon, (Sales Manager) shot a 160 pound deer a few weeks back. He sniped his victim with a gun borrowed from John Swallow, binoculars owned by Eddie Holden, boots loaned by Tracy Moore and a suit belonging to Harold Bock.

And speaking of Show Boat boners, Charlie Young, head guide, was questioned by a lady visitor regarding the canal in San Diego through which the Show Boat traveled from the port to the Fair Grounds. She couldn't find it when she visited San Diego.

Elaine Forbes (Sales Secretary) has written a radio play which is now in the hands of an agent. Lots of luck, Forbsie. Before entering business, Elaine was on the stage.

Ruth Schooler, secretary to John Swallow, has the prize pets of the Hollywood studios, - two turtles named blue and red network, with their shells painted accordingly. Every day at 3:00 p.m. they do tricks on her desk.

Myrl Alderman (Music Dept.) has a new name. He is now called T.C. because he substituted with three piano solos three times within a week on national programs, when line failures occurred.

## KDKA PITTSBURGH

by Kay Barr

Exclusive to the NBC TRANSMITTER

Russell (Doc) Pratt, Charles Urquhart and Jack Hollister are new additions to the KDKA staff. Pratt was one of the Three Doctors of WMAQ and becomes the official clown for the Pioneer station. He is doing a regular commercial early in the morning and filling in for special service on other programs. Urquhart moved from WGBI, Scranton, and replaced Sherman "Jock" MacGregor, in production for KDKA. Hollister is a newspaper veteran and succeeds Ed Sprague as sports commentator.

John Gihon, program manager at KDKA, has designed a huge board that fills one wall of his office. Small cards, inserted in grooves, show by color and typing what programs are sustaining and which are commercial for the several Pittsburgh stations. One glance informs a salesman, a sponsor, a program man or production expert what broadcasts are on and what competition they have for every quarter hour. It's proving a practical, workable remedy for studio headaches.

Late in October KDKA will present a special program to dedicate a new pipe organ now being installed in A Studio. Bernie Armstrong will be the official console-manipulator.

"Uncle" Sammy Fuller and his KDKA Kiddie Klub are creating quite a furor. He has started a worldwide correspondence among his youthful listeners. Each day he suggests that someone write to the youngster whose name he mentions. This has set up a chain which has already girdled the globe.

## NBC BOSTON AND SPRINGFIELD

by G.A. Harder

Exclusive to the NBC TRANSMITTER

Addressing a large gathering of Rotarians at the Boston City Club, John A. Holman, Manager of WBZ and WBZA, recently displayed oratorical gifts of which even his close business associates had been unaware. The capable mentor of NBC's Blue Network outlet in Boston impressed his hearers with an eloquent peroration on the power of radio to prevent future wars by molding public opinion.

Early October marks the 14th anniversary of W. Gordon Swan's connection with stations WBZ and WBZA. Swan, who is now Traffic Manager of WBZ, broke into radio while still a school boy. During his long association with NBC he has served as announcer, continuity writer, salesman, publicity assistant, program director, and now traffic manager.

John McNamara, Program Manager of WBZ, deserves congratulations for his yeoman service in building up NBC's Harvard Tercentenary programs. Working steadily with the Tercentenary Committee for the past two years, McNamara made many of the arrangements for the brilliant series of NBC broadcasts celebrating Harvard's 300th birthday.

Charles S. ("Cy") Young, vigilante of WBZ's till and father-confessor to the entire staff, makes a hobby of studying navigation and kindred maritime subjects. Other ardent hobbyists include Robert Halloran (Service Department) stamp collector; Gordon Swan, Norman Whittaker and Elmer Lantz, fly-fishermen par excellence; Gordon Ewing, golf and tennis.

## KYW PHILADELPHIA

by J.A. Aull

Exclusive to the NBC TRANSMITTER

Herewith KYW makes its first official bow to the NBC TRANSMITTER as an official member of a great family. Of course, for a long time we have considered ourselves at least foster children. But so rapid is the growth that less than a month after our official initiation we find ourselves no longer the youngest member of the group. That was one superlative we had relied upon.

As a matter of fact, our transmutation now seems far away in the background. Under the tutelage of Leslie Joy our wobbly feet that first tottered along the paths of a new regime are planted firmly on the ground. Thanks also are due to the close cooperation of our Westinghouse associates under Mr. Gager. We are going places.

Inasmuch as our travels will be confined unfortunately to the air, our meeting must necessarily be there. This doesn't distress us in the least. In fact, we're pretty set-up about it. We hope you'll hear more and more from us on that score. For those of us who don't get on the air we must rely on the NBC TRANSMITTER. We'd like to introduce ourselves. There may be an old friend among the many new ones. *Leslie Joy*, Station Manager; *James P. Begley*, Program Manager; *Ralph A. Sayres*, Director of Sales; *J.W.F. Proulx*, Office Manager - Auditor; *J.A. Aull*, Publicity Director; *James Harvey*, Continuity; *Alfred W. Watton*, Continuity; and *E.H. Gager*, Plant Manager for Westinghouse.

## With Our Roving Reporter

Now that Fall is here, the studios are beginning to buzz with more activity than ever....Welbourne Kelley wrote his latest book, "So Fair A House," in exactly four months--he's now working on a play.....196,531 persons bought tickets for the studio tour during June, July, and August of this year, compared with 163,772 who did likewise during the same period in 1935.....August seems to bring the greatest number of tourists to Radio City....John Hancock dropped in to see us after his return from a ten weeks' trip to Venezuela for an oil company.....Now he's headed for New Orleans.....

Stoopnagle and Budd plan to introduce a new game to their studio audience when their new program begins in which they'll have the audience take part.....McTigue in Press has earned the title of "Inspector" for his ability to spot phony newsmen... The question most asked by visitors leaving Studio 8H is, "When will they finish painting it?".....Are you doing your Christmas shopping now, while it's early?.....They had a lot of fun with those balloons during International Week.

The Queen of Spain is just as regal in appearance as a queen should be... We offer our deepest sympathy to Lloyd Yoder, who lost his father in September....Lloyd is Manager of the San Francisco Press Department. The Music Hall orchestra pit can be lowered, run back under the stage, and brought up exactly in the center, if it is so desired.....Ray Lee Jackson probably knows more radio stars than any other person. Some of the pictures he has taken of them hang in the Sound Effects Exhibit on the ninth floor. Adios, see you next issue.

Walter Moore

## Space Reallotment

In order to unify departmental activity, all divisions of the Program Department which function at night are to be collected on the second studio floor just as Evening Executive and Guest Relations activities are. Each of the office floors is to be reorganized to house departments with interrelated functions.

## For Demon Photographers

Are you an amateur photographer? Do you spend your vacation snapping people and cats and mountains when they are not looking? Does the sight of an unusual photograph delight you? Or do you just happen to have been fortunate enough at some time or other to have taken some very good photographs? The NBC TRANSMITTER is interested in ferreting out some of these gems of the lens and will publish them each issue. Everyone is eligible and all types of shots are welcome--except posed self portraits. (But send along a good candid shot of yourself.) Prizes will be announced in the next regular issue of the TRANSMITTER. Be sure to put your name and department on the back of the photograph submitted. And send it to the NBC TRANSMITTER, Room 297, NBC, Radio City, N.Y. Each contestant may submit only one photograph per issue.

## Barbara Biermann



## New York vs. Romance

*Ed. Note: Barbara Biermann (Guest Relations) writes us a first hand impression of a crash at sea. She sailed for New York from Boston, the evening of September 9th, on the S.S. New York. Out of the heavy fog, a terrible crash startled the passengers; the New York had rammed the Romance. Within fourteen minutes, the Romance had broken in two and sunk. The account follows:*

"A pea soup fog - A Boston-bound excursion boat a night boat to New York - a crash, and a Romance that sank. Rope ladders that took the stricken people off the fatal boat - hysterical women, men, yes, and dogs - Curates praying on a slippery deck for a safe return to port - men crying and even fainting - the remarkably speedy action by both crews - the captain of the Romance going down on the bridge - the thought of how stupid it is that a boat can sink in 14 minutes and break up like kindling wood - odd remark to me - "Lady, swallow your pearls" - again the thought that not enough can be said for the heroic work of both crews - the speedy transfer from pier to station and the special train for New York. In lieu of Pullman porters off duty - station porters hired at \$4.00 an hour to make up the train for approximately 323 people - the fact that one couldn't see people at the other end of the deck because of the fog - and last of all but not least, that Guest Relations' employees are never free from Shock!"

## S-T-A-T-I-C

by Alan Kent

## MUSCLE-RIPPLED TORSO

Little does the Metropolitan Opera Company realize that upon the advent of its customary broadcasting season, its commentator in past years will appear for this year's work with a muscle-rippled torso. MILTON J. CROSS has joined the West Side Y M C A. Which startling fact gives us pause to wonder if, perhaps, the current passion for streamlining has set its tentacles upon Mr. Cross. Or it may be that MILTON J. CROSS believes that the well turned figure produces the well turned phrase. It's all very puzzling not to say downright upsetting - specially to the CROSS digestive system.

## GOOD SAMARITAN

Up and down Broadway the other evening there shuffled a weary and hungry man bearing a sign. What the sign said doesn't matter very much - sufficient is the fact that it was a heavy sign and the man had been carrying it for a long time. Out of the darkness appeared NELSON CASE, homeward bound, and that latent instinct for rescue, lying dormant in the bosoms of us all, came bounding to the fore. MR. CASE not only shouldered the man's sign, but gave him two bits for a "cupp-acawfee-annasanwich."

The St. Bernard in MR. CASE had triumphed. After an hour or so, the announcer was relieved by the man who belonged to the sign. MR. NELSON CASE resumed his homeward journey. Home to bed and a good night's rest, only MR. CASE couldn't sleep. It seemed that his feet hurt.

## SPATTERSALL CHECK

Not so long ago FORD BOND presented himself to the members of the announcing staff arrayed in a suit, the lineage of which suggested a cross between a Houndstooth Check and an undernourished Glen Urquart Plaid. MR. BOND found himself rather at a loss to suitably name the style of cloth, and asked for enlightenment. His brethren, with much riotous comment endeavored to dub the tailored burlap. After much debate MR. BOND was gravely informed that he was the proud parent of a "Spattersall Check." This is to let MR. BOND know that there is no such thing as a "Spattersall Check." There is, however, Mr. Charles O'Connor whose whimsy becomes vicious upon provocation.