

Walter Koons Decorated By French Government

The French government again has honored American broadcasting by conferring the Palms of an officer d'Academie upon Walter Koons, NBC Music Editor in New York. The award was made on January 18 with due ceremony by Count Charles de Ferry de Fountnouvelle, French Consul General of New York. The decoration was given "in recognition of services rendered in the promotion of music culture and for furthering the interests of French music in the United States." The Palms of an Officer D'Academie which is seldom bestowed upon other than Frenchmen was established by decree of Napoleon I on March 17, 1808.

Other known members of our organization who hold decorations from the French government are General James G. Harbord, Commander of the Legion of Honor



COUNT CHARLES DE FERRY DE FOUNTNOUVELLE, French Consul General of New York, conferring upon Walter Koons, NBC Music Editor, the Palms of *Officier d'Academie*, an honorary commission from the French government.

and a *croix de guerre*; David Sarnoff, Chevalier of the Legion of Honor; Alfred H. Morton, Manager of NBC Operated Stations Department, Chevalier of the Legion of Honor; Frank Black, Palms of an Officer d'Academie; and Franklin Dunham, Educational Director, Palms of an officer of Public Instruction.

ATTENTION MR. RIPLEY—!

Don't look now, Mr. Ripley, but because George McElwain, NBC field engineer, is a short-wave enthusiast in his spare time, a man in San Francisco and a boy in Los Angeles started 1937 with happier hearts than they have known in a long while.

Tapping Morse code messages out into the ether to other "hams," George fell into an airy conversation one night with an eighteen-year old lad who confided that he was seeking his father whom he had not seen since babyhood when his parents separated.

"All I know about him is that he is on the stage and travels all over the world—I don't even know his stage name so I can't locate him," the boy said.

A few nights later "Mac" was sitting at the key again, talking to the wide world and contacted a man who said he had but one purpose in "hamming"—to find the son he had lost through a broken marriage years ago. "Mac" asked a few guarded questions and — you can turn around now, Mr. Ripley—you've guessed it. The NBC man called NKE in Los Angeles, told him to get in touch with W6BBQ, and united the father and son.

Then only did he learn the identity of the former. He is R. K. Johnson, internationally famous stage magician known as Valdemar the Great. Most of his tours in recent years have been in Europe and the Orient and it was pure chance that he happened to be in San Francisco pre-

(Continued on Page 5)

TELEVISION TESTS NOW USING THE NEW 441 LINE STANDARD

President Lohr announced on January 19 that the first tests of high definition television using the new standards which have been recommended by the radio industry to the Federal Communications Commission are now being conducted by engineers of RCA and NBC.

Images scanned by the RCA Iconoscope, the pick-up tube, at the rate of 441 lines per frame have been transmitted from the NBC experimental station in the Empire State Tower and successfully received by a selected number of experimental television receivers in the homes of RCA-NBC engineers and technicians.

"Pictures of 441 line definition are much clearer than those of 343 lines, the definition employed in previous tests from the

Empire State," said Mr. Lohr. "As we proceed in this fascinating adventure of bringing radio sight to distant eyes, it is encouraging to be able to report this substantial progress."

"The development of television service," said Mr. Lohr, "promises to be orderly and evolutionary in character and is a tribute to the radio industry which has enjoyed public favor on a scale that is most encouraging to its future. The public may purchase present day radio receiving sets with confidence as to their continuing serviceability. Television receiving sets cannot precede a television program service of satisfactory quality, which will be available at the beginning only in sharply restricted metropolitan areas following the eventual solution of technical, economic and program problems."

Don't forget to send in your entries for the next Photo Contest before February 12.



GEORGE McELWAIN

... field engineer, with an NBC San Francisco mobile unit at the opening of the power plant at Boulder Dam.

NEW BUSINESS MANAGER OF PROGRAM DEPARTMENT



C. W. FITCH, manager of personnel for NBC since September 1, 1936, has been appointed business manager of the Program Department to fill the position left vacant by the promotion of Alfred H. Morton to the managership of the NBC Operated Stations Department.

Mr. Fitch already has assumed his new duties, which consist of handling the personnel, budgets and all problems connected with the administration of the Program Department. At present, he is spending several days with each division of the department to acquaint himself with their various activities.

Before joining NBC, Mr. Fitch resigned as assistant director of the Housing Division of the Public Works Administration, a post he took in 1935. From 1930 to 1935, he was associated with A Century of Progress in Chicago as director of exhibits and assistant to the general manager.

THE SAINT PAUL CARNIVAL

The Saint Paul Winter Carnival which is being revived after nineteen years at a cost of approximately \$500,000 will be broadcast over the NBC-Blue Network Saturday, January 30, from 10:00 to 11:00 P.M., EST. Announcers will describe the Carnival Parade, the Dog Derby and the Skating Races which will mark the opening. The music of fifty bands and dozens of glee clubs taking part in the carnival also will be heard.

Don't forget to send in your entries for the next Photo Contest before February 12.

BRAZIL JOINS ARGENTINA IN COMMERCIAL BROADCAST OF METROPOLITAN OPERA SERIES

Radiobras at Rio de Janeiro, Brazil, began broadcasting the regular Saturday matinee performances of the Metropolitan Opera Company in New York, on Saturday, January 23, under the sponsorship of the Radio Corporation of America.

Radiobras is the second major South American broadcasting company to inaugurate a series of commercially sponsored radio programs from the United States in less than a month. Radio Splendid at Buenos Aires, Argentina, began broadcasting the Metropolitan Opera on January 7. Thus, South America's two largest nations are receiving the first series of commercial programs ever sent from this country to a foreign nation other than Canada.

The opera programs are transmitted to Radiobras and Radio Splendid, by arrangement of the Radio Corporation of America, through the facilities of RCA Communications, Inc. Announcements and commercial credits, in Portuguese by Radiobras and in Spanish by Radio Splendid, are added to the broadcasts at Rio de Janeiro and at Buenos Aires.

In addition to these RCA commercial broadcasts to Brazil and Argentina, non-commercial broadcasts of the Metropolitan Opera are relayed through W3XAL's new directional-beam antenna to other Latin American countries.

* * *

As we go to press the Program Department announces the completion of negotiations to add Uruguay's *El Expectador* to the South American companies now receiving the commercial broadcasts of

NBC STUDIO TOURS HIT A NEW HIGH

Radio City, headquarters of the National Broadcasting Company, is New York City's most popular point of interest among paying sightseers, it is revealed in a comparison of figures for the year 1936. Only one other sightseer's mecca in the entire country charging admission exceeds the broadcasting studios in popularity and that is Mount Vernon, Virginia, the home of George Washington.

In 1936 there was an increase of more than eleven per cent over the number of persons who took the studio tour in 1935. The following figures show the tremendous increases of paying guests from year to year:

1933 (Nov. and Dec.)	30,000
1934	437,431
1935	470,068
1936	528,322

Total 1,466,794

The figures above do not include the number of non-paying guests which totals 70,657 for the corresponding years and which is about four per cent of the total of 1,466,794 paying guests.

Commissions earned by the NBC Guest Relations Division from the sales of sightseeing and tower tickets for Rockefeller Center Tours were doubled in 1936 as compared with 1935.

A systematic checking of the guided tourists at Radio City indicate that eighty per cent of them are from out of town.

the RCA Metropolitan Opera Company series, heard each Saturday afternoon during the current opera season. The broadcast will be relayed from New York to Montevideo through Buenos Aires.

ON THE SHELF

The books listed in this column are recommended as pertinent literature on radio and allied subjects. They will be found in the General Library on the NBC TRANSMITTER SHELF.

OLD WIRES AND NEW WAVES by Alvin F. Harlow. Mr. Harlow tells the story of communication from the first signal drums, and beacon fires of savage tribes to the present-day miracles of television and scrambled radio telephony. Written colorfully and with humor, replete with fascinating anecdotes. 525 pages. If you can't read the whole book there are several chapters you should not miss—but once you start you will probably want to go right through.

CAREERS IN ADVERTISING by Alden James. Nine chapters in this all-inclusive book are devoted to radio. They are written by such folk in the radio know as Arthur Pryor, M. H. Aylesworth, H. K. Boice, John F. Royal, E. B. Foote, W. S. Hedges and others.

BROADCASTING IN THE AMERICAN DEMOCRACY. In an address before the National Conference on Educational Broadcasting, Mr. Sarnoff presents broadcasting's contribution to educational development in the United States and upholds the American system as essential to Democracy.

APPOINTED TO NEW YORK LOCAL SALES DIVISION



GORDON H. MILLS

... "creative and organizing ability"

Gordon H. Mills, Manager of the Guest Relations Division was appointed to the Local Sales Division of the N. Y. Sales Department, January 18. The appointment will become effective February 1, 1937.

Mr. Mills enters the Sales Department with a background of diversified experience in the radio advertising and sales promotion line.

Upon leaving Union College, where he was a member of Alpha Delta Phi, Mr. Mills started his own radio sales and service business on Long Island. In 1926 Mr. Mills joined RCA as a salesman in charge of the Pittsburgh area. Seven months later he assumed charge of field promotion for RCA. His association with radio led to his being called by the New York Times and later the Chicago Examiner to sell national advertising space in their sales divisions.

In November 1933, Mr. Mills joined the National Broadcasting Company newly-formed Guest Tours Division. This new unit gave Mr. Mills an opportunity to employ his creative and organizing ability. In April, 1936 the Guest Tours Division was merged with the Reception Division and the new group went into operation as the Guest Relations Division, headed by Mr. Mills.

The NBC TRANSMITTER urges you to fill out and return as soon as possible the survey blanks enclosed in your copy of the TRANSMITTER. . . . Thank you.

NBC SAN FRANCISCO by Louise Landis

Ruth Miller, pretty, dark-eyed hostess who ushers folks in and out of second floor offices in NBC's San Francisco headquarters, has an admirer so shy he doesn't even reveal his identity. But for several weeks he has been sending roses to her desk inscribed "To the most beautiful lady." He evidently is a frequent visitor at her desk for as soon as the roses lose their freshness another box appears. So far he has managed to remain anonymous and with the whole staff becoming curious, it's going to be a feat of skill on his part to remain so.

Dave Elton, tall, dark-haired young man who joined the NBC staff as an announcer several years ago, has been placed in charge of the destinies of the Woman's Magazine of the Air.

He replaces the producer Caryl Coleman, who resigned to join an advertising agency recently. Dave was transferred to the production division several months ago as he wanted to gain some experience in other branches of radio besides announcing. As producer of the "Magazine," he will have to please an audience of women stretching up and down the Pacific Coast, five afternoons a week, so he can use all the good luck wishes that are being showered upon him by his associates.

Song pluggers come out of Jack Meakin's cubby-hole under the eaves of the NBC headquarters of 111 Sutter Street sniling these days, even if the handsome young orchestra conductor hasn't found time or opportunity to play their songs as many times as they think he should have. A big red bucket stands besides his desk with a towel knotted around the handle. It bears the inscription, "Weep in here."

James Lyman of the Auditing Division is on his way to join the ranks of the Benedicts . . . he confesses that he slipped a diamond ring on the finger of Miss Virginia Bower of Berkeley, California the other night, and that the wedding will be some time this summer. Jim has been a member of the NBC office staff for several years: his bride-to-be is a dental hygienist.

Ken Carney, program manager, thinks that "The Show Up" series, Police Chief William J. Quinn's weekly dramas over NBC whose aim is to show the inside

PRESIDENTIAL INAUGURATION BROADCAST IN FIVE LANGUAGES

Four years ago when Franklin D. Roosevelt was swept into the White House, NBC relayed by short wave the inauguration ceremonies to twelve countries. This year the inauguration of Franklin D. Roosevelt's second term as the President of the United States was broadcast in five languages to all the corners of the earth.

Max Jordan, NBC European representative, who sailed back to Europe this week, described the ceremonies and gave a summary of the presidential address in French, German and Italian. This was short-waved to Geneva where it was rebroadcast over RCA facilities to France, Switzerland, Austria and Italy.

Jose Tercero of the Pan-American Union in Washington, D. C., assisted by Dan Russell, described the ceremonies and summarized the President's speech in Spanish for South American audiences over W3XAL's new directional-beam antenna.

Felix Greene, American representative of the British Broadcasting Corporation described the proceedings before and after the inaugural speech for the British Empire through the facilities of BBC in London.

Kurt G. Sell, representative of the Reichs Rundfunk Gesellschaft, German broadcasting company, gave a German summary of President Roosevelt's speech which was rebroadcast in Berlin.

pictures of the police department make good entertainment. Ken now also knows it's true what they say about police department efficiency for when his car was stolen the other night, he informed Chief Quinn about it when the latter entered the studio for his broadcast, and the vehicle was recovered by morning.

Why June Shaw, who supervises program information in the Press Department sometimes wears a tired look:

She answered two telephone calls in the space of five minutes. One caller said, "Can you tell me when the date palm bears fruit?—Yes, I know it has nothing to do with radio but I thought maybe you would find out for me." The next one wanted to know: "What was the date of the first broadcast of sacred music whistled on the radio by a professional whistler? You don't know? Well, why don't you?"

CLEARING MUSIC A TICKLISH BUSINESS

"Mr. Belviso? Miss Brainard calling. The opera scheduled for next Saturday's broadcast from the Met is 'Tales of Hoffman'! In addition to the American, Canadian, Brazilian and Argentinian listening audience, we are sending the broadcast to Uruguay. Will you check through and clear the music rights in each country?"

And so begins a careful investigation, typical of the painstaking thoroughness with which every bar of music heard over our networks is checked and rechecked for hidden obstacles. In the case of the opera, however, there are foreign rights involved which add further complications. Using the above conditions as an example, it is interesting to follow Mr. Belviso through the procedure of checking, getting meanwhile an intimate glimpse into the business life of a Music Division head.

First, a quick check shows that the "Tales of Hoffman" is a French opera, copyrighted in France and protected for fifty years after the death of the authors. After determining the country of the opera's origin and the conditions of its copyright, research is begun into the copyright situation of this particular opera in the United States, Canada, Argentina, Brazil and Uruguay to make sure that the proper permission is secured to broadcast the program. A slip-up here may mean costly law suits.

With all the copyright facts straight in his mind, Mr. Belviso then opens negotiations with copyright agents in all countries concerned, for a fee must be paid by NBC to the guardians of the copyright privileges for the right to broadcast the opera to the vast intercontinental listening audience. Only after every agent contacted has confirmed the deal does Mr. Belviso notify the Program Department that the rights to send the program to the desired audience have been cleared.

NBC clears the rights to approximately 90,000 pieces of music each month. However, a single mistake which results in the infringement of music rights is regarded by the company as a very serious error.

Engineers Alvin MacMahon and Frank E. Whittam of WTAM, Cleveland, supplied police broadcasting service with NBC mobile unit number five when flood waters crippled police radio equipment at Portsmouth, Ohio. MacMahon and Whittam maintained communication in the flooded area with State police and Portsmouth Scout cars.

Don't forget to send in your entries for the next Photo Contest before February 12.

THE NBC PRESIDENTIAL TEAM



CARLETON SMITH, NBC's Presidential Announcer, and A. E. JOHNSON, Chief Engineer of NBC's Washington Division testing equipment.

(Special to the NBC TRANSMITTER)

When Carleton Smith jumped off the President's special train on the morning of November 6th, he drew a deep sigh of relief . . . He was home to stay, or so he thought.

Carleton has been Presidential announcer since President Roosevelt entered the White House four years ago. During last summer he made all the trips with the President, traveling over 26,000 miles "covering" him constantly throughout the political campaign.

The Presidential Announcer shouldn't have spoken so loudly as he detrained early in November—it was only the beginning. A few days later President Roosevelt announced his intention to go to Buenos Aires to participate in the

Inter-American Peace Conference. Where the President goes, there also goes NBC. Carleton Smith and Albert Johnson, NBC Chief Engineer in Washington, packed their bags and were off to Miami. They boarded a big 4 motored Pan American Clipper ship and began their 7,400 mile flight to South America.

This famous NBC Presidential team was responsible for ten broadcasts in connection with President Roosevelt's visit in South America. Outstanding were the speeches by the President before the joint session of the Brazilian Congress; his famous address to the delegates at the opening of the Conference in Buenos Aires; and the address at the luncheon given by the President of Uruguay at Montevideo. Carleton enjoyed hearing from the President himself the fact that members of his family had all told him how well his voice came over the great distances from the South American Republics to the United States.

"The biggest thrill and the most spectacular sight was 'covering' the President at Rio de Janeiro." Smith says, "At ten o'clock November 27th, everything seemed to happen at once. The rain which had been falling for more than twelve hours cleared away . . . I 'got the air' just as the big cruiser Indianapolis pulled into the docks at Praça Maua. President Roosevelt stood at the rail on the quarter-deck. The sun burst forth and simultaneously 5,000 Brazilian school children, waving Brazilian and American flags, sang the 'Star Spangled Banner' in English."

—MARIAN P. GALE

GLENN MORRIS WINS SULLIVAN TROPHY

A tribunal composed of six hundred outstanding leaders of sport in all parts of the United States recently awarded the annual Sullivan Memorial Trophy to Glenn Morris of our Special Events Department. The trophy is a small bronze statue awarded annually by the Amateur Athletic Union to the outstanding amateur athlete of the year. In granting the trophy the tribunal took into consideration acts of sportsmanship, excellence of performance, strength of character, qualities of leadership, force of personality and high ideals of amateurism. Jesse Owens was named in second place, with Joe Medica, University of Washington swimmer, coming third.

ROCKEFELLER FOUNDATION GRANTS SPECIAL RADIO FELLOWSHIP



ALLEN MILLER

Allen Miller, head of the University Broadcasting Council of Chicago, has been named the recipient of this year's fellowship for observation and training in network

procedure here at NBC granted by the General Education Board, a Rockefeller foundation, according to a recent announcement.

Miller's fellowship became effective January 15 and was granted under an arrangement by which university students and representatives of broadcasting stations are assigned by the General Education Board to NBC for study. This research privilege includes a month's work at an NBC branch station and five months work in NBC radio studios. Before taking his present position two years as head of the University Broadcasting Council of Chicago, Miller served six years as director of University of Chicago broadcasting activities.

The University Broadcasting Council of Chicago represents three universities, De Paul, Northwestern and the University of Chicago. The Council sponsors the famous Round Table Discussion series and "Science in the News," a weekly feature presenting Dr. Arthur H. Compton, Nobel Prize winner. The Council's studios are in downtown Chicago with a direct line to Mitchell Tower on the University of Chicago's campus from where the Sunday morning Round Table program has originated every week for the past four years.

Recipients of the first two fellowships, William Friel Heimlich of Ohio State University and a member of the staff of WOSU, Columbus, and Miss Leora Shaw of the University of Wisconsin and a staff member of WHA, Madison complete their training on February 15. During the last five months they have been carried through all phases of broadcasting including intensive studies in continuity writing, production and programming. However, Miller's fellowship differs from the first two granted in that the arrangement is extended to an executive. His training period will be shorter and more intense. He comes direct to Radio City instead of first spending a month in an NBC station.

Dr. Franklin Dunham, NBC's Educational Director, is in complete charge of the project and is responsible for making the necessary arrangements to provide each of the fellows ample facilities for observation, study, research, and training.

NBC BOSTON AND SPRINGFIELD

by Edward B. Hall

On December 27, 1936, a daughter was born to Jack and Virginia (Hamilton) Wright at the Faulkner Memorial Hospital. Jack Wright, WBZ's capable young production manager, says his daughter will be christened Linda. Latest bulletins give assurance that both Linda and her mother continue to thrive. Jack, however, is still convalescing.

Robert E. (Bob) White, studio director of WBZA and mentor of the popular WBZA Players, has established a free public school of the drama which meets weekly at the Hotel Kimball studios in Springfield. This venture serves the twofold purpose of making new friends for WBZA and of developing fresh talent for Bob's radio players. Some 30 Springfieldians regularly attend the Friday evening classes in the studio.

Bob Halloran of the WBZ Accounting Department has what he believes may be a unique cover from the Union of South Africa. It bears a strip of three one-penny stamps of the issue printed in commemoration of King George the Fifth's Jubilee in 1935. The center stamp shows a decided plate scratch which runs diagonally through the King's head. At first glance it would appear as though a mask had been placed over the Sovereign's face. Bob would be delighted to hear from any fellow philatelist who may happen to know the history of this curious Jubilee imprint.

ATTENTION MR. RIPLEY—

(Continued from page one)

paring for his next tour when he talked to the NBC field man via the Morse code. Because his son, Kenton, couldn't leave his job with an oil company and business prevented the elder Johnson from leaving San Francisco, the two haven't seen each other face to face but they expect to meet soon when the magician goes to Los Angeles to embark for the Philippines to fill contracts for appearances there and in the Orient.

"I've pulled many a white rabbit out of a silk hat," Valdemar the Great told "Mac," but you performed a trick that I was afraid was impossible." He and his son will continue their nightly talks by short wave pending their reunion.

LOUISE LANDIS,
NBC, San Francisco

The peace which passeth understanding has descended upon WBZ since D. A. Meyer banished his anvil chorus of carpenters and painters. For weeks these industrious artisans made days and nights hideous with their bedlam. And for more than a fortnight the place was a shambles, as piles of lumber littered corridors and buckets of whitewash tattered precariously from jittery scaffoldings overhead. But out of that chaos has emerged a new order. No longer must harried executives—now hermetically sealed in their offices—involuntarily eavesdrop on their colleagues in adjoining cubicles. The Press Department's news room, formerly a morgue for unused equipment, has been purged and the outraged dignity of the Fourth Estate redressed in oak panels and fresh paint.

What do announcers and operators do in their leisure moments? At WBZ they go down to the Hotel Bradford alleys—and bowl. This pastime has recently taken root among the staff and promises to flourish. Many and bitter are the contests waged below-stairs between NBC announcers Art Feldman and Charles Nobles against Westinghouse operators Bob Duffield and Elmer Lantz. Duffield is consistently a high individual scorer. But all concede to Nobles the distinction of talking the best game. It is likely, however, that NBC and Westinghouse may temporarily bury the hatchet to join forces against the cohorts of an upstart radio station in this city, whose emissaries have defiantly flung down the gauntlet to WBZ.

Gordon Ewing, NBC Sales Manager in Boston, has ventured a dangerous experiment. His two latest accessions to the Sales Department, Jameson S. Slocum and Frank R. Bowes, are products of Princeton and Harvard respectively. Not only that, Mr. Ewing has had the temerity to place them at adjoining desks, within convenient reach of each other's academic throats. So far, all has been peaceful. In fact, Messrs. Slocum and Bowes have been lunching together with no apparent indications of imminent mayhem. Associates fear the worst, however, may come next October when the Tigers meet the Crimson team on the gridiron. Jay Slocum, Princeton '22 has been New England Representative for the Curtis Publishing Company and for Condé-Nast. Frank Bowes, Harvard '30, comes to NBC from a New England network. Both are avid sports enthusiasts.

LET'S GET ACQUAINTED



You ought to know Frank C. Lepore, our retiring editor.

because . . . he has managed to keep all his twenty-two years chock full of activity. His diversified experience makes him an interesting personality. His first experience with big business came at the age of fifteen with Doubleday, Doran, book publishers, in Garden City. Then he was a fuel oil salesman, general manager in charge of advertising and publicity for a theater, and a clerk with a Wall Street broker before he joined NBC's Guest Relations Staff two and a half years ago. *because . . .* his interests have found other fields than business. He is a 2nd Lieutenant in the ROTC and a member of the U. S. Military Intelligence Society. He received his first military training at Staunton Military Academy where he was schooled.

because . . . he had the vision to see a place for an NBC's employees' news organ, the strength to overcome the difficulties of establishing it, and the ability to carry it from its early venture as the Reception Staff Review, to its present status as the NBC TRANSMITTER.

because . . . at one time, in addition to being editor, reporter and guide, he was studying pre-law evenings at N.Y.U. He intends still to continue that study.

because . . . he has the happy faculty of making and keeping friends, all of whom would fight for him at the proverbial drop of a hat.

because . . . he is leaving the TRANSMITTER which is now firmly established to take a well deserved advancement to the NBC Publicity Department.

because . . . we had to over-ride his veto as advisory editor of the TRANSMITTER to run this story,

We give you Frank C. Lepore.

NBC HOLLYWOOD

by Frances Scully

Bob Brooke of the Engineering Department has just been elected vice chairman and program chairman of the Los Angeles Chapter of the Institute of Radio Engineers.

Syd Dixon and Tracy Moore have just returned to Hollywood after attending the meeting of the NBC Pacific Coast Sales Division in San Francisco, which was called by Don E. Gilman, vice president in charge of NBC's Western Division, and Western Sales Manager Harry Anderson. Incidentally, Syd Dixon has recently been appointed Assistant Sales Manager for the Western Division.

Dema Harshbarger, the NBC Artists Service chief in Hollywood, has a coal-black setter-airdale named Nig who eats nothing but avocados. So healthy has this diet proven to the animal that he weighs 82 pounds. The real payoff, however, is that its upkeep doesn't cost Miss Harshbarger a dime. Whenever Nig wants an avocado, he takes a jaunt to a neighbor's ranch and lifts one. Which will probably explain the mystery of the avocado crop shrinkage around the vicinity of La Habra Heights, California.

ON THEIR WEEK-ENDS—Jean Darrel, Sid Goodwin's secretary, hies herself off for hikes up to Mt. Hollywood and the Griffith Park Planetarium. Earl Dixon, continuity department, devotes his time to the wife and two kiddies.

Hollywood NBCites extend greetings to Charlie Young in New York through the pages of the TRANSMITTER. Let us hear from you, Charlie. We're glad to hear you're back in the fold.

The other evening Myrna Bay (Music Division) received a call from the Veteran's Bureau. A disabled soldier was dying and as a parting gesture, the boys wanted Ben Bernie to play his favorite

piece, "When My Dream Boat Comes In." Well, Myrna went to bat and after scurrying around the studio and burning up the phone, she reached the old maestro, who with all the lads granted the boy's dying wish, when they went on the air from the Coconut Grove. Myrna felt very elated about being able to do her bit until someone suggested that it might have been a song plugger.

The fine art of radio writing and radio production is imparted to students of the University of California by Marvin Young, Hollywood production manager, who conducts his weekly classes at the Hollywood studios.

Things are coming right along way out West, with a flock of more newcomers and promotions. Here we go . . . Joe Thompson, transferred from San Francisco to Hollywood's production department. Thompson is a nephew of Kathleen Norris, novelist. Harold Deiker, transferred from NBC in Denver to Hollywood's mail department, rated a promotion to the sound effects department in no time. Bob Edwards has been made assistant to Russel Hudson in the mail room. Jane Fleming has been added to the traffic department, replacing Joan Chapman who has been made secretary to Marvin Young and Ted Sherdeman.

Ruby Taylor is a Hollywood hostess now. Not Amos 'n' Andy's Ruby, but a charming young lady who has the same name.

Engineers' Hobbies And Pastimes . . . Paul Greene collects Currier & Ives prints . . . Mort Smith's still planning on that home in Sherman Oaks . . . Ralph Denechaud goes in for tennis . . . Bob Brooke finds time for swimming . . . but Frank Figgins says his hobby is trying to find time to have a hobby.

EXCHANGE CORNER

This classified ad section is available, free of charge, to all NBC employees. Rules: forty-five word limit; not more than one ad to each employee every other issue; no regular business or professional services may be advertised. Address ads to NBC TRANSMITTER, Room 284, RCA Building, N. Y.

All items must be in writing; give name and address.

TWO CHEAP SKATES—Excellent pair of Dunne's tubular men's racing skates, size 8 (Blade, 14 inches). Slightly used. Original cost \$15.00. Sacrifice at \$4.00. Call M. Bauman, Ext. 350.

WANTED—Anyone willing to sell a copy of the second issue of *Life* magazine, please

write the NBC TRANSMITTER, or call Ext. 220.

WANTED—Your ideas, stories, articles and suggestions for the pages of the NBC TRANSMITTER. Address the NBC TRANSMITTER, Room 284, RCA Bldg., N. Y.

LOST—Black Packard electric razor. Any information regarding the above may be given to Jack McCarthy, Ext. 400.

LOST — A black portable turntable. Please call Ext. 625 with any information concerning same.

ROOMMATE—I would like to contact one or two other fellows with the idea of taking an apartment together. Limit \$5 per week. Write Box 1, NBC TRANSMITTER.

WINNERS IN JANUARY PHOTO CONTEST



H. P. See's "Harbor" was awarded Honorable Mention by the judges.



SECOND PRIZE — "'Twas The Night Before Christmas" by Rodney Chipp of the New York Engineering Department took second prize, a pair of tickets to the Radio City Music Hall.



FIRST PRIZE — This appealing picture entitled **"FRANCES MARY,"** won first prize this month. It was taken by her brother, James Costello, of the New York Script Division. The prize—a pair of tickets to WHITE HORSE INN.

RULES FOR PHOTO CONTEST (Read Carefully)

1. Prints must be no smaller than 2½" x 4" (the larger the better). Negatives cannot be accepted.
2. Captions are desirable.
3. Name, station and department must appear on back of photograph.

Pictures will be judged on composition and subject matter. Judges are Ray Lee Jackson and William Haussler. Decisions are final. All entries will be returned but the NBC TRANSMITTER will not be responsible for those which are lost.

Entries for February contest must be in by February 12.



"V2" taken by Lester F. Miles was judged worthy of Special Mention.

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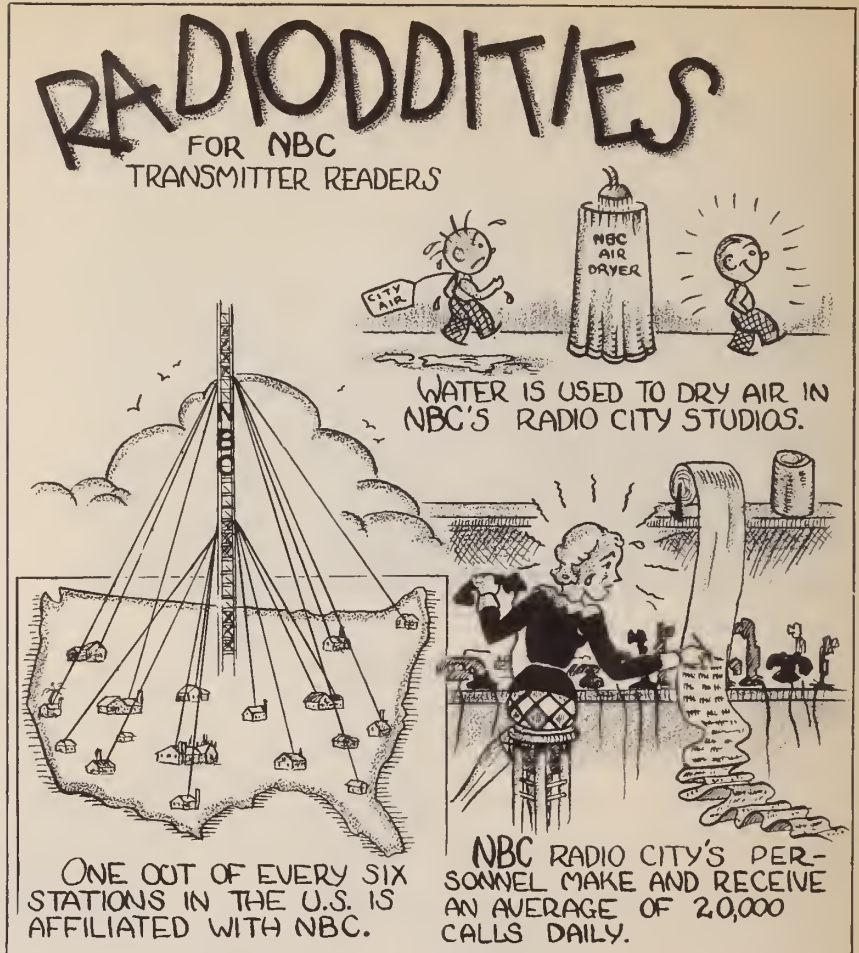
IT IS NOT TOO LATE

If you have not made any New Year resolutions or did not include this one, it is not too late to resolve to keep looking forward this year for continued progress and peace. We, in this country, are a happy and fortunate people. Last November we made a momentous and practically unanimous decision which might have called for a revolution in another nation. And, now, with smiling faces and great enthusiasm we start another year with happy resolutions while abroad they are having and planning revolutions.

Amidst a world of depression, calamity and turmoil we have kept our heads up—these last few years. Let us continue our peaceful and constructive progress at home, at work and in our community. Let no one deceive us with that kind of progress which calls for destruction and bloodshed. We know better because we have proven not only to ourselves but to the rest of the world that more can be accomplished in peace than in warfare.

We, of the National Broadcasting Company, as the custodians of the world's largest broadcasting system, a powerful instrument for the propagation of peace, must fully realize our responsibility to our people—nay, to all peoples. Let us think in terms of peace and we shall find it.

It is gratifying to note that the Federal Communications Commission has increased music lovers' enjoyment of the Metropolitan Opera Company broadcasts by passing an amendment which now permits NBC to dispense with the heretofore compulsory half-hourly station identification breaks during the performances, and, instead, make the identifications between acts of the opera.



LISTENER REACTIONS

by Ruth M. Crawford

Correspondent, New York Audience Mail Division

QUESTION AND ANSWER BUREAU might well be a sub-title of the Audience Mail Division. Among the questions in the lighter vein:

"I'm interested to go to the cowboy ranches but I have no right address. Would ask you a favor and give me the name of some cowboy or the right address of the ranches. It don't matter what kind of ranch is to be but I want to go in State of Texas."

"Please tell me how to get your personalities chart so I can learn to attract the men. I have tried everything to make the men like me."

"Dear Lady Next Door: I wish to go up in a zeppelin and crash."

"We are planning a surprise party for a girl friend. We would appreciate it if you would tell us of some games or other form of entertainment. Most of the fellows can't dance, which makes it hard."

And BELIEVE IT OR NOT . . .

"Please announce for me over the radio that I am for sale to any lady who is seeking a trustworthy husband for keeps, for the sum of \$1,500 payable on date of marriage!"

"Will you please broadcast this over the air—A middle aged man just past 52 years old would like to get a good home in a private family for a Xmas present."

NAMES IN THE NEWS

NEW YORK

Transfers:

Miss Evelyn Sniffin, of NBC Operated Stations Dept., replaces Marguerite Monroe who resigned as secretary to Director of Publicity Wayne Randall.

Jack Leonhardt has been transferred from the Duplicating Room to the Mail and Messenger Section.

Miss Louise Finck, from Stenographic Division to Electrical Transcription Service, Dec. 21.

Miss Margaret Spencer has been named secretary to Clay Morgan, of the president's office.

Miss Aida Mullen moves from the Legal Department to Artists Service as secretary to Dan Tuthill, business manager, effective February 1. Miss Cecilia McKenna replaces Miss Mullen as secretary to Counsel, Mr. Joseph A. McDonald.

Miss Louise Levitas is transferred from the Stenographic Division to Program Supervision.

Miss Marion Ayer returns as secretary to Glenn W. Payne after a time in the Treasurer's office.

Miss Alfretta Gordon replaces Mrs. Elisabeth Guild, resigned, as secretary to Edward M. Lowell, Building Maintenance Manager. Miss Muriel Parker replaces Miss Gordon.

Miss Maralena Tromly becomes secretary to William D. Bloxham, head of the Purchasing Division, effective January 15, in place of Miss Anna M. Reiss, resigned.

Misses Mary Keeler and Marjorie McFeeters transferred from the Stenographic Division to the Sales Department, replacing Misses Constance Peters and Ann Tolomeo, both resigned.

Miss Sonia Severt leaves Mr. Whittaker's office in the Program Department to take a post in the Sales Traffic Department. Helen Sweeney replaces Miss Severt.

Raymond Glendon, Duplicating, replaces Clifford Welch, resigned, in Stenographic. Michael Sleva replaces Glendon.

Sydney Desfor, replaced as assistant to photographer Ray Lee Jackson by Robert Fraser. Sid's new assignment will be that of news photographer handling studio shots, rehearsals, and special events assignments while Bill Haussler covers candid "takes" of artists, outdoor assignments in general.

Promotions:

Walter Davison, who started as a page two years ago, was promoted Jan. 15 from his position as evening manager of the Guest Relations Division to the post of assistant to W. G. Martin, in charge of tour promotion.

Don Mercer, guide, goes to the Promotion Division as assistant to Willis B. Parsons.

Don Meissner, who got into Major Bowes' amateur hour last year and then went on the road with one of the amateur units, has been promoted from a page to a position in Artists Service.

A large collection of charcoal portraits of NBC executives and radio stars are on exhibit on the fourth floor of the Radio City studios. The portraits were drawn by Bettina Steinke, daughter of "Jolly" Bill Steinke, well-known radio actor and cartoonist.

Keene Crockett, page, became a Sound Effects technician Jan. 18.

Alexander Clark, page, has moved into the Script Division to fill the position vacated by Richard De Raismes. The latter, in turn, is taking a post as assistant to Dorothy McBride previously held by Jack Tracy who resigned effective January 11 to join the firm of Star Radio Production, headed by Burke Boyce, former NBC continuity editor.

Alfred Scott joined the page staff in September, 1936. He is now an assistant at the news desk in the Press Division. Before joining NBC "Scotty" was program director of the Cornell University Radio Guild for a year and a half.

Welbourne Kelley, formerly of NBC Press Division, and author of two novels, "So Fair A House" and "Marchin' Along" is now writing continuity for the Script Division.

Sick List:

Juan de J. Almonte's genial smile has been missed for weeks. He is convalescing in Nyack, N. Y., and expects to return soon.

Wm. Callander, Statistics, has been confined to bed by his doctor.

Birger Hagerth, guide, went to Fordham Hospital, Jan. 7, with pneumonia.

Jack McGhie, after several months illness returned to guiding January 14. Five days later First Aid sent him home again with a fever.

Mrs. Aidellice Barry and James V. McConnell, Sales, are both ill with the "flu."

Miscellaneous:

O. B. Hanson is in quite a dither these days; he spends his time commuting between Hollywood and New York. He is supervising the planning of the new additions to the NBC Hollywood studios.

The party given to the N. Y. announcers by Ben Grauer on Jan. 15 at his apartment will be long remembered. Everyone was there.

Marriages:

John Bell, Guest Relations, flew up to Buffalo, N. Y., on New Year's Day to marry his school sweetheart, Miss Sylvia Miller of Dunkirk, N. Y. The wedding took place at the Christ Lutheran Church in Dunkirk. The bride is a graduate of the Parsons School of Fine and Applied Arts in New York City. The newlyweds are residing at 33-51 73rd Street, Jackson Heights, N. Y.

Newcomers:

Jack Houseknecht, former free-lance sound effects technician, has joined NBC Sound Effects Staff.

Recent additions to the Stenographic Division are Eleanor Moore, Edna Muster, Helen Deutch, Doris Steen, Eugenia Carpenter, Doris Seiler, Evelyn McKibbin, Helen Dawson, and Nelson Beman.

Replacements in the Guest Relations staff are Robert Coe, George Alexander Emerson, Phillip Carleton Ford, Robert S. Hanson, Roderick Mitchell, J. J. Novenson, Don Harvey Sultner.

(Continued on page 11)

FAMED FRENCH FENCER FOUND IN NBC PRESS FOLD

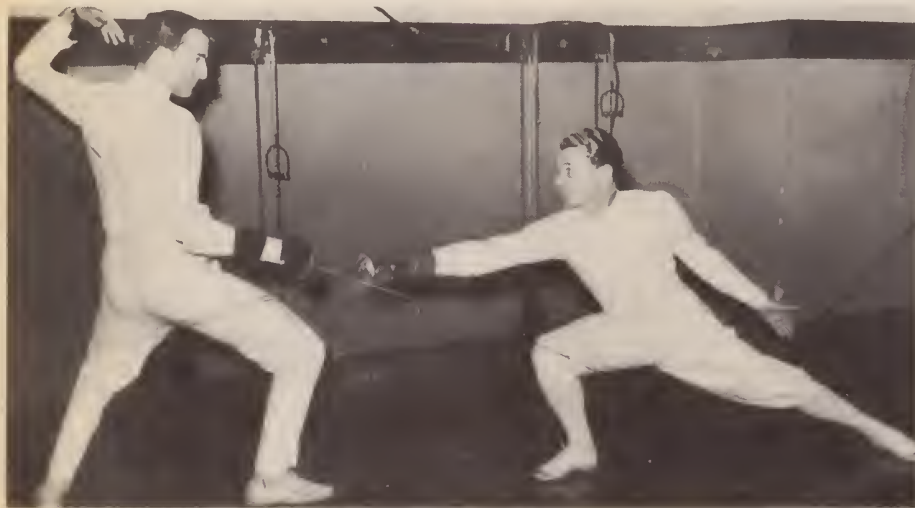
Pierre Netter lives in Paris, France but, temporarily, New York is his home and the Press Division is his business address. After business hours he spends his time fencing. His splendid record in this field of sport is certification of his ability. In August 1936 as the youngest member of the French Olympic Fencing Team, Netter, already holding the titles of French champion of épée and Parisian champion of foil added the distinction of being runner-up for the world's championship.

Netter came to America early in November as a traveling correspondent for the well known Paris newspaper, "*Le Jour*," for whose readers he is writing articles on the American scene. During his jaunt through the key cities he has

matches are tiring and only careful training can make a fencer supple enough to stand the strain. But in fencing, unlike other sports, training means lessons." To explain his point Netter related how, after fencing eight hours continuously to win the Epée Championship of Paris, he was so excited and nervous that he felt a lesson was necessary right away to calm his nerves.

Commenting on essentials for good fencing, Pierre named quickness as nine-tenths of fencing ability, as anticipating an opponent's next move determines success. "In a match," states Netter, "you seldom see your competitor for your gaze is fixed on his blade from the start of the strip to finish."

Netter started fencing at the age of



JOSEPH LEVIS, champion foils of the United States, and PIERRE NETTER, French Olympic fencer, meet at Harvard University.

interviewed such celebrities as Henry Ford, Wallace Beery, Herbert Mundy, Joe Lewis, Lily Pons and others. But, since the end of December, Netter has confined his activities to New York City as an observer of American radio methods.

His reputation as a fencer is widely known and respected. On his arrival here he was selected by Santelli, America's most noted fencing trainer, to wear the colors of the New York Athletic Club and become a member of the team which will compete in the National Senior Fencing Championship in épée.

As a result of two rounds of hard competition on the night of January 19 Netter came through as one of eight successful candidates who survived a starting field of thirty-one to qualify as representative of the metropolitan area in the National Junior Epée finals scheduled for March 4 at New York University.

When asked to comment on fencing qualifications, he remarked "Fencing

nine, encouraged by his father, a champion in his own right. As the oldest of three boys, Pierre received first attention but he claims his younger brothers, aged 13 and 16, are running him a close race. When he returns to his native land, he hopes to enlist them in a three-man team project he plans to organize for competition.

NEWS FROM DENVER

Dear TRANSMITTER:

According to directions given in your Christmas edition we have done the following: 1. Read the TRANSMITTER thoroughly and found it contained much of interest to all here. 2. Dropped you a line (in fact, several) and these are them (Wow! what an accent) to suggest you include the news of NBC Denver, "The Voice of the Golden West." 3. We feel that we are a part of the NBC TRANSMITTER because we know most of those whose names are mentioned in the paper, through hearing them on the air or by their pictures, or through personal acquaintanceship.

Now to the news. First, we want to tell you what a swell Xmas party our station manager, Mr. A. E. Nelson, gave the KOA staff. Amidst all the usual tinsel and colored lights on the big tree in the clients' audition room we partook of food and drink before the gift presentations. Clarence Moore, as old Santy, distributed the presents. Everyone received a nice present from the station and a lottery was held for all the gifts sent in by the sponsors. The holders of lucky numbers got everything from radios to plum puddings. All in all, a very good time was had by everyone and, strangely enough, not a single station break was missed in all the excitement.

New additions to our staff include Jane Willard who takes Barbara Simon's place as secretary to Dale Newbold and Bob Owen.

It might be raining in New York but we are ice-skating out here in Denver. The pages, announcers and engineers are going in for bigger and better figure skating. Evergreen Lake, twenty miles from Denver, is the locale of their activities and you will always find one or two from any of the above mentioned groups busy cutting capers on the ice.—Well, anyway, they fall gracefully.

That's all for now. Thanks for a swell paper. More later.

Yours,

CHARLIE ANDERSON
NBC Denver

STOOPNAGLE DEFINES RADIO, OR SOMETHING

PROGRAM: Music or talk designed to fill the space between station announcements and time signals.

SPONSOR: A man without whom you aren't on the air.

SCRIPT: Typewritten sheets which Fred Allen is funniest when he departs from.

ANNOUNCER: Fellow with a nice voice who talks about stuff he hopes you will buy some of.

STOOGE: Man or woman who is given funny things to say and then thinks he or she is a comedian.

MICROPHONE: Thing you talk into and they hear you where you aren't.

ORCHESTRA: Bunch of men who, on a comedy program, play after the applause by the studio audience.

NAMES IN THE NEWS

(Continued from page nine)

Resignations:

George T. Ludlam resigned Jan. 15 to become associated with Frank Chase in the radio production field. The firm of Chase & Ludlam will have offices in the RCA Bldg., Radio City. Scope of firm's activity will be radio productions, slide films, transcriptions, talent booking and script writing.

Business address of Wade Arnold changed from Script Division, NBC, Radio City to Linden House, Spuyten Duyvil as of Jan. 15. After 8 years' experience as an NBC continuity writer, Wade decided to try his hand at free lance script writing.

George B. Kuck has resigned his position in the Personnel office to accept the position of assistant to the President of the Jaeger Watch Company in New York City, as of January 15.

Miss Grace Smith of the Guest Relations Division resigned effective January 29 to enter the Dominican Convent, at Amityville, L. I. to begin a period of training which will prepare her for a teaching career in parochial schools.

Correction:

Contrary to the caption under the television picture on the back cover of the NBC TRANSMITTER, December, 1936, the lovely subject is *not* Gale Page. It is Hollywood's own beautiful DOROTHY PAGE, photographed in New York when the show in which she stars came to Radio City for two broadcasts, "Irvin S. Cobb's Paducah Plantation."

* * *

Engagements:

Miss Rita Doyle, Statistics, received an engagement ring for Christmas.

* * *

NBC STATIONS

Miss Jeannette Lawrence has been added to the San Francisco staff as a reader and will be assigned to various commercials.

Andrew S. Love, San Francisco Continuity Editor on Jan. 13 started teaching a ten-weeks' course in radio continuity writing at the University of California Extension Division in that city.

Peter Abenheim, California artist and writer, has joined the San Francisco production staff. He is well known for

his paintings and drawings and was formerly a staff artist and columnist for Apertif, Santa Barbara, Cal., magazine.

The new electric clock on the desk of Lloyd Yoder, Western Division press chief in San Francisco, was a gift for umpiring the New Year's Day East-West football game at the Kezar Stadium.

Back from the hospital after an operation which confined him for ten days, Lewis S. Frost has resumed his post as assistant to Don E. Gilman, Western Division Vice President.

Rene Gekiere, former NBC actor who recently joined the Chicago announcing staff, and Miss Betty Mitchell, of the RCA recording office in Chicago, were married New Year's Day.

Ken Robinson, new Central Division assistant continuity editor brings seven years of newspaper circulation experience. He will continue his authorship of the popular radio script "Dan Harding's Wife."

Floyd Mac, formerly of WLW has joined the announcing staff of WRC, Washington.

N. Y. UNIFORMED STAFF WHIPS SUPERVISORS

In a basketball game played January 19 at Governor's Island, a team composed of twelve members of the uniformed staff defeated their supervisors in a one-sided contest in which only two field goals were scored by the losers. The final score of the game was 27-7. Captain Von Frank and Delaney were outstanding for the winners, while the overseers were all on a par—a low par. Previous to this encounter, the staff team had played two other games. The first was won from a C.C.C. group, 26-23, and the second dropped, after a closely fought battle, to the Church of the Intercession, 15-16.

The staff (pages, guides, set-up men and mail-room messengers) is to be congratulated on their team. Trouble in locating a gym and the task of raising three dollars and a half apiece for uniforms and a ball had the boys worried. Thanks to Miss Clara White of Stenographic, a gym was obtained and pay day solved the monetary problem. A full season of games is seen ahead.

Other NBC basketball teams are cordially challenged to a game by the uniformed staff.



This picture was taken on January 18 at the entrance of our new Hollywood studios when visiting French advertising and newspaper chiefs and executives of the Advertising Club of Los Angeles were entertained at luncheon by the National Broadcasting Company.

Pictured, left to right, are: Sydney Dixon, NBC sales manager; John Swallow, NBC studio manager; Frank McKellar, vice president of the Ad Club; Andre Kaminker of *La Petite Parisienne*; Tracy Moore, NBC sales; Roy Kellogg, manager of the Ad Club; Charles Maillard, president of the Continental Advertising Association; Charles Arnn, president of the Ad Club; Bernard Musnik, American correspondent for *Le Journal*; Earle Pearson, general manager of the Advertising Federation of America; Harold Bock, NBC press representative.

NBC MUSIC HOBBIES ARE BROADCAST



EMIL CORWIN

Accomplished Emil Corwin, editor of the NBC News Service, displayed his versatility January 18 when he made his debut as a pianist over WEAF by playing four selected piano pieces on the "Music is my Hobby" program, which is devoted to persons engaged in various walks of life who cultivate music as their favorite diversion.

Corwin studied piano in his boyhood and youth but found that a journalistic career left him little time for his avocation. Inspired by other non-professional artists and at the invitation of Walter Koons, Music Editor and producer of the series, Emil bought a piano and started to limber up his fingers. After several months of limbering up Emil stepped in and proved that an editor's whole existence does not revolve around split infinitives and typographical errors.

Other NBCites who have appeared on this program are all announcers. They are Ford Bond, tenor; Howard Petrie, bass-baritone; Milton J. Cross, tenor. Robert Waldrop, composer-announcer, is slated as the next NBC representative to take part.

Fred Astaire's dress rehearsal is one of NBC's biggest drawing cards for Hollywood employees. Off-duty engineers, secretaries, executives, porters, electricians and actors flock into the studio to watch the famous star go through his paces—a sight which used to be reserved for New York theater-goers at \$4.40 per.

Suggestion for short wave listeners: Brush-up on your *Spanish 2* by tuning in to Dan Russell and other Spanish 'locutores' on W3XAL, 17,780kc., from 8:00 to 8:30 p.m. on Mondays, Wednesdays, Fridays and Saturdays; from 8:30 to 9:00 p.m. on Thursdays; and from 12:30 to 1:00 p.m. from Radio City Music Hall, on Sundays. *No hay transmisiones en los martes.*

Everett Mitchell, Chicago's senior announcer, is kiddingly known as "Mother" to his thirteen assistants. This affectionate appellation comes from Everett's diligent watchfulness over his brood of stentors like a mother hen's concern over her chicks.

NBC WASHINGTON Marian P. Gale

Although the P. J. Hennessey's baby, born December 16, was named Philip J. by his proud parents, the youngster will probably answer to the name "Mike" the rest of his life, if friends of the family have anything to do with it.

* * *

Mr. and Mrs. Herluf Provinsen announced the arrival of a son on Monday, January 11th.

Herluf Provinsen, who was NBC Presidential announcer during the Hoover Administration, is now with a local advertising agency. Mrs. Provinsen, was formerly hostess at NBC's Washington studios.

* * *

Newspaper reporters and radio announcers have the reputation of taking unusual assignments in stride but announcer Lee Everett of the NBC Washington staff is laying claim to some sort of record.

You see, Everett has been assigned to describe the inaugural parade from a U. S. army artillery caisson. Of course, that isn't so unusual, but Everett didn't reckon with military discipline. The announcer breezed over to Fort Meyer, Va., and informed army officers there that he was ready to practice.

Right then and there, Everett pulled up short.

First of all, he was told that literally he would have to join the army for a day if he wanted to describe the parade from the caisson.

"There won't be anybody in civilian clothes riding with my unit," said the commanding officer. That wasn't so bad, figured Lee, since he had worn an army uniform back in 1918. And besides, he had a nice new pair of riding boots that would set the uniform off.

But then came another setback. The army said that Everett would not only have to wear a regulation uniform but would have to wear the official cavalry boots. A worn pair, at that—with a high polish, of course, to make him look like the rest of the troop.

"And," said the army, "you be here every day at six o'clock—that's in the morning—to stand inspection. Then you'll drill with us. Oh yes, that goes for inauguration day, too."

Which was all very well except that Everett is on the air until two every morning.

* * *

Don't forget to send in your entries for the next Photo Contest before February 12.

Graham McNamee Reminisces After Roosevelt's Inauguration

Twelve years ago, when WEAF made the first broadcast of the Presidential Inauguration, Graham McNamee was the only announcer on a staff of four assigned to do the job. On January 20 McNamee was one of ninety-seven NBC announcers, commentators, technicians and engineers who stood under the rain with forty-five microphones to cover the inauguration of President Franklin D. Roosevelt's second term.

Having reported three previous inaugural ceremonies for Calvin Coolidge, Herbert Hoover and President Roosevelt's first term, McNamee brought to the NBC microphone a wealth of background.

"So far as I know," McNamee recalled, "I was the only announcer to report President Roosevelt's second inaugural who had covered all of the inauguration ceremonies since they were first broadcast in 1925. I was on the staff of WEAF when Calvin Coolidge took the oath of office. The only talker on the program, I stood on the steps of the capitol and described the events as they occurred. The technical staff was made up of three men."

Leave of Absence:

Lucille Myers, Electrical Transcription, secretary to Chauncey D. Rawalt, is visiting her family in Bay City, Texas, until the end of this month at which time she is due back.

On Tour:

Gus (Col.) Reiniger of New York Electrical Transcription is en route to the coast on an extended sales trip during which he will call on station owners all along the Atlantic seaboard via Florida to the coast. Due back sometime in April.

Returns:

Victor van der Linde, New York Sales Counsel, returns to his desk after a honeymoon trip to Europe.

New Post:

The newly created post of production manager in the Hollywood studios is being filled by Marvin Young.

CLEVELAND

by Bob Dailey

Staff interest in outside-the-station activities reached a new high last month when Vernon H. Pribble, station manager, was honored at a dinner party. The affair was strictly limited to staff members and celebrated the completion of two years at WTAM for Mr. Pribble.

The party, held at the Carter Hotel, gave the station's wits, "Diz" Disbrow, Charlie Avelone, and "Stubby" Gordon an excellent opportunity to display their comedy talents. Their burlesques of well-known WTAM personalities by means of blackouts kept the audience in hilarious humor. Following the dinner, tributes by staff members were paid to Mr. Pribble, who delivered a short talk in reply.

* * *

WTAM Flashes—May Draxell replaces Ann Radu as head of stenographic de-

partment . . . Miss Radu resigns to become secretary to Congressman-elect Anthony A. Fleger. . . . Ford Rush leaves the station for WGY. . . . Program Director Metzger spends New Year's holidays in Pennsylvania mountains, hiking and listening to the radio.

* * *

Looking over our records we are surprised to find that ex-Cleveland, Gene Hamilton has been at Radio City almost two and a half years. We remember when Gene had a terrific case of wanderlust, and never lived in one city for more than two years at a stretch. Guess we'll have to visit Old New York and find out for ourselves what its attractions are. . . .

* * *

Don't forget to send in your entries for the next Photo Contest before February 12.

STAMP CLUB NOTES

The regular meeting of the NBC Stamp Club was held in the President's Board Room at 7:30 p.m., January 18.

Plans for the first Annual Banquet of the club were discussed, and it is anticipated that all the members will turn out for it. A committee in charge of arrangements has promised an array of prominent speakers, as well as interesting novelties.

Walter Koons, vice-president, announced to the club that a letter had been received from the American Cover Club awarding the NBC Stamp Club the honor of having produced the outstanding commemorative cachet for November, which makes the club eligible for further honors, should the cachet win the distinction of being the outstanding one of the year.

Following the regular business meeting an active discussion and trading session took place.



WTAM STAFF MEMBERS PRESENT AT A PARTY GIVEN IN HONOR OF THEIR STATION MANAGER, VERNON H. PRIBBLE

Left to right, standing: John R. Kelley, Bob Dailey, George Hartrick, Chester Zohn, Bud Quinlan, Derek Caplane, Donald Stratton, Lila Burkhardt, Waldo Pooler, Bert Pruitt, Edith Wheeler, Ray Morton, May Draxell, Joy Wasseem, Ted Rautenberg, John Disbrow, George Scholle, Fred Wilson, Ross Plaisted, C. C. Russell, Charles Avelone, Sam Willis, Danny Caste, Bob Morris, Lee Gordon, Auturo Stefano, Harold Gallagher, Howard Barton, Catherine O'Connell, Erwin Goetsch, Margaret Fitzgerald and Al Goetz.

Sitting: Therese Szabo, Robert Oatley, Ann Radu, Earl Rohlf, Mildred Funnell, E. S. Leonard, chief engineer; Walter Logan, musical director; Vernon H. Pribble, station manager; Tom Manning, sports announcer; Hal Metzger, program director; Dorothy Crandall, Hazel Finney, Russell Carter, Helen Forsythe, Herbert De Brown and Rose Morthaller.

NBC CHICAGO

by Bob McCoy

A very surprised man was Chief Announcer Everett Mitchell, two or three weeks ago. What should happen but that he find himself with a brace of geese, sent him C.O.D. \$8.50!

Geese, thought Mr. Mitchell, are very nice, excellent eating, fine examples of our feathered friends. But unrequested C.O.D. geese are something else again, and our Mr. Mitchell was hard pressed to get them off his hands and his \$8.50 back on his hands.

The story has its beginning in a fateful trip to Lakemills, Wisconsin. Mr. Mitchell had gone there to cover the broadcast of the Lakemills Centennial, and in his usual affable manner, he became acquainted with some of the natives. Said natives happened to be goose eaters and goose hunters of great skill. Right there Mr. Mitchell and his citizens understood each other. Mr. Mitchell is also a lover of goose—especially if it is on a platter surrounded with all the accoutrements of an ample goose dinner. Accordingly he cast a wistful eye toward the geese and voiced his love of their fine food qualities. And that was that—for a while.

As has been put down above, the geese flew South right into the arms of Mr. Mitchell—to the tune of \$8.50. Last reports are that the geese found their way to a butcher who sold them for \$4.00, and then had to refund a dollar. The customer complained that the geese had no meat on them—just a lot of oil.

* * *

"Tinker to Evers to Chance" a triple play here last week resulted in Floyd Van Etten moving in with Jimmy Neale in Sales Traffic; Ray Neihengen to Van's former desk in the Credit Department, and John Wehrheim, former page, to Ray's place in Accounting. Gordon Loff has replaced Wehrheim on the Page Staff.

Romantic attachments keep cropping up. Announcer Les Griffith and Laura Satterwhite of Production have announced their engagement; Announcer Rene Kekiere and Mary Mitchell of RCA were married on New Year's Day; and Audrey Lamoureux was married to Morris Weil on January 4. Audrey left her job in Audience Mail a week later and was succeeded by Bonnie May Larkin. Ed Stockmar of Traffic is slowly letting it get around that he is engaged to marry Miss Eileen Grohe of Chicago.

* * *

Don't forget to send in your entries for the next Photo Contest before February 12.



Well, I'll bet some of you have forgotten those New Year resolutions, already . . . And by the way, there are exactly 336 days till Christmas . . . John Bell will long remember the stag party the boys had for him at the German-American A. C. . . . Ed Prince is mourning the loss of his appendix . . . Did you see Alois Havrilla's picture in the brochure of the National Horse Show? . . . It's funny, but the people who push and shove to get into a studio for a broadcast are just the ones who can't wait for the theme song to finish before they try to get out . . . Word has reached us in New York of Fibber McGee's and Molly's generous Christmas gift to all Chicago studio pages . . . Fred Waring played Santa Claus to all the pages and set-up men on the eighth floor, here, when he presented them with four-color Eversharp pencils . . . Vincent Merciorri spends his spare time reading books written in Italian, in order to improve his Italian grammar.

* * *

The reverse side of the screen in studio 8H bears mute evidence of the artistic ability of some of radio's great . . . While waiting for entrance cues, many have penned caricatures, autographs, bright sayings and tick-tack-toes in pencil, ink, lipstick or burned matches . . . Here, too, one can find some very fine, slightly used samples of the more popular brands of chewing gum . . . Virginia Latimer is Director of Special Event Schechter's new secretary, replacing Helen Slater, resigned . . . The big question of the moment is—how long will it be before Television sets can be bought by you and me and the people across the street? . . . Nick Kersta likes skiing in Vermont, weekends . . .

* * *

The record of lost and found items in NBC shows gloves of varied styles and colors as the most often "lost" and "found" . . . Incidentally, there'll be almost 1100 items in the lost and found records by the time a final count for 1936 is made . . . A well informed source tells us Lewis Titterton did gymnastics in the Legal Department the other morning to prove to the world in general that he's still as young as he used to be . . . Frances Kelley has been wearing a very nice diamond ring since Christmas—on

NBC PHILADELPHIA

by J. A. Aull

Santa Claus blew into the KYW studios via the ventilators on Christmas Eve and bestowed on each and every one an appropriate gift. As Santa was being wafted back through the ventilators the draught blew off his whiskers and revealed Leroy Miller of the announcing staff. Although a few of the very young were disappointed, all agreed as they took the suit back to the costumers that the party had been a big success. Jim Begley, program manager, then cracked the holiday wide open by inviting all members of his department to his house for what was modestly termed "a snack." Almost everybody in the whole outfit arrived sooner or later to spread good cheer and bread crumbs all over the place.

* * *

The other day the sales force and the engineering department got into an argument about the difference between a salesman and an engineer. Ralph Sayres, director of sales, insisted that an engineer was one who knows a lot about a little and as he progresses he learns more and more about less and less until he arrives at a point where he knows everything about nothing. Mr. Gager, KYW's plant manager, countered that a salesman was one who knows a little about a lot and that as he progressed he learned less and less about more and more until he finally arrived at a point where he knew nothing about everything. Les Joy, who probably had prodded them into the argument in the first place, was called upon to decide and Solomon-like reserved decision.

* * *

Jim Harvey, our continuity writer, is a crack amateur camera enthusiast but too modest or something to enter the TRANSMITTER's contest. So much for the wealthy.

the important finger . . . Then there was the elderly lady who took a studio tour, and after having the workings of the Air Conditioning Plant explained, took one look at the pile of dirt accumulated by one filter in a month and a half and piped up with, "And was that dirt removed from just one program?" . . . A WGY engineer has figured that the transmitting power of the station could service within a 100 mile area, 800 billion radio sets before the energy was entirely exhausted . . .

WALTER MOORE

ACOUSTICS ENTANGLE

NBC MAN

One Wednesday evening, not long ago, after the last carload of people had gone up to studio 8H in Radio City to see the Fred Allen show, a breathless woman and her daughter came running up to the main studio entrance a minute late for the broadcast. After the page had stopped her and explained that he could not let her through because no one was allowed in the studio after the program had gone on the air, the woman turned to NBC's genial main hall host, George Malcolm, for an appeal.

With his well-known diplomacy George explained to the belated guests why it was impossible to let them in, even if they were "only a minute late and had come an hour on the train to see the show." He even went so far as to explain that the sponsors of commercial programs went through a great deal of trouble and expense to produce radio shows and, therefore, could not afford to run any risk of interruptions which might spoil their programs. Nevertheless, the woman was insistent on seeing Fred Allen's show. Whereupon, George tried a new line of reasoning and went into the subject of studio acoustics. At this point our persistent visitor interrupted him and said, nodding to her child, "Oh, yes—acoustics, we always get them on our radio at home, don't we, dear?"

Don't forget to send in your entries for the next Photo Contest before February 12.

NBC SCHENECTADY

by O. H. Junggren



AN ARTIST'S CONCEPTION of the new building proposed for NBC studios in Schenectady.

The big news at WGY these days is our new building. It's been talked of for some time, and recently has been under official consideration. But now it's out in the open and everybody's plenty excited. Most everyone wants to get a squint at the building plans to find out where he's going to be in the new layout. But that seems to remain a mystery.

The new building, which is expected to be ready for occupancy by July, 1937, will be modern to the *nth* degree. It will be erected on a plot of ground adjoining the I.G.E. building, which now houses

our studios. Its front, as shown in the photo, will be of glass brick, providing a light interior and a maximum of temperature preservation. There will be five studios, for use in audience broadcasts. Another will be fitted out for kitchen and household broadcasts.

The contract will be let soon and construction is scheduled to begin after the first of the year.

Representatives of all departments gathered around the mike on December 30 to wish WGY listeners a Happy New Year. During the regular "Scissors and Paste" program conducted by W. T. Meenam, press relations, Kolin Hager, station manager, and A. O. Coggsall, program manager, and representatives of the sales, auditing and announcers' staff had their say.

* * *

The balky car that carries Phil Brook, WGY announcer, to and from his suburban Scotia home did a job on him January 5. While seething with anger one noontime at his recalcitrant car Phil decided to crank her. The motor fired and the crank started spinning. Phil, in extracting his leg from between the front of the car and the bumper, came into contact with the whirling crank. It caught him on the ankle. However painful, it was not a serious injury, but Phil limped for a few days.

"Knowledge plus experience, divided by intelligence, multiplied by character, equals wisdom—without which neither successful living nor true happiness can be achieved."

CALENDAR OF NEW YORK EMPLOYE ACTIVITIES

ACTIVITY	DATE and TIME	PLACE	CONTACT
Bowling	Every Tuesday, Evening	Capitol Health Center 53rd St. & 7th Ave.	Peter House Ext. 513
Dramatic Classes	Every Monday, 12 to 2:00 P.M.	Studio 2A	Dom. Davis Ext. 220
Chaminade Chorus	Every Monday, 6:15-7:15 P.M.	Studio 2A	Frances Barbour Ext. 898
Women's Gym Classes	Every Tuesday, 8:00-10:00 P.M.	251 East 80th St.	Albert Walker Ext. 895
NBC Gym Group at Discount Rates	Any Day, Both A.M. and P.M.	West Side YMCA 5 W. 63rd St.	Harvey Gannon Ext. 654
Announcing Classes	Tues. & Thurs., 1:00-3:00 P.M.	See Rehearsal Sheet for studio assignment	Dan Russell Ext. 545
Badminton	Every Monday, Evening	69th Regiment Armory 26th St. & Lex. Ave.	Bill Callander Ext. 758
NBC Stamp Club	1st & 3rd Monday of each month 5:15 to 7:00 P.M., according to notice.	NBC Executive Board Rm., 6th Fl., Office Section	Walter Koons Ext. 573
NBC Row at Town Hall Meeting of the Air	Every Thursday, 9:30-10:00 P.M.	Town Hall 113 W. 43rd St.	NBC Transmitter Ext. 220
Public Speaking Classes	Every Monday, 5:30-7:30 P.M.	Room 520 Office Section	A. Allen Walsh Ext. 221
NBC Transmitter Photo Contest	Every Issue, Any Time	Open to all NBCites everywhere	TRANSMITTER Office, Ext. 220
Advertising Club's Course in Advertising & Selling (Special rates to groups of six or more)	Mondays or Thursdays, 6:15 P.M.	Engineering Societies Bldg., 29 W. 39th St.	Joyce Harris Ext. 419

KNOW YOUR COMPANY

NO. 2—PBX SECTION

This is the second of a series of articles which we hope will give you added knowledge and understanding of the many NBC units. We suggest that you tear off this sheet and file it for future information.

Every time you pick up your telephone in the New York offices for either an outgoing or an incoming call — or, perhaps, a wrong number, you set into motion forces which are centralized in the PBX section, Room 521. All the calls you make must go through the switchboards of PBX, which stands for Private Branch Exchange, the official term used by the telephone company to designate private telephone exchanges.

NBC's PBX is an intricate and complex system in itself. Our PBX has two groups of trunk lines, (a) fifty for outgoing and incoming toll calls that go through the switchboards operated by hand and (b) thirty-two trunk lines for outgoing calls that go through the automatic dial switchboard which you get when you dial 9 on your telephone. Two men from the telephone company are constantly on duty in the building to make repairs, changes, and to take care of approximately nine hundred NBC telephones.

For obvious reasons certain telephones, especially those in the lobbies and hallways, and others to which the public has access, are not connected to these outside lines which are available by dialing 9. There are four different dialing systems within the company. First, there is the general office system which almost everyone has in his office. Second, there is the one used only by the engineering department and which cannot be used for outside calls. Third, is the system used exclusively by the program department. Each studio control room usually has two telephones, one is marked PROGRAM and the other T. O. E. (Technical, Operations, and Engineering). Fourth, there is the intercommunicating phone system used by executives.

The nature of our business is such that the so-called Conference Plan is much used by NBC.



THESE ARE THE TELEPHONE GIRLS at NBC's private switchboard in New York, who received gold stars for excellent service during the entire year of 1936. They are from left to right: Mildred O'Neill, Dorothy McDermott, Maude Archer, Esther Ramous, Chief Operator Margaret Maloney, Irene Shaughnessy and Marion McGovern.

This system makes it possible for more than two parties to talk to one another at one time, as if they were all in the same room. For instance, if the program department wants to make a simultaneous announcement about a last minute change to various departments, the conference plan is used. The necessary connections are obtained by calling the NBC operator. These conference plans also can be used beyond the walls of NBC. NBC executives throughout the world can be brought together with this conference system.

The PBX switchboard is divided into six positions (telephone operator's parlance for divisions) for six operators. The switchboard is in operation twenty-four hours a day. During office hours six women operators are on duty. The number of operators on duty gradually dwindles to one operator after broadcasting hours. Mrs. Margaret Maloney, chief operator, is very proud of her staff because they got a gold star every month last year. We were a bit at a loss when she mentioned the gold stars. Noticing our perplexity, Mrs. Maloney, who is a very affable and courteous woman, offered to explain the star merit system.

It seems that the New York Telephone Company checks up on the service of operators at private exchanges once a month. The inspections are made secretly without the knowledge of the operators, so you see, they never know when it is a bona fide call or just someone in the telephone company testing their service. Several service items are tested such as, (a)

plug-ins, (b) slow answers, (c) progress reports, (d) recalls, (e) failure to answer with an identifying phrase (This is the National Broadcasting Company) and (f) general errors.

A "plug-in" is a failure to answer immediately after the operator plugs in on an incoming call to stop the ringing. It is just like lifting your receiver when the phone rings and not saying "hello." Last month there were no plug-ins scored against NBC operators, neither were they caught making slow

answers and connections, nor failing to say, when the occasion arose, "Sorry, Mr. Brown's wire is busy" or "Mr. Brown's wire is still busy, will you wait, please." In short our PBX girls had a record which was far above the highest standard set by the telephone company for excellent service.

Next on the scale of telephone service is *very good service* for which silver stars are given out. Blue stars are given for *fair service* and no stars means *poor service*. At this point Mrs. Maloney interposed that her staff has never in all their three years of service received anything less than a silver star. And, she continued, that if she only had the authority, she would grant every NBC department a gold star for their promptness in answering telephones and getting the right person on the wire. This helps NBC operators get their gold stars every month because it saves them the time and trouble of giving progress calls, it lessens switchboard congestion, and, perhaps, eliminates the loss of incoming calls which might be from important clients and other valuable connections.

A telephone operator's job is not tedious and unexciting, according to Maude Archer, who claims she knows more NBCites by their voices than anyone else in the world. "You should be here when something exciting happens, like the abdication of King Edward. Calls came in by the thousands," said Miss Archer. "It was a mad house that day!"