



## DAMROSCH HONORED ON SEVENTY-FIFTH BIRTHDAY

Walter Damrosch, NBC Music Counsel, was hailed as America's leading ambassador of music appreciation and music understanding, in an address by David Sarnoff at a luncheon given by him at the Hotel Pierre, New York, on January 28, in honor of Dr. Damrosch's seventy-fifth birthday.

In his tribute to the dean of American conductors, Mr. Sarnoff lauded him for his Music Appreciation Hour and the service he has rendered the youth of America. In conclusion Mr. Sarnoff declared, "We honor you, Dr. Damrosch, for your worth as a man, for your manners as a gentleman, and for your kindness as a friend."

Acknowledging the tribute paid him, Dr. Damrosch described his advent ten years ago into the field of broadcasting, and also the enormous strides made in the decade of the National Broadcasting Company's history.

"Radio has been improved so much," Dr. Damrosch declared, "since those early days that you can get a real thrill out of music which is sent over the radio. The weekly performance of the opera is for the country at large a revelation, one that can be easily understood because, after all, opera is the most picturesque and the most fascinating form to the average music lover to enjoy."

Following the addresses, a "million dollar" mixed quartet, including Rosa Ponselle, Lily Pons, Lauritz Melchior and Susanne Fisher, sang "Happy Birthday" to the distinguished musician, and Dr. Damrosch was presented with an illuminated birthday cake. As a finale a group of eight little girls from New York Public School No. 6, representing the millions of children who listen to Dr. Damrosch's weekly broadcasts, presented a large basket of flowers.



WALTER DAMROSCH cuts his birthday cake while Mrs. Damrosch, David Sarnoff and John D. Rockefeller, Jr., look on.

## Radio Tube Saves Lives in Flooded City

*Special to the NBC TRANSMITTER*

"Family at 153 First Street needs medical attention at once! Please rush doctor!"

"Five persons reported marooned on roof at Twelfth and Main Streets. Attention, police boat five!"

Such were the calls that rang out night and day over the state highway patrol radio system at Portsmouth, Ohio, during the recent flood disaster. Police were clearing most of the calls for help to Red Cross, relief officials and volunteer rescue workers.

It was an important service in the marooned city, without which many more lives might have been lost.

So when state patrol officers frantically searched out NBC's mobile unit crew from WTAM one dark night they got immediate attention. A tube had been blown in the police shortwave equipment and the sending apparatus was disabled. Did NBC have a suitable tube?

Engineers Alvin McMahon and Frank Whittam were sorry. They did not carry that type of tube in their equipment. Announcers Tom Manning and Bromley House were there and suddenly Manning burst out with:

"I know a movie operator here. Let's get him . . . quick. There's just a chance. . . ."

Yes, the operator knew the location of  
(Continued on Page 9)

## EQUESTRIENNE



SELMA WICKERS smiles proudly upon the prizes she won for excellent horsemanship.

Although agile Selma Wickers finds plenty to keep her on the jump as secretary to busy commercial program manager, Bertha Brainard, Miss Wickers still finds time to indulge in her favorite hobby, horseback riding. On the night of January 29 she was one of the many entrants in the Metropolitan Equestrian Club's winter show at the Squadron A Armory in New York City. With twenty-seven other riders, she competed for honors in the hunter hack class. After an hour's deliberation the judges announced the prize winners among whom Miss Wickers was named as the winner of the second place award—the red ribbon.

In the utility saddle horse class, with seventeen in the competition for honors, Selma Wickers carried off the first prize which consisted of the much coveted blue ribbon and silver loving cup. Miss Wickers' mount in both competitions was Monkey, her favorite steed.

Miss Wickers accomplished all this with merely three years' riding experience behind her; an enviable record for any equestrienne with so little training. She does most of her cantering on weekends in a riding academy in Holis, Long Island.

PHOTO BY WM. HAUSSLER

Tune in on the NBC BRASS BUTTONS REVUE OF 1937, Saturday, February 27, 4:00-4:30 P.M., NBC Red Network—coast to coast.

## WHO'S WHO IN THE NBC NETWORKS

### Introducing—DON E. GILMAN

A tall, dark figure with a quick, quiet step and a countenance that sometimes looks like Abraham Lincoln and sometimes like Rachmaninoff, Don E. Gilman, Vice President in charge of the Western Division of the National Broadcasting Company has been engaged in the business of communicating ideas to large groups of people all his life.

Born in Indianapolis of a newspaper family, he was printing his own paper by hand before he was out of short trousers, and when he was twenty-three years old he was superintendent of plant on the *Indianapolis Sentinel*. Then he came West and was superintendent of a group of papers on the coast when he entered advertising.

One of the outstanding qualities of NBC's western head, in all the enterprises in which he has engaged, has been his knowledge of the jobs of his subordinates and his ability to calculate the exact needs and values of each. Partially, this comes from the fact that he has performed many of their jobs himself, at one time or another, and partially from his uncanny faculty of collecting information without appearing to do so—this frequently baffles people who find it hard to comprehend the source of his swift perception and dynamic energy which is masked by a manner almost boyish in its simplicity and amiability.

Characteristically, while he was becoming a dominant personality in the advertising field, serving as chairman on the committee which secured passage of California's Honest Advertising law, serving as president of the Pacific Advertising Clubs Association and vice president of the Associated Advertising Clubs of the World, he was continuing studies he had started years before, in electrical engineering and was experimenting for his own pleasure, with radio. So when he joined NBC in 1927 it was with an equipment of technical information which, occasionally, astonished engineers. In 1929 he was made vice president of the division which now stretches from KGU in Honolulu to KGIR and KGHM in Montana, a domain whose needs in entertainment are necessarily its own since time-difference shuts it off from much of the East's fare, and yet which has influenced other portions of the country enormously in program technique.

Like most successful men Mr. Gilman has hobbies. He likes books and reads much biography and history, economics



DON E. GILMAN  
*Vice President in Charge of NBC Western Division*

and sociology. He plays the piano as well as many of his artists although few, except close friends, ever hear him. He likes golf and football, especially in the company of a young man whom a whole continent loves and knows as Jack Barbour of "One Man's Family," but who is Page Gilman, only son of the NBC executive, in private life.

Mr. Gilman is president of the San Francisco Commercial Club, a director of the San Francisco Musical Association, and vice president of the Young Men's Christian Association.

### THREE NEW NBC STATIONS

Recent additions to our networks which make the total number of NBC stations, 117, are WGBF in Evansville, Indiana, WBOW in Terre Haute, Indiana, and KOB in Albuquerque, New Mexico.

WGBF is owned by Evansville on the Air, Incorporated, and is managed by Clarence Leich. The station operates on a frequency of 630 kilocycles with a power of 500 watts.

WBOW, the only station in Terre Haute, is owned by Banks of Wabash, Incorporated, and its manager is William Behrman.

KOB, "The Voice of New Mexico," is owned by the Albuquerque Broadcasting Company. T. M. Pepperday is president of ABC. KOB operates on a frequency of 1180 kilocycles with a power of 10,000 watts.

The total daytime power of all the 117 affiliated NBC stations equals 1,832,650 watts.

## TOSCANINI TO DIRECT NBC SYMPHONY CONCERTS

David Sarnoff, president of RCA and chairman of the board of the National Broadcasting Company, announced the return of Arturo Toscanini to America for a series of broadcasts over NBC in this statement:

"On behalf of the National Broadcasting Company and the other members of the RCA family, I invited Maestro Arturo Toscanini, the world's greatest conductor, to return to America and broadcast a series of symphonic concerts with the National Broadcasting Company Symphony Orchestra over its nationwide networks.

"In order to place before the Maestro the possibilities of this proposal and to discuss with him the matters involved in such an undertaking, I sent Mr. Samuel Chotzinoff, the celebrated music critic, and intimate friend and great admirer of the Maestro, to Milan, Italy, the home of the conductor.

"With the aid of modern means of communication, including the transoceanic radio telegraph and radio telephone systems, the negotiations were expedited and a contract has been signed covering the exclusive services of the Maestro in America for these radio concerts.

"This series of non-commercial programs will be given the widest possible distribution over the air, and will be presented to the listening public as sustaining broadcasts of the National Broadcasting Company.

"A good deal of preparation must precede this effort, but the concerts will begin at the end of the present year.

"We are delighted to be able to secure the return of Maestro Toscanini to America. His incomparable genius will further stimulate and enrich musical appreciation in our country. In NBC we are pursuing the policy of giving to our millions of listeners the greatest artists the world has to offer.

"The opportunity to bring his message of music to the countless millions of American listeners has made a great appeal to the Maestro. This is evidenced in the radiogram which I received from him this morning:

"My dear Mr. Sarnoff:

I am very happy to accept your invitation to broadcast a series of symphonic concerts over the National Broadcasting Company networks. It is a great pleasure for me to think that I shall be able to put myself once more in touch with the radio public which gave me in my last season with the Philharmonic the greatest proof of its appreciation and sympathy.

ARTURO TOSCANINI"



## APPOINTED NEW YORK PERSONNEL MANAGER



DWIGHT G. WALLACE, until recently an executive with the Housing Division of the Public Works Administration in Washington, D. C., has been appointed personnel manager in New York. He succeeds C. W. Fitch, who is now business manager of the Program Department.

Mr. Wallace already has assumed his new duties in his office in room 308. He is in charge of employment and welfare work among employees.

Mr. Wallace comes to us through devious and interesting channels. He was born in the corn huskers' state of Nebraska but he spent his childhood in the film city of Los Angeles where he received his early education. He was trained in architecture and, after six years of this work at Los Angeles, he went to Chicago where he opened an office of his own in 1916.

Mr. Wallace's business in Chicago was interrupted by the War in which he served until the armistice was declared. After the war he returned to his architectural work in Chicago. In August, 1932, he closed his office to take a post as a departmental executive of A Century of Progress in Chicago.

When the World's Fair closed, Mr. Wallace left Chicago and began his work with the PWA staff in Washington.

### *Flash!*

The NBC BRASS BUTTONS REVUE OF 1937 goes on the air Saturday, February 27, 4:00-4:30, on the Red Network—coast to coast.

Be sure to tune in on this extraordinary extravaganza of aerial entertainment featuring the rising stars of the guides, pages and other members of the New York Guest Relations Staff, supported by Jerry Sears and his orchestra.

## NBC CLEVELAND

By Bob Dailey

Pearl Hummell has been named auditor and office manager of WTAM to fill the vacancy caused by the sudden death of John R. Kelley.

Miss Hummell served as bookkeeper for Mr. Kelley several years ago, but previous to that time was accountant for the Masonic Temple association in Cleveland. Recently she conducted her own practice as a public accountant.

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If practice makes perfect, then WTAM should have some of the best ping-pong artists in the country. Some of the more ardent fans even miss their evening dinners and brave the wrath of their help-mates to get in a few games after office hours.

Now, these warriors of the ping-pong paddle have decided to boast their prowess throughout Cleveland and have challenged WGAR, NBC's Blue outlet here, to a tournament.

The team included Derek Caplane, Red Quinlan, Ben Silverberg, Ray Morton, Harold Waddell, Harold Gallagher, I. Goetsch, Paul Gershman and Russell Carter.

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Bad luck has dogged the footsteps of Derek Caplane, young-man-about-WTAM, during the past month. But a few bad breaks failed to stop Derek from buying an engagement ring for a young Cleveland singer.

For several months Derek has been attending Bank Night at his neighborhood theater, but his name was never called. So, one Monday night, when it was time to leave for the theater from the station, Derek decided to stay and play ping-pong instead. There wasn't much chance of his winning the \$100 bank night award, anyway. At least, that was what he thought.

The next morning he learned that the odds had turned, and his name had been called, but not being there, another name was selected.

Derek experienced many a moment of regret for not having followed his Monday night custom. Figuring that there was only one chance in 200,000 that the name of Derek Caplane would come up a second time, Derek suppressed a strong urge to go to the theater the following Monday night. But it did happen! And this time he lost \$150.

There were several feature stories in

## Miss MacRorie Addresses Radio Aspirants

Miss Janet MacRorie, head of Continuity Acceptance, spoke before Loire Brophy's Job Clinic at the Herald-Tribune Building, on February 10, on the types of work open in the field of radio.



JANET MACRORIE

Miss MacRorie discussed the functions of each of the different branches of broadcasting, and some of the qualifications for positions in the various departments.

It is well known how many people of all ages are glamour-struck by radio, and anxious to break into the field, yet a large number of them seem to have rather hazy notions of their own equipment for the work and of the requisite talent for each department.

Accordingly, Miss MacRorie described the mechanism of such departments as engineering, program-building and production, selling and promotion, music, sound effects, press, and the numerous branches of a broadcasting organization like NBC. In this way, the speaker gave her large and interested audience a detailed picture of the jobs-in-radio situation as a whole. And Miss MacRorie spoke with the authority of her experience in radio and allied fields of commercial broadcasting.

the local newspapers about him, but no one can convince "Hard-Luck Caplane" that publicity is worth more than cash—especially for a young fellow about to be married.

✓ ✓ ✓

Division Manager Vernon H. Pribble and Program Director Hal Metzger attended the annual convention of the Ohio Broadcasters Association in Cincinnati this month.

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WTAM FLASHES. . . The flu sick list includes Chet Zohn, Fred Wilson, Bert Pruitt and Jesse Francis. . . Kathryn Burke joins station's forces as switchboard operator. . . E. S. Leonard, WTAM head engineer, off to Florida for vacation. . . Dorothy Crandall, staff pianist, to New York for ditto. . . Vern Pribble telling all comers about antics of the young cocker spaniel which follows his two daughters about. . . Agnes Anderson joining artist staff as ballad singer.

## EIGHT HOURS OVER THE FLOOD

An exclusive interview for the readers of the NBC Transmitter with NBC's flying reporter, Gene Hamilton, who recently returned to Radio City from a special broadcast of the flooded regions.

Someone said he was in studio 3A standing by for the RCA Metropolitan Opera broadcast, so we hastened to that studio and cautiously walked in through a door marked "On the Air." There he was, comfortably slouched in one of those stiff, folding metal chairs, reading the funnies. He seemed so peaceful we disliked to disturb him but we just had to get our story. And we're glad we asked him for it because Gene Hamilton had an exciting story to tell. Here it is in his words:

"As you will probably remember, I flew to Chicago last week to be on hand for the NBC coverage of the flood. I was raring to go when I got there, but I was told upon arrival that the preparations were not complete so I hid myself to a hotel and checked in, looking forward to a leisurely time. But it wasn't for long—the next day at the break of dawn, five-thirty, I was routed out of bed by a 'phone call from the Merchandise Mart studios ordering me to be at the Municipal Airport at eight o'clock.

"I was far from being excited. I was grumpy! It was the earliest hour I had been roused out of my slumber in years.

"At the airport I met C. L. Menser, Chicago's production manager, trying his best to look wide awake. Along with several bleary-eyed newspaper reporters and photographers, we hopped into a giant United Airline plane which took off at eight o'clock on what was to be the first complete coverage of the flood disaster by airplane.

"After the ascent, and the plane had settled on an even keel, the newspapermen with typical ennui went right back to sleep in their seats. I was just really beginning to awake and my blood began to tingle with excitement as the plane headed south for Evansville.

"At ten o'clock we reached Vincennes and the newsmen reawoke to get our first glimpse of the flood waters where the Wabash and White Rivers converge into the Ohio River. Beyond Vincennes the Wabash was about ten miles wide.

"Further down the river the water was so deep we had difficulty picking out submerged cities, even with the aid of maps.



Announcer Gene Hamilton (left) and C. L. Menser, Chicago Production Manager, take turns at the microphone while they fly over the flooded regions in the first complete coverage of the flood by airplane. Frank Schnepfer, Chicago engineer, took charge of the portable equipment.

The only visible landmarks were an occasional church steeple or building roof. We were flying at an altitude of about ten thousand feet and occasionally we would swoop down to get closer views of the disasters. During these nose-dives we got close enough to earth to catch such tragic sights as struggling people clinging on roof tops as the water rose rapidly around them, women and children frantically paddling improvised rafts, and live stock swimming about helplessly. Even the hardened news reporters gulped a bit at these awful sights.

"When we reached Evansville we found it three-quarters under water. It looked like Venice, from above, with its canals and lakes instead of streets and parks. We could spot the tops of automobiles, barely visible above the surface of the water in parking lots. In one spot a bridge trestle had been torn loose and now lay across a highway. Snow, setting off sharply the coffee-colored swirling waters, was visible on all high points.

"At the request of the photographers we swept down close to Evansville to get close-ups. In spite of the tragedy down below I could not help but smile during those descents when the photographers practi-

cally came to blows fighting over the window which offered the best views. There they were fighting for 'scoops' while below people were fighting for their lives. It's a funny world, isn't it?

"The most pathetic sight, I think, in Evansville was a large crowd of people perched on top of a grand stand—possibly a ball park—while the water slowly engulfed the stand. Another was a little white dog fighting to keep atop a floating bale of hay. What got me was that they were helpless, and we were safe but unable to save them.

"From Evansville we headed for Cairo where the water was deeper in the surrounding country outside the levee. We got a bit nervous for ourselves at this point because there were no places to land if it would have been necessary. It was almost like flying over an ocean."

At this point Milton J. Cross at the Metropolitan Opera House made one of those unexpected

pauses during the intermission of "Siegfried" for station identifications and Hamilton jumped up to the microphone to make a "local."

"Let me see," continued Gene Hamilton as he slouched back into his chair, "where were we when Cross made that break?"

"You were heading for Cairo," we urged, waiting for him to continue his exciting account of the flood.

"Oh, yes. Well, when we got to Cairo it was almost completely surrounded by high water held in check by a levee. People were working like ants moving sand bags from person to person to reinforce the levee. Locomotives carrying gravel and stone to strengthen the water walls puffed and skidded on submerged rails. The citizens of Cairo were a frantic people fighting against nature to save their city. Even a neighboring town, New Madrid, had been sacrificed to save Cairo. Part of the spillway which protected New Madrid had been dynamited, flooding the town, to "detour" the flood waters away from Cairo.

"We continued flying southward until we reached Irwin S. Cobb's beloved city, Paducah, Kentucky, the proverbial home

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## STAMP CLUB NOTES

The First Annual Dinner of the NBC Stamp Club was held in the New York Room of the Gateway Restaurant, RCA Building Concourse, on Monday, February 15.

Among the invited guests, who joined the members of the Club for what promises to be the first of many annual celebrations, were Harry Lindquist, head of the National Federation of Stamp Clubs, Daniel Kelleher, prominent philatelist of Boston, Captain Tim Healey, NBC stamp commentator and Frank Reynolds of the Statistical Department.

Following the dinner, drawings for prizes were won by Frank Parkyn, Saul Sharrow, Edmund Whittaker and Walter Moore. The drawings brought forth such amusement that Captain Tim Healey furthered the proceedings by announcing a personal donation of two one-year subscriptions to *Stamps Magazine*, which were won by George Milne and Frank Reid.

Each of the invited guests was called on for remarks and responded briefly.

The committee for the affair consisted of Walter Moore, George Milne and Robert Morris.

Izaak Walton Department: Everett Mitchell, senior Chicago announcer, and William E. Drips, director of agriculture, were among the first to enter the Clear-water kingfish tournament when they were in Florida for a National Farm and Home Hour broadcast recently. Everett's entry was a 12 pound, 3 ounce king (which Don McNeill, M.C. of the NBC Jamboree from Chicago, who was on the scene insisted couldn't have weighed more than 10 pounds) while Drips' name is entered on the books with a 9 pound, 2 ounce entry.

Last month 1,454 applicants were interviewed by the New York Personnel Office. Twenty-nine were engaged for temporary jobs and a few others along with several NBC employees were engaged to fill fifty-six permanent positions.

On January 27, 1937, Personnel Manager Dwight G. Wallace posted a bulletin inviting NBCites in Radio City to cooperate with the Red Cross in the collection of funds for flood relief. To date, slotted boxes placed on receptionists' desks throughout the office and studio sections have yielded \$385.11.

## THURMAN HEADS GUEST RELATIONS DIVISION

Charles H. Thurman, former assistant manager of the New York Guest Relations Division, has been named successor to Gordon H. Mills, former manager, who was appointed to the New York Local Sales Division, February 1.

Mr. Thurman came to us from Chicago last April as supervisor of the Mail-Messenger Section. His assistants in his new post are W. G. Martin and F. Gerald Wolke, former studio operations supervisors.

Walter Davison will be in charge of tour promotion, replacing W. G. Martin. Earl Harder takes the post vacated by



THE NEW GUEST RELATIONS triumvirate optimistically looking forward to and planning for a record-breaking summer in NBC Studio Tours. They are, in the usual order, W. G. Martin, F. G. Wolke, and manager C. H. Thurman.

Mr. Wolke and James J. Goode will remain in charge of the control desk, with Ary Moll and Charles Whalen as assistants.

## NBC HOLLYWOOD

by FRANCES SCULLY

February activities were highlighted by a visit from Major Lenox Riley Lohr, who spent a couple of days in Hollywood discussing plans for studio expansion, and meeting department heads. Although he was snow-bound twice en route to sunny Hollywood, the best we could do was a miniature flood. However, the Major's motor trip to San Diego with Walter Baker at the wheel, proved a scenic treat, even though they made several detours, caused by flood washouts.

With sixteen TC programs and seven coast shows emanating from Hollywood and keeping all forces up to their necks in work, Hollywood is going full steam ahead. This month, personnel additions include Jack Votion, formerly of Paramount studios, added to Artists Bureau as associate of Dema Harshbarger; Myron Dutton to the program department as a producer; Karel Pearson transferred from San Francisco to Traffic Department, and Ralph Amatto assigned to Claude Ferrell's corps of combined "janitor and property men."

Producer Walter Bunker is receiving congrats from the gang. He recently collaborated on a story that netted him a tidy sum when RKO bought it. Now he's working on another, which has mighty bright prospects.

Publicity Director Harold J. Bock recently paid a visit to W. C. Fields, who has been confined to a Pasadena sanatorium for a year. When Fields was forced to give up his screen career, little hope was held for his life. He told Bock that there was only one thing that saved his life, and that was radio. "It has kept up my morale all these months," he said, a little weary, but his health very much on the mend. "I have my dial tuned to KFI and KECA (NBC) all day and haven't missed a program. And when I come back to pictures I can honestly say that it was radio that brought me back." Incidentally he was delighted when he learned that Lum and Abner were in Hollywood, so the Pine Ridge boys are planning to pay comedian Fields a visit.

Now for some quick flashes . . . Marvin Young, production manager, keeps the lads and lassies around the studio well supplied with eggs. He owns a chicken ranch. . . . Walter Baker is now night manager . . . the Melrose Grotto, the NBC noontime eatery, has a new sandwich "The Swallow Special" which the boys order when they want a roast beef sandwich on whole wheat bread. Manager John Swallow, who never eats anything but this particular combination, feels now that he has done something towards promoting his favorite dish.

## NBC DENVER

By Charles Anderson

The news of the hour is the departure of Bill Stulla, announcer, for a hospital bed to undergo an operation that will keep him out of active service for a month. We all wish him the best of everything and hope for his speedy recovery.

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Engineers and announcers have begun getting in training for some more early rising. The station now goes on the air at 6:30 and that means early to bed if the work is to be done. Joe Gillespie is the "up and attem" for announcing while Bill Williams draws the engineering assignment.

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Things are quieting down after the National Western Stock Show and Rodeo held in Denver recently. KOA handled daily shows from the ringside and in doing so provided staff members with plenty of excitement. Imagine, if you can, the joy of being in a box right next to the pen in which the wild horses and Brahma steers were made ready for their entrance into the arena. During one broadcast this correspondent perched himself atop the pen to catch the roaring of the steers, hoping it might add to the "color" of the broadcast. Now, the fitting climax to this item would be the statement that he fell into the "Bull" pen, mike and all. No, my friends, he lived to tell the tale because he saw to it that with every wild lunge of the bull the aforementioned announcer (and would-be author) made an equally wild lunge in the opposite direction.

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During the "cold snap" Derby Sproul, Continuity Department, began to doubt the wisdom of establishing his domicile among the famed Colorado Rockies. He and the family have been living at his mountain home in Turkey Creek about twenty miles from Denver. A rising thermometer has, however, renewed his enthusiasm for the wide open spaces.

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A partial list of camera addicts includes Engineers Perry Peregrine and Carl Schuknecht and Announcers Bill Stulla and Joe Gillespie.

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Joe Rohrer, Engineering, calling all "hams" from W9EYN on 14,212 Kc. Give a listen.



Who said "nothing ever happens"? . . . They've been happening plenty to John Bell, page supervisor, in the last few weeks. . . . First, of course, was his New Year's Day wedding, as reported in the last issue of The Transmitter. Shortly after the newlyweds moved into their new home it was robbed and a considerable amount of valuables were stolen. . . . On a Tuesday morning, recently, John spied something shiny on the floor of a studio corridor. . . . It was nothing less than a 72 diamond, \$8,000 brooch. . . . John turned it into Lost and Found Department where it was claimed by Mrs. Jack (Baron Munchausen) Pearl. . . . It's no "whopper" when we say he was handsomely rewarded. . . . The payoff being \$50 John took friend wife to a movie as part of the celebration of their good luck, and came away with a five-spot—it being Bank Night at that particular theater. Nice going, John.

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Walter Clark should receive a prize of some sort for finding an honest man. . . . An unknown tourist recently approached him and said, "Lookit, Buddy, I'd like to take your Studio Tour, but I only have 38c. Will you lend me two cents?" So Wally loaned him the two cents, and by golly, next day the chap came in and paid him back. . . . Someone phoned the telephone operator last night and said she had a ticket for "The Sealtest Saturday Night Party." Then she wanted to know if she had to wear evening clothes and could she come without an escort. . . . Arthur Hungerford has given up commuting from Harmon, N. Y., for the winter, and can be found (if it all) on West 71st Street. . . . Dorothy McBride and Mabelle Howarth of the Script Division now own two tiny turtles, a gift from Frank Wilson, author of "The Bishop and the Gargoyle." . . . They have been christened Dorothy and Mabel. . . . If it wasn't for Mrs. Weiss, the matron in the Studio Section, some of the pages would have to do their own sewing on of buttons.

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Enid Beaupre of Sales Promotion likes to take indoor pictures. . . . Did you hear about the guide who inadvertently requested his group on a tour not to "talk" when what he meant was "smoke." . . . Result: the tour was well under way before he found out why the folks didn't

## NBC CHICAGO

by Bob McCoy

Off to the Florida sun and sand has gone genial Evelyn Partridge of the Executive Office. Having a winter vacation and returning with a golden tan are probably the cruelest things Miss Partridge could do the rest of the office.

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Once again mail room's Frank Blatter makes the Transmitter. No, that hockey team hasn't emerged from the stage of being a horrible dream yet, but Frank has gone and won himself a first prize medal for figure skating in the Forest Park District competitions, gave an exhibition in Elmhurst, and has built an ice sail which he expects to slide up to Fox Lake, Ill. That rather constitutes a full program of winter activities—enough even for the hardest devotee of Saint Moritz, Sun Valley—or Fox Lake.

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Replacing Bill Hay in Network Sales is Joe Hartenbower, formerly of Local Sales Division. At Mr. Hartenbower's old desk is Charles Hotchkiss, who came to Chicago to avoid the rigors of the extreme California winters.

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A. M. Elrod, who is the entire executive board of the Golf Tournament Committee, has already begun collecting "dues." The money goes to buy prizes for the tournament which will probably be held early in the spring. Players to date in this all-amateur competition are: Rudi Neubauer, K. Christiansen, George Vlach, Ed Cerny, Frank Blatter—with others entering later.

ask the usual questions. . . . John Cusamano of Sales received a gift of a pair of bright red diamond socks. . . . All he is waiting for is sufficient courage to wear them. . . . First Aid Section received a very nice letter of appreciation from The Biow Company for its prompt and efficient service when one of the members of the company was seized with an appendicitis attack while in the studios. . . . Fourth floor corridors have taken on a bedlamistic attitude, of late, with Sound Effects Division being quartered there. . . . Sounds of screams, bird calls, fire sirens and bells tolling, roll up and down the hall all day long. . . . The clock in Special Events is 0.01 seconds fast, according to the Maintenance Division. . . . No, children, a split network does not have anything to do with early morning calisthenics.

—WALTER MOORE



# WINNERS IN FEBRUARY PHOTO CONTEST



*First Prize*—"Smoky Local," entered by Don Gardiner of New York Guest Relations, was unhesitatingly given first prize. It is packed with drama and speed and is taken from an unusual angle. Two on the aisle for White Horse Inn await you, Don, at the Transmitter office.



The judges thought "Mirror Lake," submitted by Theresa Pentecost, so good it deserved Honorable Mention. Sorry we haven't more prizes to offer.



*Second Prize*—This splendid shot of "Hall of the RCA Building" was taken by Harold McConaghy of the New York Engineering Department with his Leica and won him two tickets to the Radio City Music Hall.



"Queen Anne's Cottage" was taken by E. P. H. James on a recent trip to the Mother Country and receives Special Mention.

## RULES FOR PHOTO CONTEST

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 the 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 March contest must be in by March 8.*

# NBC TRANSMITTER

Published for and by the employees  
of the National Broadcasting Company  
from coast to coast.

VOL. 3 FEBRUARY, 1937 No. 2

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NBC TRANSMITTER

Room 284

Circle 7-8300, Ext. 220

## FOR YOU

From the not too distant past we hear the revival of an old cry for an all-NBC athletic association, uniting and promoting all company group activities under one smoothly functioning body. The NBC TRANSMITTER feels that this new attempt is in capable hands; therefore, we urge all NBCites to give it their whole-hearted support.

Splendid efforts are now being exerted by an earnest group of employees who, we hear, are soon to call a general meeting for the election of a permanent organization whose primary purpose will be to promote an NBC athletic association.

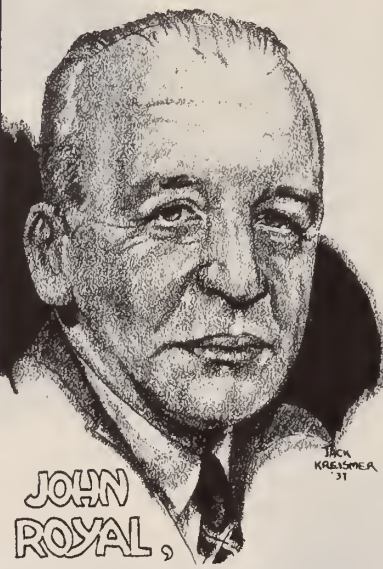
The plan is self-laudatory. No editorial praises need be raised in exaltation. But obviously enough any plan, however worthy, will be of no avail unless whole-hearted active support is given it. Therefore, we urge all NBCites to take part in this movement and, when the time comes, to cast their votes for employee representatives who will form a committee to take charge of and to execute a plan for our collective benefits.

Since this proposed athletic association is for and by NBC employees we cannot, at this point, reiterate too much that your full support and interest are essential to materialize the plan.

In the meantime the NBC TRANSMITTER will keep you informed of the latest developments and progress made in this direction.

## RADIOODDITIES

FOR NBC  
TRANSMITTER READERS



VICE-PRESIDENT IN CHARGE  
OF PROGRAMS, RAISES  
ANTS AS A HOBBY.



IT TAKES AN ENGINEER 3  
HOURS TO CHECK 325 NBC  
ELECTRIC CLOCKS IN RADIO  
CITY. THE CLOCKS ARE  
CHECKED DAILY.



STUDIO 8H IN RADIO CITY IS  
THE LARGEST BROADCASTING  
STUDIO IN THE WORLD—LARGE  
ENOUGH TO ACCOMMODATE A  
THREE-RING CIRCUS!

## LISTENER REACTIONS

by Ruth M. Crawford, Audience Mail Division

Even a flood couldn't dampen the enthusiasm of this music lover:

"The Valkyrie" was received by me and my family with great pleasure. We listened to the third act under conditions which may interest you.

"My home is surrounded by water. I had gotten a good supply of coal from our basement but the waters are staying up so long that we are running out. This morning I fished out a long piece of wood which was floating by our house. It was 20 feet long. I have been gradually pushing it into the fire as it burned, and thus saving in coal.

"While we sit in front of our fire, we are enjoying the richness of your broadcast. It has made us forget all about the flood. It has carried us back to the great story of Richard Wagner and his wonderful compositions. We listen every Saturday to the broadcast of Grand Opera. What a treat to have Grand Opera brought to our home in the manner in which you bring it.

"Wheeling Island, Wheeling, W. Va."

AFRICA SPEAKS . . . . .

"Woodstock, South Africa.

"I often 'listen in' to Radio City from 6 to 6:30 A.M. (whilst getting ready for work) and check my electric clock by your studio clock. They both agree. After that you 'fade out' as our Johannesburg station comes on the air for Physical Exercises."

"Iambi Mission Hospital, Tanganyika Territory, East Africa.

"Your broadcast of the Messiah from Chicago on the 21st of December was greatly appreciated out here in the jungles of Africa. . . .

"I have just listened to 'The Magic Key' program tonight (afternoon over in New York and it was very good."



## NBC BOSTON AND SPRINGFIELD

by Edward B. Hall

During January and February WBZ twice played host to the Advertising Club of Boston in connection with a series of round-table meetings on radio advertising, over which Mr. John A. Holman, General Manager of WBZ and WBZA, had been invited to preside. The first of these forum meetings at the studio featured Dwight A. Myer, WBZ Plant Manager, and John F. McNamara, Program Director, as principal speakers. Mr. Myer, whose difficult assignment it was to explain the technical aspects of radio broadcasting to a group of laymen, succeeded in presenting an admirably clear and interesting picture of what happens to sound impulses on their journey from the microphone to the home radio receiver. Mr. McNamara then proceeded (with characteristic eclat) to discuss the manner of building and presenting programs. This subject he enlivened with practical demonstrations, calling on members of the audience to participate. Production manager Jack Wright demonstrated sound effects.

Sales manager Gordon B. Ewing was the "lion" of our second Ad Club forum, speaking ably on network alliances and sales methods in radio. WBZ was gratified to have the Advertising Club of Boston elect NBC and Mr. Holman to supervise its meetings on radio.

The banns have been published for Norman E. Whittaker (Sales) and Miss Alfreda Carlson, secretary to Charles S. (Cy) Young, WBZ Office Manager. The announcement of their engagement came as a delightful surprise to the entire staff. Even Gordon Swan (Traffic) got lyrical on the occasion and tossed off an epithalamium—which is the Latin (we hope) for "swan song." No date has been announced for the nuptials, but Whit's colleagues predict May or June.

Miss Evelyn Billet is the latest addition to the WBZ Sales Department. A native of Ohio and graduate of Boston University, Miss Billet lays claim to no special hobbies or other extra-curriculum activities. Questioned as to her participation in sports, she countered, "Do I look like an athlete?"

WBZ and WBZA have applied to the FCC for permission to step up transmitting power from 50,000 to 500,000 watts.

A new transmitter is contemplated at Provincetown on the tip of Cape Cod, supplanting the present one at Millis, Mass.

Celebrities who have recently appeared at the NBC Boston studios: Hildegard . . . graciously posed for Amateur Photographer Cole (Sales Promotion) in Studio B after her broadcast . . . Jerry Belcher . . . never at a loss for the appropriate thing to say on any occasion . . . made friends with everybody in the place. . . . Dr. A. Lawrence Lowell, president-emeritus of Harvard . . . showed keen interest in Salvy Cavicchio's vibraphone . . . chatted affably with announcers and operators, but gave newshawks a wide berth . . . insisted on being taken down the back way via freight elevator to avoid cameramen stalking him in foyer . . . manifestly enjoyed the ruse.

There were those at 'BZ who sniffed and curled the lip at Miss Bernie Johnson's flare for collecting paper match covers. But she has been vindicated by two gallant gentlemen within the organization, Walter Moore (New York) and Rex Maupin (Chicago), who have stepped forward with offers to delve into their own rich muniments and exchange duplicates with Miss Johnson.



WTAM's sturdy crew who came to the rescue with a much needed radio tube for the Portsmouth police radio system. They are, from left to right, announcer Bromley House, engineer Alvin McMahon, announcer Tom Manning and engineer Frank Whittam.

## Radio Tube Saves Lives

(Continued from Page 1)

such a tube . . . in the sound equipment of a theater at the other end of the town. But it was night, the city was flooded. How could they get there?

"We'll make it all right," came from red-headed Manning. "Let's get going!"

Through three miles of swirling current the two men rowed down the city's flooded streets, dodging debris and overhanging wires with the aid of a dim flashlight.

Up to a balcony exit the men rowed. By prying the door open, they were able to push the boat into the interior. Climbing over rafters and curtains, they finally got their hands on the precious tubes—intricate instruments with which the police might save many lives and prevent suffering.

Over the marquee and back through the pitch-dark streets the men rowed, finally arriving at the temporary police radio headquarters.

It was a happy and thankful group of police operators who carefully took the tubes and soon had the emergency service back in operation once again.

Not until calls started to flood the air again with, "Get marooned family at Genesee dock" and, "Red Cross wants a doctor at headquarters right away" that Manning was satisfied and could row away to his companions.

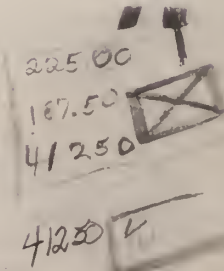
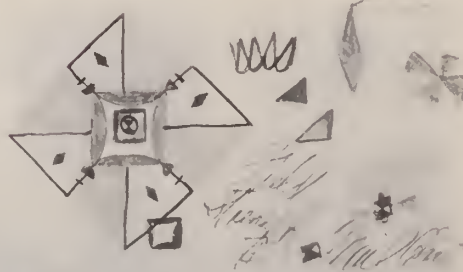
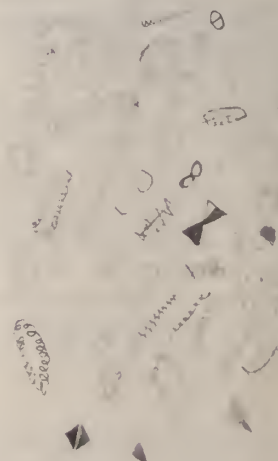
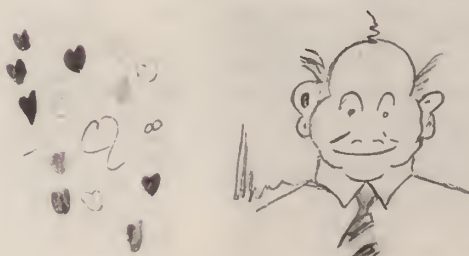
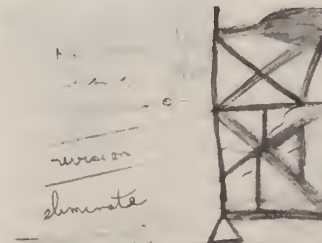
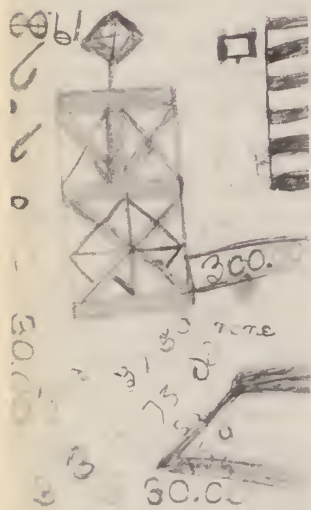
It was a smiling red-head who wrapped himself in a blanket for a few hours sleep that night—a tired, but smiling red-head.

—BOB DAILEY

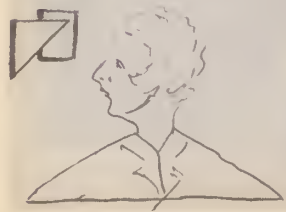
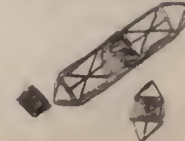
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NIGHT

**W**e apologize to our readers. We bow our heads in shame. The other day we wanted to "scoop" the year's first meeting of the NBC station managers up in the president's board room but, for the first time, we arrived late—alas, so late, everyone was gone. The board room was completely deserted. However, we found these "doodles" bearing mute evidence of what went on during business interludes or, perhaps, periods of deep concentration. Please forgive us another failing, — we were unable to ascertain the artists of these objets d'art.....



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# NAMES IN THE NEWS

## NEW YORK

### Promotions:

Wm. R. Nugent, Archibald E. Blainey and John J. Rooney are being congratulated on their recent promotions from the studio set-up staff, where they were able to observe closely the operations of the Production Division, to the Sound Effects Section.

Miss Barbara Bierman is now secretary to Guest Relations Manager C. H. Thurman.

Val Kallegeros, page, was promoted to the Traffic Department, February 10.

### Returns:

Leonard Braddock returns to NBC as executive assistant to publicity director Wayne Randall, after a brief experience in the department store business.

Laudon Haaker, former guide, returns after a long absence to reclaim his uniform and citation cord.

### Resignations:

Griffith E. Thompson resigned from the Sales Department, February 1, to head the radio department of Birmingham, Castleman and Pierce.

Miss Mary Keeler, Sales, resigned to go back to sunny California.

Miss Lenna Simpson resigned from the Audience Mail Division, February 20, to sail for Honolulu where she will be married to First Sergeant J. W. Crean.

### Transfers:

Howard Whiting, formerly of the Mail and Messenger Section, has replaced Alexander Clark, resigned, in the Script Division.

Misses Eugenia Carpenter and Doris Steen, formerly of Stenographic, have been transferred to the Guest Relations Division.

Miss Florence Schwarzer, formerly of General Files, is now with the photo desk in Press.

Miss Florence Maher, formerly in the Evening Executive Office, goes to the Guest Relations Division.

Miss Loy Seaton is now attached to the Cost Accounting office.

Miss Janet Patton has moved from Stenographic to the Station Relations Department.

Misses Helen Dawson and Doris Seiler, Stenographic, have been transferred to the Production Division and Publicity Department, respectively.

### Marriages:

Phil Sullivan, taciturn page, quietly took a four-day leave of absence last month and said, "I do" to the former Miss Mabel Frederickson of Mt. Vernon, N. Y. The wedding took place at St. Catherine's Church in North Pelham.

The Sullivans went to Washington, D. C., on their honeymoon. They are now at home at 89 Thayer St., New York City.

Andrew Ferri, Mail-Messenger Section, was married to Miss Caroline Schulke of Brooklyn, N. Y., at the Little Church Around the Corner, February 9. The newlyweds have just returned from a honeymoon trip to Washington, D. C., and are now residing at Dykes Heights, Brooklyn, N. Y.

### Sick List:

Miss Anna Sills, Sales, is home recuperating from a throat operation.

Juan de J. Almonte is still out with illness while his assistant, Robert A. Elliot, is holding the fort in the Evening Executive Office.

### Newcomers:

Replacements in the Mail-Messenger Section are Francis Barmore, Richard Eastman and Zolton Haklik.

Miss Elaine Ellsworth is Stenographic's latest newcomer.

Murdock Pemberton is the newest member in the pages and guides locker room.

### Vacations:

Guides Frank Burns and James Ralston have just returned from Florida with sufficient sun tan to prove their trip South. No sooner had they returned when Ed Keller, Burton Adams and Bud Faillace,

also of the guide staff, left for the same resort—Miami.

There ought to be another boom in Florida soon, if this keeps up.

Miss Helen Lefebvre, secretary to Reginald Thomas, Electrical Transcription, left for California on a two months' leave of absence.

Miss Helen Farrell, secretary to Electrical Transcription Service manager C. Lloyd Egner, sailed for Nassau on her vacation.

### Miscellaneous:

Paul Rittenhouse, guide supervisor, has our sincere condolences in the loss of his father, Rev. George Rittenhouse, who died on January 25 in the St. Francis Hospital, Trenton, N. J. Rev. Rittenhouse was pastor of Calvary Baptist Church, Fourth Avenue and Fourteenth Street, Brooklyn, N. Y.

Joseph K. Mason's father was killed in an automobile accident, February 4. Mr. Mason is with the Promotion Division.

Don Gardiner of the Guest Relations staff joined NBC on February 8, 1935, hoping, some day, to become a radio announcer. Two years later, to the day, his dream boat came in with an appointment to the announcing staff of Station WAIR in Winston-Salem, N. C. Don, who is a graduate of Dan Russell's incubator of embryo announcers is leaving us for his new job next month.

At long last the stork has brought an heir to Dan Russell's clan. It is still too early to determine whether he has inherited his father's linguistic ability but Mrs. Russell assures us that the little one is a chip off the old block in that he is a veritable stentor.

Our PBX girls gave chief operator Margaret Maloney a surprise birthday party on St. Valentine's Day.

There is an oil painting of the Luxembourg Gardens in Paris, now on exhibition in one of the shop windows in Rockefeller Center at present, painted by Announcer Howard Claney.

Wm. Haussler, Press, has several of his photographs in the Leica exhibit which left New York City, February 12 to go on a continental tour.

(Continued on page 14)

## NBC SAN FRANCISCO

by Louise Landis

Don E. Gilman, vice president in charge of NBC Western Division and a former newspaper and advertising man, was the principal speaker at the annual conference of the Pacific Advertising Clubs Association held in Salt Lake City recently.

1 1 1

When our field group was cut down by the influenza epidemic to a single man, "Miv" Adams, who was the lucky one, decided to take action against colds, and the fur-rims he added to his ear-phones when he had to be out on a long open-air remote control job, have been pronounced the *dernier cri* and all that sort of thing in radio circles.

Field supervisor George Greaves, George MacElwain and George Dewing were all seriously ill with the "flu" at once and "Miv" had his hands full.

1 1 1

Wallace Ruggles, of the office staff, took a step in a direction he had wanted to go ever since he joined the staff . . . he became assistant to James Lyons, sound effects technician on February 1. Keith Wordsworth replaced Wally.

1 1 1

Nomination for the most expressive pair of eyebrows at NBC: Guy Cassidy of the technical staff. Watching Guy's red eyebrows weave an arabesque across his forehead has its hazards for artists who are easily broken-up; Guy's eyebrows move up and down, independent of each other, wiggle in different directions and do everything but tap-dance when he's in the monitoring booth.

Wanda Woodward, head of the Audience Mail Division, had some embarrassing moments the other day when she was haunted by a white bunny . . . As she stepped out of a street car a big white rabbit strolled out of some shrubbery and followed at her heels with all the confidence of a pet dog. Despite the lack of a rousing welcome he received from Wanda's Burmese cat, he stayed on the premises until Wanda found a small boy in the neighborhood who was delighted to annex a pet bunny that astonished his playmates by following him everywhere he went.

1 1 1

One of the reddest top-knots and one of the most engaging smiles Hollywood has seen, are on their way to the film capital in the person of Karel Pearson of the San Francisco Traffic Department, who will have taken over the Hollywood Traffic Department by the time this sees print.

Replacing Karel at the teletype keys in San Francisco will be George Fuerst, formerly of the mail room staff, who has a notable smile of his own, and lots of that old-fashioned quality known as gumption. In his new work George will continue the schedule he has been following for several years . . . studying electrical engineering at the University of California from eight a.m. to noon, daily, and working at NBC from one to nine at night.

1 1 1

Helen Stewart, assistant to Arthur Garbett, Director of Educational broadcasts, was selected to make an appeal for funds

## "Ear Rims" New Radio Mode



"Miv" Adams of the NBC Field Group isn't letting San Francisco's unusual cold spell get him down. . . . Figuring that a radio engineer's best friends are his ears, he snipped a pair of tails off his best girl's new fox scarf and made fur rims for his ear phones. P. S. Girl friend was not amused.

for flood relief by the American Red Cross committee at Rachmaninoff's concerts in San Francisco . . . Notified of the request just as she was about to leave for home after a busy day at the office, Helen met the situation with the poise of a veteran, although she had never before performed such a duty. Looking very young, pretty, and earnest she made such an eloquent speech that she was immediately drafted for the same service at the second San Francisco appearance of the great pianist. And she performed a feat that many a radio artist might envy—she made herself heard in every corner of San Francisco's War Memorial Opera House without the aid of a P.A. system!

1 1 1

David Elton, producer of the Woman's Magazine of the Air, is the son of David Elton, Mayor of Calgary, Canada. The two Eltons keep scrap-books about each other; Dave has a sizeable book of clippings all about his dad, and the Mayor proudly shows visitors a volume of newspaper stories about his son, who started his career as a singer and announcer in Utah.

1 1 1

Some people collect stamps, some go in for shortwave, but Don Thompson, Special Events producer, and Paul Gale, Traffic manager, are going in strenuously for toy electric trains and spend hours on the floor of the Gale home with an elaborate set. The set, incidentally belongs to John and Roger Gale, Paul's sturdy young sons. The other night Paul came home to find the youngsters staging a sit-down strike on the tracks. Mrs. Gale acted as mediator and the strikers won their point — full control of the transportation system for the night.

## 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.

**AIR STORMING** written by the ever witty and often wise Hendrik van Loon is a collection of 40 Radio Talks, covering a variety of subjects, given by Mr. van Loon over NBC stations. Recommended to van Loon enthusiasts—and who isn't?

**THE PSYCHOLOGY OF RADIO** by Hadley Cantril and Gordon Allport is not, as the title would indicate, a purely academic treatise but a very practical exposition of what makes radio effective. The scope of the book is wide, dealing with listener's, broadcaster's and advertiser's angles. An important book.

**A DECADE OF RADIO ADVERTISING** by Herman S. Hettinger. Dr. Hettinger, long an authority on the selling and advertising end of radio, has written an indispensable book on radio advertising. It is not very easy reading but it is packed with valuable information and gives a complete picture of commercial radio.



## LET'S GET ACQUAINTED

### ADOLF SCHMID

His office door is marked 280. Aside from these three figures no other gold lettering designates the name or title of the occupant. Yet to the music world his name on an arrangement gives it the same prestige that Sterling does silver. In the realm of arranging, Adolf Schmid has no peers. He is "tops", according to the collective opinion of his many close associates.

When we entered his office, we saw him deeply engrossed in a work which seemed to make him oblivious to everything save the multitudinous music sheets before him on the desk and on the arranging stand. However, as we were closing the door softly behind us to avoid disturbing his concentration, we heard a polite voice bid us welcome in a kindly Viennese-accented greeting. We quickly explained that our mission was to secure an interview with him on his work. He smiled and replied that there was little to tell. But to no avail. In the best journalistic tradition we unmercilessly opened fire with the first of a barrage of questions which, as they were answered, revealed a personality rich in experience, accomplished in ability and lovable in character.

Born outside of Vienna late in the 1870's, Adolf Schmid grew to know and love music early in life. After graduating from the Royal Conservatory of Music in Vienna at the turn of the century, he went to London where from 1901 to 1903 he served as assistant conductor in both Covent Gardens and Drury Lane theaters. Then late in 1903 he was selected for the coveted post of music director of His Majesty's Theater, London, under Sir Herbert Beerbohm-Tree. For twelve years he wielded the baton as conductor of this famous orchestra. In 1915 he left England to come to America. From the time he arrived on our shores until 1932 he was, successively, conductor of the Boston Grand Opera; special conductor in America for perhaps the world's greatest ballerina, the late Anna Pavlova; conductor of the Chicago Grand Opera's Pavley Oukrainsky Ballet; conductor of the Cincinnati Summer Opera for two seasons; and later guest conductor of several other large orchestras. Finally, in 1932 Mr. Schmid joined the arranging staff of the National Broadcasting Company and has been with us uninterruptedly for the past five years. At present, he not only has regular duties at NBC but is instructor in orchestration and conducting at the Julliard School of Music as well.



ADOLF SCHMID

. . . Conductor and arranger

"How did you ever decide to become an arranger?" we asked.

"It was purely an accident," said this man whose name is known wherever music is played." It was during the time I was music director at His Majesty's Theater that Tschiakovsky's *Nut Cracker Suite* had made its appearance and was very much the vogue of the day. One day Sir Beerbohm-Tree approached me and said 'Mr. Schmid, will you transcribe the *Nut Cracker Suite* so that we can play it here?'. This was quite an assignment for me since the original composition was scored for a grand orchestra of seventy-two instruments. His Majesty's Theater ensemble had but thirty-eight musicians. But it had to be done and so it was, much to my surprise as well as Sir Beerbohm-Tree's. It was this transcription that won me my first recognition as an arranger. Encouraged by the splendid comments given my work, I devoted more time and study to the technique."

"How long does it take you to transcribe a composition like Elsa's Dream from the opera, 'Lohengrin' by Wagner?" we asked, noticing the aforementioned composition on his desk.

"It takes me from ten to eleven hours to condense the original score into a composition playable by an orchestra such as our concert ensemble at NBC," he replied.

Adolf Schmid's art may be compared to a prism which breaks down sunlight into converging and diverging colors of much beauty. A master arranger of Mr. Schmid's calibre takes a composition and divides it into the appropriate instruments to give it increased intensity, fuller richness and greater tone warmth. Just as an artist blends paints to portray what

## NBC ANNOUNCERS TO GIVE COMPLETE ACCOUNT OF BRITISH CORONATION

NBC is planning an intimate coverage of all the pomp and circumstance of the coronation of King George VI in London next May 12. Plans are being made to send our famous announcers and commentators to London to paint a perfect "American radio picture" of this great European event. Our microphones will follow the King and Queen from the time they leave Buckingham Palace for the coronation ceremonies in Westminster Abbey until they return down Pall Mall to the palace where, according to custom, George VI and Queen Elizabeth will appear on a balcony to receive the cheers of London's loyal subjects.

Special sideline features of the coronation festivities which will be of interest to American listeners, are also being arranged.

This colossal broadcast which is expected to include a pickup of the actual words of the coronation ceremony itself is being handled with the cooperation of the British Broadcasting Corporation. The programs will be short-waved to South American listeners through station W3XAL, at Bound Brook, New Jersey.

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he perceives in its purest and truest form, so must a tone artist blend the proper instruments in their proper proportions to produce the proper tone color. The more adroit the artist, the truer the interpretation. Mr. Schmid's work, for the most part, requires an excellent memory, imagination, knowledge of every instrument's limitation, capacity, that is, range, quality and color, an inborn trait to combine melodies and express oneself on paper, and a broad and thorough knowledge of music.

Adolf Schmid's most important activity at present is making orchestrations for songs of a modern, classical or operatic type. Next, arrangements for concert orchestra of original compositions occupy a good deal of his time.

Although his time is limited, he gives unstintingly of his advice, encouragement and aid to his many friends and admirers in and out of NBC who are interested in music, for he believes firmly in sharing his own appreciation of a medium of expression which he holds closest to his heart.

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Please fill out your copy of the NBC TRANSMITTER survey.

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Send in your entries to the Photo Contest before March 8.

## NAMES IN THE NEWS

(Continued from page 11)

Miss Ellen Davis, who handles trade news publicity in the Promotion Division, is resigning March 1 to join the staff of *Variety*.

Roy C. Witmer, vice-president in charge of sales, has returned to his New York office after spending several weeks on the West coast, looking over both the San Francisco and Hollywood sales departments and conferring with clients.

Robert Egan, Sales, has returned from Florida where he spent several weeks, recuperating from long illness.

## NBC STATIONS

### Hollywood Notes:

Engineer Ralph Denechaud is announcing his engagement to Barbara Millard, secretary to Harrison Hollaway of KFI. They plan a wedding the first part of March. Fred Dick, who is in charge of the mimeograph department, may announce his betrothal plans to Freda Von Hartz any day now. Nataline Halliday, secretary to Donald de Wolf, has a secret romance up in San Francisco, whom she met on her vacation last year. . . . Virgil Reimer's heart interest is blonde and pretty Ginger Bidwell, who trips the light fantastic professionally.

### Washington:

Vincent Callahan, Washington commercial manager, left for a much needed vacation—to the Pocono Mountains.

### San Francisco:

Lewis Withers has joined the announcing staff; Janet Baird joins the "Woman's Magazine of the Air" staff as writer and interviewer. Fred Hegelund, who has been writing continuity on the "Magazine" moves to the Production Department. Cliff Engle, announcer, goes on a long leave of absence from the staff to become the "Voice of the Exposition" on the "Treasure Island" program, and Ned Tollinger, who gave up m.c.ing to become a producer, returns to the mike at the client's request, to pilot the "Care-free Carnival."

N. Y. photographer Sydney Desfor no longer has trouble disposing of used flash-light bulbs. The sound effects technicians are only too willing to get them. By dropping the bulbs on the floor they can produce the sound of bomb explosions, gun shots, and breaking glass over the air.

## NBC SCHENECTADY

by O. H. Junggren

WGY can well be proud of the part it played in aiding flood sufferers in the Ohio and Mississippi valleys. Every member of the staff, in some way or other, worked overtime in collecting contributions to the WGY flood relief fund.

The appeal for funds received its first impetus through the "Scissors and Paste" program, conducted by W. T. Meenam, press relations. His regular fifteen-minute weekly "edition" was given over to a strong appeal for funds. Listeners were told that if they would but 'phone in their pledge, their name, address, and contribution would be read on the air. The telephone dinged ever so merrily that afternoon.

That night, Mr. Meenam conducted another appeal in an hour program, during which was heard some WGY talent, and many long lists of contributors' names. The money is still coming in.

The latest figure, according to Virgil Hasche, auditor de luxe, is \$6,000. The "Scissors and Paste" special program contained news bulletins about the flood, comments on the flood situation by Frank Hoppman, chairman of the Schenectady county chapter of the Red Cross, and mention of local shows for the benefit of the flood fund.

Leo Bolley, sportcaster, inaugurated an auction for flood relief. He obtained from Johnny Evers a baseball autographed by almost every baseball "name" worth mentioning. Then he offered the ball to the person bidding the highest amount. The money is still pouring in for that ball, but, regardless of who gets the ball, every contribution goes to the Red Cross.

During the height of the WGY Red Cross drive, special telephone clerks were installed at each extension. They were kept very busy as the money and names came in.

The appeals were carried by General Electric's two short wave stations, W2XAF, and W2XAD, which are heard in every land in the world. Our tabulators were not surprised, then, when contributions rolled in from foreign lands. Employees of an oil company in Ciudad, Bolivar, Venezuela, sent a check for \$115. A letter accompanied the check, saying that the workers were glad to help relieve the suffering among the American refugees.

Claude O. Markoe sent a U. S. money order for \$2 from St. Croix, Virgin

## 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.*

**FREE**—To NBC employees. Tickets to America's Town Meeting of the Air, every Thursday, 9:30-10:30 P.M., at Town Hall, 123 West 43rd Street, N. Y. C. Apply to the NBC Transmitter, Ext. 220.

**BARGAIN**—RCA is offering to its employees at a special price of \$1.00 the new 500-page "Victor Book of the Opera", the regular price of which is \$2.00.

Employees of NBC wishing to buy this book will be given the same special price. The books may be secured from the Purchasing Office, Room 312, RCA Bldg.

**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.

**FOR SALE**—New Jersey, commuting distance. 15 room house, 3 baths, 5 bedrooms on second floor, oil burner, 2 car garage, screened porch. Great sacrifice. Write or call the NBC Transmitter, Ext. 220.

**IT PAYS . . .** to advertise in the EXCHANGE CORNER. Within a week after publication over fifteen replies were received in answer to a call for the second issue of *Life* magazine which appeared in the January issue of the NBC TRANSMITTER.

Please fill and return your copy of the NBC Transmitter survey.

Islands, having also heard the appeal on W2XAF. He said in his letter: "Your graphic descriptions of the flood have been so vivid that for nights we have gone to bed with sad hearts and prayers for the distressed. May our mite do its share."

Howard L. Tupper, a graduate of St. Lawrence University, Canton, N. Y., has joined the announcing staff of WGY. He comes to us with considerable experience in broadcasting, having for several years been an announcer and vocalist for St. Lawrence's station, WCAD.



## KNOW YOUR COMPANY

### No. 3 — THE AIR CONDITIONING PLANT

*This is the third 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.*

Those of us who work in the studio section are seldom aware of the air conditioning plant way up on the tenth floor. Yet, if something were to go wrong with it, we'd soon know it!

When the RCA building was being planned, it was decided to make NBC's studio section windowless, in order to eliminate street sounds interfering with programs. This decision resulted in the construction of our air conditioning system.

#### Personnel

Headed by Robert Close, a staff of twenty-five engineers keep the plant operating the better part of twenty hours a day. Actually the men are on duty twenty-four hours, for when the system shuts down at one-thirty in the morning, it is gone over with a fine-toothed comb. Necessary repairs are made then. At half past five, the equipment begins "to manufacture weather" again.

The staff is divided into three eight hour shifts. Mr. Close is on duty during the day. At night, evening assistant George Wessell assumes control. George Gurin serves as technical assistant.

#### The Spray Chambers

Up on the tenth floor one of the first things that strikes the eye is the dehumidifying chamber (of which there are four) with a stream of water falling behind two glass windows.

"What's that, Mr. Close?" we asked.

"That's where we wash the air," was his reply.

"What!" we said, with an oh-quit-your-kidding look at him.

"Yes," he said. "We not only wash the air there, but we dry it as well!"

Then he went on to explain that in the summer when the air is warm and humid it is "dried" by blowing it through the



PHOTO BY SYDNEY DESFOR

NBC's 'weather men' at the control panel of the air conditioning plant. They are, from left to right, Herman Gurin, technical assistant, Robert Close, chief engineer, and Alexander Fee, control room engineer.

comparatively cold (forty-six degrees Fahrenheit) water spray. This causes the condensation of the excess humidity in the air. The reaction is similar to the formation of moisture on the outside of a glass of iced water in the summer. Some of the moisture in the air condenses as it strikes the cool surface of the glass.

The spray chambers also serve as a cleansing agent and each week half a bucket of mud accumulates in them. It is said that New York City air is one-third dust by weight!

#### Complaints on Temperature

Whenever you call the plant to complain about the "weather" you are getting, your grievance is recorded in a book with a view to preventing its recurrence in the future.

Mr. Close has found that most causes for complaint result from ignorance of the way the plant operates. For example, there is the case of the engineer who phoned one day and accused them of trying to freeze him out.

"Why, my office is so cold you'd think I were in training for one of Admiral Byrd's polar trips," he said.

Mr. Close hurried down to the engineer's office and sure enough, it was chilly. A hasty inspection revealed that the engineer, in rearranging the furniture in his office, had placed a loud speaker next to the thermostat which controls the temperature of the incoming air. The heat from the hot tubes of the speaker had caused the thermostat to indicate a temperature much higher than the actual

room temperature. Whereupon the air conditioning plant automatically responded to the rise in temperature indicated by the thermostat and flooded the room with cold air.

The instruments that record the temperature of the various parts of the building are incredibly sensitive. The engineer in the control room told us that he can tell whenever an audience begins to file into a studio, by the rise in temperature in that studio as indicated on its corresponding indicator on the control panel.

#### Temperamental Customers

NBC's weather man usually complies with requests for changes in temperature in different parts of the building. Well-insulated walls and tightly shut doors make it possible to have different temperatures in adjoining rooms.

Ethel Barrymore usually finds her studio too warm when she enters it. A hurried call to the white-clad engineer in the control room results in a cooler temperature within a minute or two.

John Charles Thomas is another artist who likes his studio good and cool. "The musicians who accompany him must be a hardy lot," Mr. Close said. "I can just picture them, with coat collars turned up, attempting to keep warm as they play."

We can cooperate with Mr. Close and his engineers and in turn provide for more ideal atmospheric conditions if we observe several simple things. One, is to keep all doors closed, especially the ones that connect the studio and office sections. In the summer, workers in the office section open the doors, hoping to get some of the studio's spring-like weather—but just the opposite occurs. The warm air of the offices rushes into the studios, upsetting the plant's balance.

Some of us, without thinking, obstruct the grilled openings that return the air to the plant. This makes a complete circulation of air difficult and results in stuffiness.

(Continued on page 16)

## NBC PITTSBURGH

by Jack Hollister

Fifty per cent of KDKA's reputation for having the most beautiful girls and the homeliest announcers was upheld by the discovery that six of the staff girls are engaged. Perhaps the other fifty per cent is upheld, too, by the fact that not one of the single announcers has found the girl who will say "yes."

A newspaper photograph of the six girls brought yards of grief to Dave Dickson, KDKA office manager. For 10 days after the picture's publication he was swamped with calls from unmarried, unengaged gals . . . who wanted jobs.

Bernie Armstrong, for years an outstanding theater organist, is now in charge of all KDKA's sustaining programs, while Charley Urquhart of Scranton supervises all commercials.

Robert Saudek, versatile KDKA continuity editor, is studying law. His attendance at Duquesne University's night classes has improved since the Duke's sensational football season is a thing of the past.

Promotion Director Morrow, incidentally, has found that the recently inaugurated billboard advertising of KDKA is paying listener dividends.

Kay Barr, KDKA press relations head, boasts that his semi-sombrero was bought in Houston, Texas, nine years ago. And he swears it was clean then although nobody at the station will believe him.

Those two KDKA announcers who were so highly flattered when about twenty boys—part of a lower grade school group

viewing the station layout — rushed up and asked for their autographs — were promptly deflated when the first youngster to pass over his pencil and paper inquired, "Who are you, anyway?"

Jimmy McConnell, Artists Service Bureau, has been booking a flock of personal appearances for station acts and entertainers. The Artist Bureau's contest for a name for "The Mystery Act," brought thousands of suggestions. "The Kadians" was the top prize winner and that's how Denver Darling and his three companions — an entirely different mountain music outfit—now are known.

Glenn Riggs' wife might be interested to know that the \$5 he offered a "Showboat" attendant to cut the floating night club adrift while he and Mayor Cornelius D. Scully were giving KDKA listeners a riverside account of the flood last month was made AFTER the "Boat's" chorus had come aboard for rehearsal.

Adelaide Lasner, secretary to production manager Urquhart, played the role of a telephone operator so well on a Philadelphia company program recently that next day the company's advertising manager, Bob McCarty, received a telephone call from a New Castle, Pa., business man, offering "the operator" a job at his company's switchboard.

Dorothy Louise Allen, recently associated with the Pittsburgh Academy, has joined the KDKA staff as assistant to Evelyn Gardiner, Home Forum Director.

possession of the court and a game resulted. The score, as reckoned by numerous innocent bystanders including the referee, was NBC, 36,—Granbury & Co., 30.

Little do the members of the Guest Relations staff realize that they have a racketeer in their midst. His name is Joe Merkle and he wields a vicious (tennis) racket.

Joe eats, drinks and sleeps tennis, and expects to keep playing long after he has graduated from St. John's University. Joe won two matches and reached the quarter finals to be seeded fourth in the singles of the recent Eastern Indoor Collegiate Tournament in New York City.

Joe fared better in the doubles than he did in the singles. He and his partner reached the finals after much fast playing; they were seeded first.

## Eight Hours Over the Flood

(Continued from Page 4)

of many aunts and uncles. Well, there aren't any more aunts and uncles there. It was a sad sight. Only the roofs of houses were visible. An arresting sight was a cemetery on a snow-covered hill high above the water. Here again the photographers scrambled for that strategically placed window. Paducah seemed to be the hardest hit of all the other big towns we saw.

"After flying over Kentucky we turned towards Evansville, Indiana, where at twelve-fifteen I got my cue to go on the air. It was a difficult job talking about the flood disasters; it was too tragic to tragedize and too great to treat lightly. I gave two of the newpapermen a chance to say a few words during my fifteen minute broadcast, and Mr. Menser, whose hobby is flying, added some interesting side-lights.

"The broadcast concluded, we flew for three more hours over the flooded region which, from above looked like an old-fashioned patchwork quilt of oddly shaped bodies of water, dry land, and snow patches.

"We were certainly glad when we landed safely in Chicago, though wet, tired, and hungry, I, for one, had had enough flying for a long time. I swore I wouldn't go up again. On my way back to the studios I stretched my legs in the cab, took a deep breath, and gloated with the thought of a quiet restful evening ahead in my cozy hotel room. But, alas, when I reached the studios my "how-do-you-do" was a telegram from Radio City ordering me to catch the first plane back to New York for a commercial show!"

Ed. The airliner which plunged into San Francisco Bay, killing its pilot and eight passengers, on the night of February 9, was the very same plane mentioned in this story.

## N. Y. UNIFORMED STAFF TURNS ON HEAT

Shifting into high gear, the basketball team of the Guest Relations Division managed to run down two more opponents since the January issue. On January 28 it avenged a previous defeat by soundly trouncing the Church of the Intercession team. The score was 28-22. This score was no indication of the merits of the two teams. The boys played as they chose and put the pressure on when necessary. Delaney, Gross, and Captain Von Frank were outstanding.

After some delay and numerous phone calls the team journeyed once again to Governors Island and there defeated a team from Granbury & Co., on Tuesday, February 2. This game was only semi-official, as the boys went to the Island to practice, but found the Granbury team in

## Air Conditioning Plant

(continued from page 15)

### Manufactured Weather

The average mortal thinks of the weather man as some one who makes a guess about the next day's weather. We, at NBC, are fortunate to have a weather man who is not only always correct, but nice enough to give us our weather made to order. All we have to do is lift a telephone, dial 711 and put in our order. . . . Which reminds us of the old nursery rhyme that begins, "Some like it hot, some like it cold . . ."