

NBC TRANSMITTER

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NO. 3

NBC EMPLOYES FORM AN ATHLETIC ASSOCIATION

On March 2, at 5:35 P. M. the lusty yells of a new baby might have been heard emanating from studio 3A in Radio City. An NBC Athletic Association had been born. About fifty people representing nearly every department of NBC assisted at the birth and were called to order by Dwight G. Wallace, manager of the Personnel Office.

Nominations were then opened for a temporary chairman and Frank Jones, Artists Service; Jack Wahlstrom, Guest Relations, and Walter Moore, Press, were nominated. A closed ballot resulted in the election of Mr. Jones. Taking over the meeting, he praised the spirit of the Guest Relations staff in bringing about the formation of an athletic association. He then proceeded to the forming of a nominating committee of five members to select candidates for officers of the Association. The advisability of selecting the five from as many departments as possible was pointed out and nominations were opened. A group of ten was nominated. Of these Walter Moore, Press; Beverly F. Frendendall, Engineering; Frank Crowley, Mail Room; Jane Miles, Personnel, and Charles H. Thurman, Guest Relations, were elected. Mr. Thurman was elected chairman. A motion was carried that the committee act in an organizing capacity.

The second meeting was held on Wednesday night, March 17. After the reading of the minutes of the first meeting, Mr. Thurman reported that his committee had nominated George McElrath, Engineering, president; Rudolph J. Teichner, Treasurer's Office, vice-president; Miss Frances Barbour, Sales, vice-president; Alexander D. Nicoll, Auditing, treasurer, and Miss Jane Miles, Personnel, secretary. All these nominations were promptly seconded and the candidates were unanimously elected.

Mr. McElrath then took over the meeting. A future meeting of all those interested in sports was decided on for Monday evening, March 22.

It also was decided to canvass the company to determine what sports each employee is interested in. Chairmen in each sport are to be elected at that meeting.

Miss Barbour explained that more emphasis should be given to the women's place in the A.A. and it was decided to make a concerted effort to get as many women as possible interested. Messrs. McElrath, Teichner, and Jones all dwelt on the need for real interest and active support among all employees to make the NBC Athletic Association the successful body it should be. The meeting was adjourned at 6:10 P. M.

Now that the ground has been broken and the frame-work erected, the NBC Athletic Association needs only the enthusiastic cooperation of all NBCites to make it a truly company-wide organization for the promotion and coordination of all NBC athletic activities. Through the columns of the NBC TRANSMITTER the A. A. Committee urges every member of NBC to share in this long wanted opportunity to organize NBC athletic groups under one body.

Abbott Tessman, 28-year-old NBC announcer, recently was selected as the best announcer in San Francisco and the Bay Area by a board of nine judges, including radio editors of the district. Tessman was presented with gold trophies.

NBC WILL GO 7000 MILES FOR ECLIPSE BROADCAST

NBC will write another page in radio history next month when announcers, engineers and approximately four tons of the most modern broadcasting equipment begin a seven thousand mile journey to a South Sea island in mid-Pacific to broadcast a fifteen minute description of a total eclipse of the sun.

The eclipse will take place on Tuesday, June 8, at 2:15 P. M., E. S. T. The observation will be made from one of only two tiny bits of land in the entire path of the eclipse, extending for 5,000 miles across the Pacific, from which satisfactory observations of the spectacle can be made.

Participating in the expedition with the National Broadcasting Company, the National Geographic Society and the United States Navy will be the United States Bureau of Standards and directors of the observatories of Georgetown University, Cornell University and the University of Michigan and the Naval Observatory.

The equipment and members of the expedition will be transported to the South Seas aboard U. S. Navy vessels. These elaborate preparations are being made by NBC with full knowledge that should June 8 in the South Pacific be cloudy the broadcast will have to be cancelled.

Members of NBC to take the trip will be announced later.



These are the officers of the newly formed NBC Athletic Association elected by the employees of the National Broadcasting Company in New York on March 17. They are, from left to right, Rudolph J. Teichner, vice-president; Alexander D. Nicoll, treasurer; Frances Barbour, vice-president, and George McElrath, president. Jane Miles, secretary, was unable to pose.

WHO'S WHO IN THE NBC NETWORKS

Introducing—NILES TRAMMELL

Take a generous portion of true Southern courtesy, add a dash of far-Western optimism, another of Eastern suavity, and a big one of Mid-Western drive, and you begin to get a picture of Niles Trammell, Vice-President and Manager of NBC's Central Division.

This transplanted Southern gentleman whose dark-panelled offices high in the tower of the world's largest building, the Merchandise Mart, overlook the Chicago river and the famous Loop, is the keen mind who directs the destinies of one of the most important radio centers in the world.

A product of Marietta, Georgia—that historic point not far from Atlanta—he was educated at those two famous institutions, the Sewanee Military Academy and the University of the South at Sewanee, Tennessee. That he hasn't forgotten his old school and that it hasn't forgotten him is attested by the fact that he presently serves as a member of the Board of Regents of the University of the South.

When the United States entered the World War, he enlisted in the land forces and completed his service as a commissioned officer. He might have continued as an officer, since he had no definite idea of just what he wanted to do, had it not been for a dinner he attended while serving on the Pacific Coast during the post-war years.

The dinner was in honor of General James G. Harbord, then president of the newly born Radio Corporation of America, and David Sarnoff, now president. The idea of taking a hand in the formation of a new industry was appealing, so the young army officer convinced the RCA officials that he should become associated with the new company. He became a traffic solicitor for them at a time when practically the only source of income was from radiograms.

In 1923 he was appointed District Manager for RCA in Seattle. During the following five years he was promoted to the same position in Los Angeles and then named Assistant Sales Manager for the Pacific Division in San Francisco.

The long, mutually advantageous association with the National Broadcasting Company began in March, 1928. At that time Mr. Trammell took a long hop to NBC's New York office. Impressed by his seemingly boundless energy, the company sent him to Chicago to manage NBC's Central Division. A year later he was ap-



NILES TRAMMELL
Vice-President in Charge of NBC Central Division

pointed Vice-President in charge of the Central Division.

Only a few local programs were broadcast from the Chicago studios when Niles Trammell began his work in a small office in the Lake Michigan building. Network programs were non-existent. Under his management the productions took on new life and color, assumed a large part of the air time. Business concerns were convinced of the advantages of broadcast advertising and Chicago became a leading radio center of the nation. Now, under Niles Trammell's guidance, more than eighteen hundred programs a month, including over nine hundred network programs, originate in the Chicago studios in the specially built penthouse atop the Merchandise Mart.

To Mr. Trammell the future of the radio industry is clear and unmarked by any great changes, except, of course, the advent of television. Like others in a highly technical industry, he looks on absolute perfection as being always one step ahead.

"We are striving always for a more evenly balanced entertainment schedule; transmission of programs is constantly improving; and I look forward to the time when contracts will all be on a yearly basis instead of the present thirteen week basis."

Carlton KaDell, announcer on the Amos 'n' Andy program, will walk a mile—and more—for a rare phonograph record. His hobby is collecting discs, of which he has a library of some 800. Among them are the wax-preserved voices of such vanished titans as Caruso and Schumann-Heink in their complete recording repertoires.

E. P. H. JAMES TALKS ON RADIO MERCHANDISING

In an address before the Advertising and Marketing Forum of the Advertising Club of New York on March 19, E. P. H. James, promotion manager, discussed the meaning of broadcast merchandising to NBC.



E. P. H. JAMES

Mr. James explained at the outset that to NBC the term "merchandising" means the planning and carrying out of certain coordinated activities which will ensure getting the utmost effectiveness out of a broadcast campaign. This is a very broad task and it embraces practically every form of advertising and sales promotion. It is such an important subject that NBC has for the past four years published a monthly magazine, *Broadcasting Merchandising*, which consists of factual accounts of what its clients have successfully done in the way of broadcast merchandising campaigns.

Mr. James explained that to NBC the most important of all the phases of broadcast merchandising is *merchandising at the point of sale* where various forms of advertising in the way of store displays can be tied up most effectively with radio. General radio advertising brings the prospect to the store in a buying mood but the advertising job is not completed until the consumer asks the dealer for the specific product. It is here that the tie-in between the name of the product and the pleasure of the entertainment, in the mind of the prospect is recalled and intensified by displays at the place where they will have most effect in making the sale.

"We believe it is the function of the broadcasting systems or the radio stations to pass along ideas to the advertiser and to show him effective ways of carrying out these ideas, but we do not believe it is their function to do this actual merchandising work.

"We believe that each form of advertising and sales promotion can be best carried out by those who specialize in it. Our specialty is radio advertising, and while we have experts in merchandising to guide us and our clients in ways and means of cashing in on this radio advertising, we believe that the actual preparation of booklets, pamphlets, window displays, salesmen's bulletins, portfolios and direct mail should be handled by the

(Continued on Page 6)

STAMP CLUB NOTES

by Frank J. Reed, Secretary

YEAR'S ACTIVITIES SUMMARIZED

With the approach of April we are rapidly nearing the end of the first year of a growing institution—the NBC Stamp Club. The club was started when it was found that pages and executives alike were stopping each other in the corridors to discuss new issues and to trade duplicates. Through the cooperation and kindness of Mr. Lenox R. Lohr, himself an ardent philatelist, the President's Conference Room was turned over to us for our meetings. Through the cooperation of Mr. Wayne Randall we acquired a bulletin board and official club stationery.

As the news spread through the company new members came to swell the original nucleus until at the present time we have thirty-two paid up members and several we haven't been able to catch as yet. An election of officers was held, and the elected ones duly installed in office.

An invitation from the Associated Business Stamp Clubs, an organization composed of fourteen clubs of fourteen business organizations in New York City, with a total representative membership of thirteen hundred, resulted in our joining this organization and sharing in all their benefits, including the new issue service, expertization bureau, and libraries. The next step was our membership in the National Federation of Stamp Clubs, and we felt that we had "arrived."

Our first annual banquet was held on February 15th and was well attended. The only regret felt was for those unfortunates who could not be present. All of which brings us up to the present time. To Captain Tim Healy—we thank you for your kindness and willingness to help us in our problems and for your advice. To Harry Lindquist—to you and to Alfred Lichtenstein and to Theodore Steinway—you all were present at our organization meeting; you gave us the advantage of your long experience in philately; the NBC Club collection is due in no small way to your efforts and kindness; for this we thank you, and hope that you are as proud of our club as we are. To the members—the Executive Committee has done its best to further the interests of the club in this, its first year; the committee would have pro-

gressed nowhere without the support and cooperation that they received from the members; the committee sincerely hopes you have been satisfied with your choice of officers and that you will give next year's officers the same cooperation.

The next meeting of the Club will be held on April 5 in the President's Board Room on the sixth floor, at which time

the annual election of officers will be held.

Following the election, and reports of the year's activities, from various committees, the meeting will be adjourned in favor of a buffet supper.

Enter the Photo Contest and win a pair of theatre tickets. Send in your entries before April 8.

"Quotation Marks"

MAX JORDAN'S JOB

"... a buyer who goes into the open market and each year spends a small fortune for commodities that must be given away by his employers. He argues with kings, chases stratosphere balloons through the Swiss Alps, teaches dictators to speak English, crawls around the top of Vesuvius, attends royal christenings and never misses a war ... he combs Europe for things our listening audience wants to hear. ...

—*It's Your Air*, by Borden Chase in *Liberty*.

Dr. Max Jordan is Continental European Representative for NBC.

* * *

HOW OTHERS SEE US

"... nine out of ten visiting firemen want to rush to Radio City and see how their notes and cereals come over the air. Such has been the influx that the National Broadcasting Company had to establish a department of guides. These young men have made the original Roxy usher joke look like a military school for midgets under six years. The guides not only know all there is to know, are handsomer than Gary Cooper, dressed better than a rear admiral, but usually marry someone in the sight-seeing party. The guides take care of half a million neck-stretchers a year at forty cents a neck; on Labor Day they broke all records with 8,210 curious. If you don't believe all of this see Gordon H. Mills,* the Major General in charge of the stalwarts. But don't ask for tickets to broadcasts; only Senators can supply them. ..."

—*Painting the Town with Esquire*, Esquire, March, 1937.

* Charles H. Thurman has replaced Gordon H. Mills as "Major General in charge"; the latter is now a member of the N. Y. Local Sales staff.

* * *

RADIO AND EDUCATION

"Radio is a paradox, the most important of the new mediums of entertainment possesses at the same time, the greatest potentiality ever existing in the world for mass education.

"The printing press required the ability to read, the school the ability to attend it in working hours, even the correspondence course lacking the advantage of the human voice with its inflections, its emotional emphasis, its easy familiar conversational style. The only medium yet discovered by man to cut through illiteracy is the radio.

"This is so well known to power seeking ambitious men that they would twist this medium to their own purposes and unfortunately have done it in other parts of the world. The United States radio is still free."

—From "The Obligation of Radio," an address by Educational Director Dr. Franklin Dunham before a convention of the Department of Superintendence of the National Education Association in New Orleans, Louisiana.

HANSON BROADCASTS ON RADIO DEVELOPMENTS



NBC Chief Engineer O. B. Hanson explains the new RCA uni-directional microphone to commentator John B. Kennedy during a recent broadcast on the development of radio equipment by RCA and NBC.

On February 23, O. B. Hanson, NBC chief engineer, inaugurated a new series of programs dealing with NBC's recent contributions to the radio engineering world.

Interviewed by John B. Kennedy, famous commentator, Mr. Hanson discussed WJZ's new vertical radiator antenna, the new uni-directional velocity microphone developed by RCA, and the present state of television.

The program was the first of a quarterly series to be presented over NBC networks.

WJZ's new radiator antenna at Bound Brook, N. J., towers into the sky to a height of 640 feet. Its purpose is to increase the signal strength and to decrease fading. Field tests have demonstrated the new single tower antenna to be more efficient than the old, more familiar twin tower set-up.

Mr. Hanson also explained the advantages of the new uni-directional microphone. It is bullet-shaped in appearance and is proving of value in picking up large orchestras and choruses, where the area to be covered is large and where noise and echoes from the back of an auditorium are not wanted. The uni-directional microphone, which receives sound from one side only, can be placed so as to pick up an orchestra from one side and nothing from the opposite side. This season it is being used to pick up the RCA Metropolitan

Opera broadcasts on Saturday afternoons.

"Television is still in the experimental stage," Mr. Hanson said. "There remain several technical obstacles to overcome before television becomes a public service."

* * * *

O. B. Hanson is one of the most prominent figures in the field of radio development. He became interested in radio when the industry was in its infancy. He was an amateur operator at first, building his own equipment. He attended the Marconi School in New York and then, during the World War he went to sea as a licensed operator. His wartime experiences were thrilling, reaching a climax in the torpedoing of his ship.

In 1917 he entered the engineering department of the Marconi Company of America. In a short time he rose to the position of chief test engineer. He was a pioneer in the designing and managing of one of the first broadcasting stations.

Eventually he joined the staff of WEAJ and was chief engineer at the time the National Broadcasting Company was formed. By that time Mr. Hanson was an expert in his field, and was appointed to his present position. Under his guidance, the NBC engineering staff has made many noteworthy contributions to radio engineering. The Radio City and other NBC studio plants are a tribute to his engineering skill.

NBC CLEVELAND

by Bob Dailey

WTAM's popular "Northern Lights" program has been added to the NBC-Red Network schedule. Produced by Waldo Pooler, the variety broadcast features comedian Pooler as Joe Peno, a French-Canadian trapper; Earl Rohlf's quartet; a dramatic skit and Stubby Gordon's orchestra.

The broadcast is dedicated to residents of the Far North who are snowbound during the winter months and depend solely on radio for entertainment. Idea for the program came to Vernon H. Pribble, station manager, from correspondence with a friend in northern Ontario.

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Application for permission to erect a new vertical radiator antenna has been filed with the Federal Communications Commission by NBC on behalf of WTAM. The proposed antenna would provide the equivalent of a two-fold increase in power.

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It will be a long time before one hundred and twenty orphans from Cleveland's Parmadale school forget WTAM, Tom Manning and the circus.

With NBC's red-haired sports announcer as host, the school's honor students were brought in two buses one afternoon recently to WTAM, where a variety show was broadcast in their honor.

Crunching peanuts and candy, the boys who ranged in age from nine to fourteen, enthusiastically applauded ballad singer Marian Nadea, tenor Ray Morton, pianist Doc Whipple and the Dude Ranch Boys. Manning, as master of ceremonies, even interviewed a few of the boys on the air about their school work and hobbies.

After seeing the studios, they were taken by Manning to the Grotto indoor circus where they occupied the best grandstand seats and became the center of clownland. It was a happy day for WTAM's personnel and the orphans.

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FLASHES—Program Secretary Edith Wheeler returns from a short vacation in New York City. . . . Waldo Pooler spends a week at Radio City studying developments in production work. . . . Program Director Hal Metzger sick for two weeks with flu. . . . Librarian Bob Oatley planning another Florida vacation. . . . Musical Director Walter Logan absent from studios on business trips in the East.

NBC SAN FRANCISCO

by Louise Landis

Cliff Anderson, who is in charge of Program Traffic, is holding up pretty well but may break out into baby talk any day now. . . . Miss Donna Lou Anderson arrived at the St. Francis Hospital February 16, causing Cliff to bring out a big box of candy and lots of cigars—as well as the widest, happiest grin seen around San Francisco for some time.

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James Lyman of the Accounting Department is receiving congratulations. . . . Miss Virginia Bower, pretty young dental hygienist, became Mrs. James Lyman February 20. The young couple, both ski enthusiasts, spent their honeymoon in the snow country near Cisco.

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R. W. Clark, assistant station engineer at KPO until he left for Radio City recently, is the first westerner to be called to Radio City to help the cause of television along.

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If you want to make Van Fleming, Care-free Carnival producer, and Peter Abenheim, his assistant, jump six feet, walk up behind them and whisper, "Stick 'em up, boys!"

Abenheim's hohhy is target practice and he and Fleming were strolling down San Francisco's Third Street the other day on their way to a gun-shop to buy cartridges when Abenheim decided to take his overcoat off. "Hold this," he told Van and passed him an empty revolver. Van, already lulled by the sunshine, was carrying his coat, and slipped the gun beneath it. Almost immediately somebody growled, "Stick 'em up!" and the two NBCites looked around to find themselves surrounded by a cordon of cops armed with shotguns, machine guns and just plain guns.

Van and Abenheim hlinked, decided it wasn't a gag, and reached for the clouds while a rude man in uniform searched them and wasn't a bit gentle about it. When all he could find was the empty revolver he was a bit disappointed and so

was the crowd, but the NBC lads were distinctly relieved to recall they didn't possess so much as a pen-knife in the way of illegal weapons. Finally, the representatives of the law were persuaded that their prisoners were harmless gag-men in search of a little relaxation and let them go.

P.S. They never did get the cartridges. Abenheim says he hasn't any real need of them now as he has decided to go in for stamp-collecting.

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NBC staff members went on record, and strongly, for a new program which will go on the air shortly.

In order to have a complete picture of the voice and personality of a news commentator in whom a client is interested, Ruth Miller, hostess; Gene Grant, salesman; Henry Maas, sales traffic manager; David McKay, sales promotion, and other folks who usually stay behind the scenes, were interviewed by the commentator, and a transcription made for the client.

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.

BROADCASTING YEAR BOOK, 1937

Contains about anything and everything you want to know about radio. Might almost be called a radio encyclopedia. Published by Broadcasting Magazine.

EDUCATION ON THE AIR

A symposium on education by radio with leading educators and radio men taking part. Among the contributors are Ernest La Prade, Franklin Dunham, H. V. Kaltenborn, C. L. Menser. Contains much valuable material. Edited by Josephine H. MacLatchy.

Enid Beaupre's Welsh Program Well Received



ENID BEAUPRE

March 1, St. David's Day, is to the Welsh what St. Patrick's Day is to the Irish but it wasn't until Enid Beaupre of the Promotion Division got to work on the idea that a network program was planned around and dedicated to the Patron Saint of Wales.

Mrs. Beaupre was born and received her early education in North Wales and she knows how important a holiday St. David's Day is to the many Welsh people in this country. Last year she got permission to plan and organize a program. The Welsh have a gift for singing in parts, harmonize naturally, and excel in choral and congregational singing. With the cooperation of the St. David's Society of the State of New York and the two Welsh churches in New York City a program was broadcast from the Radio City Music Hall studio. There were one hundred and twenty-five voices.

This year Mrs. Beaupre not only planned and organized the program but also announced it. The program originated in the New Amsterdam Theatre and went coast-to-coast and abroad by short wave. There were two hundred voices, and Aubrey Niel Morgan, son-in-law of the late Dwight M. Morrow and a director of the National Welsh Museum in Cardiff, Wales, was the speaker. The program was a great success and Phillips Carlin plans to make it an annual feature with a probable rebroadcast through the British Broadcasting Company.

A letter from Mr. Morgan to Mrs. Beaupre says, "I have already received a large batch of letters, all of which seem most appreciative of the program which you put over. Welsh people in this country owe you a great deal for your efforts. I only hope they will be sufficiently grateful for what you've done."

Walter Moore, Press, better known as the Roving Reporter, wants it known that he is *not* the same Walter Moore, gunman, who broke into the front page of the New York Daily News on March 3rd for mufing a carefully planned holdup.

When approached for comment, Mr. Moore (that is, *our* Walter Moore) curtly remarked, "You see—crime doesn't pay!"

NBC WASHINGTON

by Marian P. Gale

Philip I. Merryman, operations supervisor in Washington, has been transferred to the Stations Relations Department in Radio City.

Mr. Merryman joined NBC in 1927 and has been stationed in Washington during that time.

In 1917 he attended night school at the Oregon Institute of Technology, studying radio communication. With romantic adventures of the sea on his mind he got a job as radio operator on commercial vessels from 1918 to 1921 on European and South American cruises. Back on terra firma in 1922, Mr. Merryman built and operated KFBM for the *Morning Astorian*, Astoria, Oregon. He became manager, announcer, and engineer for this station until it was destroyed by a fire which wiped out the city's entire business section. Following the station fire Mr. Merryman returned to high school at Paisley, Oregon, where his parents began a second experiment in cattle ranching. After school and during vacations Phil trapped coyotes and turned "buckaroo" for large cattle ranches in the vicinity. At that time he became a member of the Oregon National Guard.

In 1925, when he finished high school, Mr. Merryman went to Chicago in search of a musical career, but soon found he was temperamentally unfitted to study music. So in 1926 he took a job as purser and radio operator on a Great Lakes passenger ship. Later in the year he joined the staff of Air Mail service at WWO in Cleveland, Ohio.

He says it wasn't until he joined NBC that he found work that really interested him. He is married and has two sons, Philip, Jr., and Michael.

Mr. Merryman is a member of the Lambda chapter of the Phi Sigma Kappa social fraternity and Delta Sigma Rho, national honorary forensic fraternity.

Donald H. Cooper, control supervisor, succeeds Phil Merryman as operations

supervisor. Robert L. Terrell is promoted to senior control supervisor and Dawson A. Ullman has been announced junior control supervisor.



PHILIP I. MERRYMAN

Glancing at a copy of the numbers the orchestra was to play half a minute before he was to go on the air, Kimball discovered that they were written in German.

Ted gulped, went white, looked pleadingly at his watch, then got the signal he was on the air. Kimball fell back on his command of German, one of six languages he speaks, and went through the German continuity without a hitch.

It seems that Director Hans Kindler was under the impression that he was to announce the numbers and for his own convenience had written his script in German. When Kimball arrived Kindler very graciously offered his script to the announcer, who profusely thanked the orchestra leader, thinking it was in English.

HERE AND THERE: We're glad to see Don Cooper, new operations supervisor, back to the office once more. . . . Don's been sick with the chicken-pox. . . . Many thanks to the ATE members for having their subscription dance at the Broadmoore last month . . . that may have had something to do with the idea of having a big company party for all of us. Frank M. Russell, Vice-President of the NBC Washington Division, has issued invitations to everyone for dinner Saturday night, March 20th, at the Wardman Park Hotel. . . . Gordon Hittenmark, WRC timekeeper, is celebrating his second anniversary this month as a radio commentator in Washington. . . . Bill Coyle, ace sports announcer locally, succeeds Shannon Allen,

WISE GUY

The other night one of the New York press radio teletype machines went out of order just as it was typing off a bulletin.

A repair man was hurriedly summoned. He got out his tools and went to work. After a few minutes tinkering he stopped, a puzzled frown spreading over his face. He scratched his head in bewilderment.

"Put a nickel in it—," a bystander jeered.

After a moment's thought the electrician's face brightened. He reached into his pocket, drew out a nickel and put it on a contact point. Instantly the machine began its steady typing again!

This time the repair man turned to the astounded kibitzer and said, shrugging his shoulders, "No jack-pot for me. Why don't you try it?"

(It seems that one of the electrical contact points was short circuited. Placing a nickel on it reestablished the connection and permitted the machine to operate again.)

MERCHANDISING RADIO

(Continued from Page 2)

advertising agency and by the client himself rather than by us.

"We will gladly make suggestions and recommendations, and work in the creation of the merchandising campaign, of course. Most of the men working in broadcast advertising are men experienced in other forms of advertising and sales promotion—many of them have come from the newspaper and magazine fields.

"Broadcast merchandising, to most advertisers, is the keynote to successful selling by radio."

local production manager and night supervisor. Allen has been appointed Assistant Director of the Works Project Administration's educational radio project, effective immediately. . . . Bill, who incidentally is celebrating his seventh consecutive year in broadcasting, was the first winner of the Henry Kaufman Trophy as the outstanding commercial announcer of all Washington radio stations. He has tried his hand in practically every department of a radio station. . . . Bud Barry, who has had a lot of newspaper, legitimate stage and radio experience, has recently joined the ranks of WRC announcers.

New York Television Staff Increased

With the prospects of a spurt in experimental television this summer, five engineers from different NBC engineering divisions have been added to the present staff of experimenters in Radio City. They began their work on March first.

Those selected for special training in this work were R. W. Clark, assistant station engineer at KPO, San Francisco; Leroy Moffett, transmitter engineer at WENR, Chicago; H. C. Gronberg, WRC, Washington's, studio and field engineer; R. J. Plaisted, operating engineer, WTAM, Cleveland, and Stanley Peck of the New York staff. All these men have been with the company at least six years and have a thorough knowledge of sound broadcasting, and possess special aptitude for experimental work.

After a period of training in construction and the use of RCA television equipment, they will commence work in field tests, which are being conducted to determine the effectiveness of the new transmission system with 441-line definition. With the addition of these men, the field test schedule will be increased considerably.

Lowell Heads New Service Division

In a bulletin dated February 27, W. G. Preston, Jr., head of General Service, announced a number of immediate administrative and personnel changes in his department.

Important among the changes is the formation of the Office Services Division with Edward M. Lowell as manager. Mr. Lowell's division will include sections heretofore reporting directly to the department head. They are Mail-Messenger, Audience Mail, Central Stenographic, Central Duplicating, Central Files, Central Supply and Receiving, and Bindery.

In addition to his new position, Mr. Lowell, who has been with NBC for six years, will act as Assistant Manager of General Service. His former position as Manager of Building Maintenance will be filled by William F. Neubeck. Mr. Neubeck has acted as Assistant Manager in that division for several years.

Mr. Preston also announced that henceforth the Supervision Division will be known as the Administrative Division. D. B. Van Houten will continue as manager of that division.

NBC DENVER by Charles Anderson



CHARLEY PARKER, veteran professional skier, is shown with portable NBC equipment used in a stunt broadcast during a ski meet on top of Berthoud Pass near Denver. Engineer Bob Owens of KOA designed the ingenious arrangement composed of a baseball mask with a microphone attached through which the skier told his listeners how it felt sliding down a hill on skis at breakneck speed.

Roscoe K. Stockton, dramatic director for KOA, is starting his fifth year as instructor in radio broadcasting at the University of Denver, School of Commerce. He also maintains recording studios there for professional and amateur artists wishing to have air-checks of their work.

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Billy Stulla is back at work after a month in the hospital, recovering from an operation. Everyone is glad to see him back and hopes for his rapid and complete recovery.

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Gene Ater, mail clerk, left KOA for the spring training camp of the Tulsa Club, farm for the Pittsburgh Pirates. He will go directly to the camp at Seguin, Texas. Ater was well known here for his work with several semi-pro clubs and it was due to his playing in the Annual Denver Post Tourney that he received the pro offer.

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Ellsworth Stepp moves into the Mail Division taking Ater's place and Eddie Sproul joins the page staff as a full-time member.

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Golf is in the air for sure. Carl Schucknecht, Engineering, takes scoring honors, but the rest of the gang are determined to give him a close run this summer. The

NBC QUINTET LOSES IN CLOSE BALL GAME

In a rough and tumble game, played March 15 on the Textile High School court, the NBC basketball team lost to the Rockefeller Center Elevator Staff team. The half time score was 11-10 in favor of the winners, and the final score was 23-18. The Center team showed its superiority throughout, being the more aggressive and the better ball handlers. NBC did manage to pull even in the third quarter but never took the lead. Krenshaw and Gross starred for NBC, while the smooth floor work of Chief Elevator Starter Davis, and the excellent shooting of K. Nenonen were outstanding in bringing victory to Rockefeller Center. A return match is hoped for.

The next official game is scheduled for March 30 in Erasmus High School, Brooklyn, at 8 P. M., when NBC will encounter RCA Communications. All NBCites are invited to turn out and support the team. There is no admission charge.

Studio Tours Going Up

The Guest Relations Division reports a tremendous rise in the number of people taking the NBC Studio Tour. During the first two months of this year over 72,000 guests made the one hour trip, an increase of 67% over the same period in 1936.

Contributing to this is the fact that more than twelve thousand went through the plant over the week-end of Washington's birthday. The busiest day was February 22, when over 5,000 people were shown behind the scenes of NBC in Radio City.

With this year's figures already 18,000 ahead of last year's month to month figures it is estimated, on this basis, that the 1936 total of 560,000 will be exceeded this year by at least 45,000.

1 1 1

Please call or write the NBC TRANSMITTER if you are not receiving this publication regularly.

"gang" includes announcers Joe Gillespie, Bill Stulla, Charlie Anderson; engineers Carl Schucknecht, Roy Carrier, Walter Morrissey, Bill Williams; pages Ellsworth Stepp, Wes Durand, and Derby Sproul of Continuity.

NBC Entertains Lawyers At Television Banquet



A. L. ASHBY

On March 5 A. L. Ashby, Vice-President and General Counsel of NBC and recognized international authority on radio, played host to over twenty members of the Communications Committee of the New York County Lawyers' Association at a dinner and television demonstration given by NBC.

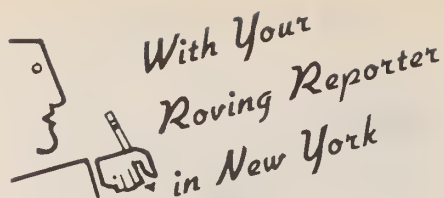
Following dinner in the Rainbow Room, the committee members adjourned to the NBC board room where Colonel Manton Davis, Vice-President and General Counsel of RCA, was seen in a televised speech on "Frequency Assignments for Television." The Colonel's informal talk was supplemented by a technical discussion offered by Chief Engineer O. B. Hanson and Charles W. Horn, Director of Research and Development. Among those present as guests of the committee were Robert C. Morris, former president of the association, and Terence J. McManus, secretary.

The demonstration arranged by Judge Ashby proved of interest to the group in giving them a practical understanding of this field of radio, in which the members are making an extensive study.

Our "Chief of the nine old men of the Legal Department," as Judge Ashby is sometimes referred to, is a Director of the Association and Chairman of the Communications Committee.

An interesting incident during the evening took place when Professor L. J. Tompkins, who taught Judge Ashby all about corporations during his law school days, had to assume the role of a student in the discussion of radio.

"I'm On a Sit-Down Strike for Love" is the title of a song composed by two NBCites in Radio City, Reginald Thomas and Oscar Turner of Electrical Transcription Service. The theme, obtained from the current front-page headlines, took them seven hours to set to music. Thomas has composed other popular tunes, but this is the first time for Turner to try his hand at composition.



The Main Hall Information Desk in Radio City is one of the most interesting points in the New York studios from the standpoint of unusual happenings. From Wally Clark, Fred Fields and Pat O'Connor we learned of a few the other night (and the boys insist unusual things happen so frequently that they have become commonplace).

Imagine, if you can, a very excited man and lady, who arrived too late to gain entrance to a studio for a broadcast. They used every excuse to try and get in, but to no avail. Finally, the man pleaded, "But I've come all the way from France just to see this broadcast." Not to be outdone, the lady spoke up, "And I've come all the way from the Bronx."

Then there were two ladies who were curious as to what was meant by "The Lucky Strike Hit Parade Broadcast." After a long explanation they were no better off. They couldn't seem to understand what any of the words meant, including "broadcast." It seems they were visiting the United States for the first time—from South Africa.

Another lady (and we're not just picking on them), whose mental facilities were to be questioned, stepped to the desk and asked, "Where do I collect the rent?" She had the idea that NBC was her tenant, and it was getting near the first of the month.

"Where do I go? What stairs? Do I have to use the elevators?" Those are a few of the questions that have to be answered by the boys on the Information Desk.

Joe Allen, new member of the page staff, reveals what state he's from when he cautions visitors thus: "Yo' all hold yo' own ticket!" . . . Sound Effects were recently asked if they could produce the sound of sinking into an easy chair, slipping into an overcoat, and footsteps going up a carpeted stair. . . . An expense account, dropped by a visitor during a studio tour, showed the following items: Show, \$4.95; Meal, 90c; Shot, 52; Subway, 10c; Snake Medicine, \$1.65. Just what kind of medicine do they give snakes? . . . A visitor asked Walt Wichel if he could see the Red and Blue Network if he took a studio tour. . . .

WALTER MOORE.

LEWIS LANE GIVES A BENEFIT PIANO RECITAL

"Music Research, Lewis Lane speaking," greets the caller who dials him at his desk during business hours to secure any amount or type of information concerning music or musicians. But a peek into the after-business hours of this encyclopedic-minded individual reveals a person well versed and talented in the audible arts.



LEWIS LANE

On Wednesday, March 17, Mr. Lane was billed as "lecturer-composer-pianist" on a benefit program featuring him in a piano recital assisted by J. Alden Edkins, distinguished NBC bass baritone, at Steinway Hall for the Musical Drawing Room Maintenance Fund.

The repertoire of the evening included two main groups of songs. The first half of the program was devoted to diversified selections from the works of Mendelssohn, Grieg and Huss. The second group of numbers were Lewis Lane's own compositions which included *Prelude* (Opus 2), *Fragments* (after Lucretius, Opus 6), *Two Character Sketches* (Allegretto and Scherzo), *In Silent Countryside* (Opus 7, No. 2), *John Peel* (traditional English hunting song set for J. Alden Edkins) and excerpts from *Green Mountain Sketches* (Opus 5).

NBC COVERS THE WORLD

According to a recent survey by Max Jordan, our European representative, NBC has presented 2,140 international broadcasts in the past thirteen years.

The first of these broadcasts, which required weeks of preparation, was made in 1924. The pickup point was Havana, and instead of using the modern means of relaying international programs across the seas by short wave the program was carried to the mainland by submarine cable and then relayed to seven stations.

Today, by means of powerful short wave relays NBC can take its audiences from one corner of the world to another with facility, efficiency and speed.

Win two tickets to the "White Horse Inn", Radio City Music Hall, or your local theatre—enter the NBC TRANSMITTER photo contest.

WINNERS IN MARCH PHOTO CONTEST



"WHARFED IN"

This picture of a schooner when its work is done was taken by Miriam Hoffmeir of the New York Statistical Department and was awarded **FIRST PRIZE**—a pair of tickets to "White Horse Inn" at the Center Theatre.



"DAY IS DONE"

This pair of pups didn't know Idella Grindlay was taking a candid shot of them—and also taking **SECOND PRIZE**, a pair of tickets to Radio City Music Hall.



III

HONORABLE MENTION: "Gateway to the West," submitted by Oscar H. Junggren of Station WGY.

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 April contest must be in by April 8.



IV

SPECIAL MENTION: "The Falls," taken by L. A. Zangaro.

NBC TRANSMITTER

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

VOL. 3 MARCH, 1937 No. 3

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YOUR VERDICT

"Dreary—Stilted—Not Cleverly Conceived"... were the reasons given by the person who rated the NBC Transmitter *bad* in a recent reader survey. On the other hand one hundred and eighty-eight NBCites rated this publication *good*, and fourteen went so far as to say *excellent*. Fifty-two judged it *fair* and two—hm!—*poor*.

Those who rated the NBC Transmitter good or excellent because *it maintains a closer relationship within NBC* have encouragingly assured us that we are slowly gaining our objective.

We are also pleased to know that many of our readers feel that the NBC Transmitter "gives a good resume of what is happening in NBC."

The most popular features are, in their respective order, as follows: *Names in the News*, *Know Your Company*, *Static*, *Let's Get Acquainted*, *NBC Division News* and *With Your Roving Reporter in New York*.

The survey returns, though still incomplete from the outlying NBC divisions, were excellent, and the staff of the NBC Transmitter wishes to thank you all for your splendid cooperation. Now we have a fairly good idea of what you want in your news magazine and that is just what we will try to give you in the future.



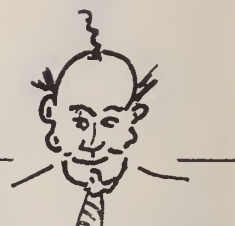
Take It Away!

Letters to the Editor

Little bits of scribbling,
Little drawings, too,
Are made by boys and grown-ups
And maybe even you?

We do them in the restaurants,
At meetings just as well,
And pride ourselves in hearing
What the speaker has to sell.

So Scoop, old kid, old palsy,
I will confess my part
And by this tiny drawing
You should know who I art?



[Ed. This cryptic tidbit came in the mail and, we must confess, it had us guessing—but not for long. Having the memory of an elephant, we quickly reached for the February number of the NBC TRANSMITTER and turned to the doodles page. Sure enough, there was the answer.]

I look forward every month to receiving the NBC TRANSMITTER. I think it is one of the best things that has come into NBC—but you have become a grave disappointment to me.

When the last two issues appeared I hunted, feverishly, through the pages for my favorite column, "Static," written by Alan Kent. I couldn't find it. What has happened? Where is "Static"? The NBC TRANSMITTER is not the same without Alan Kent's breezy column. Please bring it back, won't you?
Static-Titian.

What NBCites had to say about the NBC TRANSMITTER in a recent reader survey:

"The publication is newsy, easily read and contains a great many facts about the NBC organization and personnel which we would not otherwise learn."

—Press Division,
Cleveland, WTAM.

"It acquaints you with the various activities of the company in all its branches." —Artists Service, N. Y.

"I rate the NBC TRANSMITTER good because, being a woman I'm just curious and love gossip."
—Artists Service, San Francisco.

"There is room for improvement."
—N. Y. Television Engineer.

"The magazine is compiled in a very interesting fashion, is brief and to the point." —Engineering Department,
Chicago.

"It brings employees closer together."
—Stenographer, N. Y.

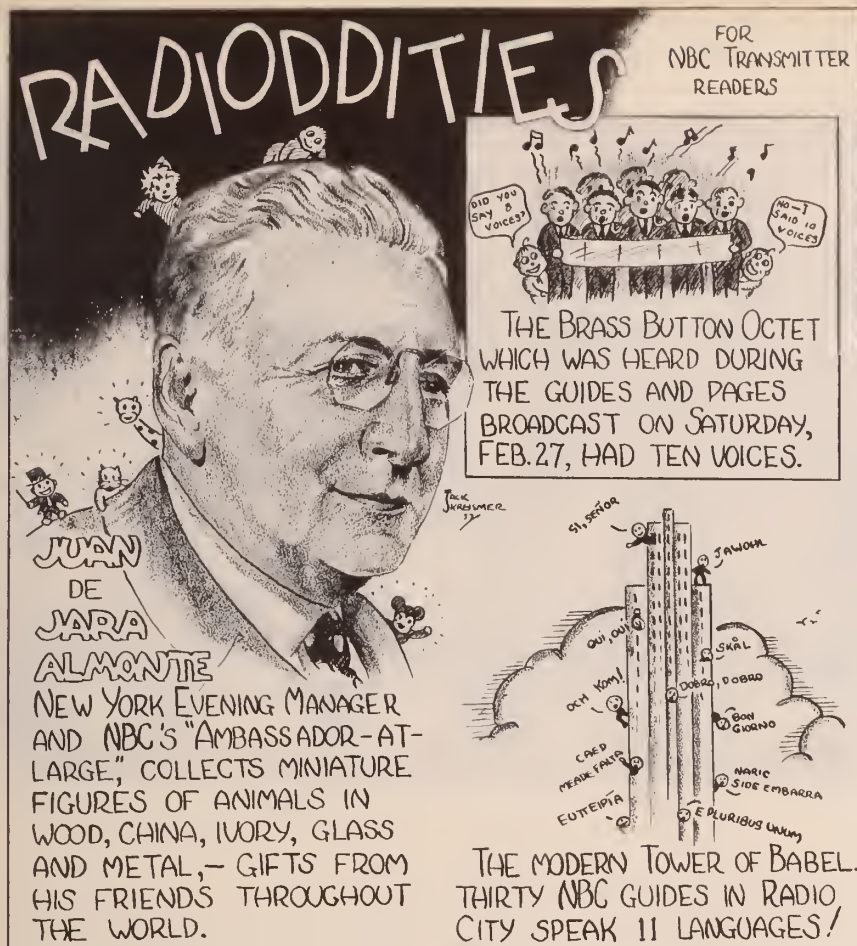
"Shows improvement but there is room for more."
—Treasurer's Office, N. Y.

"It scrapes the frost off the exterior of a large organization."
—Continuity, Pittsburgh.

"It provides the personal touch that brings our national organization to our attention as a unit. It makes those of us who are far removed from the home office feel as though we really belong."

—Executive Department,
San Francisco.

(Continued on next Page)



"It keeps all NBC employees in close contact with what is going on. It makes each individual feel like we are really very personal friends and fellow members of a club."

—Philadelphia Announcer

"It is practically the only medium of information for NBCites."

—Auditing Department, N. Y.

"It gives us men up here in the air-conditioning plant a chance to read 'who's who' in NBC—because we have no time to get around."

—New York Engineer.

"Our business is said to shrink the world and to make misunderstandings between nations more and more remote. Yet our own organization within itself, growing by leaps and bounds, adding new departments and new faces, is likely to be a stranger to itself, but for an intelligent and interesting publication within the institution."

—N. Y. Program Executive.

"It is conducted too much like a small town paper where every subscriber's name must be mentioned or they stop taking the paper."

"The TRANSMITTER should cover a complete story of the engineering side of broadcasting and the facilities required to make this possible. Many of the employees merely work at NBC and know nothing about the technical angle whatever."

—Anonymous.

"Lively — chatty — readable — contents well varied."

—N. Y. Promotion Executive.

"Consider this a swell magazine, unusually successful at creating employee-interest without the 'What-was-Miss-Blodgett - doing - on - a - certain - lunch-hour? . . . Yoo-hoo—Sales-Promotion!' school of house organs."

—Continuity, Pittsburgh.

WHAT DO YOU KNOW?

If you've been with NBC three months you should be able to answer correctly seven of the following questions; if you've been with us a year or so you should know the answers to at least fourteen of these questions, but if you're an old-timer—say, three or more years, you shouldn't have to turn to page fifteen more than twice for the correct answers.

—And if you've been with NBC less than six months and you know *all* the answers come to the NBC TRANSMITTER office or send us a picture. We want to look at you.

1. What do the following stand for: FCC, IBU, NAB, BBC, B B D & O?

2. How many NBC affiliated stations are there?

3. What are the titles of Bertha Brainard, Margaret Cutlibert, Janet MacRorie?

4. What NBC announcer works in five languages?

5. Name five cigarette brands advertised on NBC.

6. What is contained in the NBC THE-SAURUS library?

7. How many NBC studios are there in Radio City?

8. In radio production, what is the meaning of nemo; on the nose?

9. Where are the transmitters for WEAF, WJZ, W3XAL located?

10. Define carrier wave. Clear channel.

11. Who is chairman of the board of NBC?

12. Iconoscope and coaxial cable are terms relating to what?

13. Who sponsors the Magic Key program on Sunday afternoons?

14. At what time do the NBC networks in New York open and close?

15. Identify the Gospel Singer, the Honeymooners, the Perfect Fool, Baron Munchausen, the Dream Singer.

16. Dish-pan, ribbon, and tomato can are terms to describe what?

17. What is the middle name of the NBC president?

18. Who is the biggest advertiser on NBC?

19. Explain the following terms which have been used in the radio section of Variety: loop, juve, P.A., spieler, wax.

Here's an example of a Variety headline—*Stix Nix Hix Pix*.

20. What slogan won first prize in the NBC Employee Slogan Contest last November?

FAST WORK

On February 9, we made the fastest booking of a special events program in the history of NBC, according to John F. Royal, vice-president in charge of programs.

A. A. Schechter, director of News and Special Events, received word that the Maine, Texas and Connecticut legislatures had gone on record as opposing President Roosevelt's judiciary reform plans. Within two hours, working via long distance telephone, he had a special events broadcast on the air for radio listeners from Maine, Texas, Connecticut and Washington, D. C.

This is how it was done. First, he ordered lines to the Maine, Connecticut and Texas legislative chambers. Added to this hook-up was Washington, D. C. Then he ordered a mobile transmitter to load up and speed equipment from WOAI, San Antonio, Texas, to Austin, eighty miles away, while another crew started from WCSH, Portland with portable apparatus for the Maine Capital in Augusta. A third crew was sent from WTIC, Hartford to the state capital. Meanwhile Representative Maury Maverick of Texas who was chosen by President Roosevelt to introduce the Supreme Court reform bill in the House was contacted in Washington by NBC to listen to the first half of the broadcast and then answer the President's critics.

Two hours from the time Mr. Schechter contacted the various points for the program from the legislative chambers, the network was broadcasting the *pros* and *cons* of this momentous piece of legislation—the fastest special events booking in NBC's history. Roy Holmes of Traffic Department in New York arranged the line hook-up at the same time as the program arrangements were being made.



HUGH SAVAGE

... a week off with pay.

THE BRASS BUTTONS REVUE OF 1937



Members of the New York Guest Relations staff who took part in the Brass Buttons Revue—annual broadcast presented by the pages and guides in Radio City.

In the front row from left to right are: Gene Rubessa, Richard Barron, David Adams, Jack Wyatt, John Mannion, Hugh Savage and Richard Diamant.

Back row: Don Meissner, Walter Wiebel, Pat O'Connor, William Brinkmeyer, Philip Crosbie, George Andrews, Archibald Blainey and Frank Nesbitt.

The New York Guest Relations staff is puffed up with pride over the tremendous success of the Brass Buttons Revue of 1937, which was aired with the support of Jerry Sears and his orchestra on the Red Network, coast to coast, Saturday afternoon, February 27.

The broadcast was held in Studio 3A before a capacity audience of nearly four hundred. Although the pages and guides who took part in the show had spent several weeks rehearsing, last minute difficulties prevented them from having a dress rehearsal before going on the air. However, the whole performance went through without a hitch and it ended "on the nose" as far as time was concerned.

In answer to a request for votes on the best performance on the show over nine hundred letters were received. Page Hugh Savage of Hibbing, Minnesota who has been with us less than four months, received the greatest number of votes. For that he will receive Guest Relations Manager C. H. Thurman's generous prize of a week off with pay.

That "tall, dark and handsome guide from Medford, Oregon"—George Andrews—was a close second in the contest.

He sang Bill Paisley's popular song, "La Carumba".

Guide Randolph W. Bean, who recently resigned from the glamor and glitter of radio to go into the banking business, merits much credit for having organized and directed the Brass Buttons Octet which was one of the high spots of the show. Fred Allen's assistant, Uncle Jim Harkins, was so impressed with the octet's performance he invited them to sing on the Town Hall Tonight program.

Jack Wyatt, a member of Dan Russell's announcing class, who acted as master of ceremonies, did a splendid job. His facility of speech and clarity of voice mark him as a promising announcer.

Guide Gene Rubessa, buffoon of the guides' and pages' locker room, came forth in true Fred Allen fashion with a bit of ad-libbing and brought the house down during the comedy skit with his favorite and now well-established remark, "Do you wanna split a malted?"

The Brass Buttons Revue of 1937 script was written by Dom Davis with the assistance of James Costello, erstwhile guide, now in the Script Division, who contributed the short comedy skit.

NAMES IN THE NEWS

NEW YORK

Promotions:

Miss Caroline Gay, Stenographic, is replacing Maybelle Howarth, resigned, as secretary to Lewis H. Titterton, head of the Script Division. Miss Gay came to NBC last month from Teachers College, Columbia University, where she was secretary to Professor of Education, H. B. Bruner. Her home is in Quincy, Illinois. She went to Vassar College '33.

George A. Emerson came from Boston less than three months ago to join our page staff. He is now in the Script Division replacing Howard Whiting, resigned.

Returns:

Guide Robert White has just returned from a month's leave of absence during which he worked for an NBC client in the merchandising of its program.

Resignations:

Arthur C. Holman, assistant to Herman G. Rolff of the Music Division, resigned March 1, to join Western Electric Company in Kearney, N. J.

Rubey Cowan, Artists Service, is resigning to join Paramount Pictures, Inc. in Hollywood. He has been with NBC about five years.

Transfers:

Miss Gladys Cardon of Stenographic will be working in the offices of RCA for the next few weeks on the Metropolitan Opera Audience Mail.

Miss Elizabeth Quinn formerly of the Program Department, Production Division, is now working for Gordon Mills in Sales.

Miss Gertrude Bieking of Stenographic replaces Miss Emma Weisbecker, resigned, in the Program Department.

Miss Louise Levitas has been transferred from Program to William E. Webb's office in Sales Promotion. Mrs. Helen Mescal who joined Stenographic on September 1936 is replacing Miss Levitas in Program.

Mrs. Hannah Hodgson has been transferred from Stenographic to Artists Service.

Misses Alice Cook and Doris Seiler are now in the new office of music editor Walter Koons, Room 620.

Mrs. Margaret Reynolds, Stenographic, has been made secretary to F. M. Thrower, Jr., in Sales.

Engagements:

Mrs. C. F. Irvine recently announced the engagement of her daughter, Miss Mary Lou Irvine, of the Treasurer's Office, to Richard P. Fenton at a party in her home in New Canaan, Connecticut. Mr. Fenton of Scarsdale, N. Y., is associated with Auerbach, Pollack and Richardson, members of the New York Stock Exchange.

Miss Irvine, whom we all know as the charming little brunette who hands us our checks every fortnight, came to NBC in January, 1934, as a hostess.

The engagement of Miss Elaine Ellsworth, Stenographic, to Charles F. Rogers, Jr., of New York City, was announced on March 13.

The wedding will take place late next month.

Correction:

Photographer William Haussler, Zeiss camera enthusiast, wants it emphatically known that his photographs are *not* in a Leica exhibit as stated in the last issue of the NBC TRANSMITTER. His photographs are in the Zeiss exhibit which is touring the country.

Newcomers:

Richard McDonagh is not exactly a newcomer although he is a new member of NBC in the Script Division, for he is known to many NBCites as the friendly elevator starter of the RCA building who attracted the attention of our Script Division with his numerous submissions of radio scripts some of which were accepted and produced. He was born in Ireland and because of his roaming about the world his education, which includes one year at the University of Rochester, has been somewhat haphazard. He has always enjoyed writing though he never made much money at it, he says.

Francis R. McCall, formerly of the Chicago Tribune New York bureau and the

United Press has joined the News and Special Events Division as a writer.

Miss Marjorie Thomson has joined the Auditing Division.

Leonard Kraft formerly a salesman with the Crowell Publishing Company has joined the Sales Department.

Mr. Kraft is an alumnus of the University of Illinois where he majored in mining engineering. He's Beta Beta Pi and is an active member of the Committee of Boy Scouts in Queens, L. I.

During the War, Mr. Kraft served as a naval aviator.

His hobby is football, having played eight years of school, college and professional football.

The following are the most recent replacements in the Guest Relations uniformed staff:

Frank Howard of Yonkers, N. Y., formerly a page in the Guarantee Trust Company. He is a graduate of Groton High School in Yonkers. He has had some experience as a singer over small N. Y. stations.

James H. Hill, of Los Angeles, recently graduated from the University of Washington. This is his first job.

David C. Garroway, Jr., a Bostonian and graduate of Washington University. He is quite a golfer, having been champion of Missouri State, and of the St. Louis District. He also has won several tournaments in Florida. Members of the NBC Golf Association better start worrying because Garroway is already planning to compete in all NBC golf tournaments and walk off with the trophies.

Robert Cutler Fergusson, another New Yorker, gave up the sea for a blue uniform in Radio City. Working on ships for four years, he has been to Europe, several points in Central and South America, the West Indies, and Mexico. Reason for giving up life on the high seas: recent marriage, home-life and all that sort of thing.

Robert W. West, another ex-sailor, having sailed the high seas to South America and the West Indies on Standard Oil tankers.

Edwin H. Weber, of Leonia, N. J., comes to us with some experience in sales promotion and advertising work with Bakon Yeast, Inc. Educated at Regis Prep, St. Cecilia Prep and Columbia Extension College. He is an Alpha Gamma Phi.

Frank Naeseth, from Hibbing, Minnesota, comes to New York for the first time with a sheepskin from the University of

(Continued on Page 20)

LET'S GET ACQUAINTED

Life beginning at forty will probably add much to the career of Patrick J. Kelly which is already jammed with as much of the world and its work as would ordinarily seem possible within one life-span.

Charters Towers, North Queensland, Australia, a small town in the gold fields of that island continent, was his birthplace, the city of Sydney offered her private schools for his education,

and the far reaches of the Pacific Ocean furnished the playground for adventure. Ocean-going vessels permitted Pat Kelly to put into practice some of the theoretical knowledge of marine engineering he had gained while at school. More than this, they served as an outlet for adolescent dreams of adventure. This desire for travel, not chilled even by the frigid waters of an Alaskan Sound after shipwreck, took him to the South Seas, Hawaii, Samoa, Japan, China, and finally to Vancouver, B. C., where he land-lubbered for a while. Here he continued his study of marine engineering, and at the same time pursued his scholarly interest in singing.

From Vancouver to Seattle, while in Seattle to a party, and while at the party he sang a song for his own amusement



PAT KELLY
Supervisor of New York
Announcers

and the pleasure of others. His song brought him four contract offers from friends who were present and his acceptance of three of these kept him busy for the next few months. Later he accepted the fourth offer which was proffered by the well known impresario of the San Carlo Opera Company, Fortune Gallo. This resulted in a five-year contract, appearances on the New York stage and later

an engagement with the Shuberts. The run of "Blossom Time" brought about a meeting with Mlle. Yolan Poszanye who hailed from Budapest and was appearing with him in the production. Bells of a wedding—and Mr. Kelly gave up a brilliant stage career for the glamour of radio and the National Broadcasting Company.

Several years of long-laboured hours have probably taken some of the gilt from the glory and glamour of the industry and have added much gray to his heavy shock of hair. Still Pat Kelly goes on throwing glory and commercials at other announcers while he may be found working behind his desk in Radio City, planning schedules, outlining the work of others, reading flash news bulletins from his specially built control board, auditioning aspiring young announcers, announcing programs himself when necessary, or singing on Cheerio's morning program—all in all—mostly working.

After all this, or perhaps before, or maybe between times, he finds diversion in his flower garden at his West Hempstead, Long Island, home. Here he's at home with Mrs. Kelly and seven foreign languages. Accustomed to a long-houred day, this announcer, operatic tenor, linguist and business man gets up in the morning before the milkman arrives and often meets the carrier coming round again when he gets back home. With it all he successfully manages to keep the Red and the Blue from getting on the wrong networks, the announcers furnished with their cues, and a nation satisfied with the split-second button punching of NBC's Pat Kelly supervised announcers.

OFF BALANCE

by Edwin Loudon Haaker

A consensus of opinion in the page's locker room indicates that radio has a brilliant future. Radio moguls need no longer worry.

* * *

We've enjoyed a pleasant summer in New York this winter.

* * *

And that reminds us that the California branches will be pleased to know that Florida is the mecca of most of the Eastern group of vacationing NBCites.

* * *

Since it was announced that Arturo Toscanini will conduct for NBC, the local barbers report a noticeable falling off of trade among staff musicians.

* * *

That Hollywood slur about the studios out there not sinking any more since Don Wilson came East, is resented by this department. In fact, we resent anything of a light nature based on Don's simply terrific weight.

* * *

"Dear Sirs: We liked the NBC page's program immensely, and would like to cast one vote for Jerry Sears, who we hope will win as his work was very good, and get a week off with pay we hope. Mrs. J. O.—, Pittsburg, Pa. *It's not a long wave that blows no good, Jerry!*"

* * *

Since Howard Petrie's recent acquisition of a boat, we hear he has become such an ardent yachtsman that he spends much of his time rowing on one of the Central Park lakes. Mrs. Petrie is learning to swim.

* * *

Paul, better-known-as-Acropolis, formerly NBC bootblack, and graduate of the RCA Institute, is now putting his knowledge to practical use in an Astoria, L. I. radio repair shop. Astoria NBCites please note.

* * *

Guide Burt Adams is reasonably annoyed. After spending two weeks and much mazuma acquiring a darker complexion down in Florida, people keep asking him where he got the sun lamp for that tan.

* * *

Latest departures for Florida are guides Paul Rittenhouse and Jack McGhie. Richard Diamant preferred to be different from his fellow guides going on vacation—he went to the hills of Pennsylvania.

ABC of NBC

The NBC TRANSMITTER recommends to its readers, particularly those who are not in the New York division, the new weekly series of programs titled, "The ABC of NBC" which is heard each Saturday at 7:45 P.M., EST, over the NBC Red Network.

This new program is designed to take listeners behind the scenes of our broadcasting system. To date impromptu interviews and explanations have covered such varied subjects as the master control board in Radio City, sound effects, network operations, fan mail and program building. The program is presented in the form of interviews between NBC announcers and Radio City visitors taking the NBC Studio Tour.

ANSWERS

To questions on page eleven

1. Federal Communications Commission.
International Broadcasting Union.
National Association of Broadcasters.
British Broadcasting Corporation.
Batten, Barton, Durstine & Osborn.
2. One hundred and eighteen.
3. Commercial Program Manager.
Director of Women's Activities.
Editor of Continuity Acceptance.
4. Dan Russell.
5. Raleigh, Spuds, Kool, Lucky Strike,
and Philip Morris.
6. Recordings or electrical transcriptions,
for broadcasting purposes.
7. Twenty-seven.
8. Outside the studio broadcast.
Perfect timing—program on schedule.
9. WEA—Bellmore, Long Island.
WJZ—Boundbrook, N. J.
W3XAL—Boundbrook, N. J.
10. The carrier wave is a continuous
number of constant vibrations (or a wave)
between whose limits the broadcast travels.
In short, the carrier wave "carries" the
program from the transmitter to the receiver.
A clear channel is one which is used by
only one station within a certain area.
(i.e. WJZ is always at 760 kc.)
11. David Sarnoff.
12. Television.
13. Radio Corporation of America.
14. Normally 7:30 AM to 1:00 AM.
15. Edward McHugh.
Eddie Albert and Grace Brandt.
Ed Wynn.
Jack Pearl.
Ralph Kirberry.
16. Microphones.
17. Riley.
18. Procter & Gamble.
19. Loop—network.
Juve—juvenile.
PA—press agent.
Spieler—news commentator or announcer.
Wax—record or electrical transcription.
Outlying districts say thumbs down
on rural motion pictures.
20. "By Choice The Nation's Voice."

Win two tickets to the "White Horse Inn,"
Radio City Music Hall, or your local theatre—
enter the NBC TRANSMITTER Photo Contest.

NBC newcomers are cordially invited to
take the NBC Studio Tour as the best and
quickest way of seeing and learning about
the broadcasting plant in Radio City. Pre-
sent your employee's pass at the Guest Re-
lations Division, Room 254, for compli-
mentary passes for the NBC Studio Tour.

WGY SCHENECTADY

by O. H. Junggren

WGY is bemoaning the loss of one of
its control men, and welcoming a new
announcer and a new control man all at
once.

Alfred Korb, for six years of the con-
trol room staff of WGY, left late in Feb-
ruary for Hollywood, where he was trans-
ferred to engineer duty in the new NBC
studios. Mr. Korb started work in Holly-
wood on March 3.

Members of the staff of WGY gathered
at the Green Lantern, popular night spot,
to give Korb (WGY's Jack Benny) the
sendoff he deserved. Members of the va-
rious departments spoke briefly, 'tis said.

Replacing Mr. Korb at the controls is
Peter F. Narkon, a native of Amsterdam,
and for several years in the control room
of the Buffalo Broadcasting Company.
Once he started a radio sales store, which
he gave up to become assistant engineer
for WOCL in Jamestown, N. Y.

Silvio Carachini, a native Vermonter,
has joined WGY as an announcer. He
comes to us with a lot of experience in
other phases of radio, too. He really is a
control man, because he served several
years at the dials of WDEV, Waterbury,
Vt., before switching to announcing.

A. O. Coggeshall, program manager,
has returned from Radio City ready to
do bigger and better things for dear old
WGY. Coggie spent several days in New
York studying production methods and
theories. But those who are in the know
say that Coggie enjoyed the sidelights of
the trip just as much as seeing "how it's
done in New York." He is still telling
about his seat (thanks to NBC) in the
Golden Horseshoe of the "Met," among
other things. . . . Horton Mosher, red-
haired control operator, had a red letter
day recently. Don't know exactly what
day it was, but anyway he replaced the
first tube that has burned out on him
while he has been on duty at WGY. And
he's been "a'watchin' them there tubes
fer nigh on t'six years." . . . Betty King
is already speaking like a veteran in
broadcasting work. She only recently
joined the sales and sales promotion de-
partment as secretary, but she can find
almost any order contract for you. . . .
Virgil Hasche, WGY's accountant, sighs
loudly as he completes work on artists'
salaries for income tax purposes. . . .
More about Betty King—this time in the
role of organizer. Word has it that she,
being very proud of her Alma Mater, the
University of Illinois, has played a prom-
inent part in organizing a group of "Ill-
inoisters" in these parts.



Pictured above are lovely models parading before the "Iconoscope" during an experimental broadcast from the NBC studios in Radio City showing how television may be used in the future to broadcast fashion shows to televiewers at home.

NBC BOSTON AND SPRINGFIELD

by Edward B. Hall



ARTHUR S. FELDMAN, manager of special events programs and announcer at WBZ and WBZA.

In an address before the First Radio Conference of the Massachusetts State Federation of Women's Clubs, John A. Holman, General Manager of WBZ & WBZA, spoke on the subject of "Radio—a Force for Peace." Among other telling points, Mr. Holman stressed the fact that "in radio the life of rumor, falsehood and errant half-truth is brief. Radio ascertains the facts before its microphones are opened. . . . In a crucial period when the neutrality of a nation may be compromised through unleavened information, this is a great public service. I think it is now well-established that the great mass of American public opinion was at the mercy of foreign propagandists operating freely in this country before the World War. We were ill-informed or wantonly misled. . . . I believe that radio makes a repetition of this experience unlikely."

Arthur S. Feldman of the WBZ announcing staff has been appointed Manager of Special Events programs originating at this station. A lively imagination, a keen sense of news values and unremitting industry qualify him for his new position. As announcer, he has already handled a variety of special network presentations in a signally competent manner. Four years ago Arthur created a flurry in the local press when he was discovered to be the country's youngest professional announcer. And his present appointment at the age of 24 probably constitutes another record—at least in NBC ranks. Everything about Arthur indicates that he will break many a record ere senility drags him down by the beard.

Boston's participation in the recent coast-to-coast newshawking contest produced one of the most vociferous events heard at WBZ since Leo the Lion went berserk in the studios. The leather-lunged emissaries of six Boston dailies, each hacked by rabidly partisan delegates from their respective papers, simulated the effect of an angry mob denouncing its oppressor. Operator Elmer Lantz in the control booth gesticulated wildly as their lusty shouts threatened to shatter the equipment. During a brief rehearsal before the broadcast, rival newsies commented uncharitably (in the Bronx manner) on their competitors' efforts, while their sponsors exchanged minatory glances. An atmosphere charged with bellicose possibilities prevailed just before the show went on the air. But when 13-year-old Philip Minsky of the *Boston Traveler* was pronounced winner of the national championship, civic pride triumphed and there was general rejoicing. The handsome silver trophy awarded by NBC now reposes on exhibition at the studios pending formal presentation by Governor Hurley.

Vox Populi, vox Dei. Gordon Swan, WBZ Traffic Manager, has been elected a representative of the Town of Milton. Incidentally, Representative Swan has acquired a new secretary. . . . Miss Ruth Moran, secretary to Sales Manager Ewing, has just returned from a West Indies

Boston Newsboy Wins Newshawkers Contest

On March 3 the first of an annual coast-to-coast newshawkers contest conducted by the National Broadcasting Company was heard on the air.

Philip Minsky, thirteen-year-old newsboy, who peddles the *Boston Traveler* won the large loving cup donated by NBC in the contest which brought the nation's leading news vendors to the microphone.

The judges who picked the winner were: Adela Rogers St. John, noted newspaper woman and radio commentator; Arthur Robb, editor of *Editor and Publisher*; Patrick J. Kelly, chief announcer of the National Broadcasting Company, who announced their decision in New York; and Charles Gridley of the *Denver Post* and the *Portland Oregonian* and President of the National Press Club, and George R. Holmes, chief of the Washington Bureau of International News Service, who announced their decision from NBC's Washington studios. The vote was three for Minsky against two for newsboys in Chicago.

cruise with a harrowing story of the antics of "that old devil Sea"—and with a gorgeous tan that is the envy and despair of all beholders. Miss Moran weathered the stormiest cruise in six years without missing a meal. . . . A wave of aesthetic zeal is sweeping WBZ. New furnishings, new decorations, new artistic miracles appear like mushrooms overnight. Kubla Khan's Pleasure Dome was a shambles to the new display cases in the foyer.



Gov. Charles F. Hurley of Massachusetts presents silver trophy awarded by NBC to Philip Minsky, winner of the National Newsboys' Hawking Contest. Left to right: Karl F. Hall, Circulation Manager, Boston Herald-Traveler; John A. Holman, General Manager, WBZ and WBZA; Philip Minsky and Governor Hurley.

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.

FOR RENT—One room apartment; five minutes from Radio City; completely furnished, also grand piano and radio. Male only. Reasonable rent. For details call Frank Murtha, Ext. 834, Rm. 505, N. Y. Artists Service.

WILL TRADE—One new Ronson Pencilitier (value \$3.50) and one new traveling brush containing razor, toothbrush and stuff (value \$7.50) for a rod and reel. Call John Powers, Ext. 828, NBC New York.

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.

BARGAIN—Brand new console type RCA radio, model 10-K. Apply to the NBC Transmitter.

FOR SALE—Eastman Kodak model 60 8 mm movie camera; F 1.9 lens, camping case, 1½ inch, F 4.5 telephoto lens, and U8 Kodachrome filter. Complete outfit only, as listed, \$70.00. Used only few months. Call Lester F. Miles. Ext. 450, Rm. 589, N. Y. Engineering.

WANTED — Lighthouse for Voightlander AVUS camera to use camera for enlarging. Size of picture, 2¼" x 3¼". Voightlander, Leica or any make will do so long as it fits Voightlander AVUS, 2¼" x 3¼" camera. Have carbon plate. 50 watter 211 and type 860 tubes for swap. Write Ray Strong, studio engineer, WGY, Schenectady, N. Y.

TICKETS—for NBC employees 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.

PUBLIC SPEAKING COURSE—Mr. Charles F. O'Neil who has just concluded a course in public speaking for NBCites in Radio City has announced the beginning of another course which will last about 14 weeks. The cost is \$20.00 for the entire course and it may be paid in instalments. The class meets in the Clients' Room on the second floor every Thursday from 5:30 to 7:30 P.M. If interested call the Personnel Office, Ext. 263.

WANTED—To sublease for the spring and summer two room furnished apartment with kitchenette. Preferably within short walking distance of Radio City. Apply to the NBC TRANSMITTER, Box 11.

NBC HOLLYWOOD

by Frances Scully

Activity has hit a new high on the western front with departments being augmented and preparations in the air to move several units to the building annex to make way for further additions to the Hollywood studios. Manager John Swallow, in an effort to facilitate working conditions and accommodate the rapidly increasing personnel, arranged for several departments to occupy the building in the rear of the studio, which had formerly been rented to the J. Walter Thompson Agency. This, however, is only a temporary arrangement, as studio expansion plans will probably be definitely decided before long.

March additions to the NBC Hollywood studios: Donald de Wolf, engineer in charge, adding to his department Craig E. Pickett, transferred from San Francisco; Al Korb, transferred from WGY, Schenectady. Walter Baker, night manager, has transferred the switchboard to a private office and the hostesses now take turns at the desk in the lobby.

Ruth Schooler, pretty brown-eyed secretary of John Swallow, has gone nautical



This is Hollywood's latest "find"—Elizabeth Palmer, well-known on Broadway's stage, who left New York last week for the 20th Century-Fox studios in the California film capital. Why is her picture in the NBC Transmitter?—Because to us she is Mrs. Francis Healey. "Frank" is assistant to publicity director Wayne Randall.

minded. Reason is that boy friend Larry Wright bought himself a 35-foot sail boat, so Sundays find Ruthie learning the fine art of handling a sloop.

On March 1, Dema Harshbarger, head of Hollywood's Artists Bureau celebrated her 25th anniversary in the business of handling professionals. When asked how she celebrated, the keen-minded executive smiling and with a typical Harshbarger twinkle said she closed two swell business deals that day.

And while we're in the Artists Bureau, Mae Regan discovered that she is a sorority sister of Honor Holden's daughter, Charlo. Mae is a Phi Delt from Nebraska University, while Charlo Holden belongs at De Pauw University, Indiana.

The atmospheric Hofbrau Gardens in Hollywood provided the scene for a gay party, consisting of Ruth Schooler, Jean Darrell and Virginia Elliott. After partaking of the victuals, the gals gayly brought out their anagram game and for a couple of hours played this fascinating game with the help of the checkered table cloth and kibitzing waiters. "Anagram" time was had by all.

BRIEFIES . . . Ralph Denechaud had most of his wedding trousseau stolen . . . Elma Cronin, Hollywood's blonde and blue-eyed ladies' maid, is an accomplished pianist, having, in the past, given piano recitals and taught this fine art . . . Bob Lamb of Claude Ferrell's division collects autographed pictures . . . Mort Smith is back at the controls after a struggle with Old Man Pneumonia . . . Murdo Mackenzie says he also lives in the NBC colony in San Fernando . . . Bill Brandt, Jr. is the latest addition to the mail department. His dad is one of the famous Guardsmen Quartet heard on the networks. . . .

Myrna Bay of the Music Rights Department is very proud of her 11-year old brother Sheldon. For the past two months he has made rapid strides on the networks, appearing in commercials for First Nighter, Packard Hour and Thrills. He also has a steady job every Saturday in the Childrens' Radio Theatre, over a local station.

BOOK REVIEW

A MANUAL OF RADIO

When Maurice Lowell, a production director at NBC's Chicago studios, wrote "Listen In" he filled a gap in radio literature. The radio library, compared to the place radio has in the life of every individual, is very small. Most of the books are either technical or "fan" publications. There has been a great need for a book which will give an authentic picture of radio—a behind-the-scenes view, that the general public and the eager novice can understand. "Listen In" is such a book.

It might be called a text book, so factual and pertinent are its contents; so well organized and presented. But a text book connotes something dry and dusty and "Listen In" is anything but that. It is unusually well written; the style is easy, fluent and colorful.

It is a little book, pocket size and 114 pages, but it is a complete one. Naturally, there is not much detail; that was not the purpose of the book. The author wanted to give a clear, concise picture of what radio is, its components and its requirements, and in the mind of your reviewer, he succeeded admirably. The titles of some of the sections give an idea of the topics covered: "The Script Writer," "The Production Director," "The Radio Talk," "Station Organization," "Audience Reaction," "Evolution of the Program," "Chain vs. 'Spot' Broadcasting," "Radiathermy."

The greater part of the book is devoted to the program and its preparation; this is natural because Mr. Lowell, as a production director, knows this part of the business from the ground up.

"Listen In" is a frank and honest book. It does not paint glamorous, rosy pictures; it does not "debunk." It presents radio as we who are a part of it know it to be.

Mr. Lowell makes an interesting observation—that the trend is toward educational programs. He says: "Commercial sponsors are fast approaching the entertainment saturation point. Almost every conceivable peg upon which to hang a musical or dramatic program is either being used at the present time or has already been discarded. A new approach, a fresh twist, a new angle must be found; and believe it or not, clients are moving in the direction of 'educational' programs, as a solution to this problem."

"Listen In" is published by the Dodge Publishing Company, New York.

—DIANA MILLER

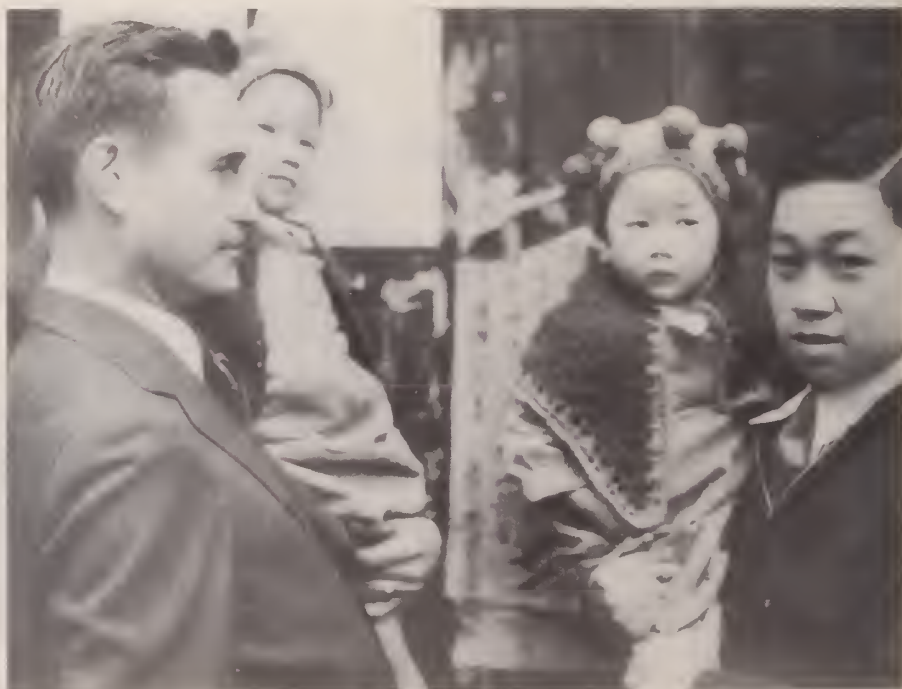
NBC CHICAGO

by Bob McCoy

Announcing school, coached by announcer Lynn Brandt under the supervision of chief announcer Everett Mitchell, has begun again. Classes are attended by several of the pages and members of the junior production staff. Announcer Brandt assumes the role of teacher seriously, gives homework assignments, encourages criticism by the pupils themselves and is a successful and popular instructor.

✓ ✓ ✓

Seen and Heard: Virginia Thompson and Charles Robb in the elevator comparing notes on coiffures—Virginia, with a new wave, hoping it would stay in over the week end—Chuck, with a fresh trim, hoping his wave would stay out. . . . Bill Rosee, recent graduate of RCA Institute's Chicago school, and actor Bob Guilbert pondering mightily over a chess game, with Bill seemingly in a tight spot. . . . Marge Stockdale of Program off to Washington, D. C., on a winter vacation—Florence Reiland being congratulated on her promotion from Central Stenographic to a desk in Sales—Jane Stahl replacing Miss Reiland. . . . Marge Neiss and Dorothy Little being proud of weekly swimming accomplishments in the Medinah Club pool. . . . Page Bill Lawrence replacing Francis Moore who resigned to go with



When JOHN GIHON, left, KDKA's program manager, wanted authentic color for the station's Chinese New Year broadcast, he didn't have far to go. The windows of his office in the Grant Building, the highest in Pittsburgh, looked down on the squat two-and-three-story stores and homes of Chinatown. Mr. Gihon is shown above as East meets West on the South side of Third Avenue.

IDAHO STATION JOINS NORTH MOUNTAIN GROUP

With the announcement that station KIDO, Boise, Idaho, will become affiliated with the National Broadcasting Company's North Mountain Group about July 1 the total number of NBC stations is now 118.

KIDO, the most powerful broadcasting station in Idaho, is the only broadcasting station in Boise and will be the only station in Idaho with a national network affiliation. The nearest network outlet is 240 miles away. As a member of the North Mountain Group, it will be supplementary to both the NBC-Red and the NBC-Blue Networks.

The station is owned by C. G. Phillips and Frank L. Hill. The studios are in the Hotel Boise, with the transmitter located northwest of the city. The broadcasting frequency is 1350 kilocycles, with a daytime power of 2500 watts and a nighttime power of 1000 watts.

an agency. . . . Ruth O'Connor, expert horsewoman, studiously working on the Old Gold contest puzzles . . . and who isn't?

KNOW YOUR COMPANY

No. 4 — THE SCRIPT DIVISION

by Lewis H. Titterton

This is the fourth of a series of articles which we hope will give you a better understanding of the many NBC units.

The Script Division of the Program Department was formed in March, 1936 by the merger of the Literary Rights Division and the New York Continuity Division. It is organized to fulfill a variety of functions, some of them "national" in the sense that they have reference to the work of all owned, operated and managed stations of our company, others of them "New York" in that they deal specifically with New York. As in all such examples of merged functions, there are border-line cases which do not fall regularly into either classification.

The work of the Division may conveniently be subdivided as follows:

1. Literary Rights:

(a) This somewhat cumbersome term is generally interpreted by the members of the company to mean an acquaintance on the part of the staff of the Script Division with who owns the rights in anything written, all the way from Mickey Mouse to Marcel Proust, and how much they would cost. If we do not know by previous investigation, we are equipped to find out. The Division is held responsible for reading all New York scripts, whether commercial or sustaining, with a view to detecting possible copyright violations, and is expected to obtain from agencies, when the program is agency built, adequate evidence of authorization when agencies submit material adapted from existing literary properties or, in the case of original work, assure itself that no infringement is taking place. In addition, the Division obtains for commercial programs built by NBC, for sustaining NBC programs and for such agencies as desire the service, quotations and authorization to perform material that is protected. The Legal Department has approved certain forms for use in this connection, and these forms are used not only in New York, but in all the managed and operated stations, who work closely with New York in regard to matters of clearance. The peculiar status of poetry causes the Division to devote detailed attention to the requests from all our stations regarding this type of material.

(b) The Division purchases a great deal of dramatic material, as do certain of

Lewis H. Titterton came from England and the publishing business when he joined the staff of NBC.

In his 'teens, he thought of becoming a doctor, but turned away from the natural sciences to a study of the classics and, somewhat for fun, Hebrew. This last proved so entertaining that he spent three happy years at St. John's College in the University of Cambridge, England, reading Oriental languages. The greatest living Orientalist being at Harvard, Mr. Titterton came over for one year and stayed two, partly because he liked it and partly because the emoluments of the Joseph Hodges Choate Memorial Fellowship made it possible.

Instead of returning to England, he spent eighteen months as assistant editor of the Atlantic Monthly in Boston before coming to New York as assistant to the general sales manager of the Macmillan Company. Then followed six months as southern sales manager, after which he was recalled to the New York office to become associate editor of the publishing firm.

Mr. Titterton has a wide acquaintance among authors and literary people generally who admire and love him for his keen sense of humor, friendliness, and ready, though sardonic, wit. When we asked him about



LEWIS H. TITTERTON
Manager of the Script Division

his hobbies, he replied he liked all sorts of outdoor activities—confided he probably should have been a farmer—he likes the soil and trees, and even weeds. Best of all he enjoys working with a cross-cut saw and ax or building stone walls. He says he likes people—all kinds of people—even the so-called dull ones, who, he has discovered, are not as dull as some might think.

In addition to acting as an adviser to the Book-of-the-Month Club, Mr. Titterton writes book reviews for metropolitan newspapers because he enjoys it. His name as a reviewer often appears in the book review sections of the *New York Times*.

our stations under approved forms. Where opportunity arises, subsidiary rights in such material are sold, whether book, motion picture or stage. From time to time the Division is able to handle the licensing of the name of some prominent radio artist for commercial use, or arrange for a game based upon a program to be manufactured.

(c) In addition to reading all scripts, commercial or sustaining, for copyright, sustaining scripts in New York are also read for policy.

2. Scripts:

(a) Writers. There are on the staff of the New York Script Division, at the present moment, nine writers, eight of whom devote their full time to writing and one of whom is partly concerned with reading for copyright and policy. In addition, there are two men whose whole time

is occupied with research for musical continuity of classical and semi-classical programs. The Division keeps in touch as closely as possible with free lance writers and acts as agent in selling their services as well as those of staff writers for the writing of commercial programs. The writers work closely with the Music and the Press Divisions on many programs.

(b) A play-reading section of the Division is responsible for the first reading of all scripts submitted to the company in New York, as well as the interviewing of the great bulk of individuals who wish to present program proposals.

The manager of the Script Division is a member of both the Commercial and Sustaining Program Planning Boards, personally considers scripts which have

(Continued on Page 20)

NAMES IN THE NEWS

(Continued from Page 13)

Minnesota, class of '35. He has had some newspaper experience back home. He is rooming with his home-town friend Hugh Savage, of Brass Buttons Revue fame.

DeVerre Englebock got tired of singing with the *Villagairs Quartet* over WTAM, Cleveland, so he packed up and came to New York to join our page force. He studied at the Cleveland Institute of Music.

John F. Parsons, a graduate of Roosevelt High School in New York, was with the Department of Agriculture for four years as a tree surgeon before coming to NBC.

Melvin Blake Johnson, of Cleveland, Ohio, Dartmouth '35 has faced the microphone before at WNBX, Vermont, as a member of the Dartmouth Players.

Charles L. Jones, educated at N.Y.U., comes to us from the department store business.

Joseph M. Allen, hails from Belhaven, N. C., where he worked in a Ford plant for some time before coming to Radio City.

Richard P. Hogue, a radio ham from Yonkers, N. Y. He went to Georgetown U. for two years.

William Samuel, graduate of C. C. N. Y., has just finished a post graduate course in speech and dramatics at Columbia U.

Henry Arian comes to us with some experience in newspaper work. He has been all over the world and was educated in European schools where he learned to speak French, Dutch and German fluently. He also speaks Spanish. He wants to become a script writer.

Donald Tenzi and Michael Randolph are the most recent additions to the night staff in Stenographic.

Stenographic replacements are Mary Nealon, Winifred Wylie, Elinor O'Shaughnessy, Bertha Kurtzman, Norma Olsen, Dorothy Allfred, Winifred Castle, Elsie Bergler, Mary Deery and Elizabeth Scott.

William D. Hanna has joined the Duplicating Section of General Service.

Miss Sally Austin started her secretarial duties in the Script Division of the Program Department March 8th.

Joseph Pepper and Ernest Jahncke are new Assistant Program Transmission Supervisors in the Traffic Department.

Enter the Photo Contest and win a pair of theatre tickets. Send in your entries before April 8.

Miscellaneous:

Mrs. W. R. P. Neel of Mattawan, N. J., presented her husband Bill (Press) with a seven pound girl.

Joseph Bolton, better known as "Scotty" to his associates in the General Service Department recently passed an NBC dramatic audition. "Scotty" has had a smattering of radio experience before, having been heard on the *Cheerio* and *Rise and Shine* programs where his Scotch brogue has been used to great advantage.

Thomas Riley, Press, now has a successor—an eight pound baby, Thomas Riley Jr., who was born in New Bedford, Massachusetts, on February 27, 1937.

Boston production manager Jack Wright visited us in Radio City during the last week-end in February. We regret to hear from him that our friend and witty Boston correspondent Edward B. Hall was laid up with sinus trouble.

Members of NBC present at a surprise party given by Bill Brown, manager of the St. Regis Hotel, in honor of Doc Hoepfner, Major Bowes' right-hand man, were Frank Burns, Paul Rittenhouse, Keene Crockett, Jerry Wolke, Jack Wahlstrom, Joseph Dickey and Gene Rubessa.

Reports say that it was a very gay party. One of the highlights of the evening was Bill Brown's brave invitation to his friends at NBC to come and cash their checks at his little rustic inn on Fifth Avenue and Fifty-fifth Street—anytime.

A. H. Morton is planning a trip of inspection to all the NBC operated stations next month. It will be Mr. Morton's first visit to our stations since he became manager of the Operated Stations Department on January 1.

Joseph A. Macdonald, Legal Department, became the father of a seven pound baby in the early morning hours of pay day, March 15.

Word has been received that Miss Elizabeth Chambers is English secretary to Chang Kia-ngau, Minister of Railway for the Chinese government at Nanking. Miss Chambers was formerly an assistant in the General Library and also in the Statistical Department. She resigned last September to leave for China.

Miss Edith Ward, secretary to budget director John H. Macdonald, was married to J. E. Strachan at the Grace Episcopal

Church in Brooklyn on March 5. Mr. Strachan is with the National City Bank in New York.

The newlyweds went on a trip through New England on their honeymoon.

John Collins, Artists Service, underwent a minor operation and is now convalescing at home.

We are happy to announce that our genial evening manager, Juan de J. Almonte, has returned to his office after a long absence due to illness.

NBC STATIONS

Tom Bashaw of the Chicago sound effects staff has announced his engagement to Miss Lois Robertson of that city. The wedding is set for April.

James A. Thornbury, of Chicago's field engineering division, has constructed an apparatus for demagnetizing wrist watches which have become magnetized by close contact with ribbon velocity microphones in the studios. It consists of a coil which is plugged into an AC outlet, a push button, and a tiny compass.

J. F. Whalley, Chicago office manager, and auditor, has been appointed vice-chairman of the Advertising Media Group of the Seventh Credit Congress of Industry to be held in Chicago, June 21-24.

The Script Division

(Continued from Page 19)

passed the scrutiny of the play-reading section, and other scripts which come from sources that indicate that they are likely to be usable by the company. Besides the general supervision of the Division and the assigning of work, he exercises an editorial function over as many of the more important programs as time affords, handles the bulk of correspondence from persons who wish to submit program ideas, maintains contacts with authors, agents, playwrights and play brokers and, when he is fortunate enough to have them, suggests his own program proposals. He is also called upon to join the vice president in charge of programs and the business, commercial and sustaining program managers for conferences on matters of general program interest, as well as regarding specific programs. While he is a member of the Program Department, he is expected to, and does, avail himself of the advice and guidance of the Legal Department in a wide variety of matters.