

NBC TRANSMITTER

VOL. 3

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NO. 5

MARCONI'S SON JOINS NBC AND RCA



GIULIO MARCONI
I'm glad I'm here . . .

In 1901 Guglielmo Marconi sent us the first wireless message across the Atlantic. Today, he sends us his handsome twenty-six-year old son, Giulio, to study the American systems of radio broadcasting.

Giulio Marconi arrived in New York from Naples last month to join the National Broadcasting Company and the Radio Corporation of America to complete an already extensive apprenticeship in the science with which his family name is so intimately associated. He is here to add to his three years of scientific study in England and his native Italy.

It was while Mr. Marconi was pursuing his radio studies with the Italian Marconi Company in Rome that the plan to come to America was formulated. The friendship between his father and David Sarnoff, president of RCA, made it possible, Mr. Marconi explained, during a brief pause in his initial exploratory tour of the NBC studios in Radio City.

"I'd always wanted to come to America," he said. "I'd felt that the opportunities for study and wireless experience in America were extremely great; indeed, the best to be had anywhere. And my father has always had tremendous enthusiasm for everything American. As a matter of fact, it was father who suggested my coming here, and made the arrangements with Mr. Sarnoff. Naturally, I fell in eagerly with the idea."

Mr. Marconi will spend several weeks in

(Continued on Page 5)

NBC Stations Get New Studios and Equipment

An extensive building program involving expansion and improvement of six National Broadcasting Company plants in key cities of the Red and Blue Networks, is now well under way.

The project includes immediate construction of plants at Philadelphia and Schenectady, the completion of the new NBC studios in Washington, and the subsequent provision of new facilities at Hollywood, San Francisco and Cleveland.

Changes and new developments in the six cities will place all NBC broadcasting plants on the same technical basis as the Radio City and Chicago studios, regarded as the finest in the world.

Ground was broken at Philadelphia late in April for the construction of a six-story building at 1619 Walnut Street which will house NBC studios and offices and Station KYW, the Red Network outlet. The new building, of modern architecture throughout, will be ready for occupancy November 1.

An innovation in studio construction will be an auditorium studio in the basement of the building, with a capacity of over two hundred persons, which will be equipped with a stage and a "test kitchen" for domestic science broadcasts. All studios will incorporate the Holmes system of sound isolation, involving the suspension of studio shells by means of steel springs. KYW, now licensed for 10,000 watts, has an application pending before the Federal Communications Commission to increase its power to 50,000 watts.

NBC's new Washington studios will be in operation July 1, and will double the capacity of the present plant. The NBC quarters occupy the greater portion of the newly constructed building of the Trans-Lux Washington Corporation, which is ideally adapted to the special needs of NBC in the nation's capital. Facing Fourteenth Street, New York Avenue and H Street, the new plant is advantageously situated in the heart of city activities.

Because of the great number of talks on national affairs originating in Washington, the five new studios include two of the speaker type. The NBC quarters, housing stations WRC and WMAL, will have an almost continuous frontage of windows on three sides.

Negotiations have been completed for

(Continued on Page 7)

WLS MEN RECEIVE RADIO GUIDE AWARD



Announcer Herbert Morrison, left, and Engineer Charles Nehlson. For their unusual service to broadcasting—the plaudits of the radio world.

For their heroic and unusual service in recording the Hindenburg tragedy, announcer Herbert Morrison and engineer Charles Nehlson, both members of the staff of the NBC associated station WLS, Chicago, have been awarded the Special Medal of Merit by *Radio Guide*.

Morrison and Nehlson had been sent to the Lakehurst, N. J., hangar to make a routine transcription of the landing of the giant airliner for a future broadcast when the tragedy occurred. For forty-five minutes Morrison described the terrible disaster, while Nehlson, the engineer, protected his equipment from the intense heat and supplied fresh disks.

The NBC TRANSMITTER joins *Radio Guide* in commending Herbert Morrison and Charles Nehlson for what *Radio Guide* calls "the most wonderful of all reporting jobs under the most terrific strain ever endured by a broadcaster."

NBC was so impressed with this remarkable recording that the Company made an exception to its ten-year rule against transcriptions on the networks and broadcast Announcer Morrison's recorded account over both the Red and Blue chains.

✓ ✓ ✓

Win a pair of tickets to your local theatre—send your vacation pictures, with complete captions, to the NBC TRANSMITTER or the NBC TRANSMITTER'S correspondent in your city.

J. H. DODGE APPOINTED WASHINGTON SALES CHIEF



JOHN H. DODGE

John H. Dodge of the Washington sales staff has been appointed to succeed Vincent Callahan as sales manager of WRC and WMAL, NBC owned stations in Washington, D. C. Mr. Callahan, who had been with NBC six years resigned to take a new post as manager of WWL, New Orleans.

The new sales manager is a native of Washington, D. C., where he was born on June 30, 1899. His father, Arthur J. Dodge, was at that time Washington correspondent for several midwestern newspapers and his mother, Annie J. Dodge, came from Wisconsin in the early nineties.

John H. Dodge spent his childhood in Washington and attended local public schools until the United States entered the War. He was a junior in high school when he left to join the Navy. In 1919, he was honorably discharged. Then followed several years of work in various government bureaus in Washington.

In 1922 Mr. Dodge entered the newspaper field as a reporter of the Washington Times. Four years of journalism and still he looked for other fields to explore. He became affiliated with the sales department of an automobile distributor in Washington.

During those years of search and practical training he built a solid foundation for his background studying Journalism, English and Business Law in night school. His studies included two years at George Washington University.

In 1928 he went to New York City to accept a position as salesman with the Home Economics Service Corporation. Six years with this firm took him on trips to various cities throughout the country making contacts with Advertising Departments of newspapers in those cities. His duties

NBCites Win In Graphology Contest

Late last month during the Business Show in Rockefeller Center many NBCites flocked to the exhibit to look at the 1937 models of typewriters, adding machines, addressographs and other mechanical office equipment. Most popular booth was that of handwriting expert, Helen King, who not only offered to tell everyone the "truth about himself," gratis, but also offered free passes to the Radio City Music Hall and the Rockefeller Center Tour to those who had the most revealing handwriting.

The following members of NBC were among those who won prizes for being good script-teasers: William R. Thompson, Building Maintenance; Frances Heim, Accounting; E. B. Lyford, Traffic; May Day, Operated Stations; Elizabeth Harding, Central Files; Loy Seaton, Treasurer's; Kathryn Barry, Script Division; Norman Ward, Electrical Transcription; Martha Carlson, Stenographic; and Edward Evans, Statistical.

And here are a few samples of the winning scribbles and their analyses:

Edward Evans

People come from all over the United States to the school.

Edward F. Evans: Personality. Courage. Liking for keeping busy. High ideals. Diplomatic. Inspires confidence.

May Day

Do you believe that people who have no temper have no character?

May Day: Creative mind. Instinctive good judgment. Poise. Thoughtful. Can understand others. Personally reserved, although the pleasing personality may seem to belie this.

Martha Carlson

Oh, I wish I had someone to love me; someone to call me their own." etc

Martha Carlson: Considerate. Sincere. Ought to make a fine wife and hostess. Sense of humor. Courage. Desire for complete independence. Versatile. Eliminates the unnecessary things in life.

Norman Ward

"Henry Ford began his business in a little shop with seventy-five men."

Norman Ward: Versatile. Can do many things well. Clean mentally and morally. Honest. Sincere. Can feel for others. Good judgment, good instincts, and a decided asset to any organization.

Frances Heim

Here is my blank for the handwriting analysis contest of the Rockefeller Center Business Show.

Frances Heim: Goodnatured. Thinks and acts rapidly. A little curious—likes to know the why and wherefore of things. Sense of proportion. Pride. Desire for independence. Sociable. Puts off doing unpleasant tasks (such as hurting others, or carrying bad news).

included the selling and preparing of advertising copy for newspapers in all parts of the United States.

Well-equipped with his wealth of experience in fields closely allied to radio broadcasting Mr. Dodge joined the Commercial Department of NBC in Washington in 1934. Subsequently he became a salesman. His recent appointment was logical and natural for a man with his training and ability.

Dr. Franklin Dunham, Educational Director, Ernest LaPrade, Director of Music Research, Miss Judith Waller, Central Division Educational Director, and Miss Margaret Cuthbert, Director of Women's Activities, all spoke on the technique of presenting educational programs on the air at the Eighth Institute of Education by Radio held at Ohio University, Columbus, Ohio, May 3-5.

WHO'S WHO IN THE NBC NETWORKS

Introducing — Harry A. Woodman

The smooth and efficient system and progress of KDKA seems to call for a "behind-the-scene" story of the "man behind the gun."

The man in this case is Harry A. Woodman, the station's general manager. Calm, seldom without a smile, but with efficiency above all, he has kept KDKA at and above the high level it always has enjoyed as "The Pioneer Broadcasting Station of the World."

Mr. Woodman was born in Portland, Maine, on January 13, 1892. He went to public schools there and finally, although he admits there must have been a trick in it, he was graduated from Bates College in Lewiston, Maine, in 1913. According to his own confession Mr. Woodman majored in sports but from its recent athletic record that must have been the last year anyone majored in sports for dear, old Bates.

Equipped with an A.B. degree he went to work for a firm of mill agents in 1913.

Came the war and Mr. Woodman was graduated with the first class from the Plattsburg army camp. He saw service until February, 1919. The war over, he returned to his former job, was promoted from clerk to city salesman, and then to southern territory sales.

It was in 1925 when Mr. Woodman heard what he terms "the call of the wild" and was hired by George McClelland to work for WEA, then owned by the American Telephone and Telegraph Company, 195 Broadway, New York.

When he joined WEA in December of 1925 he was supposed to have been hired for the sales department but station and traffic problems were just beginning to crop up as serious questions and Mr. Woodman found himself in the traffic and station management departments planning the first network in the country.

When RCA took over the WEA network, he became traffic manager with NBC, and remained in that capacity until he was named manager of KDKA in September of 1934.

Mr. Woodman is married and has a boy, Harry, Jr., nine, whom the boss wants to send to Bates . . . but who insists, father to the contrary or not, that he is going to be a halfback for Jock Sutherland at Pitt.



HARRY A. WOODMAN
General Manager of KDKA, Pittsburgh

THREE NEW NBC STATIONS

With the addition of three stations to the several networks during the past month, NBC increases its total number of stations to 126.

The first of the three to become an associated station is WSA, only outlet in Allentown, Penn., operating on a frequency of 1440 kilocycles, with a power of 500 watts. J. C. Shumberger is president of WSA, Inc., and J. C. Musselman is station Manager.

The second, which replaces WG, is WHK, oldest station in Cleveland, Ohio, operating on a regional channel frequency of 1390 kilocycles with a day-time power of 2500 watts, and a night-time power of 1000 watts. H. K. Carpenter is vice president and general manager of the station.

The last is Station WJTN, Jamestown, N. Y., operating on a frequency of 1210 kilocycles, with a day-time power of 250 watts, and a night-time power of 100 watts. It is owned by the James Broadcasting Company, Inc. Charles Denny is the manager.

BOSTON AND SPRINGFIELD

by Edward B. Hall

When Operator William J. Lawlor is not twirling dials in the WBZ Control Room, the odds are favorable he can be found at the controls of his own "ham" station, WITP in Brighton. In the course of his meanderings on the megacycles, Bill often contacts such remote places as China and Africa. But it is seldom enough that he is privileged to render a human service of the kind that recently fell his lot.

Talking one evening with VO11 in St. John's, Newfoundland, Bill was told of a dying mother whose two daughters had emigrated to Boston 23 years ago. Both had married and settled down in the vicinity of the Hub. Neither had subsequently returned to Newfoundland, nor seen the aging mother during that long interval. The stricken woman yearned to talk once again with her children. Could Bill locate the daughters and bring them to his station? It would then be possible to patch through their voices to the mother's bedside for a three-way conversation.

Working swiftly and ingeniously, Lawlor found and summoned the two Boston women to WITP. The experiment was successful. For upwards of an hour, the mother and her daughters carried on what was destined to be their final conversation together.

Bill can report that there was not a dry eye at either end of the line. But it was a genuinely humane and worthwhile service.

In token of long association and friendship, Dwight A. Myer (Plant Manager) has presented George A. Harder (Promotion and News), with his latest original creation, a handsome model of the "H.M.S. Bounty."

Robert S. Halloran (Auditing), newly-elected president of the Granite City Stamp Club, exhibited a frame of rare New Zealand stamps from his own collection at the Fifth Annual Exhibition of the Club. Bob makes a specialty of United States and New Zealand stamps.

Walter Koons, music editor, was made an honorary member of the Gamma Chapter of the music fraternity Phi Mu Alpha at Syracuse. He was guest of honor at a banquet for newly-initiated members of the fraternity.

Robert M. Morris and George M. Nixon, Engineering, jointly delivered a paper on an experiment in testing materials conducted by Johns-Manville and NBC before the Acoustical Society of America, May 4.

NBC DENVER

by Charles Anderson

KOAgams: Joe Gillespie, announcer, left May 15th for a vacation tour of the East. He plans to visit Chicago, New York studios and see how the wheels rotate in those parts of our big Network.

1 1 1

Jose Iturbi and the Philadelphia Orchestra have come and gone, but are not forgotten. One point of pick-up for the short-wave reception was situated atop the Denver Union Station. There being no elevator service Walt Morrissey, Engineer, had to hoof it up the six stories to the roof in a series of continuous trips the most of two days getting lines to function properly. It's a good thing he plays some golf to keep his knee action in good shape. At that he seemed to buckle a bit about the ankles along about train time. Carry on, the show must go on . . . and it did in fine style thanks to lots of hard work. Joe Rohrer, another of the Engineering staff, had the job of setting up equipment on top of a grain elevator outside of town. He had to ride a belt lift ordinarily used to raise grain to the top floors. Joe Gillespie, announcer, took the ride along with him. On the train, riding in style, was Glenn Glasscock handling the short-wave transmitter from the special car in which Iturbi played a grand piano.

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Bill Williams, Engineer, passed the cigars as per demand because he is now the proud father of a second girl. The name is Patricia if you please. Of course, the big broad smile went with the "ceegars."

1 1 1

A baptism under fire greeted our newest Engineer, Stan Neal. He handled one of the short-wave receivers atop the depot on the Iturbi reception. Stan is a graduate of the University of Denver and comes to us from Inter-State Radio and Service Co. He's not married yet, but I'll bet that first pay-check will do well to make a payment on the engagement ring to accompany that romantic glint in the eye that makes it appear the lady said "yes."

1 1 1

Spring is here and the love-bug will bite. Ellsworth Stepp, Mail Clerk, stole a march on the boys and went to Berthoud, Colo., for the legal matters pertaining to marriage. News will leak out and now it's Stepp who passes the stogies. The lucky girl's name was Kay Hanson, now it's Kay Stepp.

Apprentices Named to Engineering Department



F. G. CONNOLLY

apprentice engineers. In each case the man involved has been with NBC more than four years, and has been studying Engineering at one of the local technical schools.

Francis G. Connolly, who since 1931 has been with the organization in the Program and Artists Service Departments, becomes an apprentice in the Field Division. Mr. Connolly studied at Fordham University for several years, and after coming to NBC enrolled at the RCA Institute where he took courses in Radio Telegraphy and in Radio Telephony. He has a radio telephone operator's first class license, a radio telegraph operator's second class license, and operates amateur Station W2GSY.

Edward Bertero becomes an apprentice studio control room engineer. Since joining the organization in 1932, Mr. Bertero has worked in the Mail Room and as a receptionist in the Engineering Department. He has been studying Engineering at N.Y.U. since 1932, and expects to continue as a student there.

James V. Coleman, with NBC as an electrician since the fall of 1933, becomes an apprentice in the Maintenance Shop. Mr. Coleman has been taking courses in Engineering at the Pratt Institute of Technology since 1932. He has a first class radio telephone operator's license, and operates amateur station W2FED.

Howard E. Cooley, who has been with NBC for over a year, and who is now a student at the RCA Institute, replaces Mr. Bertero as receptionist in the Engineering Department.

Included in the list of personnel changes and appointments in the Engineering Department this past month are the names of several who were recruited from the ranks of other departments to assume positions as

apprentice engineers. In each case the man involved has been with NBC more than four years, and has been studying Engineering at one of the local technical schools.

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JAS. V. COLEMAN

NBC WASHINGTON

by Marian P. Gale

Group hospitalization has come in handy for two this last month . . . Catherine O'Neal and Marge Brown of the Program Department. Gordon Hittenmark is running a collegiate gossip column between records on the *Timekeeper* program. Bill McAndrew in the News Department finds it easy to get gossip items at Trinity College for him, the reason being Bill will marry Irene Byrne, Trinity alumna, on June 30th.

1 1 1

Work on the new \$75,000 transmitter for WRC will start shortly. The Commission approved the station's application for increase in power to 1,000 watts daytime and 5,000 watts at night.

1 1 1

Bill Chew of Engineering is suffering with a broken collar-bone. . . . It's being said Carleton Smith as a ping-pong player is a good Presidential Announcer. . . . Hugh McIlreavy doesn't believe there's safety in numbers since three feminine fans who have more than a listener's interest arrived for a visit in the nation's capitol all at the same time. Hugh, being on station duty at the hour of the second visitor's arrival, visitor number one welcomed visitor number two at the station. Well, Hugh, that's one way if you can get away with it. Bob Cottingham of the news department did a great job on the Hindenburg disaster. Bob got the bulletin describing the fire of the big dirigible on the Arrow newscast over WMAL just about eight minutes after it happened in Lakehurst.

1 1 1

Bob Terrell, control room supervisor, is fast getting the title of "Junior Voice of Experience". . . . Bob offers advice on everything, from the choice of a career to how you should smile at your best girl, or wife. . . . Ed Rogers, staff announcer, bought a new car some months ago . . . and to this day insists that some of the parts were left out. . . . Bill Coyle, night supervisor, threatens to start a local reducing club. . . . Bill points out that a number of the program department employees need the exercise . . . most of the announcers deny this, claiming that their clothes merely fit snugly. . . . Rose Ewell celebrated a birthday recently and received, among other things, a big cake from fellow employees.

1 1 1

Send your vacation pictures, with captions, to the NBC TRANSMITTER.

MARCONI'S SON JOINS NBC

(Continued from Page 1)

S-T-A-T-I-C

by Alan Kent

Handbook for Radio City Neophytes

RECEPTIONIST: Wears blue citation cord on left shoulder, chip on right shoulder. Can dial Ext. 780 blindfolded with both hands tied behind him. Is the only human extant capable of decoding a rehearsal sheet.

MUSIC LIBRARY: The only library in the world where they don't cram Rhett Butler down your throat.

SECRETARY: Is always immaculately and sensibly dressed. Uses little or no make-up. Never becomes perturbed. Is never late nor ever leaves early. Always knows just where everything is. Is constantly and efficiently polite. And besides that the sun always rises in the West.

BOARD MEETING: Censored.

EXECUTIVE: Has either been to Yale and acquired more clubs than a stacked deck, or has risen from the street corner and the selling of Five Star Finals, or is an Army Man. Is never a Navy Man. We wonder why.

AIR CONDITIONING: Once upon a time someone dropped one million dollars (\$1,000,000.00) on the tenth (10) floor; the result was an air conditioning plant for delivering seventy-two (72) degrees of controlled air. It seems to us that one million (\$1,000,000) is a lot of money to spend for a draft. If all that was wanted was a draft why didn't someone wave fifty dollars (\$50.00), disguised as a fee, around in the Announcers' Room. The resultant bare-fanged rush for the scratch would have created a draft that should have undoubtedly circulated for years. And when that had died out the Artists' Service would still be creating a mild typhoon trying to put the bite on the half a yard for their customary ten (10) percent.

THIRD STUDIO FOYER: Contains a round half dozen studios, a half dozen round actresses, a rounding half dozen actors, a half dozen Studio Patrolmen doing the rounds, also around a half dozen song pluggers half dozen'.

OFFICE: Can usually be identified as belonging to any one individual by the constant absence from its confines of that one individual. Has, as equipment, one large filing cabinet and one small filing cabinet (which are interchangeable); one large wastebasket and one small secretary (not interchangeable). The large cabinet is for filing memos—the small cabinet is for fil-

HOLDERS OF RADIO
ROCKEFELLER FELLOWSHIPS

HARLEY SMITH, left, and
GEORGE JENNINGS

... studying radio in Radio City

University fellowships for advanced study in radio broadcasting with the National Broadcasting Company have been granted by the Rockefeller Foundation to Harley A. Smith, of Louisiana State University, and George E. Jennings, of Station WILL of the University of Illinois. Two similar fellowships were awarded last fall.

Mr. Smith, with a three months' appointment, and Mr. Jennings, with a six months' appointment, started their studies in the NBC studios in Radio City on May 10. Under the supervision of Dr. Franklin Dunham, NBC Educational Director, they will study all phases of broadcasting technique, including methods of planning and producing programs, script writing and network management as developed by NBC.

Mr. Jennings was production director at Station WILL and instructor of broadcasting at the University of Illinois. Mr. Smith has been a radio instructor at Louisiana State University for the last four years and has directed numerous programs presented by the University at cooperating stations.

The recipients of last fall's fellowships, William Friel Heimlich, of Ohio State University, and Leora Shaw, of the University of Wisconsin, completed their NBC training February 15. Mr. Heimlich has since been appointed program manager of station WOSU, of Ohio State University, and Miss Shaw has been named chief of the script writing department of station WHA, of the University of Wisconsin. Associated with these stations before their NBC training, they received advancements upon their return.

ing memos—the wastebasket is for filing memos. What about the secretary? . . . Well, what about the secretary—?

ANNOUNCEMENT

The PHOTO CONTEST will be resumed in the July issue of the NBC TRANSMITTER with emphasis on pictures of NBCites on vacation.

The winners will be awarded free tickets to theatres in NBC cities. Judges are Ray Lee Jackson and Wm. Haussler, NBC photographers. All entries will be returned but the NBC TRANSMITTER will not be responsible for those which are lost.

Send in your entries for the July issue before June 18 with complete captions, and your name, department and division.

CHILDREN'S STUDIO ADDED TO STUDIO TOUR



Photo by Jack McGhie

Guide Raymond Wall is showing his guests a new highlight on the NBC Studio Tour in Radio City—the beautiful mural portrait of Dr. Walter Damrosch in the Children's Studio.

A new highlight on the NBC Studio Tour in Radio City is the Children's Studio with its gayly colored murals depicting the development of NBC's children's programs during the last ten years.

Visitors, young and old, from the North, South, East and West, look at the paintings and recognize with delight such old NBC friends as the Lady Next Door, Captain Better, the Singing Lady, Skippy, Little Orphan Annie and Billy and Betty.

The murals are the result of a father-daughter collaboration by "Jolly Bill" Steinke, widely known to NBC child listeners, and twenty-three-year-old Bettina Steinke.

"Jolly Bill" is responsible for the black outlines and such highly imaginative touches as the Pied Piper who plays his flute of a nose; Captain Tim Healy scattering stamps, most of them real stamps pasted on the wall, to the members of his stamp club; and the Pussy Willow Symphony, conducted by a caricature of Dr. Frank Black. Bettina claims the color work and the basic sketches, also the conception and execution of the crowning achievement—the portrait of Dr. Walter Damrosch that covers an entire wall in the studio proper.

The portrait is actually a dramatic presentation of Dr. Damrosch's genius as it affects radio and its nationwide listeners. In true-to-life oils, it depicts Damrosch seated at the piano during a broadcast of the NBC Music Appreciation Hour. Euterpe, hovering over his shoulder, is ready to hurry to the NBC transmitters throughout the country, and thence to children's

hospital wards, classrooms, homes and conservatories.

Facing Dr. Damrosch on the other side of the studio is a painted reproduction of Mystery Island, the mythical spot on which so many children's programs take place. Among other things it shows *Splashing Lemonade Falls*, *Haunted House*, *Table Rock* and *Pie Plateau*. So far, of this last, explorers have been unable to determine whether the geological formation is basically mince or raisin.

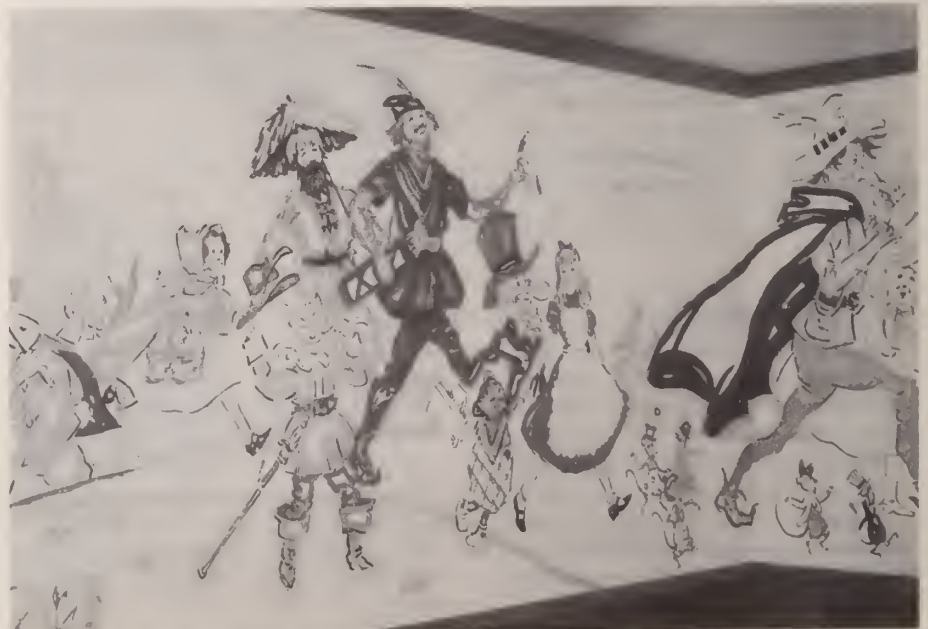


Photo by Jack McGhie

Pictured above is a section of the colorful murals painted by "Jolly" Bill Steinke and his daughter, Bettina, in the Children's Studio in Radio City. Children taking the NBC Studio Tour are delighted by these fantastic figures from their world of make-believe.

NBC TEAM LOSES TO RKO

On April 30, at George Washington Stadium, the NBC baseball team inaugurated its 1937 season. For their opening tilt the broadcasters drew as their opponents the team representing RKO. The final score was 8-2 with the NBC ball players winding up on the short end. RKO chalked up five runs in the opening frame by virtue of three hits, three bases on balls and two errors. It was in this inning that Jack Wahlstrom relieved Von Frank of the twirling assignment and proceeded to set the other team down in order except for a scratch hit in the fifth inning.

On May 7 at eleven o'clock in the evening Pathe cameramen moved their equipment into Studio 8H in Radio City to shoot some broadcasting scenes. The studio soon took on the appearance of a movie set in action, with grinding cameras, technicians, and bright lights. Nine pages and guides were recruited for the all-night shift to act as ushers for the studio audience composed of extras from the Pathe studio. The show, a typical presentation of the *Magic Key of RCA*, featured Frank Black and the NBC Symphony Orchestra, Jean Dickenson, Milton J. Cross, Ben Grauer, a dramatic sketch demonstrating sound effects and others.

The film was shown in Chicago in connection with an RCA sales campaign and also will be used with other films of RCA activities as an educational feature.

WGY SCHENECTADY

by O. H. Junggren

The big news from Schenectady these days concerns our new equipment. Until the new building is completed sometime this fall, WGY folks will have to content themselves with the thought that they have a new antenna to brag about. Granted that a vertical radiator is a rather unromantic thing for spring, still, this new addition to the South Schenectady plant is quite a piece of work.

According to word from Bill Purcell, station engineer, WGY's circulation will be increased threefold by the 625-foot staff, to be erected by the General Electric Company. Ground has been broken for the antenna, which is expected to be one of the tallest in the country. Along with this, the new building promises to give Schenectadians a new reason for civic pride. For the impatient folks, let it be stated that the surveyors were out recently squinting through their lenses.

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The manager's office covered itself with glory not so long ago. Within a week of each other, stories appeared in local papers to the effect that Kolin Hager had been elected vice-president of the Better Business Bureau of the Schenectady Chamber of Commerce. Mr. Hager had been a director for two years. Mrs. Caroline Osan, Mr. Hager's secretary, was elected president of the Schenectady Business and Professional Women's Club. She had served for two years as recording secretary.

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A recent visitor to WGY's control room was Robert Moss, studio engineer, at Radio City. He was on his way to Maine for a vacation.

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After a little snooping, we present some early dope on vacations of some of the WGY staff: A. O. Coggeshell, program manager, says he hopes to make a trip to Yellowstone Park by car.

Howard Tupper, announcer, will spend his abbreviated vacation in Canton, N. Y., his home town. Howard has been with us only a few months.

Howard Wheeler, control room supervisor, will spend his vacation at Lake Cosayuma, near Schuylerville, N. Y., incessantly photographing his wife and children with his new camera.

Ralph Nordberg, sales manager, anticipates deep-sea fishing in the Gulf of Mexico.

Virgil Hasche, auditor, will go to his home in Inwood, Iowa.



Thursday, May 6, was just an ordinary Thursday around NBC in Radio City. The day staff had almost all gone home, Rudy Vallee was in London, "Charlie McCarthy" was on his way to Hollywood, and the crowd was just beginning to collect for the Showboat performance.

Your reporter had found his way to the PBX room to renew an old acquaintance and had been there just a few minutes when things began to happen. First, William Burke Miller, Night Program Manager, demanded to be connected with half a dozen different points all at the same time. Lights flashed and telephone cords became a knotted confusion.

We tore out of the PBX room to the Master Control desk to find a little group gathered around the main panel. Traffic Department members were hurriedly thumbing through past records. Still we couldn't figure out what was going on. Finally, we asked one of the men in Traffic what all the excitement was about.

"The Hindenburg is burning down at Lakehurst," he said.

It didn't seem possible. Why, just a little while ago the great ship had sailed majestically over the city. We knew the source of the greatest information would be the News Division and sure enough, it was! Teletype machines were flashing out their messages about the disaster. Tommy McFadden was bustling about trying to reach members of the Special Events Department. Curious employees began streaming in for first hand news. Even David Sarnoff dropped in with John Royal for latest developments.

Press Division, in the next room, was alive with activity. In a small room a stenographer took down the contents of a broadcast, when Burke Miller interviewed Clinton E. Herring of RCA Radiomarine, who had witnessed the accident. Warren Gerz of Press grabbed finished notes, rewrote them into a story, and passed them on to a teletype operator to get the news to all metropolitan papers with a minimum of delay.

The corridors became filled with excited, hurrying members of the Announcers' staff, Engineering Department, Press and Special Events Departments.

Cars were dispatched to Lakehurst, and airplanes were chartered for a quicker trip. Syd Desfor, Burke Crotty and John McTigue of Press left in Syd's car armed with cameras, flashlight bulbs, police

NEW NBC STUDIOS

(Continued from Page 1)

construction of a new NBC building at Schenectady to house station WGY, one of the oldest 50,000-watt stations in the United States and a veteran NBC associate. Work has begun on the studios, which occupy a space of 20,000 square feet, and it is expected that the plant will be ready for use September 1.

The Schenectady building occupies one of the most strategic locations in the city. It is situated on the grounds of the General Electric Company at the head of Erie Boulevard, one of the city's main thoroughfares.

The new building has an entire front of glass brick, fitted into a honeycomb of steel. This provides a maximum of daylight and at the same time reduces heat radiation. The five studios of the plant take up the ground floor of the structure; offices fill the second floor.

Station WTAM, Cleveland outlet of the Red Network, is expected to occupy new quarters in the Guarantee Title & Trust Building, Cleveland, shortly before January 1. Seven studios and provisions for television facilities are planned at the new site. The lease also includes use of the roof and of a large electric sign atop the building.

Plans for improved facilities at Hollywood and San Francisco are still in a formative stage. It is planned, however, to double the capacity of the present Hollywood studios and to expand those at San Francisco.

passes and NBC banners. The display of these banners on the car gave them practically an open right of way to Lakehurst.

Leaving the Press Division where Vance Babb had now arrived and assumed charge of things, we went back for a look in at the PBX room. The word had now been broadcast and telephone inquiries had increased to such an extent that Mildred O'Neill, Mary Gannon, Dorothy McDermott and chief operator Margaret Maloney had all they could do to handle the bulk of telephone traffic.

A weeping woman at the other end of one call pleaded to be told the names of those who had survived . . . a close relative of hers was aboard. The next call was a listener who wanted to know what station he could hear Rudy Vallee on.

And so it went far into Friday morning. Phone calls, broadcasts, frantic ringing of bells, hurrying feet, boys in white from the drug store bringing black coffee so tired workers could go on and on.

It had been a quiet Thursday night—that is, up until about 7:35.

—WALTER MOORE.

NAMES IN THE NEWS

NEW YORK

Promotions:

Francis E. Koehler, assistant supervisor of the guide staff is replacing Ary R. Moll at the control desk in Guest Relations. The latter has been made assistant to Dwight B. Herrick, in charge of distribution of broadcast tickets.

Replacing Mr. Koehler as assistant guide supervisor is Birger Hagerth. Thomas Severin has been transferred from the set-up staff to replace Mr. Hagerth as cashier.

The above-mentioned men all started in the page staff three or more years ago.

Spencer McNary of the Mail-Messenger Section has been promoted to a position in the office of D. S. Tuthill, business manager of Artists' Service. During his eighteen months with NBC Mr. McNary has been a page and office boy in Guest Relations, and a clerk in Cost Accounting and the Mail Room.

Miss Anne Gatesweiler has been promoted in the Sales Department to replace Miss Marguerite Andrews as secretary to I. E. Showerman, Assistant Eastern Sales Manager. Miss Andrews resigned to take a job in Washington, D. C.

Miss Ruth Eisner, of Stenographic, is now in the Sales Department. During her three years with NBC Miss Eisner has worked in various departments as secretary.

Miss Virginia Black, formerly of Stenographic, is now secretary to Walter E. Myers, Sales. Miss Black came to NBC from the Commercial Investment Trust Corp., on April 16 last.

Returns:

C. M. (Tony) Hutson, Engineering, is back after a long illness from pneumonia.

Wayne L. Randall, Director of Publicity, has just returned from a two weeks vacation in Florida. He and Mrs. Randall motored down to Pensacola to visit their son, Gardner, who is an aviation cadet at the U. S. Naval Station there.

Miss Helen Lefebre has returned to Electrical Transcription Service from a two months' leave of absence which she spent in California. Miss Lefebre had quite a time finding her old office what with all the changes and new doors on the second floor of the studio section.

Resignations:

Jack Wyatt, talented young guide, left Detroit last October to join our uniformed staff in Radio City. Two weeks ago NBC sent him back to Detroit to become an announcer of WWJ, NBC affiliate, owned by

the *Detroit News*. He is another product of the announcing school conducted by Dan Russell and many will remember him as the suave, clear-voiced m.c. of the Brass Button Revue presented by the Guest Relations staff last February. He is only twenty-one.

Wilbur Auth resigned from Statistical April 31, to become associated with the N. Y. Fire Department. Said he, "I've always wanted to be a fireman."

Robert Burholt, a newcomer from the insurance business, replaces Mr. Auth.

Newcomers:

Miss Barbara Buck, formerly with Arnold Constable and Co., is the new receptionist in the Sales Department. She came to New York from Columbus, Ohio, six months ago, with a diploma from Ohio State University.

Miss Buck's home is in that city which became famous in the last presidential election, Topeka, Kansas. It was there that she went to the same school as Wendell H. Williams, Continuity Acceptance, whom she was surprised to see one day as he was making one of his frequent calls in Sales.

Charles E. McCurdy, formerly with J. Walter Thompson and Gardner Advertising Company, has joined the Statistical Department as an artist.

Mr. McCurdy is from Pittsburgh, Pa., where he studied Design at Carnegie Tech and the Art Institute of Pittsburgh. His woodcuts and paintings have been exhibited in Pittsburgh, Los Angeles and Washington, D. C.

Miss Dorothy Kemble joins Continuity Acceptance on June 1 as assistant to Miss Janet MacRorie.

Miss Kemble, for the past five years, has been in charge of advertising acceptance for MacFadden Publications, Inc.

Arthur L. Forrest, formerly in the marketing division of Hearst Magazines, is a new member of the Statistical Department where he is working at survey analysis.

James E. Cornell and Elbert W. Williams have joined the Guest Relations Division as studio patrolmen.

Patrolman Cornell has led a very interesting and adventurous life as a sailor in the Navy for twenty-six years. He was Chief Quartermaster when he retired in 1933. Mr. Cornell has seen and taken part in many wars including the World War.

(Continued on Next Page)



Pictured above are a group of NBCites cantering on the bridle path of Central Park, New York. Horseback riding claims a large number of members of the NBC Athletic Association. Enthusiastic equestrians ride weekly in New Jersey, Westchester and Long Island.

He has many interesting stories about the earthquakes in southern Italy and Sicily in 1908, the Turkish Revolution which dethroned Abdul-Hamid in 1909, the Chinese Revolution in 1911, and the Mexican upheaval in 1914, at all of which U. S. Navy vessels were present for patrol duty and the protection of American citizens.

Elbert W. Williams is not exactly a newcomer. He has held two or three temporary jobs in NBC in the past but this time his job is steady.

Mr. Williams is quite an enthusiastic singer and he would like to organize an NBC watchmen's quartet or trio. He has had many years experience as a professional church singer. His record is twenty-one years as a member of the choir of the Church of the Messiah and Incarnation in Brooklyn. He has faced the microphones of several small New York stations as a tenor in the Richmond Glee Club.

Before coming to Radio City Patrolman Williams was a foreman for the Baltimore and Ohio R.R. in Staten Island for fourteen years.

Percy Winner, newspaper man and radio news commentator, has joined the Press Division as a writer. Mr. Winner is well known in radio circles as a commentator on international politics and as one of the radio commentators who broadcast from the political conventions in Cleveland and Philadelphia last summer. Before joining NBC he was a news commentator over WQXR. He has also served as a commentator in French on CBS short wave transmissions to France.

Mr. Winner was in the newspaper field before going into radio. He was chief correspondent for North America of the Havas News Agency in France; news and foreign editor for the New York Evening Post; foreign correspondent in various European countries for several American newspapers and news agencies, particularly the Associated Press; and New York correspondent for the Manchester Guardian of England.

Articles on various subjects including psychology and international politics written by Mr. Winner have appeared in well-known magazines such as *Scribner's*, *Current History*, *Outlook* and *New Republic*.

Mr. Winner is also noted for his lectures in English, French and Italian. He was educated at Columbia University and the Sorbonne in Paris.

Newcomers to the Stenographic Section this past month come from all over the country.

Miss Marie Joslin, a New Yorker, was formerly with Fitzgibbons Company, an

engineering firm. She went to school in Georgia, her mother's home state. That answers for her slight southern accent. She also attended Friends Seminary in New York.

Miss Joslin's avocation is music. She plays the violin and is now studying voice. Radio? No,—at least not yet. She hadn't thought of it.

Miss Jean Hill worked in the engineering department of Johns-Manville before coming to NBC.

Miss Florence Marin, a New Yorker, has had three years experience in the banking business.

Miss Mary Harrell comes from San Francisco where she did secretarial work for the Institute of Pacific Relations, a Rockefeller foundation. In behalf of the Institute she made several lectures on the air.

Miss Bethany Mather, a graduate of the University of Chicago and until recently secretary to a faculty member of the University, is temporarily working in Central Files.

Miss Caroline Herbert comes to us from her native South where she was associated with the TVA at Muscle Shoals, Alabama. She is a graduate of Mississippi State College which is in her home town, State College, Miss.

Miss Lisa Lundin was born in Sweden, reared in Des Moines, Iowa, and educated at the University of Iowa. She was formerly with the Curtis Publishing Company in New York.

Miss Louise Greene is from Boston where she was secretary to a faculty mem-

ber of the Harvard Medical School until she came to New York to join NBC.

Obituaries:

We regret to announce that Walter L. Carlin, who was in the Accounting Department, died in St. Mary's Hospital in Trenton, N. J., on May 12.

Mr. Carlin was an old member of the family. He was with RCA several years before he came to NBC four years ago.

Transfers:

James H. Hill, who came to NBC from his home in Los Angeles in February, has been transferred from the Guest Relations staff to the Script Division's file room. He is a graduate of the University of Washington.

Miss Kathleen Whaley has resigned her position in Central Stenographic to accept a secretarial position with announcer Ford Bond, whose temporary office is in Studio 9-B. Miss Whaley was with the National Geographic Society in Washington, D. C., before she came to NBC last January.

Miss Elsie Bergler, who joined our Stenographic Section on March 7, is now in Sales. Before coming to NBC she was with Hearst Cosmopolitan Magazine for five years as a secretary in the advertising department. For several years Miss Bergler was on the Metropolitan Opera Ballet.

(Continued on Page 13)



Courtesy RCA

Dr. R. R. Law is shown next to a television image projected onto a three by four screen from the "eye" or kinescope of a television receiver. This new "projection kinescope" which was successfully demonstrated at the recent meeting of the Institute of Radio Engineers in New York was developed by Dr. V. K. Zworykin and Dr. R. R. Law of RCA.



Above: Miss Grace Sniffin, Chairman of the Dance Committee, greets Daniel S. Tuthill of Artists' Service, who acted as m.c. for the floor show. Guide Paul Hutchinson was ticket-taker. Barrett Eldredge, Guest Relations, is in the background.



In their haste to get to the dance set-up men Herbert Gross, left, and George Andrews finished their studio work in white ties.

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Dance given
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May 7. Milli
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affair.

Below: At table: Ka
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floor show. Standin
bury and D. S. Tu
Thomas Tart, Mai
Miss Helen Winter,



Right: L. to R., Rae Giersdorf (Singer), Announcer Fred Uttal, Gogo De Lys, Mrs. Gene Hamilton, Announcer Jack McCarthy, Miss Elinor Crafts, Alan Kent (Announcer and "Static"), Miss Barbara Bierman, Guest Relations.



Above: Minor head injuries incurred while sawing wood for a television set didn't stop Sound Technicians Robert Stone (white jacket) and Ray Kelly from going to the NBC Spring Dance. Also shown are Mrs. Harry Saz, left, and Mr. and Mrs. Fred Knopfke, right.



Left: Whoopie! Guide David M. Adams and Miss Mary Owen, popular New York model.

remembered will be
 a wonderful Spring
 given by the NBC Ath-
 letic Club at the Roose-
 velts Hotel, New York City, on
 through twelve
 Jack McGhie
 el, expert pho-
 e guide staff,
 es at the gala

Jack and Peggy Mar-
 who took part in the
 to R. E. de Salis-
 of Artists' Service,
 om Supervisor, and
 asurer's.



Above: First couple to arrive at the dance were not NBCites. Tsk! Tsk! They were F. L. Eldridge and Miss Magdalena Stein, center, of Bristol-Meyers Co. Guides Paul Hutchinson and George De Pue, left, took tickets. To the right are Miss Marjorie Geichman (Treasurer's), seated, and Miss Grace Ballou (Sales).



Above: Early arrivals: Miss Victoria Geiger (Television Div.), and H. P. Miller. That's Paul again taking tickets.



Below: Ben Grauer dancing with Miss Jane Davis, well-known model.



Above: Engineers' Table. L. to R., J. R. O'Kelly (Master Control Room Supervisor), Miss Dorothy Jorgensborg (Traffic), Fernando R. Rojas, Mrs. Rojas, Miss Ruth Werner, R. W. Bauer.

Left: Miss Dorothy Michel (Transcribing), and her escort, John Leahy.

Right: Guide and columnist E. Loudon Haaker and Miss Mary Kunkel of Easton, Pa.



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NBC TRANSMITTER
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IT DID HAPPEN HERE

"It can't be done," cried the skeptics and kill-joys when a small group of enthusiastic NBCites started to beat the drums for an all-company athletic association to coordinate and promote athletic activities among the employees. They said NBC was made up of too heterogeneous group of individuals to bring together for social activities.

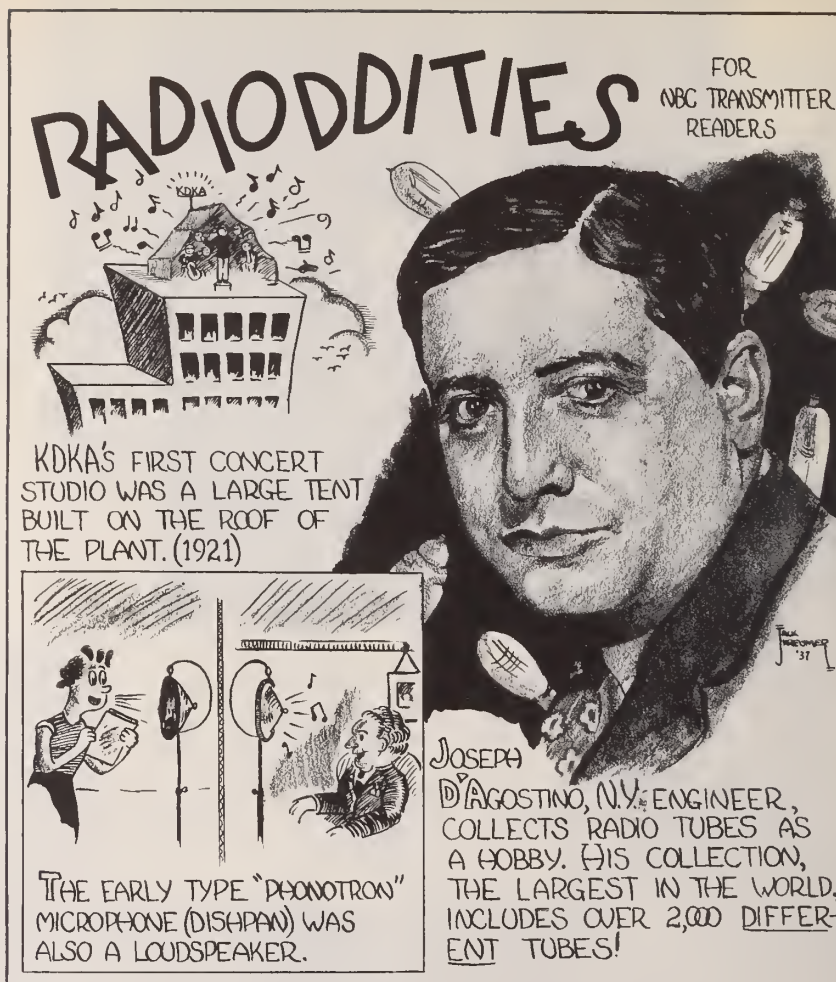
That was less than four months ago. Today with true NBC thoroughness for coordination every sport of the season in which NBCites are interested has been organized and weaved into the activities of the NBC Athletic Association which already has over two hundred paid-up members.

The Association's most recent and successful venture was the NBC Spring Dance which not only brought over twelve hundred people to what turned out to be the biggest and gayest social affair of the Company but it also added many dollars to its rather empty coffers.

Who said it couldn't be done? Not only have we done it but we've done it so well we are doing the "impossible"—we're pulling ourselves up by our boot straps!

NBC ATHLETIC ASSOCIATION	
1	1
THIS CERTIFIES THAT	
9	9
NBC DOP	
3	3
IS A MEMBER IN GOOD STANDING	
<i>Leo McElrath</i> <i>Gene Miles</i>	
PRESIDENT	SECRETARY

*It costs only one dollar—and it's good
for a whole year of real fun and sport.*



LISTENER REACTIONS

by Ruth M. Crawford

Correspondent, New York Audience Mail Division

In the Spring students must write class reports or theses—their subjects are varied and range from the serious to the amusing:

How much does the complete education of an announcer cost? At what age does the announcer's services become useless—40, 50?

I would like information about the queer jobs done by women around broadcasting stations.

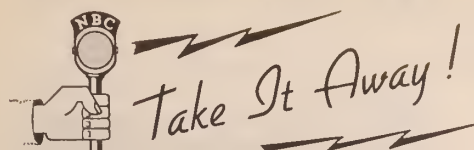
I want to be a radio coloratura. What steps are necessary to reach my goal?

Please send me pictures of "A Midsummer's Night Dream" and "As You Like It."

From Dr. Max Jordan's mail bag in NBC, Europe:

"I thoroughly enjoyed, today, the broadcast from the Municipal Palace, Genoa, Italy, Giulio Bignami's superb playing was truly grand and touched the innermost depths of many hearts. I heartily hope this supremely great artist appears again in a future broadcast.

"I am a school teacher and am making out report cards for my pupils today. Since hearing Giulio Bignami play I have decided to give them all good grades."



Letters to the Editor

To us expatriates the NBC TRANSMITTER is indispensable and we read every issue avidly from top to bottom.
—MAX JORDAN, NBC, Basle, Switzerland.

I wonder if some of the employees of NBC might not like to get in touch by correspondence, via the TRANSMITTER, with employees of remote NBC stations in similar lines of work. For example, as a lowly Esso Reporter, I should be amused to talk shoppe with my confreres in Washington, Detroit, or New Orleans. I believe some of our announcers and operators, among others, might enjoy (and possibly profit by) the same harmless *bonhomie*. Would it be feasible for the TRANSMITTER to recommend this kind of correspondence — and perhaps offer to forward the initial letters to their proper destination?

—EDWARD B. HALL, NBC Boston.

Ed: The NBC TRANSMITTER thanks Ed Hall for his excellent suggestion. We will gladly act as go-between for wishful correspondents.

I enjoyed the interesting story on George Malcolm's part in the coronation of King George V,—“in 1910,” as you stated—in the last issue of the TRANSMITTER. But you made two glaring mistakes. First, the coronation of George V was not in 1910—it was in 1911. His predecessor, Edward VII, died in 1910 but George V was not crowned until 1911. Second, your caption under Malcolm's picture read: “. . . George Malcolm in the uniform he wore seventeen years ago at the coronation of George V.” For your information it is now 1937 and if George V was crowned in 1911 it was twenty-six years ago—not seventeen—that George Malcolm rode in that coronation.

I thought you'd like to know. Come to us for figures.

—STATISTICAL DEPARTMENT, N. Y.

Ed: We stand corrected—at least thirty times by phone and mail. However, we find solace in the fact that George Malcolm himself did not complain. Said he, “I don't mind it if you make me ten years younger.”

NAMES IN THE NEWS

(Continued from Page 9)

She also is an accomplished musician, having given various piano recitals including one at Aeolian Hall in New York City.

Her home is in Yonkers, New York.

Miss Janet Patton has been transferred from Station Relations to Guest Relations to become secretary to Walter B. Davison, replacing Miss Eugenia Carpenter, who resigned on May 15. Miss Carpenter resigned to return to her home in Amsterdam, N. Y.

Miss Patton has been with the Company since January.

Mrs. Emma Little goes from Stenographic to V. J. Gilcher's office in Engineering. Mrs. Little came to NBC from Chicago where she was secretary of the Medical Alumni Association of Northwestern University Medical School. She is a graduate of Ottawa University in Ottawa, Kansas.

Mrs. Little's husband is an interne at the Medical Center in Jersey City.

Miss Kathleen Goddard has been transferred from the Personnel Office to Miss Margaret Cuthbert's office in Program to fill the vacancy created by the resignation of Miss Florence Whitney last month.

Miss Helen Korday, formerly of the Monsanto Chemical Co., in New York, is replacing Miss Goddard as secretary to Miss Joyce Harris, assistant personnel manager.

Engagements:

Miss Frances Kelly of the Promotion Division recently was given a lingerie shower at the home of Miss Margaret Sheridan in Forest Hills. The affair, a complete surprise to Miss Kelly, was attended by several “NBCettes.” The wedding will be in July.

The engagement of announcer George A. Ansbro and Miss Marie de Chantal Turecamo of Brooklyn has been announced by the parents of the bride-to-be. A graduate of the NBC announcing class and the guide staff, Mr. Ansbro was added to the regular announcing staff in 1934, after winning a competitive audition.

Marriages:

As we go to press Miss Elizabeth Washington, Artists' Service, and Lucius E. Robertson, Cost Accounting, are enroute

to Miss Washington's home in Tallahassee, Florida, where they are to be married on May 27. They will motor North to New England for their honeymoon and are expected to return to Radio City towards the middle of June.



MRS. CHAS. RANGE

Without fanfare nor sound effects, Miss Ruth Russell, popular young NBC actress, and Charles Range, sound technician, went to Miss Russell's home in Washington, D. C., one recent week-end to be married. Their honeymoon was brief for it was “the-show-must-go-on” for both of them.

Miss Russell, or rather Mrs. Range, is heard on various programs and is best known as Nancy in the current dramatic serial, *Just Plain Bill*, and as Margie in the *Snow Village* sketches. She met her husband at one of their programs about a year ago.

Mr. Range has been with the Company over seven years. He started in the studios in Chicago and came to New York when NBC moved to Radio City from its old quarters at 711 Fifth Avenue.

Stork News:

D. B. Whittemore, Engineering, recently became the father of a baby girl, the first offspring in the family.

Miscellaneous:

Mrs. Enid Beaupre of our Promotion Division recently addressed the Easton (Pa.) Branch of the American Association of University Women. The subject of her talk was, “Woman's Viewpoint of Radio from the Inside,” in which she stressed the point that radio programs reflect the public taste and that the likes and dislikes made known to the broadcasters influence the what and how of presentation.

A. H. Morton, Manager of the operated Stations Department, recently returned from a two-weeks' trip of inspection to NBC stations in Denver, Chicago, Pittsburgh and Cleveland. Mr. Morton also went to Fort Wayne, Indiana, to attend the inaugural ceremonies of WOWO as a new NBC affiliated station.

NBC PITTSBURGH

by Jack Hollister

Three young men had just seen a program in one of the big studios at KDKA. As they were standing in the lobby, looking at all the little colored lights and panels of the master control room, they spotted Charley Urquhart, production manager.

"There goes that clapping guy," said one of the boys.

Now Charley stands about six feet seven in his socks but his cross-section is not so impressive. On occasion he has been called the aerial of KDKA. But "clapping guy" was a new one.

As production man, it is one of his duties to direct the applause and when he raises his long arms over his head and brings his twelve-inch hands together, the effect borders on the grotesque.

Those who know him suspect that Charley's good nature prompts him to exaggerate the comical effect of his production gestures. But the funny thing about it is, he doesn't applaud at all. He goes through the motions but he is so close to the microphones that he doesn't dare let his palms come together. Instead he strikes one hand on the edge of the other so that it looks as though he were applauding like an excited kid at a circus.

Three brides-to-be of the KDKA staff were surprised when they found themselves honor guests at a recent party that was supposed to be a bowling banquet.

Girls of the station personnel had a bowling league last winter. They say it was



KDKA members recently feted with a surprise shower party. They are, in the usual order, Misses Betty Eisley, Marcella Campbell and Relda Garrett.

the best little bowling league between the poles and a great success. They are keeping scores secret just to keep from making other leagues unhappy.

As a climax to the season they planned a banquet. And it was held at the Perry Tea Room Sunday evening, May 2. But it turned out to be a pre-nuptial affair for Relda Garrett, of Homestead Park; Betty Eisley and Marcella Campbell, both of Wilksburg.

Miss Garrett is private secretary to General Manager H. A. Woodman; Miss Eisley is assistant to Assistant Program Manager Dare Fleck, and Miss Campbell is assistant to Continuity Chief Robert Saudek. During the next few weeks these three girls will march down middle aisles and say "I do."

And listed among the gifts will be the mirrors they received from their nineteen co-workers during the shower.



Announcers Sammy Fuller, left, and Ed Shaughency shove off aboard a river launch to cover the recent Pittsburgh flood for NBC listeners.

When KDKA, Pittsburgh, broadcast the news of the late April flood, it got right down to cases. Two announcers took a river launch, equipped with a shortwave sender, and cruised the Allegheny, Monongahela and Ohio rivers, broadcasting eye-witness accounts of conditions. They stopped at houseboats anchored on the banks and interviewed the occupants on living conditions and flood troubles, a "floating man on the streets" program.

NBC PHILADELPHIA

by J. A. Aull

The past month was so full of a number of things that I'm sure almost everybody at KYW must feel somewhat like a king at coronation time. The station officially got off to a big start with the formal announcement that ground would be broken within the week for the erection of the new KYW Building—six stories high with modern studios and offices. Leslie Joy as head of the station and E. H. Gager, plant manager for Westinghouse KYW, jointly trod on the business end of the soon-to-be platinum spade. And with a burst of steam from the somewhat larger shovel, NBC's new home in Philadelphia began to rise in the modern manner. It is expected to be completed by November 1 of this year.

And now to Lakehurst and the great holocaust that everybody has read about. We don't want to appear like a well-fed homing pigeon but we would like to know if anybody in the family beat 7:42 as the time KYW aired the first UP news flash of the disaster. John Thorp, KYW's night supervisor, has had beats before but he claims he never beat it for a microphone quite as quickly as he did on the closing gong of that historic ten-bell flash. By the time the UP checked on the 'phone, the news was already on the air, every department head had been called and engineers were starting to pack the equipment.

By 8:45 the first car started with James Begley, KYW's program manager, at the wheel and in full command of the situation. Three carloads made the trip. Those on board were Al Watton of the Program Department, Jim Harvey still in a tuxedo from producing a show, Allan Kennedy, announcer on the show, also in tux; Hank Geist and Clayt Donaldson, Westinghouse engineers. A police escort had been ordered but the cavalcade left ten minutes before the motorcycles arrived.

Lakehurst eye-witnesses were lined up and, with Begley introducing them, the following were heard over the combined Red and Blue hook-up: Bill Springfield, Acme News photographer; Sam Meyer, Times-World Wide camera man; and Harry J. King, member of the ground crew officially in charge of moving baggage from the ship. King, who had the most harrowing experience, told of removing the bodies of eleven persons and two dogs from the burning wreckage. He also told how he put out with his bare hands the flaming hair of one of the passengers and how another's clothes had been completely burned from his body.

(Continued on Page 20)

WTAM CLEVELAND

by Bob Dailey

Announcer George Hartrick is back on duty after several weeks in a local hospital and at home. He fell fourteen feet down an elevator shaft, suffering painful injuries to his right leg and hip. Hospital attendants daily reported congestion outside George's room as friends and well-wishers waited for their turns to see the popular announcer.

WTAM's program and engineering departments are prepared for another busy summer as the Great Lakes Exposition opened for its second season. Many special broadcasts are planned from the scene.

Tom Manning and Jane Weaver are scratching their respective heads, wondering whether they are conducting a man-in-the-street broadcast each noonday or an employment agency.

It hasn't happened just once, but several times, a man is brought to the microphone and when asked his occupation, he replies, "Unemployed, but looking hard for a job."

Several have taken the trouble to call or write Tom and Jane afterwards to say that as a result of the broadcast they had received offers of employment and once again were at work.

WTAM's VOX POP: Salesman Russell Carter enthusiastic about his first trip in one of the 21-passenger airliners. . . . "Sandy," who barks to the call of program secretary Edith Wheeler, is back from one of his frequent trips to the dog hospital. Puppy medical bills have deprived Edith of several new bonnets. . . . Chet Zohn, night program manager, spending a week's vacation puttering around the house and in the garden. . . . Program director Hal Metzger also plans a vacation this month. . . . Pearl Hummell, office manager and auditor, back from New York business trip.

Routine staff duties at Lakeside Hospital were sadly neglected when WTAM took its microphones into the bedroom of baseball's immortal Tris Speaker.

The Grey Eagle was recovering from serious injuries suffered as a result of a fall in his home. Sports announcer Tom Manning took baseball fans to Spoke's bedside via radio for a convalescing party.

In the bedroom Tom had the sensational pitcher, Bob Feller; Steve O'Neill, manager of Cleveland Indians; Mayor Harold

Burton and other celebrities to give personal and radio greetings to Speaker.

In fact, there were so many persons at the bedside that newspaper photographers had to use a stepladder to get "shots" into the room. About fifty internes and nurses formed the "studio audience" in the corridor.

Waldo Pooler, production man and actor, is a bit restless these days. Several listeners in the Far North, who tune in his "Northern Lights" red network show each week, have sent him remarkable photographs of virgin timber, trout streams and camping spots. Unhappy Pooler, who is a French-Canadian, has his tongue hanging for a few bites of brook trout and the odor of pine trees.

NBCites in Cleveland already are looking forward to WTAM's new studios to be built in the Guarantee Title & Trust Building. The new plant which is expected to be ready before January 1 will have seven studios and provisions for television facilities.

PERSONNEL CHANGES IN ARTISTS' SERVICE

The Artists' Service Department has undergone a few personnel changes calculated to increase its talent sales to theatres, advertisers and films.

Lawrence J. Fitzgerald, formerly acting as Artists' Service contact with the Program Department, will now sell concert and operatic talent directly to advertising agencies.

William Hillpot, formerly a talent buyer with Lord & Thomas, and, at one time, singing partner of Scrappy Lambert, joined NBC on May 15 to take over part of Mr. Fitzgerald's old duties in addition to preparing NBC managed talent for commercial programs.

John J. Collins, assigned to D. S. Tutill's office, moves to the Auditions Division as assistant to director Ernest J. Cutting. Mr. Collins joined NBC in 1932 as a page.

Fred Niblo, a veteran in the motion picture business and a former director of silent movies, joins Artists' Service as adviser in film deals and contact with television developments. Mr. Niblo was master of ceremonies of the NBC-WPA Professional Parade series which ended recently.

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.

WHAT ABOUT RADIO? by *Kenneth M. Goode*. Mr. Goode, well known to readers of advertising literature, has turned his attention to the radio field in his latest book. Here he has assembled material from countless records and surveys, and compiled a manual of *do's* and *don't's* for the broadcaster and the advertiser. To those unfamiliar with the author's style—a note that it is both entertaining and pithy.

YOUR EVERYDAY SPEECH by *William Norwood Brigance*. At last the Atlantan, the Bostonian, and the Chicagoan may sit down in amity to read together a book on American speech, for here is Professor Brigance upholding regional dialects—if they represent the best of their locality. What the author does oppose are the careless and lazy speech habits and the flat, nasal voices so frequently found in this country. Having analyzed the common American speech faults, the author goes on to explain carefully how the mistakes may be corrected. A special section on speech defects is also included.

ON THE AIR: THE STORY OF RADIO by *John J. Floherty*. Newcomers to NBC especially will profit by Mr. Floherty's book. The theory and practice of radio—both broadcasting and communications—are simply and carefully explained for the layman. The text is enhanced by many excellent photographs which, with a very few exceptions, have an RCA or NBC background. The family circle will be interested to note that Mr. Sarnoff has written the foreword for this story of the why and how of radio.

NBC SAN FRANCISCO

by Louise Landis

Ho-o-hu-m—spring fever is bad, but this summer fever's worse, what with vacations to the right of you and vacations to the left, but radio programs marching on. NBCites here are enjoying their quota of holidays, though. Ward Byron, producer, takes the entire month of June for his, as he intends to spend it in New York. Incidentally Miss Ann Bellows, charming daughter of George Bellows, the artist, has returned to her home there, and if Ward double-crosses the San Francisco Press Department on an exclusive story of any event that transpires on his vacation he gets a big black mark beside his name, and all the pictures we make of him hereafter will have Archie Presby's face in front of his!

Speaking of romance—that is, IF anybody should happen to be chatting on the subject—Madeline Attabit, lovely member of the Traffic Department is wearing a stunning diamond ring on her left hand. The stones are beautiful, the setting exquisite, and although Madeline refuses to admit a wedding date has been selected she confides that Harry Lipschultz is his name.

Some other vacations already here or just showing on the horizon: Ken Carney, program manager, plans a fishing trip in the Northwest in August. . . . Sam Dickson, writer, leaves July 4 but where, he will not tell; it's an old family custom with the Dicksons for Sam to plan the vacation and up to the moment they arrive at their destination, to keep Mrs. Dickson guessing. . . . David Drummon, writer, takes his entire family to an Idaho ranch on August 1. . . . Memory Roberts of the *Woman's Magazine of the Air* has divided her vacation into two sections, the first to be spent showing her mother the old mining towns of California; the second part, fishing on the Rogue River with her husband. There's a devoted daughter-wife for you!

Benny Walker, Magazine m.c., and Meredith Willson, General Musical Director of the Western Division are among the lamentable (?) cases that don't get vacations this year . . . too many commercials. . . . Florence Allen of program traffic is counting the days until her two-weeks holiday; her mother arrives from China to spend it with her.

Arnold Marquis, producer, who is no relation to Don Marquis but knows him and

likes him a lot, is going back to Racine, Wisconsin, for his vacation . . . he shares hometown rights in Racine along with Jack Benny, Ben Hecht and Frederic March and other notables.

Lloyd E. Yoder, manager of the Western Press Division, has been leading a double life the last few weeks. A lieutenant in the U. S. Naval Reserve, he has been on his annual fortnight of active service, which, luckily for Lieutenant Yoder, took place at the San Francisco Presidio instead of on the high seas . . . from where he probably would have been obliged to direct his department by radio!

J. W. Baker, Operations Supervisor, laid aside his camera temporarily to build a gift that has delighted his son, Joe Jr., beyond his dreams. It's a sixteen-foot sloop, which the lad immediately named Zephyr II because his father as a boy owned one called the Zephyr. It is the first boat Joe Sr. ever built, and a handsome, seaworthy thing that has young Joe's comrades bulging with envy.

Carlton E. Morse, author of *One Man's Family*, sent Mrs. Morse a radiogram every single day of his flight . . . each more enthusiastic than the other . . . and if you listened, did you hear how he saluted her at the end of each broadcast, with a greeting "To the little lady at Seven Stones whom I know is listening"?

Here are some of the recent changes that have taken place in the various San Francisco headquarters all because pretty Aloha Wold (Mrs. Harry Warner) secretary to Operations Supervisor Baker decided to become a stay-at-home. Marian Hansen of Audience Mail took Aloha's place, and Riola Jamison of the Duplicating Machine Department stepped into Marion's shoes in Audience Mail. A new member joined Audience Mail at the same time—Lola Comaches. Sophie Dunich left the Typing Department to enter the Press Department; Gladys Ferguson and Wilma Duvall, entered the Typing Department. Added to the office staff is Robert Sandstrom, another NBC newcomer.

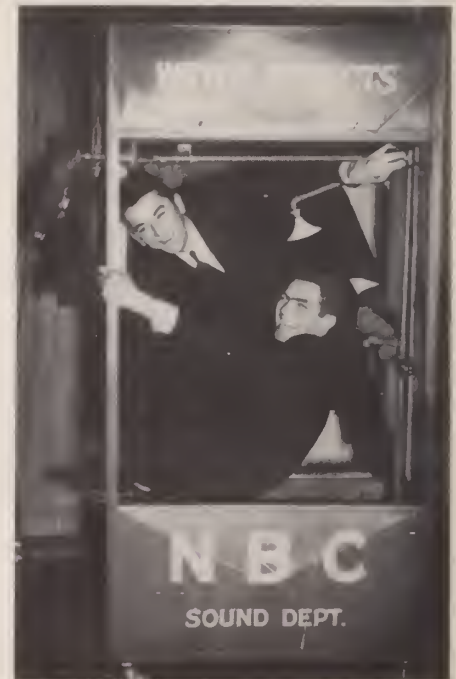
Send in your vacation pictures, with complete captions, to the PHOTO CONTEST before June 18.

DIVISION ENGINEERS MEET IN NEW YORK

NBC engineers convened in Radio City on May 3 for their yearly meeting of national division engineers. The following represented their respective divisions: A. H. Saxton, San Francisco; R. H. Owen, Denver; H. C. Luttgen, Chicago; S. E. Leonard, Cleveland; W. J. Purcell, Schenectady; A. E. Johnson, Washington, and G. O. Milne, New York. Operating engineer George McElrath was chairman of the convention.

Much of the convention's time was devoted to the discussion of designs and operations of new short wave receiving and transmitting equipment for all NBC offices. The visiting engineers also went to Camden, New Jersey, to see the latest developments in new RCA apparatus.

The NBC convention ended after attending the silver anniversary convention of the Institute of Radio Engineers held in New York on May 10, 11 and 12. Among those heard at the latter convention was V. K. Zworykin of RCA. His lecture was titled, "Development of a Projection Kinescope."



NEW WATER SPORT

This is a new touch in wrestling, and one that ought to become popular if there were just enough Water Effects machines to go around. San Francisco sound men Jimmy Lyon and Wally Ruggles, have inserted themselves into the framework of the machine with which they create rainstorms, torrents, waterfalls and fountains splashing. The one who turns a faucet on his opponent before his opponent manages to turn one over on him, is the winner, and can prove that as a wrestler his partner is all wet.

NINE NEW MEN FOR PAGE AND GUIDE STAFFS

New members of the Guest Relations Staff in New York are:

Willard Jordan of Boston where he was employed by Jordan, Marsh Co. He was educated at the Wellesley Military School and Thayer Academy.

Robert J. Lacklen recently left his home in Billings, Montana, to make his first trip to New York and to become an NBC page in Radio City. Back home he was Supervisor of Recreation and Education of a WPA project. He was educated at the University of Montana where he majored in Psychology. While in college he acted in student shows broadcast over station KGVO in Missoula.

Gordon G. Vanderwarker gave up the department store business for the more exciting business of radio broadcasting. He is a Bostonian and a graduate of Wesleyan University, class of '36.

William Eliscu, a New Yorker, was a teacher in a private school in Florida before he joined our uniformed staff last month. He is a graduate of Columbia and a member of the New York Athletic Club. He was a member of the Columbia relay teams which won in the Intercollegiate Championship Track Meets in 1934 and 1935.

William L. Livingston, another native New Yorker comes to radio from the newspaper business. He attended Amherst College for two and a half years.

Daniel Francis Munster is not over twenty-four but already he has lived a lifetime of adventure with the whole world as its setting. This tall dark strapping young man was born in Fort Sill, Oklahoma, of a father who was in the Army and whose ancestors several generations back were also in the Army, and a mother whose family also gave its sons to the Army as far back as the imperial days of Prussia. He too has done his bit for the Army. He has served in the Cavalry and holds a warrant as First Sergeant of the Infantry. He is an active and proud member of the Washington Greys as Lieutenant of Field Artillery.

Among other things Munster has been an actor on the New York stage and over station WHN, a professional boxer and football player, a farmer, a private detective, a sailor and a tutor in English and French. He learned French from his mother who is an instructor in that language at Hunter College.

As a sailor and stoker on ships he has travelled to many European and African ports. As the son of an army officer who has been stationed in many U. S. Army posts he has been all over the country and

NBC CHICAGO

by Bob McCoy

To the Audience Mail Department goes Marge Niess, new supervisor. Miss Niess came to NBC early in 1936 as head of Central Stenographic. She was once the winner of a contest sponsored by an automobile company. The prize was a car, and her letter was good enough to win a job writing copy for the motor company's publication.

Replacing Marge Niess as supervisor of Central Stenographic is smiling, smart-looking Dorothy Frundt of Artists' Service. She was with the staff of Station WENR when it joined NBC.

No sissies are we in Chicago when it comes to athletic associations, although none is officially organized as yet.

For a hit of proud pointing, look at our newly-discovered horsey set. The PBX operators, led by Adele Crawford, have joined the Olympia Riding Club. Ruth O'Connor of Continuity, Helen Schervey

in Hawaii, the Philippines and China. Last summer, during his globe-trotting, he wandered off to Spain where he found "things so messy" even his love of adventure couldn't make him take more than a spectator's interest in the Spanish Civil War.

Fred C. Johnstone, a native New Yorker, comes to us from the uniformed staff of the Roxy Theatre. Before working for Roxy he was in Los Angeles for five years. There he attended Los Angeles Junior College and worked for an insurance company. He got tired of the insurance business and California so he packed a shirt and tooth-brush and hitch-hiked back to New York.

Alfred G. James was formerly with the American Eastern Trading Company. He was collegiate wrestling champion in 1933 in the 155-pound class and president of his fraternity, Phi Kappa Psi, while at Ohio Wesleyan University from which he was graduated in 1936.

Edwin Miller of Indianapolis, Indiana, and a graduate of Butler University '36 comes to our uniformed staff with several months' experience as an usher at the Radio City Music Hall.

In college he was active in dramatics. Once he played in a school dramatic skit over station WFBM in Indiana. A year's scholarship enabled him to continue his study of drama at the Hilda Spong School in New York. His fraternity is Sigma Chi.

of Program, and Vera Maher of the Night Manager's Office often gallop through Forest Preserves west of the city. Engineers Ed Horstmann (honestly, no pun intended), Dave Kempkes and night manager Ed. Cunningham are also enthusiastic equestrians.

Rain has delayed the golf activities, but on May Day ten enthusiasts were able to get out to the Roh Roy Country Club to unofficially open the season. Going over spongy, muddy fairways, Mail Room's A. M. Elrod came in with the best card of the day. No scores have been published yet, (and perhaps never will be) and no prizes are to be distributed until the remaining players post their totals.

With several eyes to future afternoons on the Lincoln Park diamonds, the baseball team probably will be organized soon. Rudi Neubauer owns the hall, so he will, of course, be pitcher and captain. Announcers Bob Brown and Jimmy Neale are expected to play. Page Captain Russ Sparks possibly will corral some of his staff and come out to the Park. There is little doubt that Leonard Anderson, Tom Bashaw and Roy Neihengen will give their all against the Merchandise Bank employees who usually issue their yearly challenge about this time.

Ed Cerny of the Music Library is hoping to form a fencing team. Cerny practices on the roof outside the Library with Ted McNulty, newcomer to Audience Mail, and page Bill Venn.

Sound Technicians' School, under the direction of Mul Wood, began its spring and summer term May 1. Instructions are given for two hours each Saturday, and from the class Mr. Wood expects to take the additional personnel necessitated by the inauguration of the five-day week.

A big box of cigars in the Main Control Room could indicate only one thing. It was a six-pound boy, born May 6. Proud parent A. H. Otto, faced with the difficulty of getting around to all the engineers, solved his problem by leaving the parental offering on the desk.

Laura Satterwhite of Production and announcer Les Griffith were married on May Day.

LET'S GET ACQUAINTED



ROY C. WITMER

Ten years ago Roy C. Witmer joined the National Broadcasting Company and hit a stride with a personal career that has held consistently to the pace of the industry he chose.

In 1927, feeling that the opportunities in the iron industry were limited, Mr. Witmer resigned as sales manager of the Norwalk Iron Works to become an NBC salesman. Two years later he was made assistant sales manager and in 1930 sales manager. Since 1931 he has been vice-president in charge of sales. His has been a decade of vigor and vision in breaking new ground for a great national industry.

Between the days when, as a stalwart youth, he stood behind the plough on a farm in upper New York State and the turning of the road which brought him to radio in 1927 Mr. Witmer served a varied apprenticeship.

From his home near the Canadian border he crossed the continent to study at Leland Stanford University in California. After leaving college he worked for a time as an accountant for the First National Bank of Los Angeles, and then for the Southern California Edison Company.

From the West, he returned to the East, from finance to industry. For several years he was vice president and general manager of a manufacturing plant in Fitchburg, Massachusetts. From there he went to the Norwalk Iron Works where he remained until he joined NBC.

Profiting from this wealth of experience Mr. Witmer took radio in his stride though it was new to him. His awareness of the chance to explore and develop the unique advantages of the new medium was the key to his success.

The former farmer boy now looks the part of the latter-day pioneer. Tall, with silvering temples, he has the manner and appearance of command. He works hard. Once he enjoyed golf and billiards, but the exactions of a busy life have left time only for the occasional diversions of a game of bridge.

Join the NBC ATHLETIC ASSOCIATION now! Participate in summer sports and meet your fellow NBCites.

OFF BALANCE

by Edwin Loudon Haaker

Even those not present admit the dance on the 7th was a huge success. NBCites turned out en masse. And we mean en masse. By 11:00 P.M. footage on the floor was harder to get than Florida real estate before '29 . . . It was like going from the sublime to the Interborough.

The guides and pages arrived sartorially supreme in tails, and the rest of the company in tuxedos. The doormen at the Roosevelt, who were not in on the 'know', did most of the bowing to the former group. A moral victory plus one small 'coke' for each guide and page.

Gilbert Ralston of the Guest Relations Division can claim the record for long distant invitations. His date came all the way from the hills of Virginia. "By mule", said Gil, "to the nearest railroad station, and by foot from the Penn Station to her hotel." She said she was very much impressed with the Roosevelt and it didn't remind her a bit of the Mansion House at home.

The evening was spent dancing and "talking shop." An engineer sitting at the next table from us waxed into a discourse about the subtleties of ribbon mikes every time he looked at the one they were using on the stage. And we noticed particularly one production man surreptitiously "timing" every one of Peter Van Steeden's pieces. Yes, and every time the music stopped Alan Kent instinctively looked around for a mike.

With one exception Grace Sniffin of Treasurer Mark Wood's Office, and chairman of the dance committee, was the happiest person there. The exception was the guy who proposed to his gal on the dance floor and was accepted. That's love with a kick or something. We wonder if Miss Sniffin had anything to do with that.

Considering how some of those present were greeting their friends anyone would have suspected it was a reunion of the Class of '01. We were practically hugged on six different occasions by men we'd said, "Good-Bye" to not more than four hours before.

Come to think of it there were some there we hadn't seen since the dance a

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, New York.

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

"DREAM ACRE"—For sale or rent; furnished or unfurnished. 17 miles from the George Washington Bridge—three miles from the Rockland Country Club. Delightful view of the Hudson, gorgeous shade and fruit trees. Little white cottage, five rooms and bath, pipeless furnace, electricity and city water—two car garage. Ext. 231.

FOR SALE—One lot of land 60' by 170' with all improvements at Lake Mohawk. Christian community. Suitable for all year occupancy. Clinton F. Gluck, WJZ, Bound Brook, N. J.

FREE PASSES—Good for a day's visit at the well-equipped YMCA at 5 West 63rd Street, N. Y. C., are available to NBC employees. Apply to the N. Y. Personnel Office, Room 308.

SUBLET—41 West 54th St., N. Y. C. June 1 to October 1, one room apartment, kitchenette and bath. Completely furnished. Telephone and radio. Quiet, cool, cross ventilation, east and west exposures. Call Mary Coyne, Ext. 561.

SELL OR BUY—Riding boots and equipment. Call or write the NBC TRANSMITTER, Ext. 220.

ARE YOU A NATURE LOVER?—Four acres of woodland in beautiful section of Connecticut; on paved road, opposite spring-fed lake; 75 miles from N. Y., and adjacent to new Merritt Parkway opening soon; near stores and railroads; taxes \$5 per year; offered at sacrifice. Don Glassman, N. Y. Press, Ext. 579.

FOR SALE—18 ft. pennant sloop. 165 sq. ft. Larsen Sail, brass pump mounted, chrome fittings, canvas cockpit cover. 15 lb. anchor (Kedge), mast light. New boat, sailed only 8 times. E. M. Bergholz, Room 308, N. Y.

year ago. Talk about knowing your Company.

On the happy subject of artists, we were not displeased that Manny Klein & Co. decided not to use the P. A. system. His trumpet is a loud speaker by itself. Any louder and he would have been charged with disturbing the peace, or, considering our shins after "swinging" with Manny, assault and battery.

KNOW YOUR COMPANY

No. 6—TRAFFIC DEPARTMENT



E. B. LYFORD

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

The National Broadcasting Company is an aggregate of over one hundred and twenty-five individual radio broadcasting stations, interconnected by the wire line facilities of the American Telephone and Telegraph Company, and divided into two basic networks with various supplementary and optional groups and stations. It is the function of the Traffic Department to operate these networks with as much efficiency and as little confusion as possible. This is no mean task. The Department's efficiency depends greatly on the accuracy with which it handles and checks an average of ten thousand different facts a day. These facts concerning programs, dates, networks, stations, and time are listed on the thin, colored strips of paper lining the walls of the Program Transmission Division's room on the fifth floor which is pointed out to all the tourists taking the NBC Studio Tour.

This Department is the focal point for all information and orders concerning all network programs, both commercial and sustaining. It handles all scheduling of programs to stations, keeps records of distribution, issues orders for wire connections, and arranges the formation of networks, including facilities for transmissions to and from foreign countries. The duties of the Traffic Department also include the advance offering of all commercial and sustaining programs, the dissemination of all necessary information concerning them, and the handling of any special arrangements or reports of performance which may be necessary, or any complaints which may arise.

The Department is divided into three main divisions, Commercial Traffic, Sustaining Traffic and Program Transmission. The Telegraph Division is also considered a part of the Department, and is also under the supervision of the Traffic Manager, B. F. McClancy. The San Francisco office of the Traffic Department which handles the traffic problems of the Western Division is managed by Paul B. Gale.

The Commercial Traffic Division, headed by Elmore B. Lyford, handles the scheduling of all network commercial programs. It is also Mr. Lyford's job to se-

cure the stations wanted by the sponsors for their program. And, since some stations are not always free to accept all new accounts because of other commitments or plans for local broadcasts, he often has to do a bit of "selling" of new accounts to the stations.

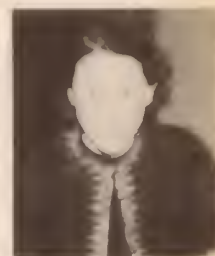
This Division's duties also include the handling of all local cut-in announcements, station notifications of program and talent changes, contests, and other information on commercial programs.

Mr. Lyford said that the biggest volume of network commercial programs last year took place during the presidential campaign. All the political speeches made on the air after the Republican and Democratic Conventions and before the election last fall were classified as commercial programs. During that hectic period Mr. Lyford sometimes had to arrange coast-to-coast networks on as short a notice as four hours.

Miss A. M. Caramore is in charge of the Sustaining Traffic Division which issues advance notices of sustaining programs and changes to all the stations. In addition to the scheduling of sustaining programs it offers to the network stations all special sustaining programs and keeps records of the stations which currently carry the "must" sustaining programs. These programs which the stations are virtually compelled to carry to satisfy the demands of their listeners, include such features as the *NBC Music Appreciation Hour*, *Cheerio*, *Press News*, *Farm and Home Hour*, and *Our American Schools*. Many programs of a religious nature are also included in this category.

B. F. McCLANCY
Manager

The Program Transmission Division, more commonly known as "Night Traffic", coordinates all the Commercial and Sustaining Traffic orders. While NBC is on the air someone is always



A. M. CARAMORE

on duty in this Division. On Coronation Day it started its day at five in the morning.

Program Transmission keeps at all times an accurate record of the advance network program schedule, issues all necessary facilities orders, arranges all cues, timing, and special facilities which may be necessary in the case of outside origination of programs. The Master Control Board which is in the adjoining room gets all its information on transmission from this Division, headed by L. M. Griffith and Thomas J. Dolan.

The Traffic Department sends and receives an average of over five hundred telegrams a day therefore the Telegraph Division, generally referred to as TWX, has been made a part of it. On very busy days Traffic often sends and receives over fifteen hundred telegrams in one day. Most of these wires sent to the stations deal with program changes and network arrangements and a great number of them are messages of confirmation to insure accuracy.

Other NBC departments bring the daily average of telegrams that pass through the NBC teletype machines to about 1,125 or 49,844 words.

Chief telegraph operator John S. La Touche says he is glad the sports and news teletype machines have been moved to the News and Special Events Division of the Program Department. What with the rapid growth of the network in the past few months the whole business of keeping telegrams, news reports, baseball and football scores, weather reports, and market quotations in order was getting out of hand in their small crowded office.

Thus, for seventeen and a half hours a day the Traffic Department quietly and efficiently supplies the associated stations of the National Broadcasting Company with a continuous flow of programs originating on land and sea and in the air throughout the whole world.

Turn to page twenty for a picture of the Program Transmission Division.

NBC HOLLYWOOD

by Noel Corbett

The influx of important transcontinentals with their two-a-day which emanate from the Hollywood studios has had its effect upon pretty Jean Darrell. In charge of continuity clearance, she found it necessary to have a file of the pigeon-hole type specially constructed to hold scripts.

From the Sales Department came Tracy Moore to insist that all the rack needed was a little hay and a few chickens.

Miss Darrell arrived in her office the other morning to find one of the continuity bins housing a handful of straw in which was nestling a hen's egg. With every member of the Program Department stoutly refusing ownership the egg will probably stay where it is, until . . .

This month finds no additions to the Hollywood staff.

However, Sydney Dixon reports a newcomer in his home, John William Harrison Dixon, May 5, blue eyes. The little fellow weighs 8 pounds, which means he'll have to do some tall gaining to catch up with his dad who tips the scales at 238.

In the rear of the NBC studios, overlooking the main RKO thoroughfare, is a young man with a friendly twinkle in his eye and a perpetual smile of good humor on his face. Close as he is to the movie lot, the cinema bosses apparently have been too busy to look up long enough to spot a "find".

However, that doesn't mean that Fred Dick, in charge of the Mimeograph Department can't copy a few ideas from the movie colony for himself—When this issue goes to press, Dick and Freda Von Hartz will be flying to Yuma, Arizona, to be married.

Badminton is evidently one of those games that loses its flavor quickly.

A month ago it seemed that every member of the Hollywood studios was trying at the same time to gain admittance to the lone court. The enthusiasm was so great that plans for a gala tournament were rushed ahead by Walter Baker. Valuable prizes were arranged, even a shower was installed, and some of the boys wanted to plan a special broadcast.

But now, alas, the badminton court is as desolate as was the stage during the depression. Some say the weather hasn't

been right. Others blame heavy working hours—But at any rate, it's a rare day when the shuttlecock is seen flying across the nets.

Walter Bunker, Sydney Dixon and Harrison Holliway, Manager KFI-KECA, are going back to San Francisco. But it will only be for a short visit when southern members of San Francisco's famed Bohemian Club put on "A Night in Los Angeles", on May 21.

Doing two or three things at the same time is daily demonstrated by the Press Department's comely blond, Frances Scully. The young lady who formerly wrote the column thinks nothing of interviewing two fan magazine writers at the same time meanwhile arranging photo appointments on the telephone for the various Hollywood artists. In her spare time she writes publicity of the big shows.

QUICK PICKS . . . Summer arriving fast; Ted Sherdeman and Hal Bock in white suits, with manager John Swallow determined to hold out until June . . . Joe Alvin bagging a lizard in Bock's office . . . Myrna Bay to New York via San Francisco to get a look at Russ McNeil's skyscraper music library, Marvin Young's secretary, Joan Chapman, batting for Miss Bay . . . Buddy Twiss still dizzy from some of the scientific terms he picked up before the Cal-Tech broadcast . . . That was the



The Program Transmission Division of the Traffic Department in New York. Its walls are lined with the program schedule of NBC networks for the week—75,000 different facts.

NBC PHILADELPHIA

(Continued from Page 14)

Many of those who walked down on the field after midnight to see the wreckage went by without noticing it in the darkness. It was only when they turned to find their bearings that the huge and twisted skeleton showed through the moonlight. The massive girders that a few hours before had been at a white heat were as black as night.

By 2 a.m. the throngs outside the gate had dispersed. The canteen had been stripped of sandwiches and coffee. The tiredness that follows intense excitement was beginning to tell on the frazzled nerves of everybody. It was time to go home.

All effort was amply repaid on Friday by the following teletype:

JOY

CONGRATULATIONS ON FINE JOB DONE BY YOUR STAFF AT LAKE-HURST.

ROYAL

broadcast that was covered by three announcers and three producers and the good old wig-wag system for pickups . . . Bob Brooke bound for the Engineers' new lounge, weighted with an armful of magazines . . . Ruth Schooler overfeeding her two pet turtles, Red and Blue Network, at the request of Cecil Underwood, who likes to watch them do their stint . . . Two brick-tops, Ray Ferguson, engineer, and Hollywood studio one-man Traffic Department, Karel Pearson in earnest conversation . . . Elaine Forbes getting ready for vacation in Yosemite which will be twice as good as ever before, because she hasn't got the bugaboo sinus the doc thought she had.