

NBC TRANSMITTER

VOL. 3

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NO. 8

DR. ANGELL NAMED NBC EDUCATIONAL COUNSELOR

Dr. James Rowland Angell, who retired as president of Yale University last month after holding that office sixteen years, accepted the post of educational counselor of the National Broadcasting Company on June 27.

"I am accepting the invitation with the greatest enthusiasm," Dr. Angell said in an announcement to the press, "and in the hope that the opportunity given me will allow me to render a real public service. The educational possibilities of radio are but just beginning to be fully appreciated and I trust that I can make some small contribution to increasing its significance for young and old alike."

Lenox R. Lohr, president of NBC, made this statement:

"Acceptance by Dr. James Rowland Angell, retiring president of Yale University, of a post with the National Broadcasting Company naturally is gratifying to all of us. It is a happy culmination of efforts on our part of more than a year to extend our broadcasting activities along educational lines in order to provide the NBC audience with the best cultural programs.

"Our organization is greatly honored by the privilege of having associated with it in a full-time capacity a man of Dr. Angell's distinguished attainments and notable intellectual station. In joining us, he is only changing his base of educational endeavor from New Haven to New York, from a university to the air. He will have a free hand to devise and suggest methods by which we may more effectively serve radio's listening millions."

Dr. Angell, who was born in Burlington, Vermont on May 8, 1869 is a descendant of great American educators. His father was the late Dr. James B. Angell, president of the University of Michigan, and his maternal grandfather was President Caswell of Brown University.

Dr. Angell received the degrees of A.B. and M.A. from the University of Michigan in 1890 and 1891, respectively. From the University of Michigan he went to Harvard for a year; thence

(Continued on page 11)

Ten Southern Stations Added To Blue Network

"This is a Blue Network presentation of the National Broadcasting Company." This familiar phrase will now reach, through the facilities of ten new stations in the South, additional millions of listeners in that part of the country.

The addition of these ten stations to the NBC networks was announced by President Lohr June 30. The new stations will become part of the Blue Network on August 1. Previously most southern cities had only one NBC station but now they will have two, enabling them to listen to both the Red and Blue Network programs.

Since January 1, 1937, counting the new southern affiliates, NBC has acquired thirty new stations available to the Blue Network. This, in addition to the seventy-seven stations which previously constituted the Blue Network, now brings the grand total up to one hundred and thirty-six in both networks.

These one hundred and thirty-six stations are NBC's response to the demands of the public and business for a complete coverage of the United States.

A brief description of the new stations and the territories each serves follows:

WAGA, at Atlanta, is owned by the Liberty Broadcasting Company, an affiliate of the *Atlanta Journal*. The station operates full time on a regional channel frequency of 1450 kilocycles with a day-time power of 1,000 watts and a night-time power of 500 watts. Atlanta, the leading market of the South, ranks twenty-fourth in the national market rating. An important rail-

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DR. and MRS. JAMES ROWLAND ANGELL
From New Haven to Radio City

NBC ACTIVITIES AT THE BOY SCOUT JAMBOREE



Guide Frank Nesbitt (left) and Engineer Walter Godwin in the arena at the Boy Scout Jamboree in Washington, D. C. Nesbitt *ad libbed* for twenty-seven minutes during this experimental tour of Jamboree City.

by Frank W. Nesbitt

Special to the NBC Transmitter

Washington, July 2.—The News and Special Events Division certainly has reason to be proud of its handling of the Boy Scout Jamboree. Don Goddard of NBC New York is in charge of the field operations, and with the assistance of the Washington staff, he has kept things on the move at the National Broadcasting Company headquarters at Tent City.

Here, on the Avenue of Flags the NBC forty-foot tent studio stands out as one of the most interesting attractions of the meeting. The latest in field equipment, including seven-and-a-half-meter pack transmitters, and microphones, is on exhibition. The sides of the tent are lined with pictures of NBC artists and the New York studios, as well as scenes from the Radio City NBC Studio Tour. So far more than a thousand people a day have visited this unique field studio.

To date we have been on the air at least twice a day with regular programs, many of which have gone from coast to coast. John B. Kennedy, Lowell Thomas, and Lanny Ross are all expected to participate in these gala goings on. This evening we did a broadcast which included the

(Continued on page 9)

WHO'S WHO IN THE NBC NETWORKS

Introducing — KOLIN HAGER

How should a boy, ambitious to become the manager of a radio station, proceed?

There are probably all sorts of routes which lead to the same objective, but in the case of Kolin Hager, manager of WGY, Schenectady, born before radio broadcasting blossomed into the field of big business, the training was varied and might just as easily have led him into a career on the stage or in opera, or to the post of president of a college.

Kolin Hager as a youngster had three consuming passions, a love of baseball and sports in general, a delight in public speaking, whether as a debater or orator, and a fondness for music.

In grade school he began to win prizes for declamation. At the same time he was a member of the boy choir of All Saints Cathedral in Albany and at eleven became soloist for a four-year period. This early training in music influenced him to continue with his studies, and when he early developed into more than an average baritone, Kolin Hager set his course for the concert and operatic stage. In the meantime, however, he entered and worked his way through the New York State College for Teachers, was graduated and later obtained a job as teacher for English, Dramatics and Music. While in high school and college he played the lead in many dramatic performances current in Albany and vicinity, including *The Servant in the House*, Galsworthy's *The Silver Box*, and *Hamlet*. He also played minor parts in Bert Lytell's Albany Stock Company for a summer season.

Then one day an opportunity was offered the young teacher, then assistant professor of English at State Teachers' College, Albany, to join the sales promotion staff of the General Electric Company. That was in the days before electric refrigerators, radio receivers, and other modern electrical devices which have since found acceptance in the home. Kolin Hager's job was to write and deliver "pep" talks to dealers and distributors. He traveled over the country from coast to coast, visiting practically every state in the Union, "pepping" salesmen far and wide with the energy and will to sell GE appliances. This was a part of the famous GE merchandising conference in 1921-22, which created a new type of promotion in that field of work.

It was at this stage, 1922, to get down to the actual year, that Martin P. Rice, manager of the publicity department of the General Electric Company, was look-



KOLIN HAGER
Manager of WGY Schenectady

ing around for someone with the training to handle a radio station. No one knew exactly what was required of a radio station manager, except that he must know something about the entertainment field, be able to entertain in his own right, and have the type of personality in his voice that would make people want to listen to him and his station. And there was Kolin Hager already cut to measure for the job.

WGY's rating as one of the outstanding radio stations on the air today is confirmation of Mr. Rice's judgment and Mr. Hager's ability. It was soon discovered that Mr. Hager had the restless disposition which demands change and improvement, and resents inertia. Within a week after WGY went on the air, the station was reaching out for programs from other points of origin than the studio and in the first year WGY was importing programs from New York, Washington, Boston and Philadelphia.

With the exception of two years, Kolin Hager has been with WGY continuously since the inaugural program of the station February 20, 1922. He has grown with radio broadcasting and has played an important part in the development of the new art. Furthermore, he has developed into a capable business executive which isn't bad, when you consider that he once aspired to a career on the stage or in opera.

By the way, there is a Mrs. Hager, and two Hager children—twin girls, Koline and Norine—and both youngsters have inherited their daddy's love of music.

Winners of the August Photo Contest will be announced in the next issue of the NBC TRANSMITTER.

NEWCOMERS TO N. Y. PAGE AND GUIDE STAFFS

Several new men, most of whom are recent graduates of school and college, have joined the uniformed staff of the Guest Relations Division in New York. Their names follow.

Daniel H. Wells comes to Radio City for his first steady job. He comes from Hartford, Connecticut and Hamilton College. Last March he sang in the bass section of the Hamilton College Choir during an appearance on the Rudy Vallee program. Mr. Wells has made one other radio appearance—years ago as a member of the Loomis School Glee Club he sang over WTIC in Hartford.

In college he was active in sports, having played varsity football, basketball and track. He was a member of the Chi Psi fraternity.

Jere Baxter 3rd comes from Yale with a B. S., and his home town, Washington, D. C. This is also his first job. He has traveled a great deal, having been to Europe, South America, Panama, and Hawaii where he lived for some time.

Albert Roraback, twenty-two years old, is also from Yale, class of '37. His home is in Brooklyn. He isn't quite sure what branch of radio he likes; at present, he thinks he might like the advertising angle.

Mark Saxton was graduated from Eli's favorite enemy, Harvard, last year. He comes to NBC with two summers' experience in the newspaper business, specifically one summer with the *New York Herald-Tribune* and another with *News-Week* magazine. He is interested in writing, especially script-writing.

Frederick Judd Van Wagner, from Madison, New Jersey and Peddie School, is here for his first job. Thinks radio is exciting business.

F. Colburn Pinkham, Jr., of Forest Hills, New York and formerly with the J. C. Penney and Bristol-Meyers' companies, went to Princeton University for two years before tackling the business world. He wants to be an announcer.

Robert Evans Dennison is another Princeton man (class of '37) on the page staff. He was quite active in extra-curricular activities at college—manager of the Princeton Tigers, a dance band which made two trips to Europe and four to South America. He was also a member of the Princeton Triangle Club, famous for its yearly musical comedy productions.

12,135 persons took the Radio City NBC Studio Tour during the three-day Independence Day holiday this year as compared with the 8,603 tourists who were conducted through the studios during the same period last year.

WGY SCHENECTADY

by O. H. Junggren

**"CRUG'S FOLLY"**

The accompanying picture proves to all and sundry that B. W. Cruger, WGY maintenance supervisor, is pretty clever with his hands. Inasmuch as a small picture cannot begin to show all the detail involved in the construction of this locomotive, let it be said that it is an exact replica, perfect in every outer detail. "Crug" says it represents three months' work. He reports he fashioned the complete "Double O" gauge locomotive with the exception of the wheels and couplers, from brass tubing and plate in his own workshop. The wheels and couplers were purchased. The locomotive is operated by an electric motor. By the way, Crug has been elected secretary-treasurer of the Electric City Model Railroad Club. (Photo by Horton Moster, control room.)

Al Taylor seems to be very happy of late. Reason? His son, Winslow, has just returned from the hospital, after an attack of scarlet fever. Taylor Junior is all set now to continue where he left off rooting for Lefty Gomez of the Yanks.

John Howe, of the Sales Department, is telling all his co-workers about the big bass he's *going to* catch when he hits the vacation trail. John will spend his two weeks at Eagle Lake, near Ticonderoga, N. Y.

Alex MacDonald, the man who sends out those pretty little gadgets telling what a good thing WGY is, reports that his wedding trip to the coast of Maine last year made such a lasting impression that he will return there this year for vacation.

Veteran Fisherman Coggeshall, program manager, is out full blast with his fishing tackle in search of the elusive bass. He and Salesman Howe can tell some terrific fish stories, with the season only a couple of weeks old. What's it going to be like when the season is over?

"Chet" Rudowski, Auditing, the Beau Brummell of WGY, is contemplating a very "excloosive" vacation at Lake Placid, N. Y., this month.

NBC CHICAGO

by William E. Lawrence

New Faces in NBC Chicago:

The following have joined NBC's Central Division during the past month:

Lyle Barnhart in Production, Laura Linroth in Central Stenographic, George Heinemann, page, Leonard Anderson, assistant office manager, and Eugene Sullivan, messenger in the Mail Room.

Newcomers in the Engineering Department are:

Thomas Gootee, Andrew Schomaker, Hugh White, Aryl Aldred, Homer Courchene, Arthur Hockin and Laurence Dutton.

Durward Kirby, new announcer, formerly with WLW, Cincinnati, measures six feet, six inches in silk socks. This, according to an official source, breaks the old record in the Announcers' Room by two inches. Try again, Bill Craig.

Whitney J. Clement has been appointed Local Sales Manager, replacing M. B. Wolens who goes to WCFL as sales manager of that station.

News Flashes:

Last issue's Chicago correspondent for the NBC Transmitter, Bill Senn of Mail and Messenger, streaked out the door the other day with a packed valise in one hand and a leave of absence in the other, bound we understand, for a camp in the North Woods.

Harry Bubeck, Sound Effects, and Ed

Cerny, Music Library, have returned from their vacations looking like California Chamber of Commerce men, each with a terrific Hollywood tan.

Production Director M. P. Wamboldt and party are safe and sound on dry land after a twenty-five-hour battle with the elements in a recent storm.

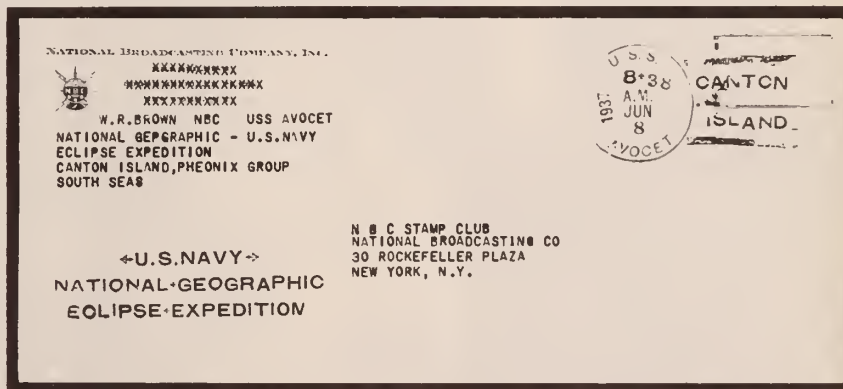
Laura Satterwhite of Production has resigned to devote all her time to household duties. In private life she helps Announcer Les Griffith ring the chimes. Dorothy Horton, formerly of Audience Mail, will keep the daily program schedules straight in Laura's stead.

Page William Weaver, who carried off honors in the last home talent production from Chicago and sings occasionally on the *Club Matinee* program, received his first fan letter the other day.

Head Traffic Man, Ed Stockmar, refused to be a June groom so he made his little speech July 3 and is now honeymooning in the Catskills.

Virginia Thompson of the Statistical Department was married June 26.

When Violet Colliander of Central Stenographic returns from her vacation in Guatemala, she will take up new work as secretary to C. W. Wester in Network Sales replacing Dorothy Soiberg.



The NBC Stamp Club has received a rare addition to its collection in the form of a letter from W. R. Brown, engineer for NBC, who accompanied Announcer George Hicks to Canton Island for the eclipse.

The cover (pictured above) has unusual historic, as well as philatelic interest in that it was cancelled aboard the *U. S. S. Avocet* at Canton Island at 8:38 a.m., June 8, 1937, at exact day and moment of totality of the eclipse.

It is planned to mount and add this new gift to the NBC Stamp Club exhibition, which now may be viewed on the mezzanine floor of the NBC studios in Radio City.

NAMES IN THE NEWS

NEW YORK

Marriages:

Miss Rita Doyle, secretary to B. T. Rumble in Statistical, was married to Joseph D. O'Brien of Brooklyn at the St. Anne Church in New York City on July 10th.

The wedding, followed by a reception in the Casino-in-the-Air at the Hotel Montclair, was attended by many NBC friends of the bride. The newlyweds fled from the reception under a noisy barrage of rice. No one—not even the NBC Transmitter—was able to find out where they went on their honeymoon.

Miss Frances Kelly of the Promotion Division was married to Edward Joseph Sheridan at the Church of the Holy Child Jesus, Richmond Hill, Long Island, on the morning of July 5th.

The guests, including many NBCites, stayed for the high mass which followed the nuptials. Following the ceremony, breakfast was served at the Homestead Hotel in Kew Gardens and a reception for all the guests was held in a Richmond Hill country club.

The newlyweds, who are expected back from their honeymoon on July 19, plan to make their residence in Forest Hills, New York.



Courtesy of Long Island Daily Press

The newlyweds, Mr. and Mrs. Edward Joseph Sheridan, are photographed as they leave the Church of the Holy Child of Jesus, Richmond Hill, Long Island. The bride is the former Miss Frances Kelly of the N. Y. Promotion Division. (See Marriages.)

Stork News:

Mike Kopp, carpenter, is now a family man. His first offspring—a girl—was born in the morning of July 2 while he was in another hospital getting a divorce from his tonsils. Reports are that father and child are doing very well.

Resignations:

M. Blake Johnson, guide, who came to NBC after his graduation from Dartmouth College last February, resigned to accept a one-year scholarship at Oxford University, England.

Transfers:

E. Loudon Haaker, guide, was transferred to the News and Special Events Division on July 1.

Mr. Haaker came to NBC as a page in 1933. In 1935 he left the Company to work as a radio salesman, script-writer and copywriter for an advertising agency in New Hampshire and Vermont. A year later found him back in Radio City, reclaiming his NBC guide's uniform.

Miss Florence Marin of Stenographic has been transferred to the Sales Department to replace Mrs. Margaret Reynolds as secretary to F. M. Thrower, Jr. Mrs. Reynolds resigned on June 22 to go on a European tour with her husband. Miss Marin joined NBC last April.

Miss Jeanne Harrison, formerly in Stenographic, is now in the Sales Traffic Division. Miss Harrison worked on the NBC program, *America's Town Meeting of the Air* before coming to NBC last October.

Miss Dorothy Allred, who came from Wichita, Kansas, last October to join our Central Stenographic Section, has been transferred to the Building Maintenance Section to replace Miss Muriel Parker who resigned last month.

Miss Allred had faced a microphone before coming to NBC. As a member of the Mary Mount College (Kansas) group of dramatics and music she took part in programs heard over Station KFBI in Kansas. She also attended Sacred Heart College and St. Mary's of Leavenworth in Kansas, at which places she was an instructor in music and dramatics besides being a student.

Palmer Wentworth has been transferred from the uniformed staff to the Telegraph Office to replace William R. Glenn, Jr., resigned. Mr. Wentworth, who is a graduate of the University of Pennsylvania, joined NBC last month.

Newcomers:

Albert N. Williams, formerly with the Newell, Emmett Agency in New York City, joined the Production Division last June 15th. Mr. Williams comes to NBC with several years' experience as a script-writer, producer and director in radio, movies and on the stage.

Before coming to New York, Production Man Williams spent much time writing and producing stage shows for small theatres in several New England cities. He also did a bit of work as a free-lance movie producer.

Mr. Williams is a family man. He became the father of a baby boy, the first offspring in the family, on Thursday morning, July 1st.

Bill Belts, former newspaperman, is a new member of the night staff of typists in Stenographic. He has done promotion and secretarial work for various newspapers including the *Washington Daily News*, *Columbus Citizen* (Ohio), the *New Yorker* magazine and some Hearst newspapers. Not long ago he ventured as publisher and editor of *The Mountaineer*, a weekly in Waynesville, North Carolina, but unfortunately his happy career as a publisher was ended abruptly by a bank crash in that state.

"It was a mess," sighed Mr. Belts, shaking his head.

Recent additions to the Central Stenographic Section are as follows:

Miss Nancy Barnes, formerly of Berst Forster Dixfield Co., in New York. When she's not working she's studying voice and piano. Once she faced the microphone at
(Continued on next page)

her home town's station, WFAS, as a member of the White Plains Gilbert and Sullivan Group.

Miss Dorothy Wallace comes to us with some experience as a reporter and co-editor of newspapers in her hometown, Leonia, New Jersey. She attended Beaver College in Pennsylvania.

Miss Wallace's great grandparents were in the theatre—great grandfather was Merry Harley, well known scenic artist, and great grandmother was an English Shakespearian actress—which, she says, is perhaps the reason she often gets a feeling she ought to be in the show business.

Miss Claire Maxwell of Jersey City was a catering secretary for a hotel in that city before coming to NBC. When asked if she had ever faced a microphone she nodded in the affirmative.

"Yes," replied Miss Maxwell, "our high school debating team debated once through a microphone."

"What station?"

"Oh, it wasn't on the air," she answered. "It was just a public address system."

Miss Adrienne Wormser is a New Yorker educated at the Woman's College of the University of North Carolina. Nothing very exciting has ever happened to her, she stated, except for the time she was returning home from Europe on the *S. S. Olympic* when she (the ship) rammed into the Nantucket Lightship. Newspaper readers will remember that that nautical accident happened in the spring of 1934.

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Miscellaneous:

Miss Rita Doyle of Statistical was the guest of honor at a luncheon given by several NBCettes at the Promenade Cafe in the sunken garden of Rockefeller Center on June 30th.

Those who attended the luncheon given to Miss Doyle on the occasion of her then forthcoming marriage (see Marriages) were: the Misses Antoinette Force, Virginia Beers, Agnes Mommertz, Helen Wildermuth, Miriam Hoffmeir, Mae Katz, and Jean Niblette, all of Statistical; Maralena Tromly (Purchasing), Katherine Hoffmeir (Sales), Marion Ayer (Treasurer's), Frances Sprague (General Library), Margaret Leonard (Stenographic) and Jean Treacy (Artists Service).

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Charles Anderson, deep voiced announcer of KOA Denver and correspondent of the NBC Transmitter in that city, visited us in Radio City late last month during his transcontinental holiday junket.

Mikeman Anderson motored east via Chicago, Detroit and Canada. From New York he went to Washington, D. C.; thence back to Denver. He was accompanied by his mother and younger brother. While in Radio City they went on a busman's holiday: they took the NBC Studio Tour and saw a couple of broadcasts in Studio 8 H.

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Charles A. Wall, assistant to the treasurer, who is a captain of the 16th Infantry, has been appointed assistant to the chief of staff for plans and training for the First Division of the proposed First Army Command Post exercises at Camp Devens next fall.

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Don Gardiner, ex-NBC guide and now chief announcer of station WAIR, Winston-Salem, N. C., dropped in the other day to say "hello." He reports that he and Roger Von Roth, also erstwhile NBC guide and member of Dan Russell's announcing class, are doing quite well at their new jobs. Mikeman Von Roth, he stated, is working Postmaster Farley's boys in that city overtime with his heavy intake of fan mail.

Don also reported that our circulation manager, Herb Gross, dropped into WAIR to see his former colleagues while circulating through the South during his fortnight of respite from Radio City.

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Norman Morrell, assistant commercial program manager, Charles Phelps of the N. Y. Sales Department, and Harry Kopf of Chicago Sales are sailing for Europe aboard the *Europa*, midnight July 24th.

Traveling together on their vacation these three NBC gentlemen have quite an extensive itinerary before them—London, Paris, Brussels, Antwerp, Hamburg, Berlin, Copenhagen, Rotterdam, Amsterdam and various other points.

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Carl Cannon and Frank Nesbitt of the guide staff and steady contributors to the NBC Transmitter rushed to NBC Washington on June 30 in answer to a call for personnel, expert in the handling of large crowds, to assist in the NBC broadcasts of the Boy Scout Jamboree. Guides Cannon and Nesbitt returned to Radio City last week loaded with anecdotes of their stay at the capital.

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Dr. John K. Curtis, attending physician for the First Aid Room, flew to his home state, California, July 1, for a month's vacation. He was accompanied by his wife.

Dr. D. B. Fishwick will act as NBC's attending physician during Dr. Curtis's absence.

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A. L. Ashby, vice president and general counsel of NBC, accompanied by his wife and two children, sailed for a two months' stay in Europe aboard the *S. S. Hansa* on July 7. Mr. Ashby will make a study of foreign copyright on the continent while his family will visit relatives in England.

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Send your vacation pictures with complete captions to the Photo Contest. Theatre tickets for winning pictures.



Miss Rita Doyle (center facing camera) of the New York Statistical Department was the guest of honor at this luncheon given by several NBCettes at the Promenade Cafe in Rockefeller Center on June 30th. For further details see first item under "Miscellaneous."

INDEPENDENCE DAY was celebrated by scores of NBC men and women and their families as guests of Lenox R. Lohr, president of NBC, at his home in Tarrytown, New York. Major Lohr threw open his spacious home and grounds July 5 to members of the New York staff and provided games and amusement for everyone—croquet, bowling, billiards, boating, motion pictures, dancing and, of course, a dazzling display of fireworks. Photographs on these pages are by Sydney Desfor, NBC photographer.



Pictured above are Robert F. Schuetz, audio facilities engineer, Mrs. Schuetz and their son, Robert F., Jr., as they arrived at the NBC fireworks party given by Mr. and Mrs. Lenox R. Lohr.



The spring-fed lake at the Lohr home.



Above. Miss Joyce Harris (assistant personnel manager) and William F. Neubeck (Manager of Building Maintenance) are photographed indoors as they seem to be cooking up something funny for the party.



This is the same place where the skyrockets and flares were set off by H. Thurman, Bill Nebeck and other NBC staff members.

Left. Here are some of the merrymakers in front of the house as they waited for darkness and the fireworks which were set off from the opposite side of the small lake in the background.

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lake on the grounds of President Lohr's home
"Hawthorne" before dark.



The fireworks were preceded by picnics on the spacious grounds of President Lohr's house. Standing in the foreground, left to right: Sam Monroe (Sound Effects), Richard Lewis, general manager of KTAR, Phoenix, Arizona, Bruce Robertson and Martin Codel of *Broadcasting* magazine. Standing in the background: Harry Hartwick of N. W. Ayer and Son, Inc., and Mrs. Hartwick (Miss Maryann Henderson of the President's Office). The picnic-basket raiders to the right are, Pages Murdock Pemberton and Stoddard Dentz, Bill Neubeck (Building Maintenance), Tom Berry (Office Section receptionist) and Miss Martha McGrew of the President's Office.

Below. They had a swell time these NBCites who danced with all the others in President Lohr's house after the fireworks display.



lake pictured at top, illuminated by all sorts of fancy
t of which were set off with glee by Major Lohr, Charles
ck and Sam Monroe. In the foreground are some of the
their families who shared the fun with Major Lohr's
family.



at. A glass-bottomed boat on the "lake" in front of President Lohr's house
much fun for the youngsters—and some grown-ups too. Pictured are
Reilly (page), self-appointed skipper, Major Lohr's daughter, Patricia,
el Manager Dwight G. Wallace's children, Louise and Bruce and Guest
Relations Manager C. H. Thurman's nephew, Billie Champine.

NBC TRANSMITTER

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from coast to coast.

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Ten Southern Stations

(Continued from page 1)

road center, the city is the capital of Georgia and the financial and manufacturing center of the Southeast.

WSGN, at Birmingham, is operated by the *Birmingham News* and *Age-Herald*. Located in one of the richest mineral regions of the country, Birmingham is the largest city in Alabama. Its population totals 259,678. The station operates full time on a frequency of 1310 kilocycles with a day-time power of 250 watts and a night-time power of 100 watts.

WNBR, at Memphis, broadcasts full time on a regional channel frequency of 1430 kilocycles with a day-time power of 1,000 watts and a night-time power of 500 watts. Memphis, with a population of 253,143, is the largest city in Tennessee and, also, is one of the nation's greatest inland ports. The cotton market there, the largest in the world, handles more than one million bales a year.

WROL, at Knoxville, is owned by the Stuart Broadcasting Corporation. It operates full time on a frequency of 1310 kilocycles with a day-time power of 250 watts and night-time power of 100 watts. The city of Knoxville, with a population of 105,802 and a trading zone population of 434,234, is one of the top-ranking markets of Tennessee.

WJBO, the only radio station in Baton

Rouge, is owned by the Baton Rouge Broadcasting Company, Inc. It operates on a frequency of 1120 kilocycles with a power of 500 watts. The owner of the station also is president of the *State Times and Advocate*, the only newspaper in the city. Baton Rouge is the capital of Louisiana and has a population of 30,729. The University of Louisiana, with an enrollment of several thousand students, is located there. The city also is an important distributing and shipping point.

WDSU, at New Orleans, is owned by WDSU, Inc. It operates full time on a regional channel frequency of 1250 kilocycles with a power of 1,000 watts. New Orleans, the largest city in Louisiana, is the sixteenth largest city in the United States. It has a city population of 458,762 and trading zone population of 850,000. The city is the greatest distributing point in the South.

KFDM, at Beaumont, is owned by the Sabine Broadcasting Co. Inc., and operates full time on a regional channel frequency of 560 kilocycles and a day-time power of 1,000 watts and a night-time power of 500 watts. Located in the center of the largest oil and refining industry in the world, Beaumont has a population of

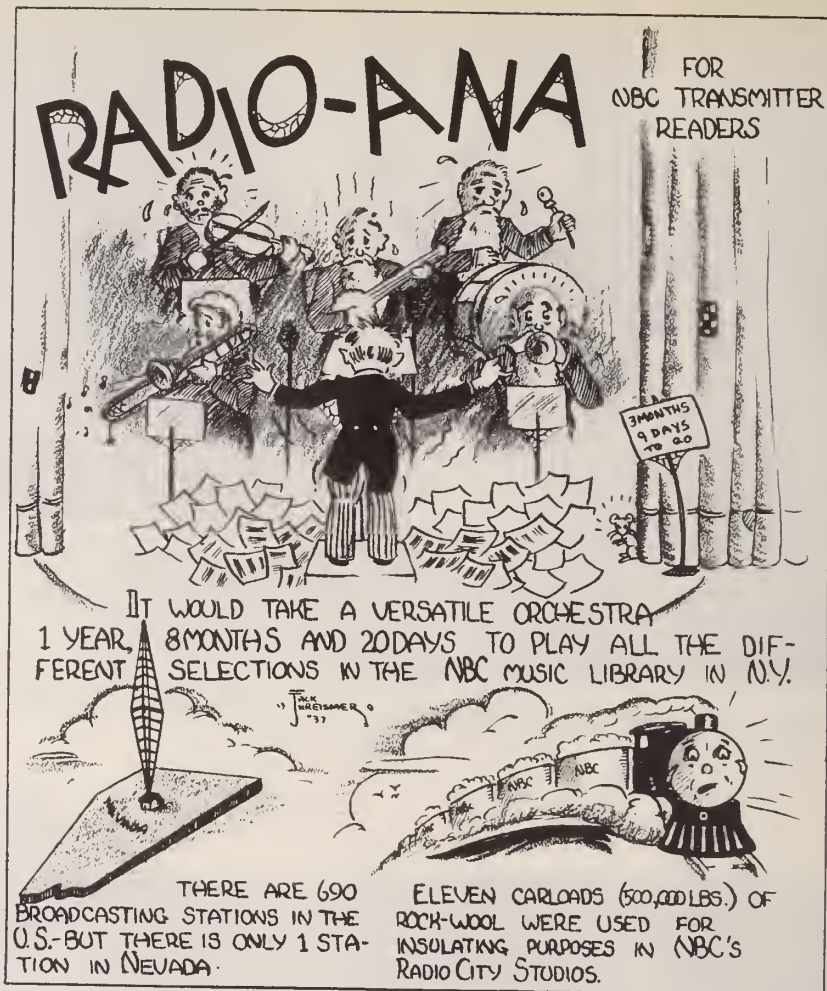
58,000. Twenty miles to the Southeast is Port Arthur with a population of 50,902.

KXYZ, at Houston, is owned by the Harris County Broadcast Company. It operates full time on a regional channel frequency of 1440 kilocycles with a power of 1,000 watts. Houston, whose market rating is second in Texas and thirtieth in the United States, has a city population of 292,352 and a trading zone population of 746,827.

KRIS, at Corpus Christi, a city of 50,125 in population, is owned by the Gulf Coast Broadcasting Company. It operates full time on a regional channel frequency of 1330 kilocycles with a power of 500 watts.

KRGV, with studios and transmitter located at Weslaco, serves the great Lower Rio Grande Valley. Owned by KRGV Incorporated, the station operates full time on a regional channel frequency of 1260 kilocycles with a power of 1,000 watts. Its territory embraces four rich and fertile counties, Willacy, Hidalgo, Cameron, and Starr, in the Rio Grande Valley.

Winners of the August Photo Contest will be announced in the next issue of the NBC TRANSMITTER.



OFF BALANCE

by Murdock T. Pemberton

Roving Reporter Walter Moore was put securely in his place the other day by a young visitor whom he was accompanying to the Mezzanine for a studio tour. When they arrived at the fourth-floor elevators the six-year-old asked what was in all the glass cases in the corridor. Walter, with his usual *savoir faire*, and with a voice of authority, told him that the guide would explain them in the course of the tour.

"So you don't know, eh!" snapped the little fellow.

✓ ✓ ✓

Captains Courageous: Vacation to end all vacations (we hope not) is that of John Bachem and John A. Green of Sales. On July 15 they expect to sail on the latter's boat to Gloucester, Mass.

✓ ✓ ✓

Those of us who attended President Lohr's party and firework display on July fifth wish to thank him heartily through this column. The "good time had by all" was the result of a feeling of complete informality. Comedy was provided by those who set off fireworks from a boat and never seemed to get away fast enough. After the display which was climaxed by a "Niagara Falls" there was dancing in the music room with Bill Meeder at the console. We also wish to thank Mr. Thurman, Mr. Wallace, Pete Bonardi, Stoddard Dentz, Pete Ratyca, Bill Neubeck and Stuart McQuade, who contributed largely to the success of the party.

✓ ✓ ✓

The rumor that Dr. Walter Damrosch is returning from Europe on the same boat with the Radio City Rockettes is not a rumor—it's a fact. We thought you'd like to know.

✓ ✓ ✓

Joseph (Scotty) Bolton, in charge of inventory in the Service Department goes one better than his famous countryman, Harry Lauder, who recently went on a cruise around the world with the dimes he had saved as a comedian. "Scotty," who has often used his brogue on NBC programs, is sailing on July 30 for his "mither countree" for a month's vacation with all the nickels he has saved during his four years with NBC.

A secret source has confided to this column that out of deference to the traveling Scotchman the NBC Irish porters in Radio City will go to the pier to see him off—dressed in kilts!

NBC SAN FRANCISCO

By Louise Landis

There must be something in the air in the Audience Mail Department that inclines to romance . . . two big diamond rings bloomed there on the fourth fingers of two of its prettiest girls, within twenty-four hours.

One day last week Ruth Vetter stole blushing to her desk and held up her left hand as announcement that she and William Young of the Telephone Company will say "I do" soon . . . and the very next day Lillian Hillberg arrived with her sparkler, and news that she and Edwin Carlson will be filing intention to wed within a few months.

✓ ✓ ✓

Andrew C. Love (Andy to his colleagues in San Francisco who bade him a fond farewell and gave him a new briefcase when he left for Hollywood to become head of the new Continuity Acceptance Department there) caused some quick shifts in personnel that reminded us of Pussy-Wants-A-Corner.

Byron Mills has succeeded to the post vacated by Andy, and Dorothy (Peter) Brown, formerly secretary to Production Manager Frank Cope has moved into the Continuity Acceptance Department. Lois Lavers, formerly secretary to William Andrews, supervisor of announcers, replaces Dorothy as Cope's secretary and Grace Davis moves from the Program Department to the announcers' quarters.

✓ ✓ ✓

Big Bill Andrews mourned, as his former secretary departed for her new desk, for all femininity was deserting him at once. His wife, pretty Helen Musselman (Ann Waite of *One Man's Family*) left for a week's vacation in Hollywood, and the maid resigned the same day!

✓ ✓ ✓

Little ribboned cards fluttering through the NBC mail, have brought word that Mr. and Mrs. Grover Rothenberg are proud parents . . . Mrs. Rothenberg was

Frances Effinger, lovely, dark-eyed hostess, before her marriage last summer. She and her husband and little Frances Claggett Rothenberg, the new arrival, are living in San Mateo, suburb on the San Francisco peninsula.

✓ ✓ ✓

And speaking of babies—all in one day recently came tiny Carolyn Wilmschurst, Diana McNeill, Sandra Schwarzman and John William Harrison Dixon, to call on NBC. Carolyn's mother is the former Mary Ohman of the Traffic Department, who now lives in Santa Rosa. Carolyn's father, Harold Wilmschurst, is a brother of Radio City Engineer Ernest Wilmschurst.

✓ ✓ ✓

Diana McNeil's pretty mother, Fern, was a member of the Sales Department until a year or two ago, and her father, Russell McNeil, is music librarian. Sandra is the month-old daughter of Barbara Merkley, NBC harpist, and Arthur Schwarzman, NBC pianist.

As for John William Harrison Dixon he's the latest "grasshopper" as his daddy calls him in the household of Sydney Dixon, NBC sales representative in Hollywood, and this was his first visit to San Francisco. Just two months old he's hardly big enough to carry his resounding cognomen as yet. The "Harrison" section of it is for Harry Anderson, Sales Manager of the Western Division.

✓ ✓ ✓

The NBC Press Department has an additional member in the person of Lee Strahorn, formerly associated with Lord and Thomas, and member of the *California's Hour* staff when that agency handled it.

✓ ✓ ✓

Attention NBCites in San Francisco. Send your prize photographs and vacation pictures to the Photo Contest of the NBC Transmitter and win two tickets to the Warfield Theatre.

✓ ✓ ✓

NBC Activities At The Boy Scout Jamboree

(Continued from page-1)

music of a band, a bugle and drum corps, two quartets, and the interviewing of some of the scouts by Announcer Frank Cody.

One of the highlights of our operations at the Boy Scout Jamboree has been the use of a seven-and-a-half-meter pack transmitter with which roving announcers have wandered around the parade grounds

and through the tents which house the 25,000 scouts from all parts of the world. These field broadcasts have provided much fun for the scouts who were interviewed and most of whom had never faced a microphone before. Many of the fellows who used the NBC microphone were from foreign nations, including Mexico, Lithuania, Poland, France and England.

In all of our operations we have been greatly aided by the characteristic helpfulness of the Boy Scouts and their masters.

WTAM CLEVELAND

by Bob Dailey

The clash of dueling swords, cries of "touche" and the quick, short breaths of athletes were part of the sounds broadcast by WTAM in an unusual program recently.

Three fencing matches, with some of the leading amateur fencers of the world competing, were broadcast and described during a thirty-minute program. Hal Metzger, program director, brought Olympic and national champions to the studio from the Great Lakes Exposition for the broadcast. WTAM engineers rigged up special microphone arrangements to catch all sounds connected with the matches.

Shorts: Bob Arthur announcing fourteen network shows a week from Great Lakes Expo.

George Caskey, brother of WTAM's engineer Harry Caskey, taking job as engineer at WSPD, Toledo NBC-Blue station.

Badminton craze reaching WTAM musicians, including Maestro Stubby Gordon, who has erected a court in his backyard.

WTAM continues its popular canine shows for children this summer. Two parks, in the eastern and western sections of Cleveland, have been selected as scenes for the dog shows.

Boys and girls from eight to sixteen years old are invited to enter their pets in the contests, which are jointly sponsored by the Animal Protective League and the station's weekly program, *Uncle Henry's Dog Club*. Manager Vernon H. Pribble and Program Director Hal Metzger started the shows last year.

WTAM Personalities: Musician Ben Silverberg serenading Program Secretary Edith Wheeler in the music library with a violin solo of *Dark Eyes* . . . Walter Logan commuting sixty miles each way from his summer home at Sandusky, Ohio, where the popular maestro has written many of his musical numbers . . . Chet Zohn figuring up more practical jokes . . . Rachel Cope, young protege of Hal Metzger, singing with Emerson Gill as Carol Dean.

Vernon H. Pribble and Tom Manning picking rainy days to play golf so the courses won't be crowded.

Salesman Russell Carter painting frontispiece for new song to be published called *My Expo Rose* and written by Clevelanders Dudley Blossom.

Engineer Jesse Francis using name of Rex King to double in brass and m.c., early morning hill-billy program.



Fourth of July weekend, having a cordial invitation to spend the holiday with friends in Baltimore, we seized the opportunity to trek on into Washington to look in on the Jamboree and the NBC Washington studios.

First wiping our fourteen-mile hiking brogues on NBC's doormat, we stalked into the old offices to find Mrs. Hazel Smith in the throes of packing to move to the new studios and trying to wind up her week-end activities at the same time. Catherine O'Neill was helping her, but as work kept piling up, it looked as if they would spend most of their holiday in the office.

Miss Jeanne Butler assisted us in making a couple of phone calls, and afterwards we chatted a bit with Bill Coyle. So, on to the Lotus Club for dinner, where we found Engineer John Hogan and Announcer Hugh McIlrivy, the latter a former guide in the New York Studios.

Deciding to put the Jamboree visit off until the next day, our caravan once more roared into Washington and this time came to rest at the NBC tent on the Avenue of Flags. Here among some 25,000 Boy Scouts we found Tom Riley and Don Goddard from New York busily working on bulletins and proposed broadcasts. The NBC tent was crowded with visitors, and Guides Carl Cannon and Frank Nesbitt were hard pressed explaining the whys and wherefores of broadcasting. They estimated more than 1500 persons a day visited the tent. "Trading" was very brisk throughout the camp, and the scouts offered an array of articles from all parts of the world in "trade" for parts of the NBC equipment. Frank Nesbitt had approximately eighteen offers a day for his NBC armband, and the scouts would have quickly dismantled, piece by piece, the NBC Mobile Unit, if they had been given the chance.

Members of the Washington technical staff seen at the tent included Walter Godwin, Keith Williams, John Hogan, Bill McGonegal and Dan Hunter, and these fellows were augmented by Frank Cody, Ed Wilbur and Andy Thompson from New York.

Carleton Smith, NBC's presidential announcer, dropped by to watch the Sunday afternoon pickup of the *RCA Magic Key* program. Off on an errand to the studios with Tom Riley we ran right smack into Bud Barry; Bill Verner, a newcomer to

KYW PHILADELPHIA

by J. A. Aull

After a week's absence to attend the NBC Convention, Leslie Joy, station manager of KYW, has returned to his desk. He will just about have time to clear it of pressing matters before setting out on his summer vacation early next month in Maine.

Clarice Mayer, KYW's Woman Reporter, has announced her intention to marry Dr. Joseph L. Garfield, Philadelphia Dentist, at the Hotel Majestic in Philadelphia on August 1. In celebration of the occasion a surprise shower was held for her on Monday, June 28, at the Arcadia International Restaurant. Among those present were Jane King, Mrs. James P. Begley, Rosalind Stuart, Edith Roday, Paula Markmann and a number of other KYW artists.

Three radio engineers have been added to the Westinghouse staff at KYW in the past few days. They are James V. Thunnell, Leslie E. Schumann and W. Sheridan Gilbert. The first two will be stationed at the studios while Gilbert will be a transmitter operator at Whitemarsh.

Thunnell was formerly with WOWO-WGL at Fort Wayne, Ind., where he helped to install new studio equipment. He is married and lives in Upper Darby. Schumann, a graduate of RCA Institute and for two years employed by RCA as transmitter testman, was formerly with WHAT in Philadelphia. Gilbert came to KYW from WIBG. He is a graduate of the Philadelphia College of Pharmacy and Science where he acquired a B.S. degree.

Don McClean, formerly with WVED Waterbury, Vt., has been added to the announcing staff at KYW. McClean will be stationed in Atlantic City during the summer to handle the broadcasts from the Million Dollar Pier.

NBC; Fred Shawn, assistant station manager; and had the pleasure of saying hello to our old friend and a former New York News Division assistant, Bob Cottingham.

Listening to the *Magic Key* we liked best the little chap from the Middle West who claimed the prize for the most unpopular boy at the Jamboree because he was "the guy who wakes up the bugler."

Finally on our way home we drove past the new Washington NBC studios but didn't go in. That'll have to wait until another time, but meanwhile we're looking to Marian Gale to give us the dope on them, and the anecdotes and sidelights of moving.

—Walter Moore.

NBC HOLLYWOOD

by Noel Corbett

Hollywood hot spells have sent Bob Brooke sky high.

The young engineer makes regular flights with an Army crew in a new Lockheed sub-stratosphere plane. "It's the only way to cool off," enthusiastically claims Bob. "You leave the Burbank Airport when it's a hundred, and in less than an hour you're floating around the sub-strata in below zero weather."

Nice cool hobby these days, we'd say.

Seems like Cecil Underwood, producer of the *Fibber McGee and Molly* show cleaned up a lot of family business on his way east.

Leaving sunny California on July 5, he planed to Spokane, Washington, where he was met by his wife. The two motored to Fan Lake for a visit with their two sons. They then hurried to Couer d'Alene, Idaho, to see their daughter. Back to Spokane later for dinner with Cecil's mother, and next, forty miles up country to be complimented upon his Chicago assignment by his in-laws.

Two hundred miles later, watching the dawn of July 7 from Pullman 6B bound for Chicago, Underwood was wondering if he had missed a cousin or two along the line.

Elaine Forbes is one girl who got too enthusiastic about her vacation. A couple of months back, Syd Dixon's vivacious secretary purchased a watermelon-green bathing suit with red and black markings which she planned to give a lot of use this summer.

Last weekend, with the thermometer rising, she decided to cool off at one of the nearby beaches. However, two months have made a difference in Elaine. She has gained over ten pounds and the pretty swimming suit no longer fits.

Vacationists in our midst are Lloyd Yoder and his attractive wife, Betty. Yoder, a former all-American player from Carnegie Tech, as Division Press Manager, has been packing the ball for NBC since the days when broadcasting was very young.

Script Arbitrator Andy Love a few days ago journeyed down from San Francisco.



Behind the scenes with NBC's series of "Streamlined Shakespeare" are the Shakespearian authorities, John Swallow, manager of the NBC Studios in Hollywood, and Marvin Young, production manager, who produce the NBC Shakespearian series. Right, actor John Barrymore.

And, Love is here to stay, to be Hollywood's Continuity Editor.

Miss Honor Holden, secretary to Dema Harshbarger in Artists Service, went to Chicago on her vacation, and came back Mrs. William G. Traynor.

She was married on June 16 in the Episcopal Church of the Redeemer in Chicago. Mr. Traynor, who is in business in the windy city, plans a permanent Hollywood residence soon.

QUICK PICKS . . . Warm evenings find Jack Wormser, Sound Effects, and Russell Hudson of the office staff, off to the ocean beaches loaded down with wienies for a moonlight swim and picnic . . . Announcer Ken Carpenter, a tennis fan, and Myron Dutton, producer, who is a badminton shark, at loggerheads as to which is the better exercise . . . It would be golf, if Sid Goodwin, producer, had anything to say about it all. Sid is known in polite golfing circles as a three-handicap man. He recently shot seven birdies in an eighteen hole game to finish four under par. Oh yes, Sid is eager to cross clubs with Guide David Garroway, recent champion handicap winner of the Radio City Tournament . . . With everybody excited about the Louis-Braddock rumpus, Jane Fleming, Music Library, the least interested, copped the office pool. Jane, about to embark on a trip to the Sierras, wasn't put out . . . Frances Scully on her vacation, motored to Del Mar for the July 3 opening of Bing Crosby's track . . . took her Dad and Mom along for good luck. Now it develops that Frank Figgins, as a Colorado Museum paleontologist, led a scientific ex-

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.

FOR RENT—One room apartment—completely furnished, grand piano, large radio, gas and electric free, within three blocks of Radio City. Rent very reasonable. Call Frank Murltha, Room 505, Ext. 834, N. Y.

SAN FRANCISCO—Modern artist's cottage with separate quarters for two people. Furnished or unfurnished. Fireplace, shower, nice kitchen. Large garden and parking space. Apply at 953 Union St., San Francisco, or phone Evergreen 0784, or write to the NBC TRANSMITTER.

FOR RENT—Giving up apartment at 24 E. 61st St., N. Y. C., Oct. 1st, but will relinquish before that date to anybody interested. Large living room with fireplace, bedroom, porch, kitchenette with Electrolux. Quiet house. Enid Beaupre, Room 416, Ext. 860.

BARGAIN—for boat owners. Set of signal code flags (size approximately 18" x 20") in very good condition, complete with canvas bag container. Evelyn Sniffin, Publicity Dept., Rm. 404, Ext. 236, N. Y.

Dr. Angell Named NBC Educational Counselor

(Continued from Page 1)

to various European universities for further study.

France and Italy have decorated Dr. Angell with the honorary titles of an Officer of the National Order of the Legion of Honor and Grand Officer of the Order of the Crown of Italy.

Dr. Angell is expected to assume his NBC post next September.

pedition into New Mexico ten years ago. He was rewarded with the discovery of a spearpoint in a fossilized bison which established the known existence of man on this continent over 16,000 years ago. Interesting as the work was, Frank decided that radio was more profitable. He still has a collection of spearpoints and bison bones to show his friends, however. . . . Ray Ferguson has stopped wearing those dark glasses now that the trailer broadcasts are over and daily trips to the movie lots are a thing of the past.

KNOW YOUR COMPANY

No. 8 — MUSIC LIBRARY



THOMAS H. BELVISO

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

Two years ago a call from a city hospital was piped into the Music Library of the National Broadcasting Company in New York.

"Do you have all the words to the song beginning 'My name is Yon Yonson, I come from Wisconsin.'" was the urgent request. "It's an emergency."

Music Library personnel, hardened to bizarre requests, looked at each other in disbelief. "Repeat that please?" they asked. With unmistakable emphasis the request was repeated.

It developed that a patient, in need of an immediate operation, refused to be cut until he had all the words to *Yon Yonson*. After a long search, the piece was found, the words relayed and the patient sufficiently satisfied to let the operation go on.

Thomas H. Belviso, manager of the Music Division, of which the Music Library is a section, attests to the genuineness of the above anecdote.

All sorts of odd requests are received in the library. It is not at all strange for persons to call up, hum tunes over the telephone and ask that the songs be identified and the music librarians seldom fail to get the titles. More common are calls for the dates and origin of popular songs. Arguments as to when a certain tune came out, what show it was in, are often settled by calling up the NBC Music Library.

The files of the library go as far back as music and music publishing itself. Library men never know when a call will come in for some of the very oldest music they have. Once a request came in for *Gloria in Excelsis Deo*, the hymn that the angels sang at the birth of Christ. The order was filled.

Three hundred thousand titles of musical compositions comprise the library. This does not include the different arrangements nor the number of copies of each title, which in some cases may add up to as many instruments as there are in a band. The compositions run the musical gamut, from Wagner, Beethoven and Brahms to Berlin, Kern and

Billy Hill. Operas, symphonies, marches, hymns, litanies, ragtime, hill-billy, jazz and swing are all represented. Almost every piece is classified and cross-indexed.

The library itself is the most active, working music library in the world. Built with an eye to speed and convenience, a piece can be located in a very short time. Research and reference are secondary to the more practical purpose of supplying the studios with whatever music they need or want.

Years ago the library simply supplied music to the studios. Rather than shop for music for every individual program as it came up, it was decided to buy and keep adding to it all the music that was most used in broadcasting and put it in a room near the studios. This was done and, in the course of time, the room came to be known as the Music Library.

As the library grew, it began to be used for reference; as a clearing house for all kinds of musical information. Hence, the calls mentioned at the beginning of this piece.

"These calls, however, represent only the small, incidental services of the library," stated William R. Marshall, head of the Music Library. "Our main purpose is to supply all the musical needs of most of the sustaining and some of the commercial programs at NBC."

"We help select music for many special occasions besides putting in form for broadcast the music used on NBC-built shows. NBC artists come in and are aided in making selections to sing or play on their programs."

The library is subject to calls at all times. So long as one studio is operating, a man is kept in the library. At times, as

during the recent British coronation broadcasts, it is open day and night. This is necessary because last-minute program changes may necessitate music different from what had been first planned. Sometimes they have only second to dig out a piece and rush it to a studio.

In locating a piece of music, library men first consult files and indexes arranged by the Music Library's maintenance staff, headed by Wallace Magill. This section is an important part of the Music Library—the axis around which all its activities revolve. Here are catalogued, cross-indexed and filed all the pieces so that a number is readily available. Without this maintenance section, the library itself would be a jumble, a hodge-podge of musical pieces without beginning or end, in which no particular piece could be found without a week's rummaging. Not only does it keep in order all the pieces on hand, but also is responsible for getting and cataloguing new music as it comes off the press—a large and complicated task.

The NBC Music Library has been in existence for over ten years; as long as NBC itself. It is the result of combining the small working libraries of WJZ and WEA in 1926, plus the small and large private libraries—including the New York Symphony Library, formerly owned by Dr. Walter Damrosch—that have been bought from time to time.

Growth and expansion of the library was not planned or charted; it just grew, naturally and spontaneously. Each addition was made as the result of a legitimate need.

Assisting Mr. Magill in Maintenance are Marion Murray and Edith Walmsley. Mr. Marshall is assisted by Richard Birtwhistle, Theodore Gray, Frank Heffer, Martin Hoade, Lee Jones, Howard Keressy, Randolph Ketcham, Leonard MacSwayne, Jaye Marney, Michael O'Donnell, George Parsons and Harry Wightman.

William Paisley, of the music staff, does all the purchasing for the NBC Music Library in New York.



WALLACE MAGILL



Madge Marley, the *Carolina Songbird*, is shown consulting William R. Marshall, head of the NBC Music Library, about music for her program. Martin Hoade of the library's staff of fourteen is to the right.