

NBC TRANSMITTER

VOL. 3

SEPTEMBER 1, 1937

NO. 11

NBC CRACKSMEN HOLD RIFLE AND PISTOL MEETS

With the NBC Athletic Association branching out into still another activity, two Rifle and Pistol Shoots have been held at the Manhattan School of Firearms at 24 Murray Street. The first was held August tenth, the second, August seven-teenth, both having been arranged by Gordon H. Mills of the Sales Department.

The first meet was more or less of an introductory nature, only eleven attending, four of whom were women. Six alleys were used, with targets twenty-five yards away and while the men seemed to display superior accuracy, the ladies held their own.

The second meet, held a week later, found the attendance increased to seventeen, also found the women improved a good deal. In fact, one of them, Miss Marion Ayer, Treasurer's, won the prize for the greatest improvement over her score of the previous week.

The participants in this second meet were divided into two teams, the Red and the Blue. Donald W. Clark, Engineering, was chosen as captain of the Red team; Roland Jordan, captain of the Blue. It was decided also to have one secretary-treasurer for both teams and Miss Miriam Hoffmeir, Program, was chosen for that office.

Shooting was done at 50 feet using 22 calibre ammunition in 38 calibre frame revolvers.

The Blues, led by Captain Jordan, were high scorers for the meet, defeating the Reds by 4.3 points.

Final Score: Blue: 78.4; Red: 74.1.

Instruction in shooting will be given at each meet. Mr. Mills, himself a crack shot, plans to save the targets for comparison from week to week so that progress can be recorded.

The following is the lineup for both teams:

RED TEAM:

Donald H. Castle—Engineering, Captain
Clarkson U. Bundick—Engineering
Robert F. Schuetz—Engineering
Henry M. Gabrielson—Engineering
George O. Milne—Engineering
Edward R. Cullen—Engineering
Walter B. Davison—Guest Relations
Agnew T. Horine—Sound Effects

NBC Employees View Demonstrations in Television

In the afternoon of August 24th NBC held a series of television demonstrations for NBC staff members in Radio City who missed the original demonstration scheduled for employees of the Company a few months back.

The demonstrations given in the NBC Board Room in the RCA Building were attended by employees from various departments. The "show" included a recent news reel, a film of animated cartoons and an educational film feature on sailing which included diagrams, the clarity of which as seen on the television screen, the Kinescope, astounded the spectators. Alois Havrilla acted as commentator.

Three Pass Auditions For Announcers' Class

Pat Kelly, supervisor of announcers in Radio City, announced the names of three members of the Guest Relations uniformed staff who passed a recent audition conducted to choose qualified applicants to the NBC training school for announcers on August 26.

The three men who were chosen from a group of ten who took the audition were Jerre Baxter, Daniel Munster and Frederick Johnstone all of whom have been with the Company less than six months. These men will be trained under the supervision of Dan Russell who has been conducting the announcing class for over two years. Other members of the class who have been taking the training course several weeks are David Garroway, Jack O'Reilly and David Adams, all members of the uniformed staff.

BLUE TEAM:

Roland Jordan—Engineering, Captain
Gordon H. Mills—Sales
W. G. Martin—Guest Relations
Miriam Hoffmeir—Program Analysis
Marion Ayer—Treasurer's
Elmer F. Mead—Engineering
Willard Butler—Sales Traffic
George McElrath—Engineering
Charles Thurman—Guest Relations

TWO STATIONS ADDED TO NBC NETWORKS

Station KMED, Medford, Oregon, becomes an NBC outlet available to both the Pacific Coast Blue and Pacific Coast Red Networks on September 15 and Station WBRC will replace WAPI, which operates part-time, as the Red Network's outlet in Birmingham, Alabama.

The addition of WBRC, which is owned by the Birmingham Broadcasting Corporation, will provide radio listeners in the Birmingham area with a choice of two full-time services over separate NBC Red Network and NBC Blue Network stations. WSGN which joined the NBC networks on August 1 will be the Birmingham outlet of the Blue Network.

WBRC operates on a regional frequency of 930 kilocycles, with a day power of 5,000 watts and a night power of 1,000 watts.

The addition of KMED, the only station in the region of Medford, Oregon, brings the total number of NBC stations to 137. It has a regional channel frequency of 1410 kilocycles and a power of 250 watts. The station is owned by Mrs. Blanche Virgin, the first and now one of the few women owners and operators of commercial broadcasting stations in the United States. Lee Bishop is the manager.

KMED serves one of the richest territories in the Northwest. Medford, where the studios are located, lies in the heart of the Rogue River valley, which is noted for its fine fruit orchards and lumbering and mining industries. The town has a population of 11,007, and Jackson County, in which it is the principal trading point, contains 32,918 persons. The valley itself, which is adequately served by KMED, has a population of more than 110,000.

The nearest national network stations to Medford are at Portland, Oregon, 200 miles to the north, and at San Francisco, 300 miles to the south, thus giving KMED exclusive coverage in its territory.

KMED was established, as a hobby, with a power of fifty watts in an old flour mill at Talent, near Medford, in 1922, by the present owner's husband, the late W. J. Virgin. In 1925 the station was moved to Medford. After his death in 1927, the residents of Medford prevailed upon Mrs. Virgin to continue the station's operation. A year later, KMED was placed on a full-time schedule and since then its popularity has steadily increased.

NAMES IN THE NEWS

NEW YORK

Newcomers:

Before working in Audience Mail, Miss Charlotte Holden was a high school teacher and ERA Social Service worker.

Miss Hazel Wissemann, new stenographer, is a product of the Katharine Gibbs School and was formerly secretary to the vice-president of Metal Products Exhibits in the International Building, Rockefeller Center.

Miss Marcella Garvin, new typist, was formerly with the Prudential Life Insurance Company. Besides her work, she is interested in music.

Miss Doris Gaskill, typist, got her A.B. at Wilson College in Pennsylvania. She has been in New York only six weeks and this is her first steady job.

Though this is her first stenographic job at NBC, Miss Lucille Russell is no stranger to WJZ. As a member of the Elizabeth Rodman Voorhee's Chapel Choir of the New Jersey College for Women, she sang Christmas carols over the Blue Network. She was formerly secretary to one of the partners of the firm of F. W. Lafrentz and Company.

Before coming to NBC as porter, William J. Broderick worked as employment interviewer in the Jersey State Employment Service.

Nicholas Schroeter, new watchman, at one time worked as a chauffeur with the United Baking Company in Schenectady.

Among the four newcomers to the Page staff is Harry Berlin of Port-au-Prince, Haiti. He was born in Wilmington, Delaware, but at the age of nine his family moved to the West Indies Islands where his father is treasurer of a sugar company. He attended Peddie Institute in New Jersey where he became interested in the school paper, attaining the position of feature editor in his final year. This fall he intends to enter Amherst. Harry is not a complete stranger at NBC, for he knows several of the men on the page staff and therefore is looking forward to his work with pleasure.

Paul Harold Owen, new page, is a Far Westerner, having lived in Los Angeles all his life. A month ago he completed a picture with Warner Brothers. He was in Fred Waring's chorus in a new movie called *Varsity Show*, not yet released. He then married Miss Phyla Wood, well-known west coast singer, the day before coming east to study singing under Frank LaForge. Paul has sung in and directed his own version of a Gilbert and Sullivan play besides conducting a group of singers. Although music is his chief interest, he also is interested in flying. At one time he was the youngest licensed glider pilot in America. Later he created some sort of record by soloing in a plane after forty minutes of instruction. He attended Pomona College for two years.

Thomas R. Eldrige is another new page. He comes to us from Elizabeth, N. J. He attended Princeton for a year but left in order to study music at the Institute of Musical Art here in New York. He likes to sing and wants eventually to become an arranger.

William H. Coles, formerly of Bridgeport, Connecticut, now living at Westfield, N. J., is the latest addition to the Mail Room. Bill attended Westfield High and the Los Angeles Technical Institute where he studied radio and electricity. He plans to continue his studies in the RCA Institute.

The Mail Room also has a Harvard man in the person of Noel Leslie Jordan, class of '37. While at school he spent his summer vacations in Europe, motoring through France, England, Germany, Italy, Spain, Holland, Belgium and Austria. Expenses weren't very heavy as he had many friends "over there" who helped tide him over some of the bleak spots. At Harvard he was on the *Advocate*, literary magazine, and hopes he will be able to use his writing ability at NBC.

Hugh Beach, another new Mail Room employe, is a graduate of Colby University, class of '36, where he played three years of varsity football. For a while he taught French at Northwood Private School of Lake Placid, but being more interested in music than teaching, he decided to try NBC. He hopes to work into our Music Division.

Miss Marion Wall comes to our PBX Section with ten years of experience as a telephone operator. She says NBC is the most interesting place she has worked in so far.

Engagements:

Helen A. Fencil, of Stenography, became engaged on her birthday, August 1st, to George R. Schleier of the New York Fire Department.

Priscilla Yasunas, stenographer, became engaged to Richard D. Sheahan of the U. S. Engineers doing flood control at Binghamton, N. Y.

Stork News:

Ed Curtin, day editor in Press, is a proud parent these days, having become the father of a seven-and-three-quarter-pound boy. Thomas Paul is the boy's name and Tommy and his mother are reported doing right well.

It is now John Romaine, Sr., of the Music Department. A short while ago he became the father of an eight-pound baby boy, John Jr.

Miscellaneous:

Al Walker, Guest Relations, tops off his vacation by riding in the steeplechase event at the Fort Porter Track, just outside of Toronto, Canada. This is his first steeplechase run and he is looking forward to it eagerly. "I hope I don't pull a Prince-of-Wales," was Al's only observation.

Before the run he visits his brother and sister in Buffalo. He will fly back to New York.

William Haussler and Burke Crotty of Press are in Hollywood taking pictures of NBC radio stars. They will be gone about a month and in that time will take over one thousand pictures which will be sent to New York for publicity purposes.

Pat Cahill, studio set-up man, is back with us after a seven months' siege of illness. Welcome back, Pat.

Fred Young, of the Music Division, won six prizes at the Gladiola Flower held recently on the eleventh floor of the RCA Building. However, Mr. Young didn't do as well this year as in previous years. In 1935 and 1936 he won the Silver Medal, signifying first prize in the amateur group.

"I'd have done better this year if it hadn't been for a bad storm the night before the show," Mr. Young stated.

He raises the flowers at his home in Preakness, New Jersey. Six years ago he started with a small garden as a hobby; today he has over six thousand bulbs to look after. Evenings and spare time over week-ends are spent in taking care of his prize-winners.

WGY SCHENECTADY

by W. T. Meenam

WGY claims the title of putter-onner of the "most difficult broadcast."

In short, here's what took place when G.E. and WGY got together to broadcast ceremonies commemorating the first recorded ascent of Mt. Marcy, New York State's highest peak.

Five hundred pounds of equipment had to be gotten to the top of the lofty mountain. It included a 350-pound gasoline-driven engine, transmitter, mikes and other paraphernalia. The seven and one-half miles of narrow trail was anything but inviting for E. S. Darlington, Al Knapp, C. D. Wagoner and others who made the trip.

Despite help from C.C.C. boys, the logging sled used to haul the equipment over the rocks broke down. The gadgets were strapped on the horses' backs, with men carrying the lighter pieces, and the climb continued. At 11 a.m., three hours before broadcast time, the party hadn't arrived at the top, and no tests had been made with Lake Placid Village. They hadn't arrived, because they were still trying to push, haul and shove that engine up a nearly-perpendicular cliff, half-way up the trail.

A mere one and one-half hours before broadcast time, the transmitter and engine arrived. At 12:00 p.m. the signal was reported O.K. by Lake Placid, and the broadcast went on as scheduled. By the way, the guys that made the trip report

the descent was just about as bad.

WGY artists discovered a new face through the control room windows August first. It belongs to Paul Adanti, a native of Auburn, New York, who abandoned a career as high school instructor in modern languages, mathematics, and sciences for radio engineering.

Adanti comes to WGY via WMBO, Auburn, and WSYR, Syracuse. At these stations he has served as chief engineer, studio engineer, in charge of production and sound effects and announcer.

This young man of Italian ancestry was graduated from Union College, Schenectady, in 1934, after majoring in modern languages, history and psychology. For relaxation and income he tooted the clarinet and the saxophone in orchestras whenever an engagement appeared. He applied himself pretty seriously to languages and today he speaks and reads French, Spanish, German, and Italian.

For two years he was engaged as instructor at Auburn High School and in addition taught English at night school and English, drawing, mathematics and English history at Vocational School. One day he applied for an audition as announcer at station WMBO in Auburn. He passed his announcer test—but was made chief engineer of the station. By the way, he has been interested in radio as an amateur "ham" operator for several years.

NAVY OFFICER COMMENDS NBC ECLIPSE WORKERS

Lenox R. Lohr, president of NBC, received the following letter from Captain J. F. Hellweg, U. S. N., commending the work of Announcer George Hicks and Engineers Walter R. Brown and M. S. Adams during the recent Eclipse Expedition to the South Seas:

Navy Department
U. S. Naval Observatory
Washington, D. C.

My dear Mr. Lohr:

Now that the National Geographic—U. S. Navy Eclipse Expedition is a matter of history and we have all returned to our regular duties, I find on my list of things to be done a notation to write to you.

It is indeed a pleasure to be able to write about such a pleasant subject—the performance of your three representatives, Mr. Hicks, the announcer, Mr. Brown, the engineer from New York, and Mr. Adams, the engineer from your San Francisco branch.

* * *

In my position as supervisor of preparations, I kept in close touch with not only the work of all hands but the manner in which the work was being performed.

We are accustomed in the Navy to have things done promptly and efficiently. Sometimes, of course, individuals are more efficient and more prompt than others, but in my entire naval career of over forty years I have never seen two men work so conscientiously and labor so hard as did Mr. Brown and Mr. Adams.

Many times they worked late in the night, when it was necessary for Mr. Stewart, the photographer of the National Geographic Society, to drive our little rented car down to Pearl Harbor at midnight to pick up Brown and Adams and bring them back to Honolulu. I have seen the pair of them come into the bungalow so dead tired that they just threw themselves on their beds.

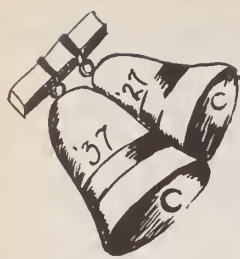
In the morning we all had to kick out early as we had a fifteen-mile run from the bungalow to Pearl Harbor, and we had to be there before eight o'clock. So you see that if they did not reach the bungalow until two or two-thirty and had to get out shortly after six, they had very little time for rest.

I do not believe anybody realizes what a tremendous job Brown and Adams had to complete in those two weeks. Frankly, I did not expect them to finish it and my admiration for their conscientious stick-itiveness cannot be exaggerated.

You are indeed fortunate in having two
(Continued on Page 6)



Apparently dissatisfied with the work that lusty steamshovel is doing in excavating for WGY's new building, William T. Meenam, Press Relations, and Willard J. Purcell, engineer, took shovels in hand and helped out a bit. A wide-awake cameraman caught them tucking in shovelfuls of dirt into corners of the shovel. Things are coming right along, incidentally, with the new building. Of course, the noise outside the present studios hasn't reached the rat-a-tat riveting stage yet, but the chug-chug sound of the shovels continues.



DON E. GILMAN



DON E. GILMAN

Don E. Gilman was a successful newspaper and advertising man when he resigned from the fourth estate in 1927 to enter radio as manager of the Western Division of NBC. Two years later he was appointed vice-president in charge of the West-

tern Division and has held that job ever since.

Born in Indianapolis, the son of a newspaper man, he was printing his own paper by hand while he was still in high school. At twenty-three he was superintendent of plant on the *Indianapolis Sentinel*. Then he went west to become superintendent of a group of newspapers. When not working he studied electrical engineering and business administration.

From publishing he turned to advertising in which he became nationally known as president of the Pacific Advertising Clubs Association and vice-president of the Associated Advertising Clubs of the World.

In 1930 Vice-President Gilman was honored by leading newspapers and universities by naming him to the 1930 Roll of Honor as one of the twelve "greatest Californians." Today, he is president of the San Francisco Commercial Club, a director of the San Francisco Musical Association, and vice-president of the Young Men's Christian Association.

Albeit, Mr. Gilman finds time for his many hobbies—reading books on biography, history, economics and sociology; playing the piano, and golf.

EDNA C. OPPER

Ten years ago when the WJZ studios were in the Aeolian Building on Forty-second Street in New York City, a very young lady who had just been graduated from the Packard Business School joined the National Broadcasting Company as secretary to Keith McLeod, musical director of the newly formed broadcasting organization. Today, after having learned much about the industry by working in

various departments she is in the President's office as a secretary.

Her name is Edna C. Opper. She was born, reared and schooled in Brooklyn, where she has always lived until she was married about two years ago and moved to Jackson Heights, Long Island, where she now enjoys the independent delight of keeping her own house.

Back in 1927 when Miss Opper, a young lady who had had a bit of experience in various staid business firms, joined NBC she was a bit startled and amused at the way they did things in the Aeolian Building. The office in which she worked was equipped with a microphone and a crudely-built control booth so that the room could be used as a studio after office hours. During office hours it was not unusual to have her boss, Keith McLeod, and three other members of a quartet break forth into a song and rehearse for hours in the office while Miss Opper tried her best to do her secretarial work. When she entered her office in the mornings she often had to dodge bass drums and music stands, and clear her desk of trombones and violins that were used on programs the night before.

Shortly after the confusion in the Aeolian Building, NBC moved into its new and spacious quarters at 711 Fifth Avenue, where the WJZ and WEA studios and personnel were merged. After the reorganization, Miss Opper found herself working for Leslie W. Joy, then supervisor of announcers and now general manager of KYW in Philadelphia. Later she was made secretary to Program Manager John W. Elwood who subsequently became an NBC vice-president.

It wasn't many years before the NBC-ites who predicted that the company would never fill its new building at 711 Fifth Avenue, found themselves, in search of more space for expansions and improvements, moving to the RCA Building in Radio City. To Miss Opper the move meant from the Program to the Sales Department where she became secretary to Edgar Kobak, NBC vice-president, who



EDNA C. OPPER

now holds an executive position with the Lord and Thomas agency in New York.

When Lenox R. Lohr came to New York from Chicago in 1936 to become president of the National Broadcasting Company, Edna C. Opper, with her wealth of knowledge gathered during her many years with NBC, became an asset in the President's office.

HUGH R. McGEACHIE

Hugh R. McGeachie, accounting supervisor in New York, was born in Patterson, New Jersey, where he attended public schools until he entered the Pace Institute in New York to study accountancy.

His first job was with a coal company in Patterson. Seeking broader fields he went to New York City in 1927 and got a job in the Accounting Department of the National Broadcasting Company at 195 Broadway. But he kept his residence in Patterson where he still lives.

Mr. McGeachie's first job in the Accounting Department, which was then composed of eleven people compared to its personnel today of over forty, was in the Dispersement Section, in charge of expense distributions and the payment of supplier's bills. In those days most of the work was done by hand, states Mr. McGeachie, but today modern office machinery has relieved the personnel of a great deal of mental and manual labor.

The Accounting Department is not without its share of radio's attendant excitement. In 1928 when radio was first used for political presidential campaigns Mr. McGeachie had quite a time drawing up new types of contracts and bills for time on the air used by political parties during the campaign.

Mr. McGeachie, or "Mac," as he is known to his close associates is still at large—that is, he is unmarried. As Vice-President of the New Jersey Christian Endeavor Union, a religious organization closely allied with Protestant churches, much of his spare time is spent in promoting youth activities in his home state. He even writes regularly about his religious activities for Patterson newspapers.



H. R. McGEACHIE

HENRY M. GABRIELSON



H. M. GABRIELSON

Henry M. Gabrielson, electrical engineer, grew up with radio via the "Ham" route (Ham meaning amateur radio experience). His experience as a radio operator on various coast-wise ships gave him the professional background to supplement his amateur work. All this took place in the good old days when the old Morse Code was in use and ships had only two call letters instead of the three and four they have today.

During the war he served as Chief Radio Man, P.A., (Permanent Appointment) in the U. S. Navy for twenty-nine months; is proud of his twenty years service as Radioman with the New York Naval Militia.

Finally, in September, 1927, Mr. Gabrielson joined NBC as a construction man. In that capacity he helped install some of the equipment used in the old 711 Fifth Avenue NBC Studios. He also worked on the NBC television studio in the Empire State Building.

When NBC moved into its present location, Mr. Gabrielson supervised the wiring and installation of Radio City equipment racks, the Control Room racks and Master Control Desk. He has just returned from Washington, D. C., where he and Construction Man Elmer Mead acted as supervisors in the building of NBC's new studios in the Trans Lux Theatre building.

Engineer Gabrielson is married and has three sons, aged five, twelve and fifteen. His home is in Amityville, Long Island.

GUSTAVE A. BOSLER

Gustave A. Bosler, maintenance engineer, literally grew up with NBC and RCA, having been associated with the Marconi Wireless Telegraph Company in 1911, the company which later grew into the present Radio Corporation of America. Before working for the Marconi Company, he was associated with the Independent Wireless Telegraph Company of New York City.

Besides growing up with NBC and RCA, Mr. Bosler grew up with some of

those who later became leading figures in both organizations. At the time that Mr. Bosler was a struggling machinist, Mr. O. B. Hanson, now chief of the Engineering Department of NBC, was a young engineer, already beginning to make a name for himself.



GUSTAVE A. BOSLER

Mr. Bosler takes care of some of the building and manufacturing work for NBC. He and the men under him convert into wood and steel the plans and graphs other engineers have plotted out with paper and ink. Among interesting projects carried out by these men was the building of the NBC stratosphere transmitter used by Captains Stevens and Anderson in their 1935 flight. Also, filling a rush order, they built the large parabola-reflector microphone used at the National Democratic Convention of 1932, held in Chicago.

Mr. Bosler likes his work at NBC; has always found a "fine spirit of cooperation" existing in whatever department with which his work has brought him into contact.

JO ELLETSON

In September, 1927, Jo Elletson joined the NBC staff in San Francisco as a typist. Today, she heads the Typing Department, and is affectionately known as "Jo" to everybody in the organization.

But well as they know Jo, through her efficient handling of the mass of material which pours through typewriters and duplicating machines daily, many of her colleagues aren't really acquainted with this blonde, sprite-like girl at all.

For instance who would ever suspect



JO ELLETSON

from Jo's calm, business-like exterior that she has a strange hobby—she can't see a new musical instrument without wanting to learn to play it? That she has taught herself to play virtually every kind of instrument used by NBC orchestra-men, and that although she can't read music she could turn to it for a livelihood any time she wanted? It's true, although you have a hard time making Jo admit it. Before she

joined the NBC staff she was a pianist at the Hotel Bellevue, where she played for dinner dances, and before that she played piano and other instruments at Yosemite Park's Camp Curry during the summer.

Jo was born in Vallejo, California, but grew up in San Francisco. She worked for the telephone company until her unusual musical ability was discovered by a Camp Curry manager frantically seeking someone to replace a missing pianist. Following her summer job as pianist she returned to San Francisco to play at the Hotel Bellevue.

For several years she was so busy filling engagements to play for dances and parties that she might never have returned to the business world if she hadn't discovered her health was failing . . . now she still plays, in her spare time, for her friends, and has discovered she gets more fun out of music that way . . . still trying out new instruments, but concentrates mostly on the piano, ukelele and accordion . . . and she really isn't Jo Elletson any more but Mrs. Jerry Beghetti, wife of a handsome trouble-shooter for an automobile firm.

JOSEPH A. KENT

Joseph A. Kent celebrated his tenth anniversary with NBC struggling through and helping to arrange NBC's income tax returns, a part of his job in the Accounting Department.

"Some people think they have a time with their income tax," states Mr. Kent, who has been preparing the Company's income tax returns during the past four years, "but they haven't seen anything till they've tried to wrestle with a big company's income tax."

Mr. Kent is a native New Yorker and is probably one of the few NBCites to claim such a distinction. He attended public schools and Newtown High School on Long Island. In school "figgers" were his strong point and his first job of importance was in the accounting department of the Waldorf-Astoria Hotel. He was there for fifteen years before he joined NBC.

He followed NBC from its old quarters at 195 Broadway, New York City, to 711 Fifth Avenue, whence the Company moved to its present headquarters in Radio City on November 11, 1933.

Mr. Kent today lives on Long Island with his wife and two children, Jean, fourteen, and William, ten.



JOSEPH A. KENT

NBC TRANSMITTER

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of the National Broadcasting Company
from coast to coast.

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Navy Officer Commends NBC Eclipse Workers

(Continued from Page 3)

men in technical positions who have the will to win and who will work like dogs when there is nobody to watch whether they are working or not. I would trust either of them in any position in the world after having lived with them on such intimate terms during those days in Honolulu.

* * *

I did not meet Mr. Hicks until his arrival at Honolulu on the fourth of May. He had all the engaging qualifications to ideally fit him for his billet. There were factors affecting his work on Canton Island which required just what he has and what lots of other people have not.

In closing this personal letter to you I wish to congratulate your organization in having such fine young men as Brown, Adams and Hicks.

Very sincerely yours,

J. F. HELLWEG

Captain U.S.N. (Ret.)

Attention New York employees!
The Athletic Association urges you to sign and return the questionnaires you received in regard to the proposed all-day outing for NBCites on September 16.

On the shelf

The books listed below are recommended as pertinent literature on radio and allied subjects. They will be found in the NBC General Library, New York.

RADIO STARS OF TODAY; or Behind the Scenes in Broadcasting. By Robert Eichberg. With forewords by Lenox R. Lohr and William S. Paley. L. C. Page & Co., 1937. More than fifty radio artists are included in this well illustrated book. The chapter *Behind the Scenes* shows by word and picture the uses of apparatus and studios in broadcasting a program. There are other chapters on radio and aviation, radio at sea, amateur operators, and brief accounts of several large broadcasting stations.

MICROPHONE MEMOIRS of the Horse and Buggy Days of Radio. By Credo F. Harris. Bobbs-Merrill Co., 1937. A most highly entertaining book on the early days of radio. Mr. Harris gives us in his experiences at WHAS—"all the wild and woolly things that happened in a pioneer station during the first two years of radio, all the comedies, ironies and strange little tragedies . . ." Credo Harris is manager of WHAS, which, as many remember, took such a prominent part in flood relief work this year.

WRITING FOR THE B. B. C. By Max Kester and Edwin Collier. Pitman, 1937. Musical comedies, lyrics, sketches, gags, jokes, dialogue are some of the things touched upon in this book of hints for writing for the British Broadcasting Corp.

LISTENER REACTIONS

by Ruth Crawford

Correspondent, New York Audience Mail Division.

This is the "open season" for "dumbbell" and "nut" letters:

"The voice you hear belongs to me. Please reply at your earliest convenience."

✓ ✓ ✓

"Stage directions for a religious drama—Hang wall maps all opposite and uniform 180 degrees by 45 uniform. Write for more inquiries or arrange for me over your Radio Station."

✓ ✓ ✓

"Can a person with false teeth broadcast?"

✓ ✓ ✓

"Could you tell me some one I could write to for information as to taming a singing mouse so I could get it to sing when I want it to. I do not know what to expect from a singing mouse so don't know if this one is any good or not. It is just a common little house mouse."

✓ ✓ ✓

"Will you please send me the names of the crew on the U.S.S. Pennsylvania."

✓ ✓ ✓

"I like the nice voice of Milton Cross. It is very soothing. Can you tell me how much it would cost to hire him by the hour to read stories in the magazines to my mother who cannot see very good?"

✓ ✓ ✓

"Is there anything I can do to earn a home? I am willing to go in a barrel over Niagara Falls—anything to fix up a shack we own in the Ozarks."

NBC TENNIS TEAM BEATS RCA RADIOTRONS

In its second regular match of the year, NBC's racketeers demolished the RCA Radiotrons, winning seven of the nine matches played at the Community Tennis Courts at Elmhurst, New York. The two losses were through default on the part of NBC doubles teams, one caused by Joe Merkle's hand injury, the other by darkness.

His hand injury also caused Merkle, NBC's number one man, to lose the first set of his match, 6-8. However, the next two were annexed to the tune of 6-0, 6-2 to give him the match over F. Michel, starting NBC's clean sweep of the singles. Paul Rittenhouse (Guest Relations) routed L. Waller, 6-0, 6-1. J. L. Hathaway, (Engineering) defeated J. S. Donal, Jr., 6-2, 6-3. Bud Faillace (Guest Relations) won from R. Truell, 6-0, 6-3, with Ed Kahn (Guest Relations) keeping the singles record clean by taking over A. Rose 6-4, 6-2.

In the doubles Hathaway and Rittenhouse had an easy time defeating L. Waller and Dr. Power—score 6-1, 6-1. Two doubles teams, Faillace-Merkle and Smith-Swanecamp defaulted after playing one set each while our fourth doubles combination, Nixon-Wailes, took over A. Meuselbach and L. L. Libby 6-0, 6-3. Final score: NBC—7

RCA—2

Nothing definite is scheduled for the tennis team in the future. However, negotiations are going on for a match between NBC and RCA-Manufacturing of Camden. Should this materialize, NBC will have stiff competition, as RCA-Camden is reported to have several ranking New Jersey State players on its team.

NBC HOLIDAY PROPOSED

The NBC Athletic Association is planning an all-day outing for NBCites on September 16 pending their reaction to the proposal. To date plans for the NBC holiday include sports for everyone—swimming, boating, tennis, badminton, bowling, soft ball—and dancing in the evening.

The cost for each person who goes on the "mystery trip", the destination of which will be disclosed only to those who are going when they arrive at the point of departure, will be \$2.50 for members of the A. A., and \$3.50 for non-members and guests. This fee will include transportation facilities, lunch and dinner.

Send your prize photographs to the Photo Contest. Read the rules on page 12.

KDKA PITTSBURGH

by Kay Barr



Here is Roy Baldwin, KDKA's lone guide giving the Radio Servicemen's Association the lowdown on studio sound effects.

Radio Men Visit KDKA:

Despite the fact that Pittsburgh is neither a summer resort nor a rendezvous for tourists, KDKA studios are attracting more and more visitors each week since Roy Baldwin was added to the staff to provide guide service.

Members of the Radio Servicemen's Association, their wives and friends, a head count better than 150, swarmed on the Pioneer Station Sunday afternoon, August 15. But Guide Roy got wind of their coming and was all set for them. He had mimeograph sheets all ready for distribution. These divided the party into five groups according to the alphabetical index of their last names and in this way had units he could escort with the least confusion.

Each trip was definitely scheduled by the clock. Waiting groups spent the time visiting the lookout deck on the roof of the Grant Building. When the tours were over, the party reassembled for special instructions. Ten minutes later they adjourned to their personal cars and lined up behind a motorcycle escort for the 28-mile drive to the KDKA transmitter at Saxonburg for further inspection of facilities.

Roy did a great job of organizing this party and everything moved with clock-like precision. Consequently a lot of interesting observations and experiences were crowded into one afternoon and such "a pleasant time was had by all," that the flock passed a vote of thanks to their youthful major-domo, who told them to "Step right this way," and made them like it.

What A Girl!

Janet Ross, director of the *Style and Shopping*, daily programs on KDKA, proved her endurance and versatility during the middle weeks of August.

They added an orchestra and soloist to her regular programs which made her mistress of ceremonies ex-officio. Lynn Morrow was on his vacation so Janet took his place in handling the sidewalk interview broadcasts two days each week. Evelyn Gardiner was in California on her vacation and Janet had to present Evelyn's daily *KDKA Home Forum* programs.

Besides all of which, she entertained her parents who were in Pittsburgh from their Florida home for a visit.

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Orchids for NBCettes:

And speaking of Evelyn Gardiner, she received a nice citation in the annual report of the Home-Welfare Department of the Congress of Clubs of Western Pennsylvania. Their visit to KDKA was rated as the highlight of the past year and the report concluded, "If you want a nice time, plan to go to see Evelyn Gardiner at KDKA."

The radio committee of the Congress also passed out the posies by mentioning the excellent cooperation they had received from "everyone from the office boy to the manager." Special reference was made to Adelaide Lasner of the KDKA Production Division who had been "very gracious" in announcing and helping in the presentation of the regular Congress programs.

NBC Goes on Vacation



Miss Margaret Germano of the Auditing Department is shown "yachting" during her vacation at Lake Maranacook, Maine.



This is Joseph (Scotty) Bolton of the Service Dept., aboard the ship that took him home to Scotland for a short vacation made possible by the hundreds of nickels he saved during his four years with NBC.



Miss Helen Sheriden of the N. Y. Purchasing Department photographed at Inverurie, Bermuda, where she went on her vacation.



George McElrath, operating engineer and president of the NBC Athletic Association, was presented with this ten-gallon hat by the Blackhills Roundup Committee on July 4.



Mrs. Claudine Macdonald of the Women's Activities Division of the Program Department is shown dining with Lord Tweedsmuir, Governor General of Canada, in the cook house of the Eldorado Mine, Great Bear Lake, Northwest Territories where Mrs. Macdonald spent her vacation.



Left: This is one fish story you can't pooh-pooh. The 112-pound tarpon was caught by Jesse S. Butcher, center, of Station Relations, in the Gulf of Mexico, off the coast of Corpus Christi, Texas. Looking on with admiration are George Morrison, left, program director of NBC Station KRIS in Corpus Christi, and Cliff Tatom, general manager of KRIS.

Below: Military tactics were not the only tactics practiced at National Guard Camp this summer. Here are three NBCites performing a flank movement on a patch of blue-berries when time out was called on a field problem at Pine Camp. They are Ary R. Moll and Charles Jones of Guest Relations and Dick de Raimes of Script Division.



NBC HOLLYWOOD

by Noel Corbett

With almost a hundred people milling around the microphones during the *Magic Key of RCA* broadcast from Hollywood, Hal Bock needed a candid cameraman who was mike conscious. He wanted no slip-ups as the layout was already sold to *Radio Guide*. The job was done by Page Gilman of *One Man's Family*, who knows his microphones, having been around them for ten years.

Ruth Schooler, Manager's Secretary, is a pretty tired girl these days.

She has been showing the sights of Hollywood to her out-of-town sister, Frances. All the broadcasts were included. Ruth says that little sister all but swooned when she saw Tony Martin in person, and when she spotted Nelson Eddy, she did.

Let it never be said that NBC Publicity Man Joe Alvin is lacking in ideas and ability.

Alvin has been known to take an obscure Shakespearean actor, dress him up in red pants, glorify his ability on a single sheet of paper, and a day later receive transcontinental requests for pictures.

But that's beside the point. It was seven a.m. In one hour Alvin was to meet Irene Rich and get a picture of the NBC star as she arrived in Hollywood.

But not an ordinary picture. Being Friday the 13th, there should be a black cat around somewhere. For 24 hours Alvin had been looking for one. In fact, he also had NBCites scouring Hollywood alleys and back fences—to no avail.

Did Alvin admit defeat? No. That afternoon news sections carried a picture of Irene Rich beside a streamlined train, and in her arms, a beautiful jet-black Persian cat.

Where Alvin got the cat is his secret. However, now His Persian Highness resides in a Hollywood mansion, surrounded by things dear to a cat's heart such as canary birds and fish ponds. Alvin saw to that.

Looks like Marvin Young just won't ever become a general.

A captain in the Infantry Reserve, the production manager was ordered to active duty at San Luis Obispo last summer. New programs kept him at his desk. This year, with even more new programs, he was detained again.

So now he figures he'll need a war in order to catch up.

Now it develops that our Frank Figgins, in addition to being an Engineer and Paleontologist, used to be a cow-puncher.

It all came out when another engineer, Murdo MacKenzie, invited Frank to go horse-back riding on the Big Tujunga Ranch. He refused on the grounds that it would remind him too much of his hard-riding days back in Colorado.

Come to think of it, Frank has got kind of a cowboy stride at that.

Other NBCites who spend their days off galloping up and down the So. Cal. foothills are Joe Parker and Ben Gage, announcers, and Frank Pittman, our gate-man.

If Buddy Twiss, who handles the special events out here needs an assistant, Elma Cronin should get the job. Elma discovered a talking catfish which she thinks would be a natural for a special broadcast.

Buddy says he will give his okeh if Elma guarantees the catfish will follow the script and not ad-lib.

QUICK PIX . . . Studio Manager John Swallow and Mrs. Swallow vacationing aboard Baron Long's yacht, *Norab*. Sailed to Santa Barbara to attend the yearly Fiesta there. . . . Helen Wendt, Program, ran out of numbers counting stars at her first preview the other night. . . . *Varsity Show* at Warner's First National. . . . Ralph Amato, Maintenance, vacationing in Lucerne Valley at father-in-law's ranch. Fremont Trail runs through middle of property, but swimming and jack-rabbit hunting are more interesting to Ralph than things historic. . . . Elaine Forbes, Syd Dixon's secretary, saves pictures of Charlie McCarthy which she clips from newspapers and pastes in a big scrapbook.

Other Sales Department activities—Tracy Moore vacationing at Ocean Park (Washington) at his home, "Moore Manners." . . . An early morning visitor in our midst recently was Ken Carney, S. F. Program Manager. . . . Honor Holden Traynor, Artists' Service, held a housewarming in her new Wilshire District home, Aug. 22. NBCettes brought gifts of canned goods. . . . Before Birt Fisher, manager of KOMO, left Hollywood, he and Mrs. Fisher invited Nadine Amos, Mr. Gilman's secretary, to spend her vacation with

NBC CHICAGO

by William E. Lawrence

Page Jack Simpson, after sending a recording of his voice to WJDX, NBC affiliate in Jackson, Mississippi, was hired as an announcer and production man.

Announcer Charles Lyon is back in the fold hobbling about, nursing his ankle, which was injured while he was playing tennis with co-mikeman Lynn Brandt, who rushed him to the hospital. From there, after treatment, he sped to the studios just in time for his *Kaltenmayer's Kindergarten* broadcast, which he did from a wheel chair and crutches.

New Faces: Marvin H. Eichorst has been promoted to control relief supervisor. Robert R. Jensen, new studio-field engineer was formerly control engineer at KFAB-KFOR in Lincoln, Nebraska, and KLZ in Denver, Colorado. His hobby is amateur photography, and he has done many fine jobs with both still and movie cameras. Jules W. Hack, former bank clerk, is a new page replacing Jack Simpson. Marge Stockdale, who is retiring as Mrs. Heidler, is being replaced by Ruby Downs of Sales, whose place is being taken by Carolyn Turner from Central Stenographic. Eunice Anderson was hired as a new stenographer.

Minor T. Wilson, new studio engineer, includes among his eleven years of radio work, time as chief engineer at XEAW in Reynosa, Mexico, and studio and transmitter man at KPRC in Houston, Texas. F. C. Shidel, another new studio engineer comes from WLB in Minneapolis, which is owned and operated by the University of Minnesota. Gertrude Schmidt is now a regular member of Dorothy Frundt's corps of beauties in Central Stenographic. Incidentally, the girls in this department could easily vie with the famed Radio City Music Hall Rockettes when it comes to beauty and precision.

A. M. Elrod of Mail and Messenger, who won the NBC Chicago golf tournament, drove five consecutive balls into a water hole the other afternoon. Does that qualify?

them at Totem Nest, their Seattle home. . . . Alice Brady appeared for a guest spot the other Sunday in a wheel chair. Our gallant page, Russ Hudson, carried her to the second floor studios. At the sound of the chimes, Russ was upstairs to carry the movie star back down. Of course we have an elevator, but that's only for such things as bull fiddles.

A Visit To Station WEAF On Long Island

by Robert R. Covell

Music Research Division, New York

How many times, when you're listening to your own radio at home, have you heard the familiar words, "WEAF, New York" and never given a thought to what happens to those sounds from the time they leave the announcer's lips in some one of our New York studios to the time they reach you through your loudspeaker? Perhaps the words were so familiar they went in one ear and out the other, without your realizing that as far as their transmission to your radio is concerned, those words really came to you from North Bellmore, Long Island, where the WEAF transmitter is located.

A few Sundays ago a friend of mine and I had an opportunity to visit North Bellmore. There, after spotting the pair of tall steel towers some distance away, we finally found the narrow road leading to the white one-story building from which, as we approached, the sounds of one of the Sunday afternoon programs came to our ears.

I had expected to find a building of rough construction, serving no other than its main purpose of housing the electrical apparatus. Instead we saw a completely furnished interior, home-like and attractive in its modern decorations, one to which some architect had obviously devoted considerable thought.

The engineer on duty welcomed us and we were soon involved in a long conversation about the technical side of putting the programs on the air. He dispelled the false notion that the changes in the length of the antenna resulting from variations in the outdoor temperature have to be compensated by tuning it every morning

to the transmitter. He demonstrated how a transmitting tube gives ample warning before it burns out, one of the things I had always wondered about.

As we drove in we noticed a pretty fountain playing outside the building, and I had supposed this was the water used to cool the big tubes you have all seen in one of the exhibit rooms on the ninth floor of the studios in Radio City. This proved to be false, however, for we were told that the pool into which the water flows collects so many frogs, twigs, and bugs of all sorts, that it would keep clogging the circulatory system. Instead, this water, cooled in the air, is used to cool the distilled water, which circulates in the tubes.

The two big towers, our host explained, are placed on a line running due north and south, with the counter-poise buried in the ground directly below. WEAF, we learned, runs on a twenty-four hour day, regardless of the number of hours it's on the air. Every night after the power is shut off another engineer checks the entire transmitter, replacing any tubes or other parts that have burned out during the day and making any other necessary adjustments.

At this point we discovered we had stayed twice as long as we had planned, and still had to take pictures. In spite of the fact that when we went to drive off we found a brand new tire flat, I recommend to each and every member of NBC who ever happens to be in the vicinity of North Bellmore to drop in and learn as much as I did during the brief hour passed there so quickly.

KYW PHILADELPHIA

by J. A. Aull

We were sorry to lose Peggy McHale, Sales Manager Jack Hammann's secretary, who decided she wanted to return to her home in New York and is now pinch-hitting in the Central Stenographic Section until she gets back to her old love, Sales. Marie Dixon, secretary to our former sales manager, has taken over Miss McHale's duties.

✓ ✓ ✓

We are all very excited to note the rapid rise of our new building, which incidentally can be seen from our present quarters; we want to report that the six stories of steel work was completed on August ninth, right on schedule.

✓ ✓ ✓

Announcer Alan Kennedy became the proud father of a little girl on August second and could scarcely keep himself under control until he was off duty to make the dash to New York, where his wife and new daughter are doing very nicely.

✓ ✓ ✓

Bob Thatcher of the New York Engineering Department has settled in Philadelphia for some months to supervise the construction of the new KYW studios and has made many friends in his short stay.

✓ ✓ ✓

Manager Leslie Joy returned from a vacation in Maine on August ninth, and Westinghouse Plant Manager Ernest Gager came back the same day from a fishing trip off the coast of Florida. J. F. M. Proul, our auditor and office manager, who pinch-hitted for Mr. Joy, is leaving on August fourteenth for a motor trip through New England and Canada.

✓ ✓ ✓

We also have a new addition in the Sales Department in the person of Anna Anderson who will act as secretary to our salesmen. Previous to her employment by KYW she worked for Curtis Publishing Company for seven years.

✓ ✓ ✓

Leslie Schumann and Walton Wilson are two new studio control men and William J. Flett and W. S. Gilbert are newcomers to the transmitter's engineering staff.

✓ ✓ ✓

George Jaspert, Sales, was rushed to a hospital on August 4 for an appendectomy. He is doing very well and is expected back in his office during the first week in September.



The home-like structure that houses the transmitting equipment of Station WEAF in Bellmore, Long Island. The picture was taken by Robert Covell of the N. Y. Music Research Division during a recent visit to the station.

NBC SAN FRANCISCO

by Louise Landis

Double Play:

That post-vacation look, so prevalent around here, was strangely lacking from the happy countenance of John Wagner of the Accounting Department as he breezed in after his two weeks' holiday. . . . In fact, John looked and acted so gay that suspicions of colleagues were aroused. Finally he 'fessed up.

He hadn't been away on just an ordinary vacation, but a honeymoon. On July seventeenth he and the former Miss Jean McCracken of West Englewood, New Jersey, were married in the First Presbyterian Church in that city, and so congratulations instead of commiserations, were in order, and he got them from all sides.

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Yoder's Junket:

Other NBC vacationers who traveled across the continent include Lloyd E. Yoder, manager of the Western Press Division, who spent his vacation in Salem, Ohio, with his mother, and George Fuerst of the Traffic Department, who visited Radio City, the new studios in Washington, and sundry other places including Phoenix, Arizona.

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Coming UP, Singapore!

The NBC Artists' Service covers the world! One of the most unique requests so far received by Larry Allen, San Francisco manager, came the other day from the Tanglin Club, in Singapore. It seems that the club has an orchestra but no director so would the Artists' Service kindly send them an orchestra leader who could also play the piano? Artists' Service not only could but did, and Walter Sheets, young San Francisco pianist, will soon be on his way to Singapore.

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Sun-tanned Moustache

Members of the San Francisco staff are asking themselves just what the strange influence is that Hollywood seems to exert on NBCites. . . . Wally Ruggles, sound man, returned from the cinema city with a hair-line moustache which, although Wally's eyebrows and hair are opal-black, is a very ruddy red.



ANITA BOLTON

Meet Anita Bolton, Assistant Director of Agriculture in NBC's Western Division, who pinch-hit for Jennings Pierce when Director Pierce was on vacation. You'd never think it, but Anita knows all about legumes, weather reports, cotton prices and other items which the *Western Farm and Home Hour* brings to listeners. She's the daughter of a physician; grew up in California's mining country, where she used to ride on night calls with her father and often had to hold a candle to supply light for an emergency operation.

— — —

Wally makes no excuse for growing the moustache, but offers the sheepish suggestion that its unusual color must be the result of all the sun baths he took on Southern California beaches.

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Vacations:

Jennings Pierce, Director of Agriculture for NBC's Western Division, has returned from a vacation in the Feather River country with a long-time lease on some property there where they will erect a cabin in time for next summer's vacation.

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Dorothy Dumerais, secretary in the *Woman's Magazine of the Air* offices, is off on one of those vacations you dream about . . . she and a group of friends are on their way to Grand Teton, then to Yellowstone Park and from there to Glacier Park. On the way back to San Francisco they will drive down the Redwood High-

way, stopping at Klamath for some fishing.

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Other NBC vacationers: Jane Burns, chief hostess, who plans to spend most of hers settling in the new studio she has rented for the large group of singing pupils who keep her busy in her free time; Larry Allen, Artists' Service Manager, who goes to Corvallis, Oregon, his home town, to fish five streams in the vicinity; Jerry McGee, producer, who is spending his in Colorado; Ruth Miller, hostess, who spent hers catching up with all the dance and dinner dates she has to forego during the working months; and Program Manager Ken Carney, who flitted as far as Hollywood for a bus-man's holiday.

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Transferred to Hollywood are L. D. Cully, studio engineer and S. C. Hobart, control room supervisor, both of whom will officiate as supervisors in the Engineering Department there, according to Western Division Engineer, A. H. Saxton.

P. A. Sugg, formerly studio engineer, takes Steve Hobart's place here, and T. B. Palmer becomes relief supervisor.

New faces in the plant include three new studio engineers: J. E. Burrell, formerly with a radio equipment installing company; H. N. Jacobs, University of California graduate, and F. L. Fullaway, former Navy man.

Added to the KGO transmitter staff are R. T. Parks, former radio operator with the Pan American Airways, and M. D. Case, formerly of the RCA Communications station at Bolinas. To the KPO transmitter staff: R. B. Barnes, formerly of Mackay Radio, and M. S. Brewer, formerly of Globe Wireless.

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Astronomer:

Whenever John Ribbe, who produces the *Standard Symphony Hour* and other musical programs arrives at the office looking sleepy, you can be sure it was a clear, moonlit night that did it. . . . Ribbe is an astronomy enthusiast and authority, and he spends all clear nights gazing at stars and the moon through a telescope whose ten-inch lens he made with his own hands, polishing it for months with jewelers' rouge before it was ready to be used.

WINNERS IN SEPTEMBER PHOTO CONTEST



"DYREHAVEN"

While at Klampenborg, Denmark, Clay Morgan, Director of Promotion, made this beautiful study of its Dyrehaven or Deer Park. He was awarded the first prize—two tickets to the newly opened musical spectacle, *VIRGINIA*, at the Center Theatre in Radio City.

Honorable mention: "EXCURSION STEAMER" submitted by Barbara Buck, New York Sales Department.



RULES FOR PHOTO CONTEST

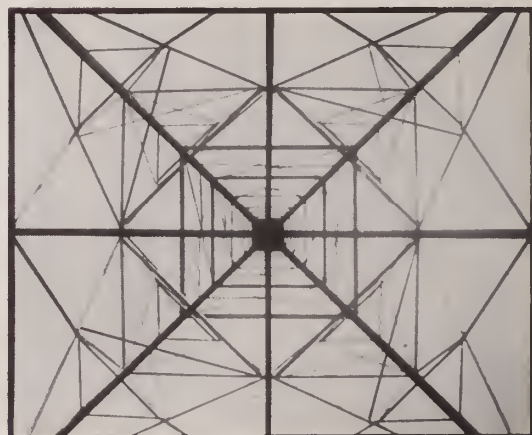
1. Prints must be no smaller than 2½" x 4" (the larger the better). Negatives cannot be accepted.
2. Captions are desirable.
3. Name, stations and department must appear on the back of photograph.

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

Entries for October contest must be in by September 17.

"WEAF, NEW YORK"

Second Prize goes to this picture of one of the transmitting towers of the Red Network's key station in Bellmore, Long Island. Robert R. Covell of the New York Music Research Division who took this picture from the bottom of the tower receives two tickets to the Radio City Music Hall for his entry.



Special Mention was made by the judges of Warren Gerz's (N. Y. Press) photograph taken in Vermont during his vacation. They particularly appreciated the clear detail of the grassy bank in the foreground and the cloud pattern reflected in the water.