

NBC TRANSMITTER

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MASON MADE ASSISTANT TO PRESIDENT LOHR

Hedges Returns to Head Station Relations



FRANK E. MASON

WM. S. HEDGES

Frank E. Mason, vice president in charge of the Station Relations Department, on November 1, relinquished his duties as Station Relations chief, though retaining his title of Vice President, and became personal assistant to President Lenox R. Lohr.

"This step has been made necessary," said Mr. Lohr in making the announcement, "by the fact that the number of important matters which would ordinarily require my personal attention has been so increasingly multiplied that I must have at my right hand a responsible executive, who has my confidence, to relieve me of many of them. Mr. Mason's wide experience in many phases of the company's activities over a period of six years, fits him admirably for this important post."

William S. Hedges, formerly manager of NBC Operated Stations and, until recently, general manager of Station WLW, and vice president in charge of broadcasting of the Crosley Radio Corporation, Cincinnati, succeeded Mr. Mason, in his Station Relations' duties, with the title of Director of Station Relations.

Keith Kiggins, manager of the Station Relations Department, continues in that position under the new arrangement, reporting to Mr. Hedges.

Mr. Mason came to NBC as a vice president, in 1931, after a brilliant career as an officer in the United States Army during the World War, and as a newspaper man with the International News Service both in this country and in Europe.

In the Army Mr. Mason served as Intelligence Officer of the 9th Infantry, Chief Censor with the Army in Germany, and Assistant Military Attache in Berlin and at The Hague. He held the rank of Cap-

(Continued on page 2)

2,000,000th NBC Tour Breaks Wedding Secret

A slim, brown-haired young man and a pretty girl, dressed in a grey and maroon ensemble, stepped up to the NBC guided tour ticket booth in the center of Radio City, Tuesday, October 12, at eleven o'clock in the morning and thereby started a chain of events that can only be equalled in the pages of fiction.

The first ticket the young man bought made him the 2,000,000th visitor to the Radio City studios. The girl with him was his wife—but no one knew it but them! So, the mere purchase of a little green ticket, disclosed a secret that had been kept for six months!

The man was Arthur Edward Locke, assistant employment manager of the Chain Belt Company, of Milwaukee, Wisconsin. The girl was the former Miss Hilda Boltz, an employee of the First National Bank of Milwaukee. They were in New York on a more or less delayed honeymoon, having arrived in the city the day before and having planned to leave on the return trip to their home Wednesday. But the purchase of the ticket changed all plans immediately and for three days they were guests of the National Broadcasting Company and were given surprise after surprise.

The first surprise came as they were told they had bought the lucky ticket. The second surprise came when they were presented with a new, electric tuning RCA radio, valued at \$177.

"Oh, that beautiful radio," exclaimed Mrs. Locke.

The third surprise came when they were told that the Presidential Suite at the Pennsylvania Hotel had been reserved for their use. The fourth surprise went to Charles Thurman, manager of the Guest Relations Division and his executive assistant, Jerry Martin.

Mrs. Locke whispered into the ear of her husband. He turned to the NBC executives and said, "Gentlemen, maybe we had better talk this over. I don't know whether we can accept all this. We're

(Continued on page 11)

TWO STATIONS ADDED TO NBC NETWORKS

The addition of two western stations to the NBC networks during the month of October brings the total number of broadcasting stations associated with NBC to 140. The new affiliates are KOAM, Pittsburg, Kansas, and KTMS, Santa Barbara, California.

A rich and populous farming area in Southeastern Kansas and Southwestern Missouri became part of the nation-wide listening audience of the National Broadcasting Company when Station KOAM became affiliated with NBC's Southwestern Group, available to both the Blue and the Red Networks, October 11.

The primary area of the station is estimated to cover nine counties in Kansas, eight in Missouri and two in Oklahoma.

KOAM operates on a frequency of 790 kilocycles, with a power of 1,000 watts. Owned by the Pittsburg Broadcasting Corporation, the station is managed by Ed Cuniff.

Station KTMS became affiliated with NBC as a supplementary outlet available to the Pacific Coast Blue Network on Sunday, October 31. It operates full time on a regional channel of 1220 kilocycles with a power of 500 watts.

Owned by the News Press Publishing Company, KTMS serves an area which ranks among the best markets in California. The population of Santa Barbara totals 33,613 and its trading zone contains approximately 60,000.



Charles H. Thurman (right), manager of the Guest Relations Division, greets the two millionth person to take the Radio City NBC Studio Tour, Arthur E. Locke of Milwaukee. Mr. Locke was accompanied by his bride on the New York trip that they later disclosed was a secret honeymoon trip.

PERCY WINNER HEADS INTERNATIONAL SERVICE



PERCY WINNER

John F. Royal, vice president in charge of programs, recently announced the appointment of Percy Winner, international journalist, and news commentator, as director of NBC's new International Shortwave Service. Mr. Winner

has been with NBC since last April when he joined the Press Division as a writer.

Mr. Winner, a native New Yorker, has had wide experience on American newspapers and as a foreign correspondent. In this country he has worked on dailies from New York as far west as Omaha, and south to Charleston. For the *New York Post* he was news and foreign editor, chief editorial writer, and political columnist. For the Associated Press he was a European correspondent for five years. For the *Manchester Guardian* he was American correspondent, and for Havas of France, he was chief correspondent in charge of North American Services.

He also has written for magazines in many countries, in French and Italian as well as English, has appeared as a lecturer in several languages in Europe and the United States, and has been a radio commentator on politics and international affairs.

Mason Made Assistant To President Lohr

(Continued from page 1)

tain. Starting in 1920 as correspondent for the I. N. S. in Berlin, Mr. Mason filled posts in London and Paris during the next seven years. Then he became general manager and president of I. N. S. He is a native of Milwaukee and was educated at Ohio State University.

In returning to NBC, Mr. Hedges resumes an association that started in 1931 and continued until January, 1937, when he left to go to Cincinnati. After joining NBC, he served as manager of Stations WMAQ and WENR, Chicago, and of Station KDKA, Pittsburgh. He was general manager of all stations operated by NBC from April, 1934, to December, 1936.

Mr. Hedges began his radio career in 1922, when he established the radio department of the *Chicago Daily News*. During his long connection with radio interests, he also has served as president of the National Association of Broadcasters for two terms and as chairman of its executive, legislative, and copyright committees.

NBC Builds New Hollywood Studios

Lenox R. Lohr announced on October 26th the immediate construction of new studios for NBC in Hollywood.

Replacing modernistic studios erected on Melrose Avenue in Hollywood only two years ago and already outdated by the phenomenal growth of broadcasting from the film colony, the new home of NBC will rise at Sunset Boulevard and Vine Street. The intersection is one of the most important in filmland's capital and the site of the original Famous Players-Lasky film lot, where motion pictures were cradled.

The site comprises approximately five acres, two city blocks square, and is bounded on Sunset Boulevard and Vine Street and by Selma Street and Argyle Avenue—a section familiar to all Hollywood visitors.

Construction of the new broadcasting center, which will be provided with space for future increase in studio and office facilities and for television studios, will begin this month.

"This development," Mr. Lohr said, "marks a definite step in the importance of Hollywood as a center for the radio industry."

Pioneering in studio construction as it did in bringing the nation the first radio program from Hollywood in 1932, NBC will depart radically from the conventional radio center design by patterning the studios after the motion picture unit plan.

Programs will go on the air from four large individual studios under separate roofs, each seating several hundred persons, and from four other studios without audience accommodations.

The executive and administrative offices will be housed in a central office building

with two main entrances at the corners of Sunset and Vine, where Hollywood's traffic flow is heaviest. The auditorium studios will have individual entrances. Others will be built as needed along Argyle Avenue.

The architecture will be classical with a modern touch and the entire group, despite its unit detachment, will appear as one building.

One wing of the office building will have three stories devoted to executive and administrative offices of the Western Division of NBC. Visitors will enter all offices through a three-story main lobby in which a huge master control room, with all its intricate apparatus and panels, will be visible.

Individual studio doors for broadcast audiences will permit normal operation in the lobby and offices.

The structure now contemplated will occupy only half the NBC property and will leave ample room for further expansion of studio and office space, as well as for parking. Studios and associates spaces will be air-conditioned with the latest improved systems.

The new studios were designed and planned by O. B. Hanson, NBC Chief Engineer, and the Company's design unit, working in cooperation with The Austin Company, which will erect the structure.

The National Broadcasting Company first began activities in Hollywood in 1932. Broadcasts during the first year totaled only twelve radio hours. It is estimated that more than seven hundred radio hours will originate in NBC's Hollywood studios in 1937. At the same time, NBC's staff has grown from one man to approximately one hundred.



Pictured above is a model of the new NBC building to be constructed in Hollywood to replace the still new but already outgrown NBC studios at Melrose Avenue. Construction begins this month.

RCA-NBC DEMONSTRATE BIG SCREEN TELEVISION

RCA television projected on a screen approximately three feet by four feet in size had its first practical demonstration at Radio City, when engineers of RCA and NBC televised moving images from a newly developed cathode ray tube to a motion picture screen several feet away. A new and improved RCA tube (Kinescope) of intense brilliance producing black and white images also was demonstrated for the first time.

In this, the first demonstration of the projection tube by radio-transmitted images, the show consisted of both motion picture film and live entertainment. The show was picked up by Iconoscope cameras in the NBC studios at Radio City, relayed by coaxial cable to the transmitter in the Empire State Tower, and from this point broadcast to receivers on the 62nd floor of the RCA Building. The demonstration was given for members of the Society of Motion Picture Engineers.

The projection "Kinescope," the result of several years of experiment by technicians of the Radio Corporation of America under the direction of Dr. Vladimir K. Zworykin, Mr. W. H. Painter and Dr. R. R. Law, provided a clear image 18 x 24 inches in size, approximately the dimensions of a standard newspaper page.

The other new Kinescope, demonstrated in a receiving set, was of the conventional type, 12 inches in diameter, and delivering an image 7 inches by 10 inches. The tube produced a black-and-white image of very high definition and intensity through the use of special chemical material; tubes previously produced by RCA gave an image of greenish hue. Considerable improvement in detail and contrast were evident.

For more than a year NBC has been engaged in experimental broadcasting of high definition television. This includes the production of television shows, transmission from a station atop the Empire State Tower and observation of the images received at 100 selected points in the Metropolitan Area. The latest additions to NBC's experimental system include a mobile unit, shortly to be delivered, for televising outdoor scenes and news events.

The new mobile television station which is now under construction will consist of two specially constructed motor vans, each about the size of a large bus. Apparatus for picture and sound pick-up will be installed in one, and a video transmitter, operating on a frequency of 177,000 kilocycles, in the other. The unit's workable range will be about 25 miles.

NBC HOLLYWOOD

by Noel Corbett



DEEP SEA FISHING on the Pacific with a handfull of NBC lads who are not pulling them in but telling a nationwide audience all about it. The picture was taken when Hollywood stars of NBC went fishing on the yacht, *El Perrito*, off Catalina Island. L. to R.—Joe Alvin, Press; Myron Dutton, producer; Joe Parker, announcer; Buddy Twiss, who handled the event; Ben McGlashen, owner of KGFJ and the *El Perrito*; Bob Brooke, engineer, in white shirt; Hal Bock, Press Manager; Duke Hancock, KGFJ manager.

Outstanding NBC social event of the season was the party which Joe Thompson and Myron Dutton, producers, gave for their friends in their newly rented house above Hollywood.

Billed as a "Furniture Shower," the party was a HUGE success.

Everybody brought useful items, or at least what they thought were useful items, and by the time the party was in full swing, all eleven rooms of the rambling structure were so well stocked, folks were having a hard time getting around.

The boys now have everything they will ever need for housekeeping, as prior to the affair the house bragged of naught but a radio, a couple of cots and a deck chair. What they really need now, is about ten roommates to keep things in use.

Jack Votion, Artists' Service, donated a handsome stuffed chair. Close scrutiny by Karel Pearson disclosed that it housed one moth.

Nadine Amos and Helen Wendt brought a mousetrap, plenty of bait, and some wineglasses.

Marvin Young, production manager, gave the boys a birdcage, a cat and a canary. Someone left the cage door open and the canary almost got away. Thanks to the cat, it didn't.

QUICK PIX . . . Ruth Schooler, secretary to John Swallow, studio manager, is

wearing a diamond engagement ring. Larry Wright is the young man . . . Because the shoemaker's machine broke down in the midst of a half-sole job, Andy Love, who can edit a continuity backward, is wearing perhaps the only hand sewn soles in Hollywood . . . Harold J. Saz, who took over his duties as head of Sound Effects Oct. 1, celebrates his tenth year with NBC next February . . . Don E. Gilman talked before the Advertising Club of San Diego Oct. 6. Subject was "Developments in Broadcasting" and was heard over NBC affiliate, KFSD . . . Wynn Rocamora is Dema Harshbarger's new associate in Artists' Service. He was formerly program director of WEVD, N.Y. . . . First day producer Dave Elton landed in town from S.F. was one he had planned all summer long to begin his vacation. But he went right to work on the busiest day in history of Hollywood studios . . . Arnold Macguire now producer here also from S.F. . . . Frances Scully, Press, and Russell Hudson, Traffic, celebrated their birthdays Oct. 21 . . . last minute flash—Marvin Young reports the wild duck which found its way onto his chicken farm has hatched a duckling. NBCites in Hollywood might pick up a few pointers on the finer intricacies of radio by listening in on Andy Love's U.C.L.A. extension course, November 3.

NAMES IN THE NEWS

NEW YORK

Promotions:

William R. Marshall, formerly in charge of the Music Library, is now a production man. His promotion took place last month when he completed his eighth year with NBC. Mr. Marshall is well known to a large number of the New York staff for his cooperation in various employe programs that have been aired on our networks. He organized and conducted the Chaminade Chorus and two Guest Relations Glee Clubs that were heard on Brass Buttons Revue programs.

Daniel Munster, former member of the page staff and of Dan Russell's announcing school, was picked for the announcing staff of NBC station, WCAE, in Pittsburgh, after an audition among nine applicants for the job. Dan turned in his blue uniform and left for Pittsburgh, November 1.

John Powers, former clerk in the Production Division, has been made a member of the sound effects staff. Mr. Powers, who started in the Company as a page, is being replaced in the booking and casting office by Augustus Sisko who is being replaced by Fred Weighe, page, as office boy in that Division.

Newcomers:

Charles A. Nobles, dark, handsome, be-mustached announcer from WBZ, Boston, has joined the Radio City staff. Mikeman Nobles who was with WBZ two years before coming here is a graduate of Cornell, '29, where he majored in chemistry. After college he set up his own lighting business in New York, but it crashed with the depression. He gave it up in 1932 and turned "soldier of fortune," travelling throughout the U. S. and South America until 1935 when he decided to try radio.

Edward Breen, a graduate of New York Military Academy, is a new member of the Duplicating Section staff. He was formerly with the Jamaica National Bank.

M. C. Brachhausen, who has had many years of experience as producer and director of amateur theatricals and summer stock companies, has joined our staff of sound technicians. "Brock," as he is known to his associates, is from Rahway, New Jersey.

Phillip Houghton returned to the uniformed staff of Guest Relations for his second term on October 11. By special arrangement between NBC and Antioch College, Houghton and another student alternate ten-week periods of study and work. Replaced by Houghton is Charles Lynn who returns to school at Antioch. Houghton was with us before from May to August.

Vernon Duke, formerly of the Transmitter staff at KOA Denver, and C. L.

Townsend, former studio engineer at NBC Chicago, have been transferred to the New York staff of television engineers.

Blevins Davis, Yale University authority on British coronations, who was sent to London by NBC to assist in the coronation broadcasts last spring, has become a permanent member of the Company in the Program Department.

Mr. Davis, who has recently arrived from Kansas City where he was in charge of production and publicity of the *Jubilesta* carnival, assumed his new duties with NBC on October 5.

A native of Independence, Missouri, Blevins Davis attended the University of Missouri and Princeton University before entering Yale University to do research work in the drama department.

Appointment at Westminster, an NBC dramatic program written by Francis Wilson, ex-member of the Script Division in New York, was based on coronation material compiled by Mr. Davis.

Hubert Chain, who has had several years of experience in the theatre and radio, has joined the Guest Relations staff. He is a native Californian and a graduate of Stanford University. He also attended the University of Paris and the University of Grenoble in France where, among other things, he learned to speak French fluently and fence expertly.

Mr. Chain was radio director and fencing instructor at the Cornish School in Seattle for three years. In May 1936 he acted in a Cornish School play written and directed by him and which was heard on the NBC networks. While in Seattle Page Chain also taught fencing at the Washington Athletic Club.

When Mr. Chain came East last year he made the rounds of Broadway and soon found himself as a member of the cast of *The Eternal Road* which ran for many weeks.

Lawrence Wagner comes to our page force from Madison, South Dakota, and the University of Minnesota. This is his first trip to New York. While in college he played the clarinet in the University's band and orchestra and as a member of the latter he has faced a microphone a few times. Page Wagner was also a member of Pi Kappa Delta and Delta Sigma Rho, honorary public-speaking fraternities.

Herbert Moss, formerly with the radio department of Cecil, Warwick and Legler, and one-time free lance dramatic worker and program director of WESG, Elmira, (Continued on Next Page)



After the ride, NBC equestrians gather around the fire for a "wienie" roast at Closter, New Jersey. The weekly rides are organized by David B. Van Houten, the fifth from the right, wearing a white shirt.

New York, has joined our Company as a production man.

Franklyn Robertson, who was Jeanne Eagles' manager in *Rain*, has joined NBC as artists' representative. Until recently he was manager of the RKO theatre in Flushing and previous to that he was vaudeville agent for the well known B. F. Keith circuit and talent scout for Paramount Pictures.

This congenial gentleman who has devoted his life to the theater and the business of entertaining the public is married to Terry Carroll, cinema and stage actress. The Robertsons live in Flushing with their little daughter, Dolores. On Sundays and other holidays Papa Robertson plays his favorite sport—golf.

Clifford Warden comes from the Cost Accounting Department of NBC Chicago to be Raymond L. Porrier's assistant in Artists Service here in Radio City. Cliff has been with the Company since 1929 when he joined the Mail Room staff in New York. Then he was transferred to the Cost Accounting Department before going to Chicago.

Transfers:

Alfred Scott was transferred from the Press Division to the Program Department to become a sound effects technician. Before coming to NBC a year ago, Mr. Scott was at Cornell University where he learned about radio production with the University's Radio Guild. "Scotty" was in the page staff before going to Press.

Miss Virginia Latimer, former secretary to A. A. Schechter, head of News and Special Events, has been appointed secretary to A. H. Morton, manager of the Managed and Operated Stations Department. Miss Latimer is filling the post vacated by Miss Ruth Danner, resigned, October 1.

Miss Hazel Wissermann from Central Stenographic replaced Miss Latimer in News and Special Events.

Vincent O'Connell has been transferred from the Duplicating Section to the Telegraph Room to fill the job as messenger vacated by Palmer Wentworth who resigned in September.

Frank C. Lepore, ex-editor of the *TRANSMITTER*, has been transferred from the Press Division to Audience Mail as a correspondent. Mr. Lepore started as a page three years ago.

Harold J. Saz, former assistant manager of the Sound Effects Division, has been

transferred to NBC Hollywood to head the Sound Effects Division in the Film City.

Mr. Saz, who has been an NBC sound effects man for almost six years, was given a farewell party at the home of Chief Soundman N. Ray Kelly on the eve of his departure, September 26.

Robert A. Elliott, former assistant to the evening manager of the studios in Radio City, left for Schenectady last October 15 to join the sales staff of NBC Station WGY. He joined NBC as a page three years ago.

George Andrews, former guide, whose baritone voice was heard on the last Brass Buttons Revue and other NBC employe programs, has been transferred from Guest Relations to the staff of the Music Library.

Miss Helen Moore, formerly of the Personnel Office, has been made Supervisor of the Central Stenographic Section, replacing Miss Estelle Bergholz who is now with Geyer, Cornell and Newell, advertising agency.

Miss Grace Ballou has been named secretary to Clay Morgan, Director of Promotion. Formerly she was John H. Bachem's secretary in Sales. Miss Ballou recently completed her fifth year with NBC.

Joseph Berhalter has been transferred from the Statistical Department to Traffic.

Miss Rita Doyle, formerly of Statistical, is now in the Managed and Operated Stations Department as secretary to Lee B. Wailes.

Miss Mary Egan, who has been with NBC nine years, was recently transferred from Stenographic to the office of Raymond L. Porrier in Artists Service.

Miss Jean Niblette, formerly of Cost Accounting, is now a member of the Stenographic staff.

Miss Magdalene Bellus, who joined NBC in the Audience Mail Section four years ago and was later transferred to Cost Accounting, went to the Auditing Department on October 15th.

Resignations:

Robert L. Stone, after four years in radio as a sound effects technician, decided to try something else. He resigned from NBC last month and is now in Tulsa, Oklahoma, selling life insurance policies.

James L. Stirton, who recently completed his eighth year with NBC, resigned from Artists Service on October 15 to become general manager of the New York offices of James L. Saphier, artists' agent.

Miss Agnes S. Mommertz has resigned from the Program Statistical Division to join her husband in Albany, New York. Miss Miriam Hoffmeir is now in charge

(Continued on page 9)



Marjorie Geichman, center, was presented with a lovely gift and entertained at a party in the Promenade Cafe in Rockefeller Center by these members of the New York Treasurer's Office before she left for South Bend to be married to Leo B. McLaughlin, New York attorney, on October 23. The wedding took place in the chapel of the bridegroom's alma mater, Notre Dame University. The groom is also a graduate of the Harvard University Law School. After a honeymoon trip in the Middle West the newlyweds are returning to New York to make their residence at Forest Hills, Long Island. Pictured above are, left to right: C. G. Terwilliger, R. J. Teichner, Anthony Hennig, Helen Winter, Marjorie Geichman, Mary Lou Irvine, Lillian Duggan, Matthew Boylan and John A. Vitrone.

KOA DENVER

by Charles Anderson

Bill Stulla has been promoted to Continuity from Announcing to fill the position vacated by Derby Sproul who went to KDKA. A member of the announcing staff since he came to KOA in the fall of 1934, Billy has been actively assisting in Continuity along with his regular work as announcer. He will continue as m.c. for the *Supreme Ranger Serenade* program and work with Joe Myers on the *Big Ben Sportcasts*. Bill came to KOA from KFEL after "breaking into" radio there.



BILL STULLA

KOAgrams: Mrs. Mae Thorson left KOA's telephone switchboard to work for NBC Chicago. It was a homecoming for her as she came to Denver from the Windy City.

The pages are in the classrooms again. Verne Andrews, Gene Abernatha, and Tommy Wilson have enrolled at the University of Denver.

We have a new member on the transmitter engineering staff—Albert C. McClellan, a graduate of Friends University at Wichita, Kansas, former transmitter engineer of KFJH, and chief transmitter man of KLZ.

Engineer Vernon Duke has gone to New York to work on television at Radio City. He took the "Test" course at General Electric after graduating from the University of Colorado with a degree in Electrical Engineering.

In addition to becoming scriptwriter for KOA Bill Stulla becomes the head of a family. Namely, father of a bouncing baby girl, Alice Wentworth Stulla. Mother doing fine. Bill Stulla doing fair . . . he must have smoked one of the cigars himself. . . . Lost bet it would be boy. . . . Lost five pounds worrying.

A new member of the Announcing Staff is James Lehman, Denver man who has heretofore devoted his talents to drama.

Newest member of the page staff is George Hinds, graduate of South Denver High School, now attending the University of Denver School of Commerce.

NBC BOSTON and SPRINGFIELD

by Edward B. Hall

Two distinguished representatives of the Swedish Broadcasting Company, Chief Commentator Sven Jerring and Engineer Alex Hedein, both of Stockholm, recently spent several days at the NBC studios in Boston studying our equipment and broadcasting methods. The Swedish officials were entertained during their visit by John A. Holman, general manager, and Dwight A. Myer, plant manager.

John F. McNamara, WBZ program director, has been named by Governor Hurley of Massachusetts to represent radio broadcasting on a committee of prominent Bay State officials who will head a drive to reduce highway fatalities in this state.

On October 1 W. Gordon Swan, WBZ Traffic Manager, rounded out his fourteenth year of continuous service at WBZ and WBZA. Joining our Springfield station as an announcer in 1924, Gordon has successively performed the duties of studio director, sales representative, continuity writer, assistant program director, and finally traffic manager. With a flair for simplifying complicated Traffic Department problems, he has developed an original system of visual tabulation so practical and efficient that it has been adopted by other NBC stations. It was Gordon Swan, incidentally, who "discovered" Edward MacHugh, the Gospel Singer, and persuaded him to specialize in singing hymns.

Robert E. (Bob) White, studio director of WBZA, has come to WBZ to bolster the Boston announcing staff, following the

transfer of Announcer Charles A. Nobles to NBC New York.

Prentice (Pete) Greene, slap-fiddle exponent of WBZ's studio orchestra and an intrepid aeronaut, cheated the coroner recently when his motor failed at an altitude of 3000 feet over Boston Harbor. By skillful maneuvering, Pete managed to execute a perfect landing at his own airport without injury to himself or his new cabin monoplane.

At the instigation of Cora Pitman (Auditing), the WBZ secretaries are organizing a bowling team which threatens to jeopardize the prestige of the 'BZ announcers and operators. Members already pledged to the weekly bouts include Secretaries Kay Schmidt, Evelyn Billet, Ruth Higgins, Bernie Johnston, Marge Hall, Peggy McGarraghan (PBX), and Mrs. Grace D. Edmonds (Hostess).

Don Stanier of the WBZ transmitter at Millis has returned from a two weeks' cruise aboard the U. S. destroyer, *Hamilton*. Don is an ensign in the U. S. Communications Division Reserve.

Bill Winne, latest addition to the WBZ announcing staff, is a native of Philadelphia and a product of the University of Pennsylvania. A well-developed talent for dramatics led him into radio about five years ago via WCAU. He later transferred to WOKO in Albany, where he handled a variety of network assignments. Bill, who is exceptionally gifted and artistic—but not highbrow—likes to paint portraits and write poetry.

Announcement

The Third Annual NBC ENGINEERS' DANCE will be held on Friday evening, November 19, in the Empire Room and Palm Garden of the

HOTEL AMBASSADOR

NEW YORK CITY

Music by Peter Van Steeden's Orchestra

Entertainment by Leading Radio and Screen Stars

Novelties and Prizes for the Guests

Dancing from Nine-Thirty to Three

For Tickets or Information Call: LESTER F. MILES, Ext. 450

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R. W. BAUER, Ext. 450

D. J. MALONEY, Ext. 325

SUBSCRIPTION IS FOUR DOLLARS A COUPLE

KDKA PITTSBURGH

by Kay Barr

Carolyn Dickson, of the KDKA general office staff, is to be married in November to William H. Cuttino, engineer in electrical design for the Westinghouse Electric and Manufacturing Company.



Since the date has not been announced, Si Steinhauser, radio editor of *The Pittsburgh Press*, suggests they make it November 2, because that will be the anniversary of the first regular broadcast by the Westinghouse "Pioneer Broadcasting Station," KDKA. Mr. Steinhauser thinks it would be an appropriate date for the wedding of Westinghouse and KDKA employees.

Miss Dickson has been with KDKA seven years—all her working life, and is the daughter of David F. Dickson, office manager of KDKA.

Mr. Cuttino is a Clemson College man, formerly of Greenville, South Carolina, and has had bachelor quarters in the Clover Club, the old Lillian Russell home in Pittsburgh.

There is a bit of friendly rivalry around KDKA these days. It's between Evelyn Gardiner, director of the *KDKA Home Forum* programs and Glenn Riggs, originator and pilot of the *Strollers Matinees*.

Outwardly you'd never know teeth were gritting behind those smiles. But there is a smoldering feud that may break into open warfare when this story releases the suppressed antagonism. Brr-rr-rr!

A long time ago Miss Gardiner began devoting one program each week to a visiting organization. Women's clubs, lodges and societies liked the idea of seeing a broadcast, inspecting the electric kitchen, perhaps seeing a food demonstration and enjoying a social hour with the personality they had come to know over the air waves.

Reservations had to be made because the women flocked to KDKA studios in large delegations. And the reservations right now are filled to June 1, 1938.

Riggs and his *Strollers* were open to the public until the capacity of studios were overtaxed by three or four times and the show had to be put on a reservation and ticket basis. His bookings don't go as

far into the future as those for the *Forum* but he has bigger crowds—capacity twice each week.

And the latest feather in his war helmet gives the genial skipper a bit the edge. The *Strollers Matinees* have been on the Blue web all summer. Network stations liked the show. They wanted it continued through the winter months. NBC couldn't take it Tuesdays and Thursdays. So KDKA is moving it to Mondays and Wednesdays to make the sea to sea broadcasts possible.

But Evelyn counters by adding regular Monday interviews with visiting theatrical celebs to her routine.

And so it goes, nip and tuck, neck and neck, and the end is not even in sight.

To give atmosphere to a recent pick-up from a Rolling Rock Hunt Club breakfast in Ligonier, Pennsylvania, KDKA costumed its 15-piece orchestra, five singers (male) and a monologist in English riding outfits. Caps, stocks, breeches, boots and flame-red coats. Albert, the Poo-Bah head of the sepia sector, was taken from his regular duties and made into a wardrobe mistress temporarily. Said regular duties being those of thirteenth vice-president in charge of chair distribution.

Jimmy and Ann McConnell, formerly of KDKA Artist Service, have gone to Kansas City. Ed Callahan, formerly of local sales, has taken over the Artist Service Bureau.

It was one of those between-standby periods in the KDKA announcers' room and Little Jackie Heller breezed in. He was to be a guest on a program that evening and was around shaking hands.

"You know what a fellow just said to me?" Jackie asked. No one did. "Well he said if I ever kidnapped myself I'd be arrested for petit larceny. Imagine that!"

Janet Ross, director of the KDKA Style and Shopping programs, has been given an additional assignment. All because she made such a success of the sidewalk interviews when she was pinch-hitting for Lynn Morrow and Ed Schaughency during vacations this summer.

Incidentally, Janet is working regularly with Schaughency on those "What-Do-You-Know?" programs now. But the new one will be a series of studio interviews with celebrities visiting in Pittsburgh.

NBC WASHINGTON

by Marian P. Gale

Personnel Changes

Following a series of personnel transfers it's hard to tell just who is working for whom these days. We note many new faces too. For one, Marian Smith of Utah reports daily to the Auditing Department here in the "Trans-Lux Tabernacle." . . . There are two neophytes also on the announcing staff. . . . George Gunn from the University of Florida's station WRUF, and Dorian St. George from WLVA at Lynchburg, Virginia. Gunn took Hugh McIlreavey's place after "Red River Mac" joined the New York NBC announcing staff. St. George who replaces Ted Kimball was at one time a member of the Radio City NBC guide staff. . . . Kimball has taken on the responsibilities of an Assistant Manager at Station KDYL in Salt Lake City.

While we're on the subject of people getting ahead . . . Hazel Smith, who has been juggling the WRC-WMAL Traffic sheets trying to please both the Commercial and Program Departments for the past three or four years, has accepted another position outside of NBC. "Smithy" goes to work as office manager for a local radio attorney in a few weeks.

We doff our hats to Gladys Murphy and Marge Brown for doing such a swell job making all the arrangements for that surprise farewell luncheon we gave "Smithy." Bess Dees of the Program Department will step into Mrs. Smith's work.

The Commercial Department is getting ready to welcome a newcomer . . . Helen M. Stewart, formerly supervisor of Radio Production for the Henry Kaufman Advertising Agency here, joins the Sales force October 25. Miss Stewart comes to NBC with a background of experience in the radio advertising field. She was formerly with Stations WCAO, and WFBR in Baltimore, coming to Washington to join the Kaufman Agency in 1933. . . .

Vic Kissel leaves the Sales Department and will be secretary to Assistant Manager Carleton Smith as soon as she gets entirely well from appendectomy trouble. . . . That covers all our recent personnel changes.

Spot News

We didn't attend the announcer's pep meeting the other day in Carleton Smith's office, but we understand a lot of good-will came from it . . . Announcer John Hurley, who recently passed the District Bar exam

(Continued on Next Page)

NBC TRANSMITTER

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

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NBC Handbook Being Made for Announcers

NBC will soon publish an announcers' handbook which will be compiled by a committee headed by Dr. William Allen Neilson, president of Smith College and international authority on the English language.

The publication, entitled "Broadcast Speech — NBC's Handbook for Announcers and Speakers," has been a matter of research for some time. The preliminary study already has taken several years due to problems arising from the vastness of the United States and the resultant regional variations of enunciation, pronunciation, usage, etc.

The National Broadcasting Company's aim in preparing the book will be not only to make it of prime use to announcers, but also to all kinds of persons who from time to time speak over the air and to the general public.

NBC Washington

(Continued from page 7)

still carries his law books around with him cramming for more exams . . . one more year and he'll finish his law course . . . In order to avoid spreading his cold to other announcers Gordon Hittenmark inaugurated a new method to prevent colds . . . He placed mentholated handkerchiefs over the microphones he used.

Don't miss the NBC Engineers' Dance at the Hotel Ambassador, November 19. Read the notice on page 6.



"She says she don't give a hoot—she's tired of getting only Mickey Mouses on her electric stove."

WANTED

Members of the NBC staff in Radio City who are interested in taking part in a radio program featuring amateur talent in the Company. We want to produce an all-company program to be written, directed and acted by NBC employees from all departments.

If you can sing, act, announce, write gags and continuity, play an instrument, do imitations, tap dance, do sound effects or anything else which could be used to produce the best program ever to be presented on the NBC networks by NBC employees, please write your name, department, nature of talent you have to offer, and previous experience on a piece of paper and send it to the—

NBC TRANSMITTER
Room 284

Auditions will be given as soon as the names of all those interested in taking part in the NBC program are received. Watch the NBC TRANSMITTER and your mail for the dates of the auditions.

NAMES IN THE NEWS

(Continued from page 5)

of that office and will be assisted by Miss Helen W. Wildermuth.

Donald Tenzi has resigned from the night staff of the Stenographic Section to accept a position with the Metropolitan Museum of New York.

Frank Wilson, scriptwriter, resigned October 15 to accept a position in the radio department of the Lord and Thomas agency in New York. Mr. Wilson joined NBC shortly after the Company moved into its present headquarters in Rockefeller Center.

Marriages:

W. H. Glasscock, engineer, was married to Miss Charlotte Gardner of Greenfield, Tennessee, at the Little Church Around the Corner on the afternoon of September 23. Best man was Engineer Edgar P. Kampf of the Master Control Room. The wedding, attended by several NBCites, was followed by a reception at Mr. Glasscock's apartment in New York City.

The newlyweds went on a brief honeymoon trip to Pennsylvania and are now residing in the city.

George Burbach of Traffic Sales will be married on November 25 to Miss Natalie Clemens of Hartford, Connecticut, at the Little Church Around the Corner. Miss Clemens is a graduate of Vassar College; Mr. Burbach of the University of Missouri.

Stork News:

Warren K. Eydelers of Accounting became the father of a seven-and-a-half-pound baby, Judith, on October 14. Reports are that Judith and Mrs. Eydelers are doing very well.

"Have a cigar," said Max Bauman of Accounting on October 30, "I am now the proud papa of one Stephen Michael Bauman who arrived yesterday with seven pounds of baggage."

He also reported that Mrs. Bauman and the newcomer are very well.

Returns:

Miss Virginia Black is back at her desk in Sales after a long absence caused by a back injury. She was thrown from a horse in West Orange, New Jersey, on September 9, and spent the next five weeks in two hospitals under the care of three doctors.

Easton C. Woolley, who was a member of the Station Relations Department from 1933 to 1936, has rejoined the department. Mr. Woolley first came to NBC in 1931. In 1933 he became a contact man in Station Relations, a position he held until his resignation in September, 1936, to go with Station WWJ in Detroit.

Miscellaneous:

Giulio Marconi has returned from his trip to Italy following the death of his father, Guglielmo Marconi, to resume his radio apprenticeship with NBC and RCA.

Young Marconi first came to America last April to complete an already extensive apprenticeship in radio broadcasting. He started his radio career with the Marconi International Marine Company in England after having served three years in the Royal Italian Navy.

Little do NBCites realize some of the fine talent which is latent in their ranks; and when such talent is discovered, it is with pride that we claim that talent for our very own. Such is the case with vivacious Mary Leard of Traffic.

Miss Leard, contralto, gave a song recital at the MacDowell Club, 166 East 73rd Street, New York City, on Friday evening, October 15. She was accompanied at the piano by her teacher, Zoe Enbaeff.

The program, which included eighteen selections, was divided into five sections and included numbers from the works of Schubert, Brahms, Strauss, Bizet, Saint-Saens, Rachmaninoff, Cadman, and others.

Miss Leard was formerly a student at the American Conservatory in Paris.

Dr. James Rowland Angell, former president of Yale University, who joined the Company in September as educational counselor, sailed for Europe on October 6 to study the methods by which radio is used for educational purposes in various leading European Countries. He is expected to return to his office in Radio City next month.

James McCarthy, Guest Relations, recently passed a New York State examination for a first class radio operator's license with a mark of 89.9. Mac has been attending the evening classes at the Pratt Institute for the past five years while

working in various positions of the uniformed staff.

Thomas H. Belviso, manager of the Music Division in New York, went to Hollywood last week to assist in the organization of the NBC music department and library in that city. He expects to be there about a month.

Miss Diana Miller, formerly with our Promotion Division, October 15, is now with the Sales Department of Station WNEW in New York City.

C. H. Ruff, recently of our Statistical Department, has joined Outdoor Advertising, Inc., as a draftsman.

Miss Mildred Joy, who left NBC last month, is now working in the New York Public Library. Miss Joy was in our General Library for several years.

Robert Burholt and Arthur Forrest, both formerly of the Statistical Department, are now with the Associated Hospital Service and the Mutual Broadcasting System, respectively.

George Humphrey, former NBC page, was seen ushering at the Roxy Theatre.

Miss Dorothy Wallace, former NBC stenographer, is now working for Fred Noonan, free lance scriptwriter.

Norton R. Schonfeld, one-time page and member of the Cost Accounting Department which has been abolished, reports that he is now a Sports Reporter for the *Daily Reporter* in White Plains, N. Y.

Max Armstrong, also a former page and member of Cost Accounting, has joined J. J. Newberry Company, where he is being trained for an executive position as branch manager.

Charles McCurdy, formerly of Statistical, whose photographs won several prizes in the Photo Contest of the NBC TRANSMITTER, is now doing free-lance work as a commercial artist.

Karl Fischl, ex-member of the Duplicating Section, has taken a position with the Compton Advertising Agency, and Michael Cozzi, who recently left NBC's Mail Room, has gone into the tailoring business.

Miss Clara Malia, former NBC stenographer, is reported to be with the American Tobacco Company, as secretary to an executive.

(Continued on page 11)



MARY LEARD

KNOW YOUR COMPANY

No. 10 — SOUND EFFECTS

Tucked away in the vastness of NBC's Radio City studios is Room 577. A stranger wandering in to it probably would be startled out of his wits, for all about he would see queer-looking gadgets and contraptions, many of them suggestive of the of-things-to-come twenty-fifth century school of "thrillers." He would be further confused by conversation along the following lines, "Shove the rainstorm over there in the corner, Ed, and hang the army on a rack. Put the fire on the shelf with the snow."

And, as if this weren't enough, one of the young men moving among Tom Swiftian machines might begin barking, run through imitations of barnyard animals, with the mating call of a love-sick clam named Herman thrown in for good measure.

If the pop-eyed visitor overcomes his impulse to flee and remains to investigate, he will learn that Room 577 is the laboratory of the Radio City Sound Effects Division. A huge collection of noise-making devices has been collected here to create the various sounds necessary for the many programs produced over NBC networks.

When radio came into being years ago, it was noticeable that the first plays presented over the air did not seem to "click." The technique of writing for radio was new to writers. They failed to recognize the importance of background. They didn't realize that they were attempting to produce a dramatization on an "empty stage." That stage was the imagination of the radio audience.

It looked for a time as though radio drama might be doomed. Then the authors of radio plays began to construct, through the medium of sound, the necessary "scenery" that

the listener might set up in his mind as the background of the plays.

Headed by alert N. Ray Kelly, a staff of twenty-two technicians supplies the "sound scenery" for NBC programs. It isn't always an easy task. Radio listeners demand reality.

A cow mooing must sound like a cow and a train pulling into a station must sound just like that. Whenever possible the equipment that causes the sound in every-day life is used to produce the sound in radio. In the studios you often see doors on portable frames, real telephones, real kitchen utensils, etc. Many "real-life" sounds are recorded. To this end, the Sound Effects Division has a library containing thousands of recordings. As an example of the care that is taken to insure realistic effects, there are several dozen recordings of trains alone. There are records of trains passing over trestles, through tunnels; one was made underneath a box-car, capturing the sounds that a hobo would hear as he "rode the rods."

But so sharp are the "ears" of the microphone that in many instances the actual sound cannot be used. It sounds unreal when magnified to the degree that the microphone "boosts" all sounds. It is here that the ingenuity of the sound effect technician is called upon. One such case was

the crackling of underbush. Snapping actual things in front of the microphone sounded like rifle shots, so some substitute had to be found. The technicians got together, experimented with this effect and that, and today the laboratory boasts of the wildest assortment of underbrush and tangled vines to be found anywhere—a whiskbroom!

To look at the present-day staff and its equipment one would little think that seven years ago it consisted of only one man and a part-time helper. In that time it has developed from a more or less slapstick affair to the precise profession that it is today. Nowadays men desiring to enter sound effects must undergo a course of training comparable to that of the other professional branches of radio. Like the announcing and engineering divisions, the Sound Effects Division has drawn its apprentices from the ranks of the NBC page, guide, and set-up staffs.

Chief Soundman N. Ray Kelly says that most people think in terms of what they see and not what they hear. "If I were to say to you, 'Imagine a house on fire,' you wouldn't think of how the house LOOKED as it burned, wouldn't you?" he said. "To be a sound technician you must train yourself to think of how it SOUNDS in flames. That, probably, is the most important part of the training apprentices undergo, that

is, training themselves to think in terms of auditory perceptions rather than visual, as the average person does. And, too, the sound technician must be ingenious. He must be able to invent a sound effect to suggest some action or location, upon short notice."

If you possess the foregoing abilities and if sound effect work sounds interesting to you, we suggest a conference with N. Ray Kelly, because to us it is one of the most fascinating jobs that radio has to offer.



On the radio the villain pours himself a drink but in the studio it's Soundman Ray Kelly, left, who produces the sound for the microphone by merely pouring water from a bottle into a tumbler. He is wearing headphones in order to hear the sounds over the wire and be able to blend them with the other parts or action of the play. To the right, Clement Walter stands before a turntable, ready to produce recorded sound effects. Next to the turntable is a wicker basket to make the sounds of creaks and groans of a wooden structure—like a barn swaying in the storm. At the left is a portable door. On the table before Kelly is a rack of loosely strung wooden pegs to produce the sound of marching feet.

2,000,000th NBC TOUR BREAKS WEDDING SECRET

(Continued from page 1)

a little upset and we'd like to think a minute."

Mr. Martin looked at Mr. Thurman and Mr. Thurman looked at Mr. Martin.

"Yes, indeed," said Mr. Martin, leading the way to his office. And there the truth came out. The couple had been married for six months but had kept it a secret from everyone and, being quite upset, could not make up their minds whether they wanted to tell the world about it.

They finally decided that now it could be told. So, with a special guide they started on the trail of more surprises, including a complete tour of NBC, a trip back stage at the Radio City Music Hall, a look at New York from the top of the RCA Building and lunch in the Rainbow Grill. In the evening, they attended a dinner party in their honor at the Rainbow Grill and a supper party at the French Casino. Then they were introduced to the radio audience by Parks Johnson, of the *Vox Pop* program. The program included the music of Eddy Rogers and his orchestra, playing from the Rainbow Room.

The couple also got round trip tickets for two persons to Chicago, via TWA airlines, although they did not plan to use them since they drove to New York from Milwaukee.

Names In The News

(Continued from page 9)

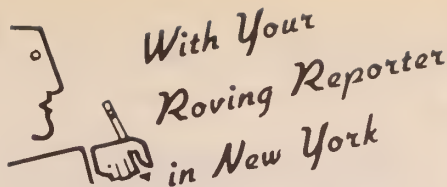
Mr. and Mrs. Lucius E. Robertson have gone to Tallahassee, Florida, the hometown of Mrs. Robertson. Mr. Robertson was with Cost Accounting and Mrs. Robertson (Miss Elizabeth Washington) was in Artists Service.

Miss Lucille Anderson, until recently with Stenographic, is now with Lawrence Gumbinner, advertising agency.

Miss Eleanor Cunningham, ex-NBC stenographer, called us up the other day from Konta, Kirchwey and Engel, lawyers, where she is now employed.

Miss Monica Crookall, stenographer, who left NBC last month, has entered the employ of Bulkley, Denton and Co.

Miss Virginia Beers, who last month ended an eleven-year period with NBC, is now in the employ of Campbell Soup Company, in Philadelphia.



Audience Mailers often laugh at boners from fan mail writers but right now the laugh is on the young lady in Audience Mail who found herself rushing to Radio City in her house slippers. . . . And then there was the Labor Day sightseer who wanted to know if the complete tour of Radio City and NBC included dinner at the Rainbow Room!

* * *

Here's a new one about an NBC Studio Tourist—a lady came up to the ticket booth and asked for three tickets in a thick Spanish accent. She proffered a large and elaborately decorated bill as payment but, after glancing at it, our cashier said he was sorry he couldn't take foreign money. Would she please go to the bank and exchange it for U. S. kale.

"What you mean foreign moneys?" she shouted, "This is good American dinero!"

He looked at it once more and sure enough it was one of those old large-size goldbacks for a hundred dollars.

"Well," confessed the chagrined cashier, "it's been so long since I've seen one of these it's foreign to me."

* * *

Frederica Kohl recently requested the TRANSMITTER to start a "Fourth Anniversary Chimes" feature . . . and still more recently, this column's motive-seeking sleuths reported that suspect F. K., Social Security No. 000, 086, will soon complete her fourth year with NBC.

Well, anyway, you made this column Miss Kohl.

* * *

We abhor sentimentality but we simply can't pass this one up. A kindly old lady about to take a studio tour spotted one of our Main Hall pages to whom she remarked he greatly resembled her son who had just died—and would he let her adopt him. Swallowing a lump in his throat, he squirmed out of the offer. She was from Iowa.

* * *

For hospitality shown by him to visiting members of the Board of Administration of the State of Alabama Convict Department, Mikeman Gene Hamilton was presented with an Alabama license, authorizing him to act as "Chief Radio Announcer" for the Woman's Prison at Wetumpka, Alabama. Gene says the license did not include a zebra suit.

WTAM CLEVELAND

by Bob Dailey



When Program Director Hal Metzger called in the WTAM orchestra for early morning programs in order to enliven the station's matinal fare, Maestro Stubby Gordon appeared in his nightshirt as pictured above so that he wouldn't lose any time jumping back into bed after the sunrise broadcast.

Variety is also the spice of broadcasting. So Tom Manning has learned.

During the past few weeks, WTAM's ace sports announcer, has run a heavy gauntlet of assignments without missing a stride in his pace.

If you have any doubts when we say that this fiery-haired announcer has had a busy schedule, then look at this list of recent assignments—National Soap-box Derby. National Air Races, Western Open Golf Championship Tournament, Carnival of Champions boxing fights. Ohio State football games and the World Series. These network broadcasts were in addition to his two local commercial programs. Now Manning is looking for a chance to catch his breath.

Feminine staff members of WTAM banded together last month to shower Ann Radu, former head of the Stenographic Department, with personal gifts. The party was held in the home of Edith Wheeler, Program Department secretary.

Walter Logan, WTAM musical director, brought his 1706 Stradivarius violin out of the case recently for Isador Edelman, first violinist in the Cleveland Orchestra, to play a solo.

Logan enjoyed the music so much, he asked Edelman to play the instrument on WTAM's *Tapestry of Melody* which is broadcast over the NBC-Red Network every Sunday. The instrument is valued at \$20,000.

NBC SAN FRANCISCO

by Louise Landis

Change In Staff

Mr. Gilman calls it "the rapidly changing picture in West Coast radio," which is putting it mildly, for these have been days of Hail and Farewell in San Francisco.

On October 1, L. S. Frost, assistant to Mr. Gilman, left with Mrs. Frost for New York to take part in a series of conferences concerning general Pacific Coast operations. Upon his return to California he transferred his office from San Francisco to Hollywood to continue as Mr. Gilman's assistant in that city.

Other shifts on the same date: Milton M. Samuel, formerly Red Network press representative, became manager of the San Francisco Press Department and Bob McAndrews moved from the post of assistant night program manager to Mr. Samuel's old desk. Incidentally, Milt's promotion came exactly eight years to the day since he first joined the department he now heads.

Marie Elbs (Mrs. Milton Samuel) left the Press Department for the Continuity Acceptance Department, and Nell Cleary, formerly of Continuity Acceptance, ex-



"DOLL HOUSE" TRANSMITTER

No wonder little Dorothy Saxton, daughter of NBC Western Division Engineer A. H. Saxton is so much interested in the interior of this new type transmitter, just added to the NBC field equipment in San Francisco. Weighing but seven pounds six ounces it looks like a doll house, and can be carried anywhere by a roving announcer whose words will be short-waved to a relay spot. Complete with tubes, battery, volume control and four tiny microphones set behind grill on cover, it is a miniature broadcasting station in itself, comprising every item of a big transmitter and broadcasting on .15 watts.

The engineers in New York who designed these miniature radio stations call them "Beer Mug" transmitters because of the handles on their sides.



MILTON SAMUEL

Manager of San Francisco Press Dept.

changed places with her, taking over Miss Elb's Blue Network press duties.

Lee Strahorn, also of Press, said goodbye to it on that date, to join the Production Division, with Jack Meakin's *Bughouse Rhythm* as one of his first assignments — at Maestro Meakin's request. Richard Bertrandias, formerly of the Oakland *Post-Enquirer*, succeeds Mr. Strahorn.

Charles Flesher of Production has resigned to enter agency production work in Hollywood, and Glen Dolberg, formerly program manager of KFI-KECA, replaces him. David Elton, formerly producer of the *Woman's Magazine of the Air*, goes to Hollywood to join the production staff there, and Fred Hegelund replaces him on the *Magazine* job.

William B. Ryan of the San Francisco Sales Department has been appointed to succeed Harry F. Anderson as sales manager. Mr. Anderson resigned from NBC and sailed for Hawaii on October 15 to become business manager of the *Honolulu Advertiser*, owner of KGU, NBC affiliate.

Love and Pact

It's love again! Ruth Vetter of Audience Mail has added "Young" to her name. She and William Young of the Telephone Company were married in Yuma, Arizona, on August 30, and kept their new status a secret for almost a month.

To celebrate the event, the girls of Audience Mail gathered at the home of their chief, Wanda Woodward, and surprised Ruth with a luncheon and shower. Lillian Hillberg, whose engagement followed Ruth's by twenty-four hours last July, announced at the luncheon that she and Edwin Carlson will be married on Christmas Day.

Incidentally, time may separate the members of the friendly little group that handles NBC fan mail in San Francisco, but it can't do so permanently. At the bridal shower they signed the following document:

"Know Ye by All These Presents:

"We the undersigned do agree that on October 1, 1947 we shall meet at what is now known as the Palace Hotel, located at Market and New Montgomery Streets in San Francisco, California, at the appointed time of twelve o'clock noon Pacific Standard Time.

(Signed) Sylvia Jalbert

Lillian Hillberg

Reola Jamison

Wanda Woodward

Ruth Young

Flash — Flash!

Don't be surprised if you see Larry Allen pull a big, ripe tomato, a squash or a cucumber out of his pocket any time now . . . he raises vegetables in the patio of his metropolitan apartment, just a stone's throw from the financial district. . . . NBC is just chock-full of talent . . . Mae Chinn, diminutive Chinese maiden who flits through offices and corridors so noiselessly, keeping ash-trays bright and clean, shakes a mean ankle as a chorine . . . you should have seen her in the benefit performance sponsored by Dr. Margaret Chung, famous San Francisco physician, for her countrymen in Shanghai . . . NBC folk who attended say Mae was the hit of the show.



You can take the boy out of the country but you can't take the country out of the boy, as witness the patio, all of six feet wide, which Larry Allen of the San Francisco Sales Department has transformed into a vegetable garden. The Allens grow their own tomatoes, cucumbers, squash and spinach . . . although Miss Mary Allen, who is helping her Dad pick tomatoes, is willing to forget the spinach. The apartment patio and its garden are within a stone's throw of San Francisco's financial district.

NBC Tennis Team Beats Columbia Pictures

Unbeaten in all its previous matches the NBC Tennis Team completed a thoroughly victorious season by defeating the Columbia Pictures netmen by a score of 6-1 at the Jackson Heights Tennis Courts on October 2.

Paul Rittenhouse and Joe Merkle of NBC Guest Relations displayed stellar playing in routing their opponents in straight sets. Ed Kahn, also of Guest Relations, showed himself to be an "iron man," as well as an intrepid player. He beat his rival by playing forty-eight games. Only one match was lost that day, a doubles encounter.

The racketeers from Radio City thoroughly outclassed all their opponents this year. Superior technique was obvious in every case, for in no match did NBC drop more than two points.

The following are the individual scores of the Columbia Pictures match:

Joe Merkle, NBC, beat Kerner, 6-2, 6-1.

Paul Rittenhouse, NBC, overcame Ted Ashton, 6-2, 6-2.

Lew Hathaway, NBC, bested Stan Kusel, 6-8, 6-2, 6-2.

Serge de Somov, NBC, beat Leo Lerner, 3-6, 6-1, 6-2.

Ed Kahn, NBC, won from Rice, 7-5, 7-9, 11-9.

Kerner and Ashton, Columbia, beat Faillace and de Raismes, 6-3, 6-3.

De Somov and Hathaway, NBC, beat Lerner and Rice, 6-3, 6-2.

Horseback Riding

The Horseback Riding Committee of the NBC Athletic Association recently announced its fall schedule which provides horses for members of the New York staff at four different localities.

The Long Island group of riders meet every Sunday morning at eight o'clock at Wallace's Riding Academy, 192nd Street and Keno Avenue, Hollis, Long Island. Miss Selma Wickers of the Program Department is in charge of this group.

The Manhattan group, headed by Miss Anita Barnard, rides in Central Park on Friday evenings. The members meet at Aylward's Riding Academy, 32 West 67th Street, New York City, at 6 P.M.

A. A. members who prefer more space and a more "woody" ride go to New Jersey, where the group meets at Oliver Stable on Closter Dock Road in Oliver on Saturday afternoons at two o'clock, and Sunday mornings at eight. This contingent of NBC equestrians, who sometimes have late afternoon rides followed by a picnic, is headed by David Van Houten of General Service.

NBC CHICAGO

by William E. Lawrence

Many moving pictures have been borrowed to make radio programs, but few radio broadcasts have been made the subject and material of moving pictures.

Production Director Maurice Lowell's book, "Listen In," is to be the basis of a "short subject" about radio programs. Mr. Lowell will be the technical adviser of the picture.

Movies will be made of four programs: *The Hit Parade*, the *RCA Magic Key*, *The National Farm and Home Hour*, and *The National Barn Dance*, the latter to be produced by Mr. Lowell. The cameramen will shoot pictures to show how musicians, players and programs are selected in auditions, how rehearsals are conducted, how writers construct their part of the broadcast, and how, technically, a broadcast finally reaches a microphone.

Don Thompson, former production manager of WHO, Des Moines, Iowa, and Robert B. White, former production director at WOR, New York, have joined the NBC production staff.

Before joining WHO two years ago, Mr. Thompson was with WMCA, New York, as announcer. He is a native of Albia, Iowa, and a graduate of Drake University.

Mr. White is a native of Detroit, a graduate of Wayne University there, and before going to WOR, worked as actor and

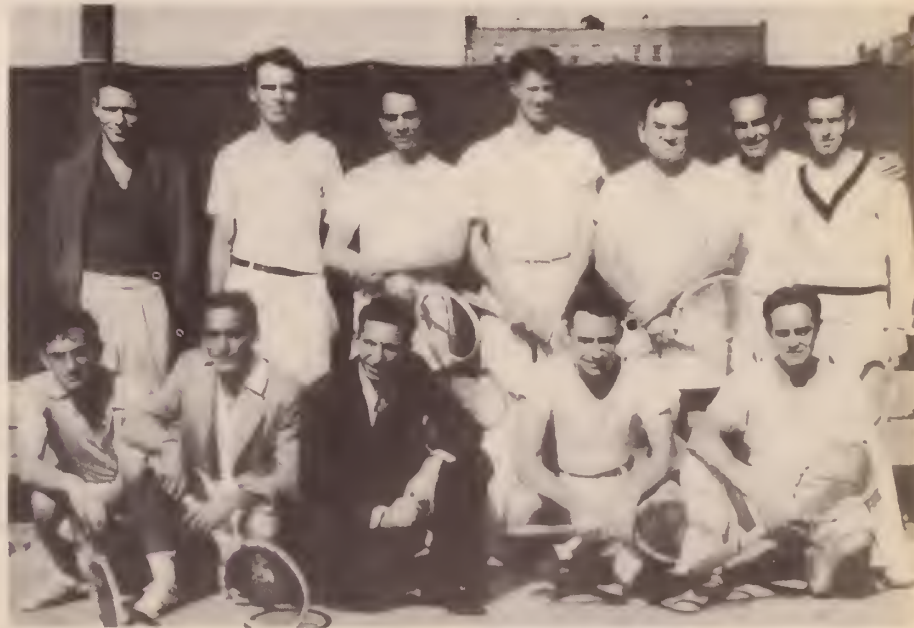
announcer at WXYZ in Detroit, and CKLW in Windsor, Ontario.

Lynn Brandt was joined in matrimony on September 28, to Janice Herrington of Rockford, Illinois, the ceremony being held in that city with Mikeman Lynn's father officiating.

Fellow-announcer Don Dowd, returning home to Chicago after the wedding, had an auto crackup. The only one being injured, however, was Don's dog, although the car was almost completely wrecked after turning over three times.

There is, we discover, something new under the sun. Veteran announcer Gene Rouse broke into radio acting as a featured entertainer on the Campana-sponsored *Vanity Fair* program, September 27. Gene's well-known falsetto-voiced character, Filbert, was the reason and to date he has had many compliments on his performance. Rouse, we understand, is to become a regular member of the program.

R. S. Peterson, assistant auditor in General Office, was spotted the other day with a box of candy in one hand and cigars in the other, with a smile on his face from ear to ear. Investigating, we found Pete had become the father of a, shall we say, 'bouncing' baby boy?



The victors and the vanquished of the tennis match between RCA Manufacturing and NBC in New York, September 26. The score was 7-2, in favor of NBC. Left to Right, front row: H. Donlevy, RCA; Dick de Raismes, NBC; L. Wolf, RCA; G. Hand, RCA; L. Perkins, RCA. Back row: W. Duffield, RCA; L. Flodman, RCA; Lew Hathaway, NBC captain; Mul Brandt, RCA; Tom Gottier, RCA; Serge de Somov, NBC; Paul Rittenhouse, NBC.



Tenth Anniversary Chimes

The NBC Transmitter salutes these members of the National Broadcasting Company who, this month, complete their tenth year of continuous service with the Company.

ROY C. WITMER



ROY C. WITMER

Once a farm boy in upstate New York, now a tall, distinguished looking man with silvering temples, Roy C. Witmer, vice president in charge of sales, completes his tenth year with NBS this month. There was a gap of several years between the time he pushed a plow and when he started selling time on the NBC networks. From the farm he went to Leland Stanford University in California, thence to banking and commerce in Los Angeles, manufacturing and industry in Massachusetts and Connecticut and, finally, radio.

After two years as an NBC salesman he was appointed assistant sales manager. Those were years of struggle in convincing business of the power and effectiveness of radio as a medium for advertising and promoting good-will. Mr. Witmer did his share of convincing so well that in 1930 he was appointed sales manager—and in 1931, the vigor and vision he had displayed in breaking ground for a national industry was recognized with his appointment to the vice presidency in charge of sales.

ROBERT V. SHARPE

To NBC on November 23, 1927, came a young man of eighteen, Robert V. Sharpe. He was tall and athletic and was made a guard of the NBC studios at 711 Fifth Avenue. Today Bob Sharpe is still with us in the Guest Relations Division as assistant day supervisor of the studio operations staff.

After his service as guard, during which period he saw to it that the valuable property which belonged to NBC stayed in NBC, Bob was advanced through various steps which included set-up work, elevator



ROBERT V. SHARPE

operator, doorman, and finally, before his present job, clerk in Studio Service.

All Bob's schooling was taken in Bayonne, N. J. While at the Bayonne High School he played on the baseball and football teams.

Today, at twenty-eight, he still looks very much the football player, is married—has been for three years—and resides in Jersey City.

LLOYD E. YODER

Horatio Alger may not have been so far off the track of realism as cynics would have us believe.

For when a broad-shouldered youth stepped up to a carbon mike inscribed "NBC" in November, 1927, and spoke his first radio speech into it, who would have guessed that within a decade he would be the headman of the organization's San Francisco offices, with two big stations included in his domain?



LLOYD E. YODER

Not Lloyd E. Yoder, anyway, for that modest young man, fresh from football fields and the triumph of All-America stardom, was picking his path in a new environment.

While at the Carnegie Institute of Technology Mr. Yoder, in addition to captaining the football team so ably that Tech astonished the whole football world by trouncing Knute Rockne's Notre Dame eleven, found time to engage in a number of other pursuits and still win scholastic honors.

Interested in radio, he was writing a column for the *Pittsburgh Press* almost as soon as he was graduated from Tech, and later he became studio manager of WCAE, the paper's affiliate station.

When NBC offered him an announcing job he packed his suitcase and came West.

Mr. Yoder's brilliant record in sports naturally made him in demand on this kind of radio fare, both then and later, when he was made Manager of the Western Press Division.

Mr. Yoder was born in Salem, Ohio. He married, almost two years ago, Bette Marino, pretty violinist who directs the *Petite Soiree* program over KYA in San Francisco.

KATHLEEN A. DUFFY

In the Accounting Department in New York we have a young lady whose job is to see that all the valuable papers of NBC are properly kept and taken care of. She is Kathleen A. Duffy, a very attractive young lady, small, with dark brown eyes and deep brunette hair, and a most charming manner withal. She joined NBC on November 2, 1927, at the old 711 Fifth Avenue studios.



KATHLEEN A. DUFFY

Miss Duffy came to NBC after one and one-half years with the National Carbon Company where she was secretary to the vice-president, which job she took after graduation from Evander Childs High School in New York.

Her work today is not of little importance. She undoubtedly is the only person in NBC who has read and knows the contents of every valuable paper of the Company for the past nine years. These papers include the leases of stations, leases of space for studios and offices, facilities contracts, artists' contracts, etc. She has to know the exact contents of these papers, which number in the thousands, for when any lease is to be renewed, it is Miss Duffy who brings it to light.

Miss Duffy has been in the Accounting Department every one of her NBC years and she has held her present position for nine years.

F. M. GREENE

This is the story of an engineer who is working in the Sales Department where his technical knowledge and counsel is needed by those who sell radio time to commercial sponsors.



F. M. GREENE

F. M. Greene became a member of the Engineering Department ten years ago. He came to NBC with an E.E. degree from Brooklyn Polytechnic and several years' experience with various electrical firms, notably, Westinghouse.

(Continued on Next Page)

ANNIVERSARY CHIMES

(Continued from page 14)

On February of the following year, he went to the Sales Traffic Division to become one of its two members. Today, he is the link between Sales and the operating departments of NBC. For example, if a member of the Sales Department sells a program spot to a sponsor, he advises Mr. Greene, who in turn, notifies all those concerned with the handling of the program in other departments.

Presidential campaigns are Mr. Greene's bugaboos, he confides, because the campaign speeches usually necessitate cancelling so many of the regularly scheduled programs. When a campaign appears on the horizon Mr. Greene digs in for a season of jangled nerves, indigestion and overtime.

Like many other NBCites, he is a commuter. Every afternoon he sprints out of NBC to catch the 5:24 for Great Neck, Long Island. There he lives quietly with his wife and two daughters, Doris, 3, and Betty, 7.

ROY H. HOLMES

Roy H. Holmes, stocky, gray-haired manager of program transmission operations of the Traffic Department, celebrates his tenth year with NBC on November 14th.



ROY H. HOLMES

When he came to NBC he was one of only four members of the Traffic Department which today has over forty employees.

Mr. Holmes prepared himself for the career he was to pursue at NBC while working with the American Telephone and Telegraph Company at 195 Broadway where he gained a thorough knowledge of wire facilities.

Looking back over the years, Mr. Holmes believes the Smith-Hoover presidential campaign in 1928 to be one of the most strenuous and exciting events in his action-packed career.

For his splendid work during that presidential campaign he received the following commendation from the Company: "... R. H. Holmes of the Traffic Department handled the heavy volume of work during the campaign past with speed, accuracy, and the highest degree of efficiency. Throughout the most active part of the campaign he carried on with the same effectiveness, notwithstanding an attack of appendicitis brought on by the nervous tension of long and arduous hours."

WGY SCHENECTADY

by Bob Wilbur

On September 23rd, the annual WGY Fall Frolic took place at White Sulphur Springs, Saratoga Lake. The feature events of the affair were the softball games. These games are veritable feuds. They are played over and over days before and after the actual contest. There were four teams: the Gracie Allens, with Manager Kolin Hager at the helm; the Mollie Magees, captained by Engineer Al Knapp; the Mary Livingstones led by Announcer Phil Brooks, and the Portland Hoffas, commanded by Announcer Howard Tupper. The Mary Livingstones came through for a decisive championship of the series after defeating everyone in sight. After the dust of the battle had cleared away and the grimy warriors had successfully recovered from the fray, dinner was served. At this occasion, C. D. Wagoner on behalf of General Electric presented a beautiful silver plaque to the transmitter engineers of WGY in recognition of their splendid operations record in 1936.

DAN CUPID has been doing a little sharpshooting in the midst of the WGY family and so we announce at this time the marriage of Albert Knapp, field engineer, to Miss Jean Johns of Scotia. Miss Madeline Nelson, secretary to Willard Purcell, chief engineer, became the bride of Walter E. Neff.

"Rad" Hall of the Production Department is recovering from the effects of a painful accident. "Rad" wrenched his leg in a fall, necessitating the use of a cane for two weeks.

Buried Treasure has been discovered on the site of the new WGY studio building. Workmen, in excavating found a bottle containing 25 dollars in Confederate bills and a silver five cent piece. This is the second finding of money since the digging began. The "Treasure" will be framed and eventually placed on the walls of the new studios.

Thirteen days in advance of the open season on grouse, one of the members of this family sought sanctuary in WGY's transmitter building at South Schenectady. The bird roosted on a 15,000 volt bus bar over the short wave transmitter of W2XAD, and not content with his perch, moved over until he was directly beneath a steel girder supporting the roof of the building. There was a flash of fire, a puff of smoke, and a few feathers remained to indicate that a partridge had there existed. The station was off the air

EXCHANGE CORNER

This classified ad section is available, free of charge, to all NBC employes. Rules: forty-five word limit; 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.

BARGAIN—1930 Ford roadster with rumble seat. New brakes and generator. Motor in A-1 condition. Tires good. \$50 cash. Apply to NBC TRANSMITTER, Room 284, Extension 220.

FOR NBC MEMBERS ONLY—The American's Town Meeting of the Air series has resumed its weekly. Tickets to these Town Meetings which are held in Town Hall, New York, every Thursday evening, from 9:30 to 10:30 are available at the NBC TRANSMITTER, Room 284, Extension 220.

FOUND—A Cara-Nome gold compact on the golf course of the Seawane Country Club during the last NBC outing. Write to the Manager, Seawane Country Club, Seawane, New York.

LOST—Gold Tiffany wrist watch and bracelet bearing the initials R.E.T., in the men's washroom on the second floor, RCA Building, Friday afternoon, October 15. Finder will receive generous reward if he returns it to Reginald E. Thomas, Electrical Transcription Service, Room 262.

FOR YOU—A new bulletin board has been installed outside the Personnel Office in New York, Room 308. Make a habit of looking at it occasionally. It contains news and information of interest to YOU.

one second, perhaps in silent tribute to the bird.

Mrs. Caroline Osan, secretary to Kolin Hager, manager of WGY, has been doing some short-waving with Station VK2ME in Sydney, Australia. Mrs. Osan is president of the Schenectady Business and Professional Women's Club and Saturday, September 25th, 25 of the members, through the facilities of W2XAF, presented a program at 7:00 a.m. for the benefit of the Australian Federation of Business and Professional Women's Clubs. The Schenectady speaker of the day was Miss Earlene White of Washington, postmaster of Senate and President of the National Federation. Madame Marita spoke for the Australian delegation and the subject of both speakers was world peace. Following the talks, Mrs. Osan and the Australian announcer engaged in a two way conversation. It was 8:15 a.m., EDST at the close of the broadcast in Schenectady and 10:15 p.m. of the same day in Sydney.

WINNERS IN THIS MONTH'S PHOTO CONTEST



"CAPTAINS COURAGEOUS"

Wins this month's first prize—two tickets to any theatre in New York. Submitted by Murry Harris of Continuity Acceptance in New York.



"LOWER BROADWAY"

Judges Ray Lee Jackson and Sydney Desfor, NBC photographer awarded the second prize—two passes to the RADIO CITY MUSIC HALL—to Engineer Dewey Sturgell who snapped the excellent picture above.



These two bottom pictures received Honorable Mention. The one to the right titled, "TARZAN" was submitted by Eva Boudreau of First Aid, N. Y. "LEE BOW," left, is the work of Herman M. Gurin, a familiar name on this page. Mr. Gurin is with the air conditioning staff in Radio City.

