

NBC TRANSMITTER

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NO. 15



LENOX RILEY LOHR
President of NBC

*Greetings
from
Major Lohr*

*T*HIS holiday season marks the second anniversary of my association with the National Broadcasting Company. During these two years, I have become deeply aware of the loyalty, the cooperation, and the resourcefulness of my fellow staff members in behalf of the company. I want to take this opportunity to express my keen appreciation of your efforts, and my best wishes for every NBC family for Christmas and the New Year.

LR Lohr

LEGAL DEPARTMENT FOR NBC CHICAGO



JOSEPH A. McDONALD

Judge A. L. Ashby, vice-president and general counsel, recently announced the appointment of Joseph A. McDonald of the Legal Department in New York to the Chicago office of NBC to handle the legal work of the Central Division. The appointment followed the completion of arrangements with Niles Trammell, vice-president in charge of the Central Division, for an NBC legal contact in Chicago.

The desirability of a legal representative in the Chicago office to facilitate the disposition of legal questions arising within and involving the Central Division has long been felt by Judge Ashby.

Mr. McDonald, who assumed his duties in the Merchandise Mart Building in Chicago on November 15, has been associated with the National Broadcasting Company since the latter part of 1931 when he left the law firm of Hunt, Hill & Betts, New York, to join the NBC Legal Department.

Mr. McDonald has had a somewhat varied and enviable career. He is a graduate of Webb Institute of Naval Architecture, from which he was graduated with highest honors. On completion of his studies at Webb he matriculated at Fordham University Law School, receiving his law degree in 1928. Later he obtained a Master of Laws degree from New York University.

NBCites who have come in contact with Mr. McDonald while in the New York office have found him to be an unassuming, all-around "swell guy," always ready, willing and able to help the other fellow. It is inevitable that the loss of the New York office will, in turn, be the great gain of the Chicago office.

HANSON, HEDGES, WOODS NAMED VICE-PRESIDENTS

President Lenox R. Lohr has announced that O. B. Hanson, William S. Hedges and Mark Woods, all departmental heads, had been made vice-presidents at the regular monthly meeting of the NBC board of directors at Radio City on November 26.

Each of the three new vice-presidents is a veteran in radio broadcasting, associated with one or another of the pioneer stations before the days of national networks. Mr. Hanson and Mr. Woods have both held executive posts in NBC since its formation in 1926. Mr. Hedges, after a career as station manager that began in 1922, joined the company in 1931. Each has a national reputation in his respective field.

O. B. Hanson

O. B. Hanson, who becomes vice-president and chief engineer, began as an amateur in radio in 1912. The son of an English textile manufacturer who later transferred his business to the United States, Mr. Hanson was educated in both English and American schools. His interests in technical subjects brought him into the radio field early as a student at the Marconi School in New York. During the World War he shipped as a licensed operator until his ship was torpedoed. He then joined the Marconi Company in America and rose to the position of chief testing engineer.

When broadcasting began on a small scale, Mr. Hanson cast his lot with the infant industry at station WAAM, Newark, where he installed equipment, developed programs and was in charge of operation. In 1922 he took a position as assistant to plant engineer at station WEAJ, now the key station of the Red Network. Four years later, when NBC was organized, Mr. Hanson became manager of technical operation and engineering, continuing with that title until 1934 when he was made chief engineer.

Today, as one of the "men behind the microphone," Mr. Hanson has an enviable reputation among men within the industry. Much of the technical progress of radio is due directly to his energy and ingenuity. He designed the original broadcasting control system now used in all NBC studios, planned NBC's studios in New York and Chicago, prepared the studio layout for the radio exhibit at a Century of Progress Exposition in Chicago and was responsible for the superb technical equipment used in broadcasting Metropolitan Opera performances.

(Continued on page 14)

APPOINTED WESTERN PROGRAM MANAGER



JOHN W. SWALLOW

Substantial increases in the volume of business and amount of production in the Hollywood studios of the National Broadcasting Company have made necessary the concentration of more executive manpower in that locality, according to Don E. Gilman, vice president in charge of the Western Division of NBC.

As a result, John W. Swallow, NBC studio manager, has been made program manager of the Western Division, and will make his headquarters in the film capital, Mr. Gilman announced on November 18.

Mr. Swallow, who was the first NBC employe in Hollywood, and who has developed the production of commercial programs from that point during the entire history of NBC, will spend considerable time in San Francisco and other key cities of the Western Division.

Mr. Swallow joined NBC in 1932 when he handled "Hollywood on the Air," first regular network program to originate in the film center. Prior to that, he took an active part in producing, for an advertising agency, one of the first big transcontinental commercial programs sponsored by Dodge Motors. His other activities include a period on newspapers in San Diego, where he was born and educated.

✓ ✓ ✓

Any veteran who served with American armed forces during the World War wishing to join the American Legion post in Radio City will please communicate with Al Walker of the NBC Guest Relations Division, Ext. 309.

NEW DIVISION FOR TELEVISION PROGRAMS



T. H. HUTCHINSON

The formation of a new division in the Program Department whose function will be the production of television programs was announced by John F. Royal, vice president in charge of programs, on November 16. Mr. Royal also announced the appointment of Thomas H. Hutchinson, formerly of the production staff, to head the new division, to be known as the Television Program Division.

Mr. Hutchinson, who has already assumed his new duties, has two assistants, Giulio Marconi, son of the late inventor, and John Gihon who recently resigned from his position as program manager of KDKA, Pittsburgh, to take up his new duties in Radio City.

A veteran of the theater and radio, Mr. Hutchinson has been associated with the National Broadcasting Company for several years. He first joined NBC in San Francisco as an actor and announcer. Then he became program manager of the NBC Pacific Division. In 1932 he left NBC to play the part of Billy Batchelor in the radio serial of the same name and was associated with the agency that handled the show, McKee, Albright & Ivey, Inc., until 1935 when he returned to NBC as a director in the Radio City staff.

Mr. Hutchinson inherited his love of the theater from his father, an attorney whose avocation was the theater. As a high school student in Berkeley, California, he used to cut classes to act in a local theater. At twenty-three he was director of the Bishop Playhouse and later of the Fulton Theater. Then followed years of trouping and stock.

He has also written several plays that have been produced in New York. One of them, "Out of the Night," was such a success he decided to retire from the theater on its earnings. He married his boyhood sweetheart and went into the brokerage business in San Francisco. But the call of the show business was too strong and in 1928 he joined NBC.

Mr. Gihon also started his career with NBC in San Francisco where he was continuity editor before he was transferred to Pittsburgh to become program manager of KDKA in July, 1933. Recognized for the many brilliant productions which he directed at KDKA, Mr. Gihon is also an accomplished actor.

Two Canadian Stations Join NBC Networks

Two major Canadian radio stations, CBM and CBF, in Montreal, Province of Quebec, largest population center of the Dominion, became affiliated with the National Broadcasting Company on Sunday, November 14. These two additions make the total number of broadcasting stations affiliated with NBC 142.

The association of these two stations, together with CFCF, already an NBC affiliate in Montreal, will make available complete NBC service to both the French and English-speaking Canadians of Quebec.

The outstanding programs of both the NBC-Blue and the NBC-Red Networks will be heard throughout the Montreal area under the new arrangement. CBM, carrying programs of the Red Network, and CFCF, carrying programs of the Blue Network, broadcast in English. The French-speaking population is served by CBF, a new high-powered French-language station, which is available to either the NBC-Red or the NBC-Blue Network, and which may be used in combination with either CBM or CFCF.

Another NBC affiliate, CRCT, will within the next few weeks change its call letters to CBL and increase its power from 5,000 to 50,000 watts. CRCT is supplementary to either the Red or the Blue Network.

Station CBM, at Montreal, is owned by the Canadian Broadcasting Corporation. It operates full time on a clear-channel frequency of 1050 kilocycles with a power of 5,000 watts. Until recently, the station was operated under the call letters of CRCM on a frequency of 910 kilocycles.

CBF, operated by the Canadian Broadcasting Corporation, is a new station which went on the air officially for the first time on November 14. It has a frequency of 910 kilocycles and a power of 50,000 watts, and is exclusively a French-language station.

An affiliate of NBC since January, 1931, CFCF is owned by Canadian Marconi Company, Ltd. It was established in 1919 and now operates full time on a clear-channel frequency of 600 kilocycles with a power of 500 watts.

Young Marconi, who has been associated with NBC since last April, though only twenty-seven years old, has already had many years of experience in radio. Before coming to this country, he was associated with the Marconi International Marine Company and the aircraft department of the Marconi Wireless Telegraph Company in England.

ANOTHER SAN FRANCISCO EXECUTIVE TO HOLLYWOOD



L. S. FROST

Increased executive responsibilities in the NBC studios in Hollywood have resulted in the transfer of L. S. Frost from San Francisco to Hollywood as executive assistant to the vice president in charge of the Western Division of NBC, Don E. Gilman.

Mr. Frost has already taken up his new duties, and, although his responsibilities will be centered chiefly in Hollywood, he will spend considerable time in other key cities of the Western Division.

Mr. Frost's forward strides since joining NBC in 1930 reveal an interesting story of success in radio. He started with NBC in April, 1930, in charge of program traffic. In December, 1931, he was named assistant production manager; in May, 1932, he was promoted to the post of production manager.

In October, 1932, Mr. Frost was named Western Program Manager, and in July, 1936, Mr. Gilman named him as his assistant—the second highest position in NBC's Western Division.

Mr. Frost has recently returned from New York where he spent a month studying various phases of NBC operations, including the coordinating of departments, as well as the operating methods of each.

The increasing volume of transcontinental programs from Hollywood, and the importance of closer coordination between the New York and Hollywood offices brought about the transfer of Mr. Frost, Mr. Gilman pointed out.

Artists Service Wins Publicity Award

The Artists Service Department was cited with a Certificate of Award given by the American Institute of Graphic Arts in their annual exhibition of commercial printing.

The promotion piece that received the award was a folder showing a complete listing of NBC managed artists. Edward de Salisbury, Artists Service sales promotion manager, designed the brochure and Edythe de Takacs, his assistant, executed the art work.

Other examples of the advertising work of these two NBCites have also been shown in both the Art Directors' and Direct Mail Shows held annually in key cities.

NAMES IN THE NEWS

NEW YORK

Newcomers:

Edward D. Padgett, who first learned about radio production as a member of the University of Oklahoma's radio players, is a new member of our sound effects staff. Last year he was with WOR as a soundman. Mr. Padgett has also had experience in other fields. He spent two years with the Sun Oil Company in Marcus Hook, Pennsylvania, and previous to NBC he worked in a brokerage firm in Wall Street. He received his college education at the University of Pennsylvania.

The following men have joined the uniformed staff of the Guest Relations Division during the past month: James I. Mitchell, Herbert A. Boas, W. Banks Tobey, Paul D. Dilley, Thomas B. Campbell, Ward Glover Smith, William Van Gundy, Robert E. Eastman, Arthur E. Oppenheimer, Samuel Webb Tilton and Samuel Massingill.

Transfers:

John Wagenman has been transferred from the Mail and Messenger Section to the tabulating room of the Statistical Department. Previous to his Mail Room hitch, Mr. Wagenman was on the page staff.

Charles S. Plummer, formerly of the Guest Relations staff, is now a receptionist in the office section, replacing Jack Reynolds who was transferred to the Duplicating Section.

Robert E. Dennison, Princeton '37, who joined the page staff last July, has been transferred from Guest Relations to the Program Department to fill the post of receptionist vacated by John Philip Sousa, 3rd, who resigned last month (see Resignations).

Stork News:

Salvatore Salanitro of Telegraph paced up and down a narrow corridor on November 2. It was election day but Mr. Salanitro was not worrying as to who was going to be elected mayor of New York City. He was waiting outside a little white door in a maternity ward and he wanted to know whether it was a boy or a girl. It was a girl, pretty and healthy.

When A. T. Williams, Engineering, rushed out of Radio City last November

18 headed for Pittsburgh, he had good reason for the hasty trip. He was on his way to see his first offspring, a little girl weighing eight pounds and four ounces, who will be named Margaret Carson.

Marriages:

James Goode of the Guest Relations office staff was married to Miss Florence Zolnier at St. Anselm's Chapel in Brooklyn on Saturday afternoon, December 4th. The wedding, a small and informal affair, was followed by a reception at the Pennsylvania Hotel. Following their honeymoon trip to the Shenandoah Valley, Mr. and Mrs. Goode will reside at Ridge Boulevard and 74th Street, Brooklyn.

Resignations:

Thomas Delaney resigned from the uniformed staff, November 15, to go West to enroll at the University of Utah's School of Mining and Engineering.

William S. Robotham, office receptionist, resigned from the Company last month to go with a scientific expedition to the Amazon River and other points in South America. He will go as a member of the crew of the *White Bird* which will carry the expedition to over a hundred ports before it returns to New York in a year or two.

Headed by one-time Bengal Lancer Captain Robert Muir, the expedition will serve many scientific purposes, among them being the collection of crustacea for the Smithsonian Institute and the taking of soundings at the Straits of Magellan for the U. S. Navy.

Bill attracted the attention of Captain



ENID BEAUPRE of the Promotion Division as she appeared in native costume at the Welsh Concert in Carnegie Hall on November 19 which was widely acclaimed by the critics. Miss Beaupre sang with the Welsh Women's Chorus of New York.

Muir while the latter was waiting for an appointment with an NBC official at the reception desk on the fourth floor. During their conversation Bill expressed his desire to go on the expedition, and Captain Muir offered him a job on his boat.

James Flood resigned from the page force on November 7 to go with the Biow Company, Inc., advertising agency, which handles several commercial programs on NBC.

John Philip Sousa, 3rd, grandson of the late bandmaster who joined NBC last July, resigned from the Company last month to form his own dance orchestra. Before leaving for Palm Beach, Florida, where his orchestra will have its debut at the swank Whitehall Hotel, young Sousa made an appearance on an NBC program as guest conductor.

During his few months with NBC, Mr. Sousa worked in the Mail Room as a messenger and the Program Department as receptionist.

Sick List:

Announcer Neel Enslen is convalescing at the Knickerbocker Hospital, following serious illness during which he received blood transfusions from two NBCites, George Olenslager, guide, and Charles Range, soundman.

Guide Ray Wall is home ill at Mountain View, New Jersey.

F. S. Reynolds, chief draftsman, who has been ill with pneumonia is back in his office.

Promotions:

Gerald Vernon who joined the page staff last July is now in Statistical. He is a graduate of Colgate University, class of '37.

Miscellaneous:

John Holt Baxter, assistant publicity director of Artists Service, pulled a fast one on the ultra smart directors of the New York Horse Show last month. Having been refused permission to take publicity pictures of the Three Marshalls, NBC sustaining trio who were competing in the jumping, Baxter attired himself as a stableman and went as their groom.

P. S. He got the pictures.

Walter Moore, formerly of the NBC Press Division and "Roving Reporter" for the NBC TRANSMITTER, went to Chicago last month to accept a position as director of public relations for the Northern Illinois College of Optometry.

(Continued on next page)

NAMES IN THE NEWS

(Continued from page 4)

Alwin Foster, formerly of our Statistical Department and guide staff, is now in the employ of the Joint Committee on Radio Research which is headed by another former NBCite, Paul Peter.

William Callander, who left the Company in October, is now associated with Betts and Betts Corp., electrical supplies. During his three years with NBC he served in Guest Relations and the Statistical Department.

Donald Mercer of Promotion and Ernest Clark of Guest Relations were in charge of the NBC exhibit at the Auto Show in the Grand Central Palace last month. NBC stars and programs, equipment and studio tours were publicized.

Adam J. Yung, Jr., formerly of the NBC Statistical Department, recently became a time buyer for H. M. Kieseewetter Advertising Agency.

Joseph (Scotty) Bolton of General Service recently lent his thick Scotch brogue to the Town Hall Tonight program with Walter O'Keefe before the show was switched to Hollywood and Fred Allen.

J. Vance Babb, manager of the Press Division, has returned to his office in Radio City, following a month's rest at Pinehurst, N. C.

The Christmas stocking of some member of the page, guide or mail messenger staff will be fattened by a check for twenty-five dollars from John F. Royal, vice president in charge of programs, as a prize for the best idea submitted from these staffs for a sustaining program for the NBC networks.

The contest, which ended on November 30, brought forth many suggestions from the latent geniuses of the uniformed staffs. And we've heard that several of them already have spent the prize money.

Dr. James Rowland Angell, educational counsellor, has returned from a six weeks' survey of educational activities in radio in England, Scotland, Denmark, Sweden and Norway.

Shortly after his arrival in New York Dr. Angell went to Chicago to address the second annual National Conference on Educational Broadcasting, December 1.

Joseph Littau, staff conductor, is going to Hartford, Connecticut, on December 14 to conduct a WPA symphony orchestra at Bushnell Memorial.

ALL OVER HOLLYWOOD

by Noel Corbett

(Proving that the best way to get around, is over.)

Well, I'd never been up in the air, and always figured I never would be.

Of course I had, figuratively—like the time Lloyd Yoder asked me if I wanted to work for Hal Bock in Hollywood. But up until the other day, the closest I'd ever come to riding in an airplane was once on a ten-cent loop-the-loop at Ocean Park.

I'd been in Hollywood six months, giving the gasoline sponsors a break and seeing something new just about every day, but I still hadn't got myself straight as to where was Glendale. All I knew about the place was a lot of pretty bum jokes.

So when Carl Anderson of the American Airlines, which has its airport in Glendale, came into our Press Department the other day, and I told him I'd never seen the place, he was outraged.

And when I told him I didn't even know that his planes landed there, and furthermore, hadn't even ever been up in a plane, he just shut up and glared at me, holding his breath.

When his face began to turn purple, I got scared and explained that I was new around here.

So the upshot of it all was, he made me a rough map which led me out to the airport. There stood a huge American Airliner. First thing I knew, I was climbing aboard for a courtesy flight.

Believe me, I was shaky. I felt like I did four years back when my old boss up in San Francisco, Louise Landis, assigned me the job of interviewing that very untalkative cowboy singer, Charlie Marshall.

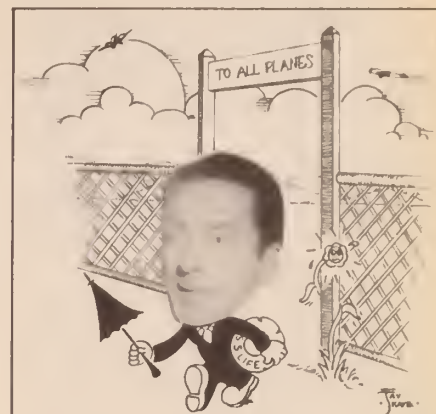
Airlines have the right idea. They keep pretty hostesses around. Maybe that's what Charlie and I needed during the interview.

The inside of the plane is all done up like a trailer. Up where they run the thing, there's hundreds of buttons and gadgets. My engineer friend Murdo MacKenzie would certainly be jealous of all those levers and knobs to twist.

They have two pilots, I suppose, just in case one wants to catch a catnap. That might be good for our engineers.

They strapped me into a seat alongside of a door which was only to be opened in case of emergency. But I decided right away if that plane started to fall, I'd go right along in it instead of jumping out. At least I'd have company on the way down.

Suddenly the plane quivered. I gulped. By the time I'd got the gulp down we



were roaring along about two hundred miles per. Just about then I was feeling something like Jack Haley looks.

When I decided to look out I knew why I'd never been able to locate Glendale. Houses and buildings below looked not unlike peanut shells under a circus grandstand.

Soon we were over Los Angeles. Folks and traffic looked like streaming lava, and just about as hot.

When we were over Hollywood and Vine, I could see the Brown Derby. That's where all the stars eat. But movie stars are old stuff to us at NBC. We pack them in like bank night, just for guest spots alone.

When I looked up we were heading toward the ocean beaches. Those beaches are swell. The trouble is, everybody knows it. Its easy to get sunburned on one side but when you roll over, you're like as not to break up somebody's picnic party.

Catalina Island out there looked like a man-hole cover does from a second story window. Its funny how folks spend all day getting seasick to visit that little island, when a plane would get them there quicker than one visit to the deck railing.

When we turned for home, the California foothills were before us. Beverly Hills and the stars' homes were below. Seemed like every backyard had a swimming pool. Far below, they looked like tiny scattered crystal mints.

I guess if the people who brag about their swimming pools could look down and see how many there are in Beverly Hills alone, they'd go back to bragging about their ancestors.

Seeing places from the air is certainly wonderful.

Folks like to kid about the size of Los Angeles and Hollywood. But they don't know one thing, and that is—the guy who laid out these cities went up in an airplane first, looked out at the four horizons and decided they'd do for city limits.

NBC HOLLYWOOD

by Noel Corbett

Since Harry Saz has been in Hollywood, he has been amazing NBCites with sound contraptions of every sort. Jack Benny's "Maxwell" was one of his brain children, and more recently, a jail door which is the real McCoy.

Nobody around here had seen anything quite like the "Maxwell." The jail door, however, didn't cause any comment.

All of which brings to mind Buddy Twiss's latest escapade.

For coverage of special events, he has travelled all over California, and sometimes at a pretty fast clip.

But they caught up with him the other day—in the heart of Hollywood. He was handed a ticket for going five miles per hour!

Martha Sherwin and Matt Barr are new members of Hal Bock's Press Department. Martha was formerly with *Radio Guide* and Matt was with the Department of Student Publications at the University of Southern California for twelve years.

Don E. Gilman and John Barrymore recently spoke before the Southern California Women's Press Club on modern technique in radio.

NBC's Vice President in charge of the Western Division, appearing jointly with the famous actor, pointed out the value of "streamlining" classics for radio in order to gain a greater audience for cultural programs.

"We would like to broadcast many classics in full," Mr. Gilman told his audience, "but the listeners would not ac-

cept them. Therefore we must use showmanship to hold the public's interest."

NBCites have their own table at the restaurant next door. Noontimes find discussions on every conceivable topic in full swing.

For a while football held the spotlight. Lately, however, the favorite seems to be wrestling, upon which Walter Baker is the indisputable authority.

Walter can explain the intricacies of Chief Little Wolf's Indian leg death grip, and unhesitatingly define the Scorpion back-flip as performed by Mexico's Thin Man, El Pulpo.

Floyd Wetteland is the proud pappy of a 7¾ pound boy. Given the handle of Robert Allen, the future dial-twister made his advent November 2.

Sid Goodwin scouted around to find somebody who knew a couple of verses of "My Country 'Tis of Thee," to use on a program. Continuity Editor Andy Love, who knows all those kinds of things, was the only one in the Hollywood studios who could help him.

Walter Bunker, assistant production manager, is justly proud of his Wire Hair and her three pups. At the recent dog show, the group copped first prize of a silver cup. The pups names are Wild Honey, Waltzer and Duchess, and the mother's Stuffed.

Tracy Moore, Sales, found a ninety-pound pumpkin on his desk the other morning. How it got there he doesn't know, but he does know it took two movers and a van to cart it home.

QUICK PIX . . .

Hyde Clayton, Guest Relations, has copped two football pools in a row. . . . He follows consensus of NBC commentators' predictions. . . . Ruby Taylor spent a week-end with her husband on location at Palm Springs where Dorothy Lamour's new

BOSTON and SPRINGFIELD

by Harry D. Goodwin

Bill Wynne, formerly of WOKO and WABY, Albany, has joined the announcing staff of WBZ. Wynne replaces Charley Nobles, now a member of the NBC force at Radio City. With the addition of Wynne, WBZ set a precedent of taking two men from the same station. Keyes Perrin, who was appointed to the WBZ and WBZ staff last July came to Boston after serving with WOKO. Keyes, 21 years old, is one of Boston's youngest radio announcers.

Malcolm L. McCormack, announcer, is the proud father of a ten-and-a-half-pound baby boy. The new arrival, Lawrence, was born on October 25 at the Richardson House in Boston. The McCormacks have one other child, Sylvia, two years old.

Doris Tirrell, staff organist, has been engaged by the Hotel Statler management to entertain dinner guests in the Palm Room on Sunday evenings. Doris opens and closes her program with an original composition of her own.

Gilbert Syme of North Quincy, Mass., is the new page boy at WBZ & WBZA. Gil is a graduate of Burdett College of Business Administration and this is his first job after receiving a diploma. Gil feels like Jack the Giant Killer when he stands alongside any member of the 'BZ staff. He stands six feet four inches and has to duck when entering some of the offices and studios.

E. J. ("Mike") Rowell, radio specialist with the Bureau of Agricultural Economics for the U. S. Dept. of Agriculture, recently dropped in to see his friends at WBZ. Mike used to keep the New England farmers informed on all things agricultural when as head of the New England Radio News Service he broadcast twice a day over WBZ & WBZA.

picture, *Jungle Romance* is being made. . . . Arnold George Maguire, producer, figured Virgil Reimers smashed enough glass panes on a recent Fred Allen show to supply windows for the new NBC building. . . . Jean Stoddard, one of the oldest Hollywood employes from point of service, resigned November 15 to become a full-time housewife. . . . John A. Stewart, formerly with KFI, joined Sydney Dixon's sales staff November 16. . . . Marvin Young spoke at the L. A. Womens' Club recently on practical suggestions on mike technique.



STUDIO WEDDING—When Ruth Schooler became the bride of Larry Wright, October 25, the ceremony was performed in the office of John W. Swallow (left), program manager of the Western Division. Don E. Gilman (right), vice president in charge of the Western Division, as well as other NBCites, was a witness. Mrs. Wright has been Mr. Swallow's secretary since 1932. Mr. Wright plays the saxophone in Robert Armhruster's Orchestra on the Chase and Sanborn Hour.

KDKA PITTSBURGH

by Kay Barr



KAY BARR

for a three-year term.

K D K A A n -
nouncer Bill Suther-
land has been pro-
gram chairman of the
Pittsburgh Ki-
wanis Club for the
past year. As a re-
ward he was re-
cently elected a
member of the
Board of Directors
of the organization

The original one
hundred-watt sta-
tion has expanded
through the years to
become the 50,000
watt giant we know
today.

“What’s in a
name?” Shake-
speare once asked.

Then Joe Miller
or Weber and Fields, or the Rogers
Brothers or some other comedians gave
the gag answer, “Everything’s in my
wife’s name.”

But Announcer Ed Schaughency has a
different answer. In his fan mail he’s
Schauncy and Chauncy, Shonsy, Shontz,
Shantsy, Shaughnessy and Schaughnency,
Shatze, Chonsy, Jonsee, Shunsy, Chaun-
chey or Chuncie.

These are just a few versions of his
moniker and each one has a dozen varia-
tions, phonetic and otherwise.

Of course, Ed’s good nature prevents
him from being peeved when his name is
misspelled. And this rare trait plus the
smile in his voice makes him the logical
announcer for the first program on the
air in the early morning.

Because he has handled this early Mu-
sical Clock program on KDKA for so
long, Ed is unofficially known as the offi-
cial “Getter-Upper” for KDKA listeners.

So it is natural that fans who get des-
perate trying to spell his name often ad-
dress his mail to “The KDKA Getter-
Upper, Pittsburgh.”

Manager A. E. Nelson of KDKA an-
nounces the resignation of John Gihon
as program manager at the station. Mc-
Gihon transfers his activities to New York
where he has been assigned to produc-
tion and television work. Announcement
of his successor at KDKA will be made
later.

Mr. Gihon came to KDKA from the
Chicago studios of NBC in July, 1933,
with a background of six successful years
in radio work. In addition to his many
brilliant productions from the Westing-
house station in Pittsburgh, he has given
a vivid characterization of Scrooge in the
annual presentation of Dickens’ “Christ-
mas Carol,” from KDKA.

His wide circle of friends in business
and social circles as well as in all branches
of radio work, wish “Jack” well in his
new location.



DERBY SPROUL

With Your
Roving Reporter
in New York

Talk about NBC *esprit de corps*! When
the guides, pages and set-up men learned
that one of their colleagues had been
robbed of a valuable watch and all the
clothing he had in his room they started
a collection which netted almost fifty dol-
lars for the unfortunate youth. The young
man, who was considerably disheartened
by the loss “because they not only took
all my suits, shirts, and even underwear
and socks but also a brand new overcoat
which is not half paid for” is Hugh Sav-
age. Many of you will remember him as
the winning singer on the Brass Buttons
Revue last spring.

To his many friends in need Hugh has
asked us to convey the following mes-
sage:

“It’s difficult for me to find words to
express my deep appreciation of your
generosity in my hour of need. At least
now, I will not have to join the nudist
colony. I most heartily thank every one
of you.”

(Signed) Hugh Savage.

P. S. Now that the story has been told
this column wishes to publicly commend
Guide John Parsons who instigated and
personally solicited the contributions.

We will give autographed copies of the
TRANSMITTER to those who can tell us
what E. P. H. stand for in E. P. H. James.
Members of the Promotion Division are
excluded from this contest.

The above ought to get a rise out of
George Nelson who collects autographs.
They say he has the signatures of all U. S.
Presidents except one. Well, G. N., if
you keep ours long enough—you never
can tell.

People who take the Studio Tour are
in such high spirits as they descend from
the mezzanine where the tour ends that
the Red Cross girls at the foot of the
stairs never have any trouble coaxing con-
tributions from them. That’s a fact—we
got it straight from the girls who, inci-
dentally, are very attractive and who,
double incidentally, even talked us into
dropping a few coins in their little tin
cans while they were telling us about the
generosity of the tourists. This writer is
still wondering whether the interview was
a scoop for him or the Red Cross.

(Continued on next page)

NBC TRANSMITTER

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

VOL. 3 DECEMBER, 1937 No. 15

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YOUR ROVING REPORTER

(Continued from page 7)

Did you notice that Kirk Quinn is doing a solo in the new green NBC 'phone books?

And have you noticed that Ben Grauer on the *RCA Magic Key* program has expanded the slogan, "In radio—it's RCA all the way" to "In radio and television—it's RCA all the way."

We're not very good at poetry but how's this—

This has nothing to do with Paul
Revere

But I'm wishing you all warm Christ-
mas cheer.

Texas Station Joins NBC Next Spring

Station KTSM in El Paso, Texas, will become a member of the NBC-Pacific Supplementary Group, available to either the Blue or Red Network, next Spring.

At present, the nearest NBC network outlet to El Paso is in Albuquerque, N. M., 230 miles away. Lines between these two points are now being constructed. Immediately after the work is completed, about April 1, 1938, KTSM will begin broadcasting NBC'S programs.

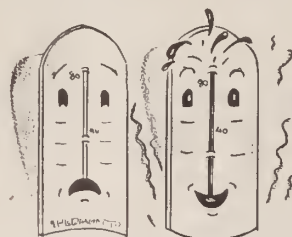
KTSM operates on a frequency of 1310 kilocycles with a day power of 250 watts and a night power of 100 watts. It has an application pending before the Federal Communications Commission for permission to change its frequency to 1350 kilocycles, install a new transmitter, make improvements in its antenna, and increase its power to 500 watts full time. The station is owned by the Tri-State Broadcasting Company and is managed by Karl O. Wyler.

RADIO-ANA

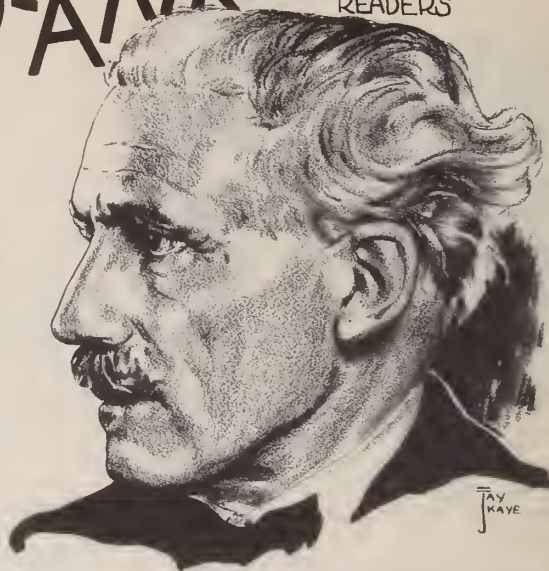
FOR
NBC TRANSMITTER
READERS



NBC-RED STATION
KFI, LOS ANGELES,
SIGNS OFF IN 9
DIFFERENT LANGUAGES.



THE NO. OF EMPLOYEES
IN THE NBC HOLLYWOOD
STUDIOS HAS BEEN
INCREASED 8,000% IN
4 YEARS!



RCA AND NBC ARE GIVING THE LARGEST XMAS GIFT TO THE GREATEST NUMBER OF PEOPLE IN HISTORY ON DECEMBER 25, 1937, WHEN TOSCANINI STARTS HIS SERIES OF SATURDAY NIGHT BROADCASTS WITH THE NBC SYMPHONY ORCHESTRA.

Four-Pass Audition For Announcing Class

Following an audition among several members of the New York staff on November 10, four young men have been selected to join the announcing classes conducted by Dan Russell.

Those who passed the audition which includes tests in voice personality, reading of news reports and commercial announcements, ad-libbing, and ability to pronounce correctly foreign names of musical compositions and composers, were Read Wilson of the Mail and Messenger Section and three members of the Guest Relations staff, F. Colburn Pinkham, Jr., Jacques Tartiere, and Gordon Vanderwarker.

The NBC training school for announcers which is open to all members of the Company who have the potentialities of an announcer, meets several times a week. The training period varies in length for different individuals, according to their ability. Whenever a vacancy for an announcer's post occurs in the organization, the students at the head of the class are given the opportunity to take the audition with other and experienced applicants for the job.

Former KDKA Manager In Station Relations

Harry A. Woodman, former general manager of NBC Station KDKA in Pittsburgh, joined the Station Relations Department on November 16.

Mr. Woodman has been associated with the National Broadcasting Company since it was first organized in 1926. In returning to Radio City, Mr. Woodman brings with him an intimate knowledge of station operations in addition to a broad experience in national network operations, Keith Kiggins, manager of the Station Relations Department, said in announcing Mr. Woodman's new post.

Becoming interested in radio during its early days, Mr. Woodman joined the staff of Station WEAH as sales and station contact man in 1925. When NBC was formed a year later, taking over WEAH among other stations, Mr. Woodman became traffic manager of the new organization. He was sent to Pittsburgh in 1934. He is a native of Portland, Maine, and a graduate of Bates College.

Can you sing—act or play an instrument? Call the NBC Transmitter, Ext. 220. We want you for the NBC employes' broadcast.

NBC Equipment Again Used at Horse Show



JOHN ROONEY is shown with an NBC "Beer Mug" transmitter as he appeared in the recent National Horse Show in New York.

NBC lent a helping hand to the National Horse Show held at Madison Square Garden, New York, from November 3rd to 13th by furnishing equipment and technical assistance in the announcements of the results to the sell-out crowds that attended the equine exhibition.

The equipment was the already famous "Beer Mug" micro-wave transmitter developed by NBC engineers and the help was in the persons of two young radio operators, John Rooney of Sound Effects and Ed Kahn of Guest Relations.

The nature of the show and the fact that the judges were required to move to various points of vantage in judging the events made impossible the use of a wired microphone, so one of these two men followed the events on the tanbark with the portable transmitter and broadcast the results to the announcer at the public address microphone in the grandstand, where he received their signals with an NBC short-wave receiver. The announcer, in turn, announced the results to the crowd through public address loudspeakers. In this manner the official decisions were rapidly relayed to the spectators as they watched the events.

Both Rooney and Kahn were chosen because the operation of the equipment (the "Beer Mug" set is in reality a Federally authorized radio station) requires a licensed operator and each holds a first class radio telephone operator's license. Together, they gave complete coverage of the entire ten days' program.

The "Beer Mug" transmitter, so called because of the handles on its metal container, has all the essential functions and parts of a complete broadcasting station. It holds a power supply, crystal oscillator, crystal microphone, audio and radio amplifiers and an automatic volume control.

KYW PHILADELPHIA

by J. A. Aull

Progress

With the new KYW Building outwardly completed and inwardly writhing in a labyrinth of conduits, ducts and canyons, work is progressing rapidly under the eye of Bob Thatcher and the frequent visits of O. B. Hanson. And this in spite of the itinerant tours conducted en masse by the studio personnel. According to workmen their only hope for privacy lies in a six-foot snowfall.

Joiner Joy

In the meantime Leslie Joy, station manager, continues to join clubs, organizations and committees. This week it was the Orpheus Club, one of the oldest and most renowned singing clubs in the city. Right now it's getting ready for its first concert of the season to be held this month in the Academy of Music. Then of course as an alumnus of the University of Pennsylvania, Mr. Joy has accepted membership on the Communications Committee for the Bicentennial Celebration of the institution. And before that he was compelled through stress of other duties to turn down the chairmanship of the Entertainment Committee of the Poor Richard Club, a high honor in Philadelphia organization for advertising men and women.

Newcomer

Since the TRANSMITTER last went to press, Dan C. Park, formerly with the advertising agency of Hunt Brothers and Raisin, has joined the KYW sales staff, replacing Jack Hinchey who resigned. Park cleaned up soon after arriving at his new desk when Penn State, his alma

A two-foot antenna projects from the top, and it can be used with success over distances up to one-half mile. Its call letters are WIOXAM and it operates on a frequency of 40.6 megacycles or about 7.4 meters.

The "Beer Mug" transmitter which has a power output of 0.5 watt was originally designed for use at political conventions where it is often necessary to broadcast from different points on the floor. Since then, it has been used in all sorts of special events where wired microphones are impractical.

Pat Rooney says he is perhaps more pleased than anyone else that NBC engineers designed this new light portable outfit. Last year, before the "Beer Mug" transmitter was designed, he had to carry a pack transmitter that weighed over thirty pounds. It was no easy job lugging around that weight for hours.



J. A. AULL

Ed. He wouldn't tell on himself but someone else at KYW tipped us off that your Philadelphia correspondent, James A. Aull, was married to Miss Sarah Helene Longacre on September 25th at St. John's Episcopal Church in Norristown, Pennsylvania. According to our reporter it was "a very fashionable afternoon wedding."

Mr. and Mrs. Aull are now residing at Indian Creek Farm in Norristown.

mater, also cleaned up in their 7-0 gridiron classic with Penn.

Prestige

The station has been acquiring additional prestige lately with the bookings of the Top Hatters. Shortly after their success playing at the Penn Junior Prom they were selected for the so-fashionable Junior League ball which will be held in Philadelphia next month.

Wild Life

Butch Beeuwkes, sales promotion head, and Jim Harvey, of the continuity staff, have been following wild life through the eyes of their candid cameras. When some of the wild life in the form of a Komodo dragon or six-foot lizzard from the West Indies, turned the tables on Butch at the zoo the other day and started to chase him, the visit was called off for the day. Although in another part of the grounds, Harvey caught the same trolley after a sleepy Bengal tiger made a quick pass for the camera. Nobody has seen the pictures, but everybody knows the negatives are blurred.

Romance

George E. Hagerty, studio engineer for Westinghouse, looped up to Concord, Mass., the other day and returned to town with his high school sweetheart. She was then Miss Margaret J. McGann and is now—you guessed it.

Joins P.C.A.W.

We have found one more joiner in the person of Betty Dickert, secretary for Mr. Joy, she's on the radio committee of the Philadelphia Club of Advertising Women. At any rate we all hope to join the Christmas party very soon . . . if there is any.

NBC SYMPHONY TUNES UP

IT was pretty appropriate after all that the first notes to be played when the new NBC Symphony made its first appearance on the air were the particular notes they happened to be. Artur Rodzinski had happily chosen the *Oberon Overture*, and that admirable piece of music begins with a few well chosen notes on the French horn, intended by Weber the composer, to represent Oberon himself summoning the fairyland he ruled to revelry. Significantly, Dr. Rodzinski was summoning a whole world, as ethereal as any Oberon ever ruled, to revel and rejoice together in one of the latest and greatest achievements in this pretty magical world of radio—the new-found existence of a radio symphony. Weber himself would have been delighted had he been able to foresee the magic that his horn call would someday be called upon to evoke, and Oberon himself would be the first to enjoy “sitting in” with the boys in the orchestra itself on a little jam session. Maybe he was there “in spirit,” if you don’t mind the pun, because what came out when the boys blew in was certainly “out of this world.”

You Said It

Seriously though, that first concert as well as those that have since followed it on the air, was more than enough to convince any doubting Thomas that NBC really has something there. Everyone knows that while music and radio are both very miraculous things, they are both the result of plenty of hard work and enough inspiration to go around. You don’t just snap your fingers and pull symphony orchestras out of the air, like that (unless you’re a mere lucky listener)—but anyone can see with half an eye that someone in the Olympian regions of the National Broadcasting Company had all the inspiration it takes, and the hard work followed as the night the day. We can all take a pat on the back—we who listen and appreciate and those who waved the wand in the first place.

Speaking of waving wands gets us around to Dr. Rodzinski and Pierre Monteux, who have directed the concerts so far. Both of these men represent accomplish-

ments in music that speak for themselves far more eloquently than words here could do. In choosing conductors for this Symphony, better choices could not be made. The world is of course full of able directors, and it is natural to hope that most of them will appear at the helm of this new organization, which is probably just about what will happen as time marches on. But for this first season lucky is the listener who avails himself or herself of the expert interpretations of Mr. Monteux and Dr. Rodzinski, and later of Toscanini.

Pierre Monteux

After all, when it comes to French music in particular, Monteux remembers when a lot of it was written. He has directed the premiere performances of more than his share of Ravel and Debussy, etc., and his friendships with the composers, both personally and on paper, is a well seasoned, mellowed one—one that enriches with indescribable subtlety his interpretations of their music.

To have been the chef d’orchestre for the fabulous Diaghilev Russian Ballet when Nijinsky was dancing—to have led the Boston Symphony in several glorious seasons—to have been in command of the entire repertoire of French opera at the Metropolitan in New York for several seasons more—and to have been received with admiration and acclaim before almost every major symphony in Europe and America—these are things to think

upon. Since Monteux is now a resident of San Francisco, where he is conductor of the Symphony Association he has by now completed a coast to coast hook-up, leaving a pair of networks behind him to which we hope he will be no stranger in the future.

Dr. Rodzinski

Rodzinski is a genius of parts too. His record is so brilliant that you would expect him to be a little dazzled himself. But true to the form of geniuses, he is one of the most modest men you could ever hope to meet. He sits on the stools down in the drugstore of the RCA Building and sips his soda with as much nonchalance as if he were conducting, and vice versa.

The good doctor is a man who knows what he wants and how to get it. It was an ideal choice to engage him for all the preliminary rehearsals before the public got let in on anything. But lest you get the idea that Rodzinski is a superior drill master, listen to the fiery and inspired sounds that come out of an orchestra sitting at his feet, and you will be sitting there too. Not literally, for tickets to these broadcasts are as precious as pearls and you can’t get them at the scalpers.

There are instances that could be cited where conductors didn’t dare to attempt *The Heros Life*, of Strauss, without orchestras of years standing and experience—but years. Dr. Rodzinski played it in the orchestra’s first concert—but played it! The result was a towering performance—as impressive as Rockefeller Center itself, or the Grand Canyon if you prefer. A more complicated score just isn’t than *Heldenleben*, and it must be sung to Rodzinski’s everlasting glory that it was played on that afternoon on November 2nd as it was played.

It is a consummation devoutly to be wished for, that this marvellous orchestra, got together for radio and radio alone, will have a hero’s life of its own. The beginnings have certainly been heroic, and auspicious.

—Robert Waldrop.



Photographed at the “dress rehearsal” of the newly-formed 92-piece NBC Symphony Orchestra which was broadcast on November 2, from left to right in the front row, Toscanini’s daughter, Countess Emanuele Castlebarco, Mrs. David Sarnoff and Mrs. Artur Rodzinski; back row, Lenox R. Lohr, president of NBC, Artur Rodzinski, conductor, David Sarnoff, president of RCA, Count Castlebarco and John F. Royal, vice president in charge of NBC programs.

Tenth Anniversary Times

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

STEERE MATHEW



"Times certainly have changed," reflected Steere Mathew as he leaned back in his swivel chair in a small office lined with button-studded maps. "I can remember the time I took a year off from college to work for a sugar refining factory. We worked twelve hours a day, seven days a week."

"It was good to go back to college and electrical engineering books after that."

Mr. Mathew, who is facilities cost engineer in the Traffic Department, learned about engineering at the University of Colorado from where he was graduated with a B.S.E.E. degree. In college he was a member of Sigma Tau, honorary engineering fraternity, and Phi Delta Theta, social fraternity.

After college he left his native Colorado and went South to work for the Cities Service Company as an engineer. Then he went into public utility work until 1927 when he joined NBC. His job today is to determine the cost of wire facilities for the networks and other services for program pick-ups and their transmission to NBC stations.

Mr. Mathew is married to his college sweetheart and they live in New Rochelle.

He is vice president of the New Rochelle University Club, likes gardening, plays golf, and goes swimming in the summer.

MARY KATHLEEN MOORE

New artists who join the NBC staff in San Francisco are always certain of meeting a friendly welcome in the Music Library, where Mary Kathleen Moore, small, blonde and warm of smile and heart, greets them.

Kathleen (the "Mary" is for Sundays and legal signatures), joined the NBC staff on December 1, 1927. She proved her versatility so well that there wasn't



much she didn't do around the studios in those days. She was a member of that earnest little band then comprising the entire staff, who worked in a cubbyhole of an office back of Studio A. Kathleen answered telephones, did research, interviewed artists, listened to programs, hunted up music for singers and between times typed continuity.

Kathleen was born in Chicago. When she was in her 'teens her family moved from the Windy City to California. Kathleen attended the California School of Fine Arts and probably would have followed her father's footsteps in the world of design had not a job at the newly organized NBC beckoned her away from arts and crafts.

When the Music Library was organized Kathleen was assigned to supervise the job. She inaugurated the catalogue system which is still in use. A staff of three persons were all that were required at that time; now eleven persons are kept busy filing, cataloguing and assisting program builders, and the last time Kathleen obligingly counted the scores, most of which she is intimately acquainted with now, there were almost 110,000.

WILLIAM D. BLOXHAM

Ten years ago NBC had a vacancy for a purchasing agent, not just any purchasing agent but someone who knew his business thoroughly, for the Company was aware of the fact that "a penny saved is a penny earned."

Therefore, when William D. Bloxham came with ten years' experience as assistant purchasing agent for the Federal Reserve Bank of New York, he got the job.

Since then Mr. Bloxham has seen the Purchasing Department grow with the rest of the Company. He now has a staff of seven compared with two in 1927.

Besides his tenth anniversary with NBC Mr. Bloxham is also celebrating his twentieth wedding anniversary this month. He and his wife and eighteen-year-old daughter, Muriel, will celebrate at their home in Garden City, Long Island. It is there that our purchasing agent enjoys what he calls "the simple things of life" such as amateur landscaping, gardening and building fish ponds.



KOA DENVER

by Charles Anderson

The "gag" of the week goes like this. Roscoe Stockton, dramatic director, bought a new radio. After commenting to his wife how nice the set was, and picking up stations here and there on broadcast band, he flicked the switch to short-wave and the first thing heard was, "Roscoe I think you've got something there". Now can you imagine that . . .



CHARLES ANDERSON
KOA Announcer

Joe Rohrer, Engineering, is now assistant control supervisor filling the post vacated by Walter Morrissey who is now control supervisor. Joe was graduated in Engineering from Colorado College in 1932, is a member of Kappa Sigma Fraternity. Has been with KOA for three and a half years. Married.

Margaret Smith and Jack Orrison, known to the air as the comedy team of "Adam and Eve" pulled a fast one recently. Leaving for Pittsburgh to accept a job at KDKA, they decided to share and share alike. The marriage took place at the Pittsburgh home of A. E. Nelson, manager of KDKA. Jack met Margaret at the University of Denver while they were attending classes there.

Cooperating with the Citizens Traffic Safety Committee, KOA has inaugurated a series of ten-minute broadcasts on Traffic lessons direct from office of Capt. Pitt, head of traffic safety for the Denver Police Department. Increasing number of traffic fatalities in city has aroused schools, business firms, auto clubs and others to necessity of doing something about the situation.

Add to your list of movie potentials, Joe Gillespie, announcer. Seems he's the man the audience sees driving those new cars in advertising shorts (movie) produced by a local film firm.

Lucille Beideck, stenographer for program director, who has never travelled beyond State boundaries, is now taking leave of absence to go all the way to Hawaii, clear out of the United States! She'll spend Xmas in Honolulu and watch University of Denver play Hawaii in a post-season game. Savings account takes the beating. Her menu when she returns will be coffee and donuts, so she says.

KNOW YOUR COMPANY

NO. 11—DUPLICATING SECTION

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

GRINDING out over forty thousand pages of radio script every day is only one of the many functions of the Duplicating Section of NBC's General Service Department in Radio City. This section, headed by Alfred Patkocy, is a noisy and busy little bee hive on the third floor of the office section with its whirling mimeograph machines, staccato addressographs, automatic typewriters, and silent presses.

Four mimeograph machines turn out thousands of pages of commercial and sustaining scripts, program logs for the Red and Blue Networks and the international short wave service, orchestra schedules, and rehearsal sheets. In addition to these jobs for the Program Department there are the *Daily News Report* releases from the Press Division, the *NBC Thesaurus* scripts from Electrical Transcription Service, announcements and monthly departmental reports.

The weekly *NBC Thesaurus* scripts for transcribed programs produced and distributed by the Electrical Transcription Service is sent out to hundreds of stations. To mimeograph, collate and staple the individual programs of this service is one of their biggest jobs, assert the men of the Duplicating Room. Over three hundred copies of about fifty different pro-

grams are mimeographed every week — enough paper to cover the walls and ceilings of all the NBC studios in Radio City.

The machines that attract the greatest attention from visitors are the Hooven automatic typewriters. These automatic typewriters are used to make form letters. By means of perforations the original letter is recorded on a roll of heavy Manila paper which is inserted in the machine that automatically types copies of the letter. The Hooven typewriter which is controlled by the perforated paper roll operates somewhat like a player piano. The perforations control the keys. Individual headings and salutations are typed in by hand and while the body of the letter is being typed the attendant can start another machine. One man can operate five machines at one time. Once, four thousand letters were typed and addressed in four days by keeping the machines going night and day.

For small jobs in duplicating, say about

one hundred copies, a "Ditto" machine is used. The master copy is typed on white paper, using a special "Ditto" ribbon. Then, the copy is transferred on to a gelatin-like roll from which the duplications are made. The executive, facilities and music orders are made in this manner.



A section of the Duplicating Room in Radio City. Left to right, James Ware, Alfred Patkocy and Edwin Breen are shown operating mimeograph machines each of which turns out 115 mimeographed sheets a minute. Each stencil from which the copies are made is good for 15,000 copies.

Duplicating also has addressographs which can address as many as 2,500 envelopes in one hour and a multigraph machine for printing purposes. The multigraph machine prints all the broadcast tickets for the New York and Chicago studios and various tickets for NBC and Radio City sightseeing tours. There are other miscellaneous printing jobs—for instance, the heading of the *Daily News Reports*.

Of the eighteen members of the Duplicating Section only two are women. They are Mrs. Katherine Mortlock and Miss Valerie Sparks who are in charge of the bindery. They are new members of this section. Six months ago they were transferred from the Music Division to the Duplicating Section. Most of their time is taken up with binding music scores and catalogues, but they also do all other sorts of binding. Folders, booklets and legal records are often sent to them to be bound. The bindery also binds all the NBC program scripts for the records in Central Files.

As soon as this issue comes off the press one copy of each issue of the NBC TRANSMITTER during the year of 1937 will be sent up to the bindery and the different numbers will emerge bound together in an attractive red cover marked, "NBC Transmitter, Volume 3, 1937."



With this heavy cutting machine, Mrs. Katherine Mortlock, left, and Miss Valeria Sparks of the bindery can slice a stack of paper four inches high with a twist of the hand.

WTAM CLEVELAND

by Bob Dailey

Symposium:

BOB DAILEY

With the inauguration of the new NBC Symphony Orchestra broadcasts, WTAM has introduced a plan whereby students of serious music are given the opportunity of participating in a symposium each

Saturday night and discussing the musical themes to be heard during the network program.

Working with musical directors of Cleveland's schools, Vernon H. Pribble, manager of WTAM, planned the symposium series to precede each broadcast by the NBC Symphony Orchestra on Saturday evenings. Admission is by ticket.

Walter Logan, musical director of WTAM, led the first symposium, with Dr. Russell V. Morgan, supervisor of music for the public schools, in charge of the second week's meeting. Dorothy Crandall, staff pianist, played the themes for the discussions.

Following the lectures, several hundred students heard the network broadcast through a loud-speaker set up in the studio.

✓ ✓ ✓

WTAM Notes

Announcer George Hartwick, elected commander of the John A. Elden post, American Legion . . . Waldo Pooler, director and writer, attending local auto show without seeing a 1938 automobile . . . he saw only those beautiful models of dress fashions . . . Mrs. Vernon H. Pribble cooking ducks and more ducks after friend husband went hunting. . . . Typist Helen Forsythe on the sick list and Ruth Eisner at her desk temporarily.

✓ ✓ ✓

"Beer Mug":

When the new million dollar ice arena was opened in Cleveland, WTAM's Tom Manning was called upon as the official master of ceremonies to introduce all the celebrities at the ceremonies.

Resourceful Tom secured the cooperation of the station's engineers and had a "beer mug" mike put into operation. Then he donned skates and did his job of getting all the celebrities to speak by skating from one box to another, the "beer mug" in hand.

WGY SCHENECTADY

by Bob Wilbur

Choo-Choo

Bernard Cruger, WGY's first assistant engineer, begins his associations with toys, long before Christmas day, and continues them long after, for it is a pride and delight with him to build scale model midget locomotives. Long hours and careful planning are required for the fashioning of these imitations of the sleek, powerful steaming giants, that speed over shiny rails with trailing coaches behind. "Crug" as he is called by his associates, recently won third prize in the "Midget Mike" model locomotive contest conducted by the magazine, *Modern Mechanics*. And that prize is a complete kit for building any one of seventeen different types of freight cars.

✓ ✓ ✓

Anastasia

Colonel Jim Healey celebrated his fourth anniversary November 6th, as news commentator for the Sun Oil Company. Tried to get some philosophical comment as to what Colonel Healey felt was of value in his four successful years on the air, but the only answer was that "there is never any news about a news man. As far as I can see my sponsors are still as dissatisfied with the program as they were in the beginning." Our commentator did remark, however, that the past jibing about Chet Vedder's cow, Anastasia, is all over, and completely done. The Colonel, and Announcer Vedder found that there were too many listeners in the area that were named Anastasia, and considered a cow called by that name, a personal affront. By the way, Anastasia, is one of a herd of sixteen prize cattle owned by Chet.

Expansion:

WTAM observed the first anniversary of Mikewoman Jane Weaver's association with the station by adding Stubby Gordon's orchestra to her *Health and Home* program and increasing the time to forty-five minutes each morning. A feature for women, the program has been heard over WTAM for eight years.

✓ ✓ ✓

Bath House Opera:

Walter Logan is a busy man in his capacity as station musical director. But now and then, he writes the music and words to a composition and sees it gain popularity.

His latest pen-child has the seasonal title of 'You Made A Touchdown In My Heart' and is already in the music stores,

Tup's Story

Found out after much quizzing, that Announcer Howard Tupper, usually called "Tup" is quite a versatile young chap. In addition to a very pleasing voice, and lots of selling ability on the air, "Tup" has gone in for almost every phase of activity in sports, music and drama. In the first of these departments, his major assignment came when he was appointed instructor at a co-ed riding academy. This was delightful and entertaining from the standpoint that he is unusually fond of horses. Long, arduous years, in the study of psychology, developed to a great extent a second nature for handling children. So when he established himself as a skating teacher at the Canton Municipal Rink, it is little wonder that fond mothers glowed with the faith that he would keep their offsprings from spending too much time on their . . . and more time on their skates. At this time of the year, most of the vacation seekers are looking toward Palm Beach, Miami and Daytona as havens of rest. The North Country calls Howie, and so on the week-end of the 28th of November he makes his way to the region of the St. Lawrence River. "Tup" is heard on the Red Network announcing the *Hi-Boys* on Tuesdays and Thursdays at 11:30 a. m.



BOB WILBUR

although it was written less than a month ago.

Light numbers in the popular vein are becoming a bit irksome to Composer Logan, though, and he's thinking again about the time when he will be able to produce his first opera.

Evidence of that desire came to the attention of the WTAM staff when Logan purchased four movable bath houses at \$25 each from Billy Rose, when the Broadway producer closed his Aquacade show here at the Great Lakes Exposition. They are stored in a garage near the station.

Although Logan doesn't talk much about his opera-to-be, we at least know that there will be a scene at the bathing beach.

✓ ✓ ✓

NBCites of the New York staff are invited to take part in an NBC employees' program to be broadcast in the near future. Please call the NBC Transmitter, Ext. 220, Room 284.

NBC SAN FRANCISCO

by Louise Landis

East-West Game

San Francisco's famous East-West football game, played annually on New Year's Day for the benefit of the Shriner's Hospital for Crippled Children always has the loyal support of Lloyd E. Yoder, manager of NBC San Francisco. Mr. Yoder will be chairman of the rally to be held in the War Memorial Opera House Tuesday, December 1, when the players of both teams, with their coaches, will be introduced.

Years ago when Mr. Yoder came to San Francisco for the first time, he came as an All-American star to play in the East-West game.

1 1 1

Alex Petry

Alex Petry, new chief of the Music Library, will have served his first month before this issue of the NBC TRANSMITTER appears but it won't be too late to welcome him to NBC's San Francisco family . . . Before he came to San Francisco Mr. Petry was a member of the Radio City Library staff. He left there to go to Porto Rico, where he was associated with a fruit company until recently. Despite his long work in music and kindred arts he contends he's the only business man in his family . . . his brother is Victor Petry, noted seascape painter, and his sister Mimi Petry is a composer.

1 1 1

"Lipsy"

NBC has another bride in its midst. Madeline Attabit has returned from her vacation and is now Mrs. Harry Lipshultz. But not to her associates. Deciding that "Lipshultz" is too long, she has been christened "Lipsy" by the Traffic Department.

1 1 1

Early Birds

It looks as if NBC were going to turn into an organization of Early Birds. Ira Blue's new *Hit the Deck* broadcast at 7 a. m. every morning gets him down to the studios by 6:30, and now that Remington Rand is sponsoring Berton Bennett's news broadcasts three days a week at 7:45 a. m. It means that Berton has to sound fresh and enthusiastic at that hour . . . Worse fate of all is that of his producer, Lee Strahorn, who has to get up at 5:00, in order to scan the early morning news stories and re-write them for the broadcasts . . .

One of those little birds with a flair for finding out things (probably one of the

early-rising fowls) insists that Abbott Tessman, announcer, reached NBC in time to usher Rosie and her Guitar on the air at 7:45 the other morning only by dint of the fact that he just happened to wake up around 7:30—an alarm clock having decided on a sit-down strike during the night.

Abbott reached the studio just in the nick of time, clad in overcoat and hat, which he didn't remove . . . because under the coat was a pair of striped pajamas, and under the hat uncombed hair. When hill-billy songstress Rosie removed her shoes, as per custom, to facilitate her foot-tapping, the note of complete informality was reached.

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Indefatigable

Bob McAndrews, who recently bade adieu to announcing and joined the Press Department to handle Red Network news stories, is one of those young men described only by the word "indefatigable." Bob not only augments his Press duties by acting as book critic for the *San Francisco Chronicle* and the *Wasp-News Letter*, but teaches a debating class whose members are Oakland bank employees.

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Flash-Flash!

Dorothy Brown of Continuity Acceptance was a burglar's victim the other day and didn't know it until the police told her . . . her apartment was robbed while she was at work, and the burglar was arrested when he tried to pawn her camera and other articles . . . police traced the camera, got Dorothy's name and telephoned to tell her that her property was safe . . . which was good news to Dorothy because the camera was the gift of the Production Department, when she left it for her present post . . .

1 1 1

Kay Bowman, formerly of Artists Service, has joined the Continuity Acceptance Department, to handle transcriptions . . . Dresser Dahlstead is the envy of the other announcers . . . his assignment is announcing the broadcasts from Rio Del Mar, swank beach and country club situated near Santa Barbara . . . where Dresser has to spend all his week-end with nothing to do except lounge on the beach when not announcing Harry Lewis's dance music numbers . . . Marjorie Gray of the *Woman's Magazine of the Air* staff has resigned to handle Sperry Flour programs for the Westco Agency . . .

HANSON, HEDGES, WOODS NAMED VICE-PRESIDENTS

(Continued from page 2)

William S. Hedges

William S. Hedges, who becomes vice president in charge of Stations Relations, has been associated with managerial posts in radio since 1922, when he established the radio department of the *Chicago Daily News*. Later he became president of WMAQ. When NBC purchased that station in 1931 Mr. Hedges entered the Company's service and during the next three years was manager of NBC's two Chicago outlets, finally general manager of all stations operated by NBC from April, 1934, to December, 1936. At that time he resigned from NBC to become vice-president in charge of broadcasting of the Crosley Radio Corporation, Cincinnati. He returned to NBC last October as director of Stations Relations.

Mr. Hedges has been especially prominent in national broadcasting activities. He represented WMAQ at the first meeting of the National Association of Broadcasters in 1923, became the organization's president in 1928 and was re-elected to the post the next year. He was made chairman of the NAB executive committee in 1931.

Mark Woods

Although he is one of the youngest of NBC executives, Mark Woods, who becomes vice-president and treasurer, has been an officer of the company since it was organized in 1926. He came to the company after wide and varied business experience. Mr. Woods was educated in the South and at New York University. Following his graduation he joined his father in the direction of the American Naval Stores Company, in Florida. Several years later he switched to the contracting business and finally entered the electrical field with the Thomas A. Edison, Inc. His subsequent service with the New York Telephone Company led to his transfer to the American Telephone and Telegraph Company, which was later to operate station WEAQ. It was in this way that Mark Woods became associated with radio.

When NBC was formed he rose successively through the offices of assistant treasurer, assistant secretary and office manager. He was made treasurer of the company this year, and, as vice-president, continues in his duties of supervising NBC's financial policies, many of which he established. He remains assistant secretary, an office he has held several years.

Mr. Woods is a member of the national board of directors of the Better Business Bureau.

NBC CHICAGO

by William E. Lawrence



WM. E. LAWRENCE

Hobbies:

A story about how NBCites in Chicago utilize their spare time sounds like the results of a home talent day contest.

Office Manager J. F. Whalley has been awarded a silver medal for his high rating in the CPA examinations held by the State of Illinois.

Sales Promotion Chief Carlson is an accomplished after-dinner speaker, we find, having delivered a talk on "Facts About Radio" before a Chicago Credit Men's luncheon.

Don Thompson, production director, has had a short story published by *Liberty* magazine.

Engineer Hunter Reynolds has written about fifty musical works which have been performed by many Chicago orchestras, his latest being the popular song, "Tired Eyes".

Page John Lagen has collaborated with Don Quinn on a Fibber McGee and Molly script which was produced some weeks ago. This is in addition to his half-hour commercial show on WLS, NBC affiliate in Chicago.

Bill Weaver, page captain, now has his

own thirty-minute vocal program three times a week over WCFL, Chicago NBC link.

Bill Rosee, in the Press Department, won a red ribbon and officer's spurs for taking second place in the Troopers Mounted Class during recent 122nd Field Artillery Lancer Horse Show. Other enthusiastic riders here are Maurie Lowell in Production, Ruth O'Connor in Continuity, Dorothy Masters and Phil Fortman in Press, and Curt Mitchell in Sound Effects. ✓ ✓ ✓

Squibs

Engineer Robert Jensen, after marriage to Jan Dawson, KOA Denver actress, spent his honeymoon in, of all places, Niagara Falls. ✓ ✓ ✓

Night Traffic Boss Frank Golder plans vacation in Missouri during Christmas holidays. ✓ ✓ ✓

George Voutsas, who recently joined our production staff, comes from New York where he was assistant to Frank Black, NBC music director. ✓ ✓ ✓

Carl Wester, of Network Sales, has resigned to form his own radio producing company. ✓ ✓ ✓

A certain mixture of tobacco featured in the Merchandise Mart Tobacco shop has been named "NBC Blend" because of

EXCHANGE CORNER

This classified ad section is available, free of charge, to all NBC employees. Rules: forty-five word limit; no regular business or professional services may be advertised. Address all ads to NBC Transmitter, Room 284, RCA Building, New York.

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

FOR SALE—Buick, 1933, straight 8, Black convertible coupe with rumble seat. 130" wheel base, master motor. New heavy duty 6 ply Goodyear tires. Run about 5,000 miles. Motor, car and brakes in excellent condition. RCA radio. Price: \$350. Peter C. House, Engineering, N. Y., Room 517, Ext. 804.

FOR RENT—Furnished apartment at 165 E. 49th St., N.Y.C. 3 rooms and kitchenette. Suitable for two or three persons. Girls preferred. Call Kathleen Goddard, Ext. 367.

WANTED—Used copies of Volumes I, III, IV of the Hugo Wolf Society. Discs must be in good condition. E. K. Renwick, Guest Relations Staff, N. Y.

FOR RENT—Unfurnished apartment, 89 Thayer Street. Dropped living room, large foyer, kitchen, colored tile bathroom. New elevator apartment. \$40.00. See Philip Sullivan, Guest Relations, N. Y., or call the NBC TRANSMITTER.

its popularity with NBCites here. Jack Frazer in Continuity has been doing a little promotion work on this brand by blowing smoke from his pipe into all the offices.

NBC WASHINGTON

by Marian P. Gale



MARIAN P. GALE

Capitol Stuff:

The most outstanding bit of news around the studios recently has been the acquisition of a ping-pong table. All contributions were gratefully received. The television control room is now the ping-pong room...

Carleton Smith had his Thanksgiving dinner in Miami, Florida, where he is vacationing... The new announcer's name is William Crago... he's six feet three and a half inches tall... He started in radio at WGAR.

Bill Coyle is going out into the country to live... way out in Silver Springs, Maryland... Announcer Bud Barry won second place for NBC in the Kaufman Advertising Agency's local announcers' contest... A good time was had by all when NBC's young people went to a weiner

roast down in Rock Creek Park the other night...

As we write this those going to the Army-Navy game are Marge Brown, Esther Jenkins, Rose Edwell, Francis Brickhouse, Mary Mason, Helen Mobberly, Gordon Hittenmark and perhaps Vice-President Russell... There is some doubt about Mr. Russell, since he asked for a contribution to be collected to defray the expenses of the Vice-President. He received in return one aspirin, an Alka Seltzer tablet, a Red Cross pin, a buckle, and one penny. ✓ ✓ ✓

Addendum

Chief Engineer Johnson can be seen beaming from one end of the building to another now... he's just received about half a carload of new equipment including "beer mug" transmitter, and receiving equipment... Keith Williams, field supervisor, wanders around the corridors with one of the "beer mugs" in each hand... "Testing," he says, to the curious... Lee

Everett's plan to name the corridors hasn't gone into effect yet... his plan called for naming the hall in front of auditor Rudy Coldenstroth's office "Wall Street"... it is understood the Sales Department objected to his name for their corridor... Fred Shawn, assistant manager, is sporting a new pipe... "Makes me feel intellectual," says Fred.

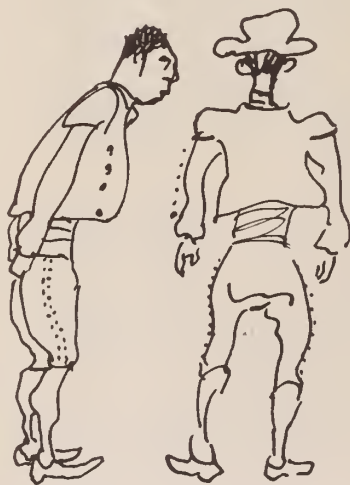
Dorian St. George wants to correct a false impression carried here last month... St. George says he is no "neophyte"... "Look at the record", says Dorian... we did and found he was a neophyte—at NBC Washington... Group hospitalization insurance came in handy for NBCites lately... no less than five made use of the insurance for operations... latest to return is Newsman Bob Cottingham... who had his appendix removed... Tom McFadden, of the New York news desk, subbed for Cottingham... it's reported on usually good authority that McFadden made quite a hit in certain quarters... we only heard.

THESE sketches of the recent operas broadcast by NBC from the War Memorial Opera House in San Francisco were drawn for the NBC TRANSMITTER by NBC Director Peter Abenheim who swears they came to him in a nightmare after the broadcasts. Director Abenheim, who acted as assistant to John Ribbe who directed the opera broadcasts, was an active artist before he laid down palettes and brushes for microphones.

make-up-



heim who swears they came to him in a nightmare after the broadcasts. Director Abenheim, who acted as assistant to John Ribbe who directed the opera broadcasts, was an active artist before he laid down palettes and brushes for microphones.



Toreadors in "CARMEN"



shh!



Shh! We're on th.



Stooge



On Set-

Abenheim