

NBC TRANSMITTER

VOL. 4

MARCH, 1938

NO. 5

NBC EMPLOYES SHOW ACCLAIMED BY LISTENERS

On Saturday afternoon, February 19th, without any advance fanfare, the NBC Employes Show went on the air from Radio City over the Red Network, coast to coast. Delighted listeners from twenty states and Canada wrote over 250 letters complimenting the cast. Newspapers commented that "it was of professional caliber." Excerpts from some of the letters are quoted below.

"Yes! we want some more programs from the employes of the NBC."—Beaverton, Oregon.

"It would be too bad to disorganize your staff and put each and every one of this afternoon's artists on NBC programs regularly, but you could do nothing that would please your listening public more."—House of Representatives, Washington, D. C.

"... and I want to tell you that some of your performers have real talent."—Providence, R. I.

"I thought George Andrews' singing of 'Siboney' was the best..."—J. M. Allen, Bristol-Myers Co., New York.

"... and I am happy to write you and tell you in all sincerity that we thought it exceptionally fine and that, by all means, repeat the show whenever possible."—Crete, Nebraska.

"Your delightful half-hour just came to a beautiful finish, with four male voices admirably blended, and an announcer [E. P. H. James, manager of the Promotion Division] who is in himself a speaking example of how the English language should be spoken. . . . I am seventy, more or less a shut-in, listen to radio many hours a day, and speak feelingly."—Portland, Oregon.

"I was delighted with the lovely composition of 'Fragments.'"—Fort Bragg, California.

("Fragments," composed, and played on the piano by Lewis Lane)

"... the whole show was the best thirty minutes I've heard in a long while."—Troy, N. Y.

(Pictures on page 5)

NBC Opens New Studios For WTAM Cleveland

WTAM, Cleveland managed and operated station of the National Broadcasting Company, formally dedicated its new \$300,000 studios in the NBC Building Saturday, February 19, with noonday ceremonies which were opened with the chimes of Big Ben and a greeting from London, England, by Fred Batc, NBC British representative.

WTAM has for many years been a key station for the NBC-Red Network. It produces as many as twenty-five network broadcasts a week. Its new facilities, occupying the first four floors of the twenty-two-story building, are expected to make the station an even stronger link in the Network.

During the inaugural ceremonies, 1500 pigeons were released, signifying the earliest means of communication, and 800 bandmen played appropriate music. National Guard planes swooped overhead and fifteen bombs were exploded, one for each year WTAM has been on the air.

An evening dedicatory program featured Margaret Speaks and Mario Cozzi as soloists with a symphony orchestra directed by Frank Black, NBC music director; the signing of Bob Feller's 1938 contract with the Cleveland Indians; a comedy sketch by Arlene Harris, star of *Al Pearce's Gang*, and the music of Lee Gordon's orchestra. Graham McNamee and Tom Manning announced the program.

NOTED CONDUCTORS TO DIRECT NBC SYMPHONY

Carlos Chavez, noted composer and conductor of the Symphony Orchestra of Mexico City, Artur Rodzinski, Pierre Monteux, Sir Adrian Boult and Bernardino Molinari have been scheduled to direct the NBC Symphony Orchestra following Arturo Toscanini's last broadcast on Saturday, March 5.

This announcement signifies the continuance well into June of the Saturday night concerts by the NBC Symphony Orchestra under world-famous conductors over the NBC networks, the network of the Canadian Broadcasting Corporation, and international short-wave stations.

Sr. Chavez, distinguished Mexican conductor already known to American concert and radio audiences through his former guest appearances in the United States, will follow Arturo Toscanini, directing the broadcasts on March 12 and 19.

COMPANY DANCE NEXT MONTH

The Dance Committee of the NBC Athletic Association has announced that this year's Company dance will be held on Friday, April 22, at the Hotel Roosevelt, New York City.

According to the announcement, made by Grace Sniffin, chairman of the committee, Peter Van Steeden and his orchestra will furnish the music and radio celebrities will give a floor show. Reservations for tables are now being taken by the Dance Committee.



Members of the NBC staff in Cleveland photographed in the new WTAM quarters during the inaugural ceremonies of the new studios. Left to right: Hal Metzger, program director; Vernon H. Pribble, station manager; Tom Manning, sports announcer; and Walter Logan, music director.

NAMES IN THE NEWS

NEW YORK

Promotions:



W. H. WILLIAMS

Mr. Williams started in the Company as a page shortly after he was graduated from Dartmouth College with the class of '34. After serving seven months in the uniformed staff he was promoted to Continuity Acceptance where he was an assistant to its head, Miss Janet MacRorie, until his promotion last month.

William B. Paisley has been moved up in the Music Division and is now in charge of the Music Library's maintenance staff. He replaces Wallace R. Magill who resigned from NBC to accept a position as personal representative of Jascha Heifetz, February 15. Mr. Magill's resignation terminated over eight years of employment with NBC.

Frank Heffer of the Music Library has been assigned to Bill Paisley's former duties.

Joseph M. Daly, formerly of the Music Library, is now a member of the Production Division where he is in charge of programming sustaining musical shows and of coaching singers on sustaining programs.

Mr. Daly has been with NBC over a year. Before coming to NBC, he had two acts which were well-known on many vaudeville circuits. He had an all-girl orchestra billed as *Joe Daly and His Comeds* and another feature act called *Joe Daly and His RKO Discoveries*.

Mr. Daly also was known on the stage as a piano accompanist and soloist. He played for many vaudeville stars among whom were Grace Moore, Grace La Rue, Helen Ford, and Jose Collins with whom he appeared in England as well as in this country.

Joe Daly says that one of his most memorable experiences in the show business was the time he played for the Prince of Wales, now the Duke of Windsor, on board ship when the latter was on his way to visit America in 1924.

Richard Diamant was promoted from the studio operations staff to the Music Library on February 15. Dick joined the NBC page staff in 1935 and subsequently was promoted to the guide and set-up staffs. He is studying voice.

Newcomers:

Miss Blanche Byler, formerly with the American Gas Products Corp., has joined the Publicity Department. At present she is working in the Photo Section. A native New Yorker, Miss Byler has traveled and lived abroad for many years. Recently she returned from Brazil where she lived for four years and learned to speak Portuguese fluently.

Walter D. Scott, formerly with the national sales department of Hearst Radio, Inc., has joined the Local Sales Division of NBC New York. A native of Missouri, Mr. Scott is a graduate of the University of Missouri School of Journalism.

Edward Padula, a graduate of the University of Pennsylvania and Yale University's Department of Drama, has joined the Television Program Division as director. Mr. Padula has had some experience in motion pictures. Last summer he worked with one of the production units of Twentieth Century-Fox in Hollywood. Previous to that he worked three seasons as stage manager of the Westport Country Playhouse in Connecticut.

Transfers:

Miss Nancy Baird of the Promotion Division has been named secretary to B. J. Hauser of that division. Miss Baird is replacing Miss Edith Jackson who resigned last month to become Mrs. Raymond B. Price.

The vacancy resulting from these changes is being filled by Miss Irma Gohs who joined NBC in the Central Stenographic Section last December. Miss Gohs brings much valuable experience in the publishing business to her new post.

Members of the Promotion Division presented Miss Jackson with a breakfast set as a wedding present on her departure from the Company.

Miss Ruth Smith who has been with the Company many years was transferred from the Music Division to Chief Announcer Pat Kelly's office on February 15.

Daniel Munster who resigned from the page staff last November 1 to join the

announcing staff of WCAE, Pittsburgh, reports that he is now announcing for KYW, Red Network outlet in Philadelphia. He is another graduate of the NBC School for Announcers in Radio City.

Miss Frances Barbour, formerly of I. E. Showmans office in the Sales Department, is now acting as assistant to John McNeil, who is in charge of new business in that department. A member of the company for many years, Miss Barbour has worked in various departments.

Peter Ratyca has been transferred from the page staff to the Telegraph Division to replace Val Kalligeros who is now doing clerical work in Traffic.

Resignations:

Alan Kent resigned from the announcing staff on February 15 to become a free lance announcer and master of ceremonies for a commercial program on WNEW; New York.

Barrett W. Eldridge resigned from the guide staff February 24 to accept a position with Rockefeller Center, Inc., in the publicity department. His resignation terminated three years of service with NBC.

Sick List:

Victor van der Linde of the Sales Department who fell and broke his leg during one of the NBC bowling contents last month, has recovered from the resulting operation and is now learning to walk on crutches, according to reports from his secretary, Miss Eunice Adams, who makes periodical trips up to Medical Center to see how the patient is doing. Mr. van der Linde is expected back in his office the latter part of this month.

(Continued on Next Page)



Shortly after the judge pronounced Helen Winter and A. S. Faillace "man and wife" Walter Wiebel snapped this picture of the newlyweds. Looking on is Paul Rittenhouse, best man. (See Marriages.)

NAMES IN THE NEWS

(Continued from Page 2)

Stork News:

Harry Grelek, studio engineer, became a father on February 6. It's a girl and her name is Catherine Marie.

Emil Dell'Era, audio facilities engineer, is now the father of a baby girl, Jeanne, who was born on January 28 last. Jeanne is the first child of the Dell'Era family.

Emil Corwin, editor of the *NBC News Service*, is another NBC young man who recently became a father. It's the Corwins' first baby and his name is Tommy.

Marriages:

William Hillpot, Artists Service representative, finally has joined the society of benedicts. He was married to Miss Rosita Reachin in Metuchen, New Jersey, on February 24. Mrs. Hillpot is the original Rosita of the internationally famous dance team, Ramon and Rosita.

Miss Helen Winter of the Treasurer's Office and A. S. Faillace of Guest Relations were married in Larchmont, New York, on February 24. The wedding, an informal ceremony attended by intimate friends and members of the immediate families of the couple, took place in the home of the bridegroom's sister, Mrs. Sidney Winkel.

The ceremony was performed by Judge W. M. Messersmith. The bride's sister, Miss Lillian Winter, was maid of honor and Paul Rittenhouse, supervisor of the NBC guide staff, was best man. R. J. Teichner, assistant treasurer of NBC, gave the bride (and his secretary) away.

The wedding was followed by a reception at the Loyale Inn in Larchmont, whence the newlyweds started on a honeymoon motor trip to Miami, Florida.

Among the NBCites present at the wedding were Miss Grace Sniffin of the Treasurer's office, Robert C. Armstrong and Walter Wiebel, Guest Relations.

Miscellaneous:

Fred Johnstone, former NBC guide, is now announcing for WLVA, Lynchburg, Virginia.

Harvey Gannon, of the Night Program Manager's Office, has been made a member of the Hall of Fame of the West Side YMCA Booster's Club. Booster Gannon, during the month of January, high-pressured fourteen exercise-starved NBCites into joining the "Y." For this, his handsome picture hangs in the Hall of Fame.

Miss Helen Winter was the guest of

ATHLETIC ASSOCIATION ACTIVITIES

BOWLING

The Athletic Association's Bowling League went into its second series of the season on March 2 with the team captained by Steere Mathew of Traffic out in front.

Mr. Mathew's team won hands down in the first series with a record of 20 won, 7 lost. Not far behind came Henry Hayes and his team with 17 won, 10 lost.

The League has four teams of ten men each. The first of the season's series began last December and ended on February 23. By means of the Round Robin system the different teams played each other in 27 games. At this writing it was undecided whether six or nine rounds would be played in the second series of the season.

Standing at the close of first series, by team captains:

Teams	Won	Lost
Steere Mathew	20	7
Henry P. Hayes	17	10
Dwight G. Wallace	12	15
Charles H. Thurman	5	22

Men who made individual scores of 200 or more were Steere Mathew, J. LaFouche, Courtney Snell, Tommy Dolan, Henry Hayes, Al Frey, Joe Hogan, D. W. Wallace, and Bob Hennig.

The ladies also meet on Wednesday evenings at the Pythian Temple on 70th Street near Broadway. George O. Milne, Eastern Division Engineer, who is chairman of the Bowling League, expressed the wish that more NBCettes turn out for the meetings. Two alleys are held open for them each week.

BASKETBALL

On February 23 the NBC basketball team scored its fourth victory of the season by defeating another Rockefeller Center team, American Cyanamid, 32-20.

honor at a party given by her boss, R. J. Teichner, assistant treasurer, at the French Cafe in Rockefeller Center a few evenings before her marriage to A. S. Faillace of Guest Relations. Many NBCites were present at the party. Miss Winter was presented with a set of dinner glasses as a wedding gift from her NBC friends.

Edward Bertero, engineer, has returned from a month's absence caused by pneumonia.

President Lohr has returned from his visit to the Western Division of NBC.

An exhibit booth brought NBC's educational programs and policies to the attention of educators at the convention of the National Association of Progressive Teachers, held at the Hotel Pennsylvania in New York, February 23-26.

High scorers in the fast game against American Cyanamid were John Graham and Jim Von Frank.

To date the NBC cagers have played six games, not including three practice games played during the month of December, of which they won two.

The outstanding features of these games have been the NBCites' excellent teamwork, the deadly shooting of their south-paw forwards, Graham and Von Frank, with Capt. Jack Garland and Ed Bliane ably assisting them, and the great defensive work of Kalligeros, Vernon, McHugh Comidy and Crenshaw.

As this goes to press, Albert Crenshaw, manager of the NBC team, reports that their next game is a return match with the Church of the Intercession Team whom they beat by ten points in the first tussle.

The Company is well represented on the squad, the team being composed of players from Guest Relations, Statistical, Traffic, Sound Effects, P.B.X., and the Executive Offices.

BRIDGE

Members of the NBC Athletic Association recently added to their already long list of activities weekly bridge sessions. The group, headed by Edward M. Lowell of General Service, meets one evening a week at Mrs. Grace Brehm's Bridge Club, 250 West 22nd Street, New York City.

NBC bridge players or members who wish to learn how to play this popular card game are urged to come to the weekly games. Cash prizes are awarded. All methods of playing bridge are accepted; Culbertson, The Four Horsemen, Vanderbilt, the catch-as-catch-can and other systems are welcome. Instructions are available for beginners.

Pat Bildersee and William Donovan of the Educational Division, who were in charge of the booth, explained NBC educational activities and distributed pamphlets and bulletins on NBC educational features. They were assisted by Carl Cannon of the Guest Relations Division.

Miss Enid Beaupre of the Promotion Division is being congratulated on the excellence of another Welsh program she organized and produced for the NBC networks. The program, dedicated to St. David, Welsh patron saint, was heard on the Blue Network, February 26.

The program opened in New York with an address by a well-known Welshman, Arthur Hopkins, noted play producer. The Philadelphia Welsh Male Choir and the Cantoresau, a group of Welsh women singers, were heard from Philadelphia.

WHO'S WHO IN THE NBC NETWORKS

Clay Morgan

On several occasions since Clay Morgan slipped into the NBC picture a year ago last October, the TRANSMITTER has suggested something in print, but found him amiably adamant. He insisted then he was just going to school trying to find out what this radio thing is all about. When he was appointed Director of Promotion in January, 1937, and took over direction of the Publicity Department, he thought he ought to shake down in the new job before discussing it or himself. Subsequent attempts to pry loose personal information were parried with the urbanity which is an outstanding Morgan characteristic.

However, when approached recently with the hitherto carefully concealed information that his business cards now read "Director of Public Relations," Mr. Morgan broke down and consented to open up. The following facts were gleaned from a highly informal—and enjoyable—interview.

Birthplace—Jersey City. Date—1894. Early history—vaguely theatrical. War record—infantry and pioneer infantry overseas, two years; last year 2nd Lieutenant 54th Pioneer Infantry; Meuse Argonne and six months in Coblenz, Army of Occupation. After the war—three years a 1st Lieutenant, 71st Infantry, N.Y.N.G. Clubs—The Players and Dutch Treat. Member of Council on Public Opinion.

Mr. Morgan joined the French Line after leaving the Army in 1919. In 1923 he became publicity director for the Line, and began a career in public relations which kept him in the same spot for almost fifteen years and won him friends by the mile. His many years of just plain hard work in exploiting his company, its ships and service, culminated in the explosion of publicity that made America and the world Normandie-conscious—concentration of ability and experience on the task of making the new French liner known to everybody as the last word in ocean transportation.

It is a safe guess that Mr. Morgan's success with steamships stems from his love of the sea. He haunted the Jersey waterfront as a boy, and trans-Atlantic travel became part of his duties. There never was any clear dividing line between work and fun, he says. If he had any quarrel with radio (which he hasn't) it would be that you can't ride the air waves.

Traveling in far places and crossing water to get to them still rates with Mr. Morgan as his top hobby. He collects maps and books about Paris of the six-



CLAY MORGAN
Director of Public Relations

teenth to eighteenth centuries, and snaps an occasional photograph.

"I like people who like the things I like," is the way Mr. Morgan sums up his philosophy of living, and he expatiates upon the number of such people he has met since coming with NBC. Liking folks and having them like you is the basic formula for public relations, as the subject of this interview did not have to explain to your reporter. But a session in his office with time out every few minutes for discussions and decisions on the continuously popping affairs of the Publicity Department showed plainly that there is a lot of know-how to it besides.

Since the publicity department of an organization advertises everything except itself, Mr. Morgan explained the set-up, which wasn't too clear to the TRANSMITTER, and therefore may be somewhat obscure to NBCites in general. The Director of Public Relations reports to President Lohr, and his responsibility, obviously, is the public relations of the company, which ramify all over NBC and far outside. He operates through the Publicity Department, which is in direct charge of the Director of Publicity, Wayne Randall.

The department has two divisions, the Sales Promotion Division, headed by E. P. H. James, and the Press Division, of which J. Vance Babb is manager. The handsome books and folders, the rate cards, sales literature advertising and so on come out of the Sales Promotion Division; the program listings, news stories, pictures and mentions of the National Broadcasting Company you see in the papers and magazines are the Press Division's contribution.

Mr. Morgan said the principal product of his department is headaches, but you wouldn't believe that anybody with such easy-going good-humor ever had one.

H. J. BOCK APPOINTED WESTERN PRESS MANAGER

Harold J. Bock, for three years manager of the Press Department in Hollywood, was appointed Press Manager for the Western Division of NBC, February 15. The new Western Division Press Manager will continue his headquarters in Hollywood.

Mr. Bock replaces Lloyd E. Yoder who recently became manager of KPO and KGO, NBC stations in San Francisco. Milton Samuel, formerly assistant manager of the Press Department in San Francisco, continues in his present position as head of that department.

When Mr. Bock joined the NBC Hollywood staff in 1935, he was one of only a dozen employees in the Film City studios and the only one in his department. During the past three years the Press Department has been steadily increased in size.

Mr. Bock joined the Company in 1933, taking charge of the news bureau in San Francisco. In addition to handling Pacific Coast news for NBC broadcasters, he did a nightly news broadcast on KYA, then operated by NBC. A year later, he joined the Don Lee System, as their San Francisco publicity manager. After a year with that organization he returned to NBC.

Mr. Bock is one of the youngest division managers in NBC. He is under thirty years old. He was born in Avoca, Wisconsin, and attended school there. When his family moved to Long Beach, California, he attended Polytechnic High, where he was active in student publications.

He also was on the staff of the *Long Beach Sun*. He completed his education at Long Beach Junior College and University of California at Los Angeles, before going to San Francisco where he represented *Variety*, *Broadcasting* and other trade publications.



HAROLD J. BOCK

TALENTED members of the NBC staff in Radio City were featured in their own broadcast over the Red Network on Saturday afternoon, February 19. These candid photographs were taken during the show by Charles Van Bergen of Press.



The Brass Buttons Quartet. Frank Egan, Paul Owen, Richard Diamant and Robert Eastman.
"Should some sponsor get them as a quartet, he'd have something."—Buffalo, New York.



The River Avon stood still on February 19 when this streamlined version of *The Merchant of Venice* hit the NBC airwaves. They are, from left to right: Albert Roraback as Antonio; Murdock Pemberton, sound effects; George Brenzel, The Duke of Verona; Tom Di Matteo, Bassanio; Ray Feuerstein, messenger; Bessie Feagin, Portia and Frank Egan as Shylock.
*"Specially enjoyed the parody on *The Merchant of Venice*, my favorite Shakespearian drama."*—Liberty, New York.



TOM ELDRIDGE
"I liked the page boy who sang, 'I See Your Face Before Me.'"
 —Hollywood, Calif.



M. C. "Jimmy" James introduces Songstress Helen Winter.
"We just loved your English accent . . ."
 —Stockton, California
"Helen Winter has a grand voice."—Danbury, Iowa



GEORGE ANDREWS
"... whose baritone voice is one of the best I've heard in recent years . . ."
 —Chicago, Ill.



EMIL CORWIN and AMELIA UMNITZ

"Bravo! to all those who participated and I enjoyed most the piano 'duo.'"
 —Cleveland, Ohio

EDWARD NORDHOFF
 (Beck)
"Such a lovely voice should go far in the radio world."
 —San Mateo, Calif.





The most extraordinary thing about the NBC employees' show that went on the air last month is the obvious fact that not more than one or two out of every ten fan letters received by the entire cast were from relatives, girl friends or just friends.

Collaborators Murdock Pemberton and Dom Davis are so pleased with the response they're already scratching their heads for another script idea. . . . And a fairly good agent is saying that Jimmy James should give up printer's ink and turn commentator, after the way he m.c.'d that show. This is what Ben Gross wrote about the show in his *Daily News* column:—

"The result was surprisingly professional—can it be that NBC is planning to become self-sustaining?"

It was a five-and-a-half-pound baby for the George M. Bensons (Sales) on February 11 . . . Her name is Judith and she's blonde. And speaking of marital affairs, they say it was a noisy sound-effect the boys gave Bud Faillacc on the eve of his wedding to Helen Winter.

I hear that someone in Chicago heard a bell ring in his belfry and the next thing he knew he was opening a central casting bureau for radio programs—just like the casting bureau for movies in Hollywood. Sounds like a smart idea, specially with so many script shows being produced for the networks in the Windy City.

The other day I walked into 8-H by mistake (mind you, Mr. Thurman, I said "by mistake") when the NBC Symphony was assembled in that sanctum of sanctums. Imagine my surprise when I saw—not Toscanini—but guide Carl Cannon waving a baton over the assembled musicians who were chatting away without paying him any attention. There was a bit of commotion up in the balcony. I looked up and saw movie cameramen poised with their machines.

"What the—", I started to mutter to myself when a pussy-footed page popped out of nowhere and firmly ushered me out of the place.

"Cannon is the Maestro's stand-in," he explained, shutting the door in my face.

One of our announcers stopped an elevator on the fifth storey (the English touch) and asked for the fifth floor. The operator reassured him, "This is the fifth floor." Whereupon, the mikeman re-

WGY SCHENECTADY

by W. T. Meenam

Won't Be Long Now

As the days get longer there come indications that the staff of WGY will ultimately be transferred to new and larger quarters. Virgil Hasche, office manager, has been touring the various departments plotting desks, typewriters and other furnishings for the offices that are to be. Meanwhile the building contractor is waiting for the frost to leave the ground before starting to landscape the premises of the studio building.

Ripples Ahead

WGY's Bowling League is now in its final round with the Ripples holding a one-game margin over the Statics and three games ahead of the Whistles. Alex MacDonald and Radcliffe Hall are the mainstays of the leaders, while Announcer Howard Tupper and Salesman Bob Elliot are helping the Ripples keep within striking distance of the top. The season will be concluded with a Hi-Low tournament and a dinner on March 19.

Persistence

Radcliffe Hall, accompanied by Mrs. Hall, recently journeyed by car to his home in Erie, Pennsylvania. On the return trip, while rolling along at a lively clip, the Hall car encountered a bit of ice on Camillus Hill between Auburn and Syracuse. The machine turned twice on its base, left the road, turned over one and one-half times and stopped against the face of a gravel pit. Both Mr. and Mrs. Hall escaped with a few bruises. The car, except for dented fenders, was little the worse for the accident. Rad had the presence of mind to shut off the ignition. The

peated, "I want the *fifth* floor!" his voice going falsetto on "floor."

In true the-customer-is-always-right fashion the operator ducked the issue, dropped the car to the Main Hall, shot back up to the fifth *etage* and the absent-minded temperament strutted out triumphantly.

Maybe it's this Spring weather.

Page Bill Eliscu's greyhound, Clan Chief, won a blue ribbon and some cash at last month's swanky Dog Show in the Madison Square Garden. Bill's brother is the enterprising young man who was interviewed on the "Smile of Beauty—and Health" broadcast by Fred Allen for having organized the Canine Club which offers all kinds of doggy services for wealthy dog-owners in New York.

car lost gasoline, oil and brake fluid; after these were added at Syracuse, the Halls continued their trip to Schenectady.

Personal Tid-Bits

Some of the eligible young women of WGY are curious to know whether it's a blonde or a brunette or just the call of home that inspires Bob Elliot to travel New Yorkward every two or three weeks. Bob refuses to tell.

Betty King of Sales is disgusted with New York State weather. Betty recently acquired a pair of shiny new skis but every week-end since her purchase the weatherman has reported no snow.

Al Taylor, WGY salesman, is another winter sports fan. Any Saturday you will find him with Mrs. Taylor and the two Taylor children skating on Iroquois Lake, Schenectady.

Manager Kolin Hager spent the week of February 13 hopping between Washington, Schenectady and Cleveland, attending the NAB meeting in the Capital and the WTAM dedication ceremonies in Cleveland. Mr. Hager reports a splendid achievement in Cleveland and studio facilities that compare with the best in the land.

Bob Rissling, former member of the announcing staff who was compelled to give up his duties at WGY by serious illness last April, visited his friends on the staff recently. Bob is well enough to get around but he is still under the doctor's care. He plans to spend next summer on a farm and concern himself seriously with vocal practice.

Clan Chief is not a member of the Canine Club. Not because he hasn't social entree. It's just because Bill can't afford it.

During a lull down in the Main Hall, an odd-looking person walked up to Guide Bob Armstrong in the Cashier's Booth and tried to fenagle a free ticket for the Studio Tour on the grounds that NBC should entertain him because his initials were W. J. Z.

"That's nothing," snapped Bob Armstrong, "my initials are R. C. A. and I'm not even a vice president of this club."

Speaking of names it wasn't until he left us last month to join another New York station that this column discovered that Announcer Alan Kent's name on his birth certificate is Karl D. Byington, Jr.

NBC SAN FRANCISCO

by Louise Landis

Personnel Changes

Things happen fast in NBC's San Francisco studios these days. Glenn R. Dolberg, formerly program manager of KFI-KECA, is the new program chief here. . . . Along with news of the resignation of Ken Carney, who is entering the agency field, came the announcement that Mr. Dolberg had been promoted to the post of program manager. A few days later came notice that Cameron Prud'homme had been made production manager. He replaces Frank Cope who has decided to doff executive duties and return to the artists' side of the fence, reviving his popular *Alarm Klock* program over a San Francisco station.

NBC's pleasant new San Francisco program chief is one of the West's best-known radio personalities, who has been engaged in the industry from its pioneer days, with wide experience in many of its fields. He was program manager at KHJ previous to his KFI affiliation.

Cameron Prud'homme also is a radio and stage veteran, having directed and played with noted stars like May Robson, Leo Carrillo and Marjorie Rameau before entering radio.

Songwriting Rancher

NBC folk are enjoying one of their rare visits with a tall, slender lady who has become somewhat of a legend around

the studios . . . for she combines the task of running cattle on the range with song-writing. Her name is Ann Anderson, and she is an aunt of Helen Wills. A few years ago she decided to forswear civilization, took up cattle-ranching, and now runs her cattle over 40,000 acres of land in a lonely part of California where the nearest railroad train is a half-day's ride on horseback over roads impassable to automobiles.

She was disappointed to discover this time that Arthur Ward, formerly on the arranging staff, had gone to Hollywood to arrange music for broadcasts there, for she has a brand-new song, *The Coil in My Riata* which she'd like to have somebody "put down."

Mikemen

At the sound of the chimes: Announcer Eddie King who had to describe a frog jumping contest on San Francisco's Treasure Island, showed up at the studio hardly able to speak above a whisper. . . . "Must have a frog in my throat!" he says hoarsely. . . . Announcer Larry Keating, who turns into Dr. Puzzlewit every Sunday to quiz hapless contestants on that program, asked a man to define a ramekin not long ago . . . he thought awhile and finally replied, "A little sheep." . . . Cliff Engle, who m.c.'s *Good Morning Tonite* is on a vacation, his first in years,

which includes a trip to New York. . . . Announcer Grant Pollock is pinch-hitting for Cliff during his absence.

Professor

Van Fleming, producer of *I Want a Divorce* and other San Francisco offerings, has turned pedagogue. Starting March 10 Van inaugurates a course in radio continuity writing at the University of California Extension Division . . . and any colleagues who are found leering at him from the front row are going to have to write "Don't rib Teacher!" 100 times on the blackboard before they go home.

Radio Bug

You just can't keep the Press Department out of the news! Besides, here's a good place to relate the harrowing experience of Dick Bertrandias and Commentator Bill Holmes, who came home to their apartment not long ago to find a big hole drilled right through the top board of their radio. Curious, they poked at the hole with a wire and out ambled a long, gray insect with a nose like a miniature sword-fish. They caught him in a glass jar and brought him to Agricultural Director Jennings Pierce. His name is Polycaron Stouti, and he is a solitary wood-borer, Jennings explained. They heaved a sigh of relief at the word "solitary"—"What if he had picked one of us instead of the radio?" Dick wants to know.

WBZ BOSTON

by Bob Evans

Vosmik on the Air

Joe Vosmik, latest acquisition of the Boston Red Sox and considered one of the greatest left fielders in baseball history, was officially welcomed to Boston over WBZ and WBZA on Tuesday evening, February 1.

Your reporter was privileged to have the honor of interviewing the heavy-hitting outfielder and it provided a very pleasant re-union as Vosmik and he faced the mike together on numerous occasions when both were in Cleveland. This familiarity made it possible to bring out a great many intimate angles concerning Vosmik that might otherwise have been unrevealed.

Boston audiences were greatly impressed with the cool and unruffled manner in which Joe handled himself on the air. They hope he does the same out at Fenway Park this summer.

Fire Commissioner Reilly, acting in the

absence of Mayor Tobin, issued the City of Boston's official greeting.

Rotarian Holman

John A. Holman, general manager of WBZ & WBZA, traveled to Portland, Maine, to tell the Rotarians about "Radio, Bulwark of Peace." As part of the ceremonies of the occasion a program of variety entertainment was piped from WBZ to the Rotary Banquet Hall in Portland.

Ping Pong

The intra-office ping pong tournament progresses with competition being of the keenest. Arthur Feldman, Special Events, still reigns the favorite despite a serious "charley horse" developed when he was struck in the leg by a ping pong ball. Production Chief Wright is being looked at askance for being the only person in the tourney to draw a bye in the first round. Reliable sources say that Wright made the original drawings. We should

be able to hail the champion in this column next issue.

Sick List

It has been more than a month since Grace D. Edmonds, head hostess at WBZ, was taken ill and confined to a Providence, R. I., hospital. Her absence is keenly felt among staff members and frequent studio visitors.

Forger Foiled

A pat on the back goes to Miss Marjorie Hall, secretary to Plant Manager D. A. Myer, for her alertness and retentive memory. Because of these qualities, Miss Hall made possible the apprehension of a forger who has been preying on radio stations throughout the country. Miss Hall recognized the man when he called at WBZ. She remembered his description from a letter sent out by other Westinghouse stations some time previous. The forger is now doing a stretch at Deer Island House of Correction.

NBC WASHINGTON

by Marian P. Gale

New WRC Transmitter

Construction work on WRC's new transmitter on Ager Road in Maryland, just outside of the District, is progressing rapidly. The new 400-foot vertical radiator is of uniform cross-section from top to bottom. The Engineering Department refers to it as a "high-hat" antenna, because of a huge steel saucer that tops the slender structure.

General Manager Berkeley announced that the WRC transmitter will be moved on March 15, from 14th Street and Park Road, the site it has occupied for fifteen years, to the new location.

The new transmitter is of the most recent design, utilizing class B modulation in combination with "reversed feedback" which makes possible advanced standards of fidelity and absence of background noise. The station power supply is provided in duplicate, incorporating separate buried power cables, transformer substations and metering equipments with an automatic switch which instantly changes power lines in the event of a failure. This "automatic switch man" will change from one power line to the other so rapidly that the program is not interrupted, thus providing better protection against such failures than could be obtained by human operation.

1 1 1

Here and There

Announcer Jim McGrath and Gordon Hittenmark, "WRC Timekeeper," are not looking forward to the return of Jim (Mobey Dick) Moran from San Francisco, where the latter has been fishing for whales. Moran promised McGrath and Hittenmark before he left Washington, armed with a copy of *Mobey Dick*, an antique harpoon and ten cents, that he would bring them several large hunks of blubber. It has been reported in press

dispatches that Mayor Rossi of San Francisco has given Moran a whale that died some time ago on the rocks of San Francisco Bay. . . . Freda Schmidt, temporary night hostess, who has been filling a secretarial position at the Democratic National Committee in the daytime, has realized a seven-year-old ambition—that of becoming a permanent NBC employee. . . . Freda is replacing Mary Burke as Secretary to Night Supervisor Bill Coyle. . . . Mary Bourke has left NBC for another position.

Harold Thomason, formerly of the News Room, is now in charge of WRC and WMAL commercial continuity. . . . Commercial Manager John Dodge left last Friday for a ten-day vacation in Florida. . . . While he has been basking in the sun Salesmen Jim Sweet, Ben Baylor, and Stanley Bell have kept up the good work selling NBC programs. . . . In the Engineering Department Don Cooper remarks that programs come and programs go but nothing ever happens . . . except trouble.

1 1 1

And Everywhere

Engineer Dorson Ullman celebrated his tenth anniversary with NBC last month. . . . Chief Engineer A. E. Johnson announced the addition of a new member in his department—R. W. Chapman. . . . Come news from the announcing staff that John Hurley is busy these days welcoming his folks from California. . . . Lee



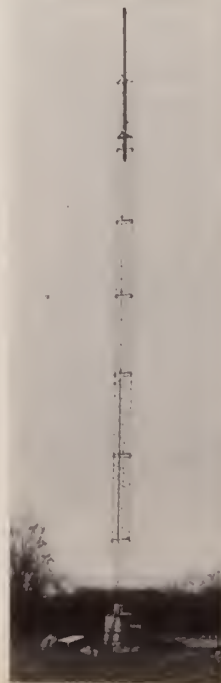
"Grunto," a Fargo, North Dakota piglet, squealed his way into senatorial attention during the NAB convention in Washington last month when he was presented on the *Farm and Home Hour* from the lobby of the Willard Hotel. The little pigsqueak was brought to the NAB convention via plane by Barney Lavin (in costume) of station WDAY, Fargo. Senator Gerald P. Nye, of North Dakota, shown feeding Grunto a bottle of milk, told *Farm and Home Hour* listeners that the saying "Pigs is pigs" is not true. "What other pig from any state has ever entertained in the Willard Hotel Lobby?" drily observed Senator Nye. At the left is Assistant Secretary of Agriculture Harry Brown, who welcomed the piglet. Jim McGrath, WRC announcer, interviewed Grunto with the portable transmitter shown in his hand.

Everett is moving his family from North Carolina to Washington and is now in the throes of house-hunting. . . . Lee is a descendant of Pierre Le Grand, the pirate . . . his real name is James LeGrand Everett. . . . Mary Mason, WRC's *Home Forum* Expert, is expecting a visit on March 4th from Ida Jeanne Kain, noted dietician scheduled for her daily program. . . .

Tommy Knode of the News Desk and Announcer Bill Crage pound out copy twice a week for a new movie gossip and review program, *Your Man About Hollywood*, which is going over very well. . . . Hilmar Baukhage, Washington correspondent and NBC's news reporter on the *National Farm and Home Hour* is presenting a program over WRC now, entitled *Cabbages and Kings* during which he offers a rambling comment about things that turn up in a newspaper reporter's life that he doesn't print.



The new transmitter house and vertical antenna for WRC on Ager Road in Maryland will be placed in operation on March 15.



NBC Babies

Read about next month's
Baby Picture Contest on
Page 10.



Stephen Lee's father
is Lee B. Wailes,
M. & O. Stations
Dept., N. Y.



This is Beverly Cecelia whose
papa is Roy Holmes of N. Y.
Traffic Dept.



"Wonder what we're having for lunch,"
says Diane Waite, niece of James Harvey
of the Program Department, Phila-
delphia.



Introducing Frank whose father is
Assistant Auditor R. S. Peterson,
NBC Chicago.

PRIZE-WINNING PICTURE



This excellent picture of Elizabeth Ann, taken by her
father, Carey P. Sweeney of the television engineering
staff in New York, wins this month's prize in the Baby
Pictures Contest—an album of Victor Records of Beeth-
oven's Seventh Symphony as played by the N. Y. Phil-
harmonic Orchestra under the baton of Toscanini.

"How's this for a smile?" says
Patricia May, daughter of Mrs.
Marian C. Smith, Auditing, Wash-
ington, D. C.



Deborah Lee, daughter of Elsie
Bergler of the Sales Department,
N. Y.



This is Rhoda. Her father, Reuben
Metz, plays the viola in the NBC
Symphony Orchestra.



Robert, son of T. G. Bombaugh,
engineer at the WENR transmit-
ter, Chicago.



Audrey and Harold ("Chippy")—
children of the Harold E. Bissons.
Harold, Sr., works in Radio City in
the Promotion Division.



Phoebe Mink of the N. Y. Press Di-
vision has no babies of her own so
she sent us this picture of herself—
taken a few years ago.

NBC TRANSMITTER

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

VOL. 4 MARCH, 1938 No. 3

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TOSCANINI RECORDS FOR BEST NBC BABY PICTURE

Though you can no longer turn your dial and listen to Arturo Toscanini on Saturday evenings via NBC, you *can* listen to him *any time* on Victor records. And here's your chance to win the valuable album of Victor recordings of Beethoven's Symphony No. 6 (The Pastoral) as played by the Philharmonic Orchestra of New York under the baton of the Maestro. By arrangement with the RCA Manufacturing Company, Inc., the NBC TRANSMITTER is offering this prize to the NBC staff member who submits the best baby picture to the April issue.

So start the shutters clicking, NOW. The baby must be one of your children or a relative—brother, sister, niece or nephew.

Rules

1. Do not send negatives. Send prints not smaller than 2½" x 4".
2. Give the name of the baby and its relation to you.
3. Give your name, department and NBC division.
4. Send your pictures for the April issue to the NBC TRANSMITTER, Room 284, National Broadcasting Company, 30 Rockefeller Center, New York, before March 22.
5. Pictures are judged on their popular appeal, humor, interest and photographic quality. Judges are Enid Beaupre of the Promotion Division and Barbara Biermann and Ary Moll of Guest Relations.

LETTERS TO THE EDITOR

Dear Sir:

Noticed a slight error in the Radio-Ana feature of the NBC TRANSMITTER for February 1938 in which it was stated that ten years ago NBC made the first Parabolic Microphone out of a wooden chopping bowl. According to our records, Patent No. 1635568 filed January 25, 1924 covering a sound reception system and issued to J. E. Aiken who was one of our engineers at that time, covers a parabolic reflector for a microphone.

As this patent was dated January 1924, KDKA had Parabolic Microphones some three years before NBC was organized, and I think the credit for the Parabolic Microphone should be given to KDKA rather than NBC.

(Signed) J. E. Baudino,
Plant Manager—KDKA.

Ed.—Thank you, J. E. Baudino, and we beg your pardon, J. E. Aiken. We should have said, "The first *NBC* parabolic microphone was made out of a wooden chopping bowl."

NBC PHILATELISTS TO HOLD ANNUAL BANQUET

The NBC Stamp Club is holding its annual banquet in the Board Room on Monday evening, March 21. The annual election of officers will take place after the banquet.

George M. Nelson, club treasurer, who is making the arrangements for the banquet reports that a large number of NBC stamp collectors are expected at the meeting and that several notable speakers and philatelists will also be present as guests of the Club.

Offices which will be filled by the election and the present incumbents thereof are, President, George O. Milne; Vice President, Walter Koons; Treasurer, George M. Nelson; Exchange Manager, Frank O. Johnson, and Secretary, Frank J. Reed, Jr.

Royal Receives Medal Award

John F. Royal, vice president in charge of NBC programs, was among those who received medal awards at the Annual Advertising Awards Dinner sponsored by *Advertising and Selling* magazine held at the Waldorf-Astoria, New York City, on Thursday evening, February 24.

Vice President Royal was cited for his "contribution to knowledge or technique of radio advertising" during the presentation of the awards which was broadcast by Station WOR.

Over 200 advertising and publishing executives were present at the dinner.

WTAM CLEVELAND

by Bob Dailey

Sleep and more sleep was the watchword along WTAM's radio front after the inauguration of the new NBC studios in Cleveland. Exhausted with the strenuous efforts required to stage successfully a week of dedication activities for the station's quarters, practically every member of the staff took the close of Saturday (Feb. 19) night's dedication party as the signal for a much needed rest in bed.

Special previews, parties, luncheons, teas and radio programs during Housewarming Week, February 14-19, were climaxed with the formal dedication of the studios Saturday noon.

An evening broadcast and party featured the performances of Margaret Speaks, Mario Cozzi, Frank Black and a symphony orchestra of 40 members, Arlene Harris, Bob Feller, Tom Manning and Graham McNamee. Alfred H. Morton, general manager of NBC Managed and Operated stations, gave a short address.

Other NBC officials who attended the ceremonies included John F. Royal, vice president in charge of programs; Dr. James R. Angell, educational counselor; O. B. Hanson, vice president and chief engineer; Roy C. Witmer, vice president in charge of sales; Robert H. Owen, manager of KOA; A. E. Nelson, manager of KDKA; Lloyd Yoder, manager of KPO-KGO; Kolin Hager, manager of WGY; Lee B. Wailes, Managed and Operated Stations Department; Maurice Spitalny, musical director of KDKA; Sam Ross of Artists Service in New York and George McElrath, operating engineer.

The entire WTAM staff, which worked night and day to move into the new studios and to prepare a week of gala ceremonies, was extremely gratified with the laudatory comments made by the press, civic and business leaders and friends of the station.

But probably the two persons most thrilled were the young daughters of Mr. and Mrs. Pribble. Betty, 10, and Bunny, 8, stood on a raised platform supporting the 1500 pigeons and gave the signal which sent the swarm of birds winging their way over the NBC Building.

Each clutching a bird between her hands, the girls smilingly and without hesitation, stepped to a microphone, recited a short verse in unison and then released the pigeons. It was one of the proudest days in the lives of Betty and Bunny.



Modernity is the keynote of the new WTAM studios. Pictured above are Hazel Finney and Peg Fitzgerald at the information desk.

WTAM



These members of the WTAM staff acted as hostesses during the inaugural ceremonies of the station's new quarters. L. to R.—Olga Nichols, Peg Fitzgerald, Edith Wheeler, manager of Traffic; Pearl Hummel, office manager and auditor, and Hazel Finney.



Bunny and Betty, daughters of Manager Vernon H. Pribble, who gave the signal for releasing 1500 pigeons as part of the dedication ceremonies.

NBC's new studios in Cleveland, Ohio, are as modern and as well equipped as those in Radio City. This is the Main Lobby of WTAM.



Bob Feller who signed his 1938 contract with the Indians during the WTAM dedicatory broadcast is shown chatting with A. H. Morton, general manager of NBC managed and operated stations.

Below. NBC's Master Control Board in Cleveland with Engineer John Disbrow at the controls.



KOA DENVER

by Charles Anderson

Screen Tests

Buck Owens, star of the Roving Ranger series on KOA, has decided to make his next western picture right here in Colorado. As a result, KOA dramatic stars were screen-tested for the picture. Betty Stulla and Louise Wadsworth took turns at playing the heroine; Jimmy Herrick was tested for a character part and Si Westbrook made a hit as the villain. The tests have been sent to Hollywood and we are awaiting the decision with bated breath.

Litigation

Little did the judges who picked last month's prize-winner in the TRANSMITTER's baby picture contest realize the problem they foisted upon us out here in Denver when they awarded the prize to our commercial manager, A. W. Crapsey. The picture which won the Toscanini records was of Patricia Peregrine, daughter of KOA's engineer in charge.

It seems that Mr. Peregrine feels that his household has a partial claim on the records—a sort of artist's fee. Therefore, an impartial and self-chosen jury is now trying to decide whether Mr. Peregrine has the right to play the coveted records on Wednesdays or Thursdays. As we go to press the jury is still hung. In the meantime Mr. Crapsey is enjoying the Toscanini records to the utmost.

"Dunked"

Bill Stulla's baby was "dunked" at St. Thomas Episcopal Church, February 20. The young lady was christened Alice Wentworth Stulla.

Bowlers Three

A common sight these past few weeks has been that of three men darting from the KOA studios to the bowling alleys across the street immediately after the late newscasts over this station.

The three bowling fiends are announcer Gil Verba, Engineer Walt Morrissey and your correspondent. Walt, who handles the controls for the newscasts and claims to be a beginner at bowling is way ahead of the trio. Gil and I are beginning to doubt his amateur standing.

Baby Pictures

To the NBC employe submitting the best baby picture for the April issue of the NBC TRANSMITTER, an album of Toscanini recordings will be awarded. Send your pictures to the TRANSMITTER before March 22.

NBC HOLLYWOOD

by Noel Corbett

President's Visit

Hollywood will be the western twin of Radio City, NBC's president, Lenox R. Lohr told the entire Hollywood staff at a recent luncheon held in his honor at the Melrose Grotto, adjacent to the studios.

It was the first meeting of Hollywood employees, over a hundred strong.

Before introducing President Lohr, Don E. Gilman, vice president in charge of the Western Division, pointed out the growth of the Hollywood office in the past three years.

Program Manager John W. Swallow, who at one time was the only NBC employe in Hollywood, was at the speakers' table, as was Lew Frost, assistant to Mr. Gilman.

Following the speeches, President Lohr answered questions from various employees on television, company policies, et cetera.

NBC's Friend and Plug

The next time Buddy Twiss, head of special events, Joe Kay or Bob Brooke, engineers, are out Santa Anita way they're going to look up a nag named Rommy and hand him a bunch of carrots.

Washington's Birthday the boys had a few anxious moments when it looked as though the Santa Anita Derby would get started two minutes before the scheduled transcontinental.

However, Rommy acted so badly the start was held up until broadcast time.

Traffic Expert

Ever since NBC opened the Melrose Avenue Studios, folks have been denting their car fenders trying to get in and out of the crowded parking lot.

But things are different now. Jack Creamer, former member of the USC intercollegiate tennis champs, is in charge of the lot.

The white chalk lines which came with his second week on the job guide every car into its own space. Also there are incoming and outgoing lanes.

It's the Truth, Officer

Sydney Dixon, Western Division Sales Manager, and Tracy Moore really brought home the groceries the other night. However, not before they convinced a couple of cops that they had won them at the annual jamboree of the L. A. Advertising Club.

After the jamboree they were loading Dixon's car, which happened to be parked in front of a grocery, when the law descended on them.

Basketball Victories

Though the basketball team started the

season with a couple of losses, it seems now to have hit its stride. Recent victories have been over Western Costume, California Banks and Pepperdine College. National Schools and the Hollenbeck Chapter of the De Molay cagers copped closely contested games from the NBC boys.

Captain Ben Gage manages to be high-point man at just about every game. However, he gets plenty of support from his teammates Lee Bridgman, "Lefty" Lefler, and Jack Creamer, pages; Floyd Caton, Hal Dieker and Frank Pittman, Sound Effects; Joy Storm and Earl Dixson, Program.

Gage and Storm are generally first out of the showers to make their respective nightly stints at the Coconut Grove and Trocadero.

Leave of Absence

Ruth Schooler, secretary to Program Manager John Swallow, is on a month's leave of absence due to illness.

Janette White, who joined NBC last November, is taking her place.

Two Fenders for Two Fingers

Ralph Amato has learned not to monkey around with buzz saws.

Working on a piece of sound effects equipment, Amato cut two fingers.

Nothing was lost, however, except a couple of car fenders. One off Harry Saz' car when he rushed Amato to the hospital, and the other when he tried to take Marvin Young's car along with him.

Elaine Forbes—Juror

In the past few weeks, Elaine Forbes, secretary to Sydney Dixon, has put in over twenty days of jury duty.

Dorothy Waknetz from Mimeograph has subbed for her.

Crime Doesn't Pay!

At least it didn't for the two hold-up men who tried to climb into soundman Virgil Reimer's car recently when he stopped at a signal.

Reimer jumped out and tackled the two of 'em.

The one who didn't get away was carted to the emergency hospital.

Gilman Speaks

"The Growing Importance of Hollywood as a Radio Center," was the topic of Vice-President Don E. Gilman's speech before a gathering of the Los Angeles Electric Club at the Biltmore Hotel February 21.

Blanche's New House

Blanche Davies, secretary to Lew Frost, has taken a house near Toluca Lake. An NBC veteran, she was transferred here from San Francisco when Mr. Frost was.

NBC HOLLYWOOD

The pictures on this page were taken at a luncheon given by members of the NBC staff in Hollywood in honor of President L. R. Lohr during his recent visit to the NBC Western Division.

Members of the Hollywood staff. Front row, left to right: Meredith Willson, general music director; Ben Gage, announcer; Myron Dulton, director; Ted Sherdeman, director. Back row: Ken Carpenter, announcer; Karel Pearson, Traffic; Russ Hudson, Traffic; Earl Dixon, Program.



L. to R.—Lew Frost, assistant to the vice president in charge of the Western Division; President Lohr, John W. Swallow (standing), Western Division Program Manager, and Don E. Gilman, V. P. in charge of the Western Division.

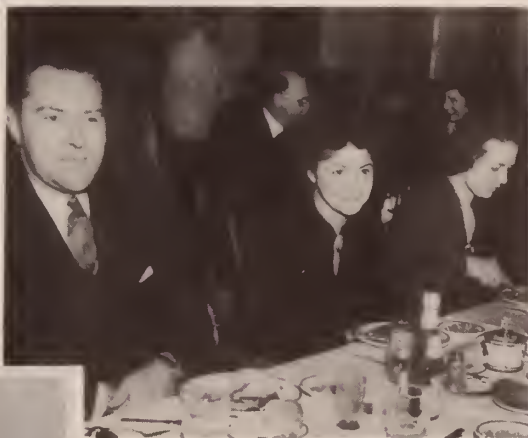
Seated, left to right: Margery Wright, Program; Joe Thompson, director; Joan Chapman, Program. Standing: Joe Parker, announcer; Arnold Maguire, director; Buddy Twiss, announcer; John Frazer, announcer; "Lefty" Lefler, page.



Right. Sydney Dixon, Western Division Sales Manager; Roy C. Witmer, Vice President in Charge of Sales, and Don E. Gilman, Vice President in Charge of Western Division.



"I'm not shy," says Studio Engineer Frank Figgins as he pushes his face into the picture between Auditor Frank Dellett (left) and Western Division Engineer A. H. Saxton. To the right is Donald De Wolf, engineer in charge in Hollywood.



Below. L. to R.—Soundmen Floyd Coton, Bud Miller and Virgil Reimer.



Night Program Manager William Andrews and Ruth Schooler, secretary to John W. Swallow, drop their forks for the camera but Helen Wendt, secretary to Marvin Young, is more interested in that steak.

Right. Left to right: Charles Smith and Mae Regan of Artists Service, Bob Moss, studio engineer; David Elton, director, and Honor Holden, Artists Service.





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.

✓ ✓ ✓

Niles Trammell



NILES TRAMMELL

In March, 1928, Niles Trammell joined the National Broadcasting Company. He came to Chicago in May of the same year to manage the NBC Central Division. He was elected vice president the following year.

His assets included infectious enthusiasm, tireless energy and faith that "Marconi's Folly" was a new, powerful sales medium and a tremendous educational force.

When Mr. Trammell arrived in Chicago only a few programs were being broadcast locally and network shows were nonexistent. The total Chicago personnel consisted of eleven people. His first job was to engage, train and inspire additional assistants, as there were few experienced men in this new industry. He took this in stride and enjoyed the game. Starting from scratch in 1928 to a billing of approximately \$12,000,000 in 1937 is a record which speaks for itself. Looking back ten years, Vice President Trammell recalls with signal satisfaction the signing of *Amos 'n' Andy*, the leasing and building of the studios in the Merchandise Mart, and the purchase of WMAQ and WENR.

Mr. Trammell is of the opinion that one of our immediate tasks is to create a better and more sympathetic understanding on the part of the radio audience with the complexities of the problems involved in broadcasting.

He also feels that we must, first, continue to tell and convince the public of the tremendous amount of time, effort and money that is being devoted by radio to cultural and educational features; and, second, that we must develop a still better balanced program schedule and keep program costs within reasonable bounds so that the results obtained are commensurate with the investment involved. Looking forward into the next ten years, he envisages a future for radio and television in keeping with the progress made during the past decade.

Marie Elbs

On March 19, 1928, a small, slender girl with fair hair made her first appearance at NBC. It was Marie Elbs who came from the newspaper and publicity world to work in the newly organized Press Department of NBC in San Francisco.



MARIE ELBS

Lloyd E. Yoder, now manager of KPO-KGO, and a secretary comprised the department at the time. As Mr. Yoder's assistant, Miss Elbs saw stories about radio stars and programs grow from an orphan child of newspapers and magazines to an important position in the news of the day. She was one of the pioneers who helped to batter down editors' resistance to radio news and made them realize that the entire public is interested in knowing what is on the air and who is taking part in microphone entertainment.

Despite her youth, Miss Elbs came to radio prepared for just such a task. In her journalism classes she showed such understanding of news that George Mullaney, former Associated Press executive, who was her teacher broke a lifetime rule and asked an editor friend to talk to one of his pupils. Result: Marie had a job waiting for her when she was graduated. For three years, she was the youngest member of the *San Francisco News* staff, and the most versatile, with drama, music, general news, features and every imaginable story-field as her bailiwick. She never wrote society and she never wrote sports—but any other branch of the newspaper business was hers.

Then publicity called her and the next year or so were devoted to the Ackermann-Harris theatres and to political campaign work. One day she answered a blind ad in the *Examiner*—and it led straight to NBC.

Recently, Miss Elbs's flair for research as well as her wide knowledge of all the subjects that radio continuities cover, led to her transfer to the Continuity Acceptance Division where her deft pencil keeps scripts within the bounds of NBC policies.



MAX BAUMAN

Max Bauman

Max Bauman was born in Berlin, Germany. When he was eleven years old his parents brought him to America where they settled in New Haven, Connecticut. Later, the Baumans moved to the Bronx in New York. There Max attended the public schools.

After high school, Max framed his diploma and went out into the world in search of a job. He got one in the Mail Room of the National Broadcasting Company. That was in 1928.

He wanted to get ahead, so he studied accounting in the evenings at New York University and a few months after he joined NBC he was promoted to the Accounting Division. Today, Max is still in Accounting. He has worked in almost every section of his division.

When Mr. Bauman celebrates his tenth year with NBC this month he will have two others with whom to celebrate—his wife and four-month old baby, Stephen Michael.

Max Bauman still lives in the Bronx. His hobbies are books and music. He likes history, economics and Beethoven.

Theodore H. Van Cott

At fifteen, Theodore H. Van Cott joined NBC in New York as a mail messenger. Today, ten years and three promotions later, finds him office assistant to Vice-President and Chief Engineer O. B. Hanson.

Ted, as he is known to his associates, held the job of mail messenger for three months before he was transferred to the page staff. Subsequently he turned in his uniform for a job on the office staff of the Engineering Department.

Ted received his high school education in Roslyn, Long Island, and Jacksonville, Florida. He was graduated from the latter school at a remarkably early age and joined NBC soon after.

Today he lives in his home town of Glenwood, Long Island. It is very difficult to get Ted to talk about himself, but Miss



T. H. VAN COTT

Margaret Primont, with whom he works in Mr. Hanson's office, confided that he is a flash at badminton, a boating enthusiast, and a photographer of no small ability. His favorite photo subject (and he proudly told us this) is little Martha, his two and a half-year-old daughter.

NBC CHICAGO

—by Rudi Neubauer—

Conventioneers

Oliver Morton of the Sales Department; W. W. Smith, local Sales manager; M. S. Wetzel, manager of Chicago Electrical Transcription Sales Department, and William E. Drips, Director of Agriculture, attended the special convention of the National Association of Broadcasters in Washington, D. C., last month. Maurie Wetzel attended the meeting of the Canadian Broadcasters in Ottawa.

Announcer's School

The Announcer's School is again in session, sponsored by Sidney Strotz, and conducted by Chief Announcer Everett G. Mitchell assisted by Lynn Brandt. The enrollment has reached the record high of 26 boys from all departments and offices. Classes are held twice weekly and subjects include vocal exercises, diction and a thorough study and appreciation of lexicography. Interest in classes is keen and the boys report that the stunt introduced this year of having the class voice constructive criticism of fellow students who are "on the mike," is the best yet.

Five graduates of the school have already secured announcing positions due to this training. The most recent graduate is George E. Hooper (Pinkie), who last week accepted a position as announcer and script-writer with station WBEO, Marquette, Michigan.

Brochure

The third WENR promotional brochure in the series being prepared by Emmons Carlson of the Sales Promotion Department is devoted to the *America's Town Meeting* broadcast heard over the NBC-Blue Network and WENR each Thursday.

Author

Don Thonipson, director, whose story, *Last Public Appearance*, appeared in the October 16, 1937, edition of *Liberty* magazine, has just been informed that his story was one of five selected for bonus prizes of \$100. He's elated, of course, but says he would have been ten times as happy with the first prize of \$1,000, or five times as happy with the second prize of \$500.

Crib Crys

Stork news along the NBC front heralds the arrival of two new Junior NBCites during the past few weeks. Future contestants in the TRANSMITTER Baby Photo Contest had better look to their laurels, for it is learned via the grapevine that the newcomers are already being groomed for their debuts in the contest.

Continuity writer William Meredith an-

nounced the arrival of John William Meredith on January 29, wailing in at eight pounds and ten ounces. It's number one for the Merediths.

Mrs. Bay presented John (Duplicating) Bay with an armful of little Bonita Marie on February 17, with Bonita balancing the indicator at an even seven and one-half pounds. The Bays will now cut their pies in five sections.

Hail and Farewell

For seven consecutive years anyone calling the NBC Chicago offices received their customary—"Good Morning—this is the National Broadcasting Company," from one of five girls, but on February 1 the reign of this quintette ended when Operator Bernice Bydalek decided to chuck the Chicago slush for the California sands—and for keeps! Bernice leaves a host of friends who join with your correspondent in wishing her the best of luck in her new home.

The second seven-year reign of these 'Hello' Hapsburgs begins with the addition of petite Margaret Catherine Dunnett, who replaces Miss Bydalek. Miss Dunnett comes to NBC with a diversified experience in PBX work, after having completed her primary work at the local 'phone company's main office.

Tropical Trips

Ken Carpenter, sales manager, is vacationing in Nassau; Esther Ludwig, Continuity, in Florida and Ken Hicks, Engineering, in Hollywood.

NBC Enters Naval Race

Bob Brown, announcer, has recently purchased a 28-foot cutter. He has named it the *Apache*. This swells the Chicago NBC navy to eight craft of assorted sizes. Skipper Brown drily commented, "this looks like a tough season for the Coast Guard."

Miscellany:

Paul Millen has been added to the page staff . . . Vera Maher back at work after a prolonged absence due to an auto accident . . . Bill Ray, Press Manager, moved to the wilds of Deerfield. He has quickly learned to fall asleep on the train and ride past his station . . . Paul McCluer, assistant sales manager, is building a home in Libertyville. Send him your suggestion for a name. Medals will be awarded to the heroes who refrain from submitting "Liberty Hall". Visitors to NBC Chicago during February were Vice Presidents O. B. Hanson and Roy C. Witmer.

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 service may be advertised. Address ads to NBC Transmitter, Room 284, RCA Building, New York.

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

FOR SALE—1931 Master Buick Sedan, 6 white-wall tires, seat covers, fancy radiator cap. Complete with crankhandle and can of white-wall tire paint. \$125. See Dixie in Mail Room, New York.

SALE or RENT—Modern 8-room house, restricted section lower Westchester. Thirty minutes from Grand Central Station. Large corner, trees, garden, two-car garage, hot water heat, fireplace. Near school. Reasonable rental to desirable tenants. Call or write the NBC Transmitter.

FOR SALE—Ford 5-passenger convertible cabriolet, September 1936. Chromium trimmings and wheels. White-wall tires. Perfect condition throughout. Driven 10,000 miles last summer. No winter usage whatever. Great bargain \$550 cash. Phone Elsie Illingworth, Ext. 433, New York.

FOR SALE—Girl's fencing equipment. Almost new. Jacket, size 12; white mask; two foils, one Spanish—one French, and a glove. All in good condition. Call Dorothy Lewis, Ext. 802.

BARGAIN—1928 Rolls-Royce roadster. Motor, paint and tires in good condition. Make an offer. Call or write the NBC Transmitter.

Bowling

The NBC Bowling Team lost a tough match to the Merchandise Mart Bankers on February 19, by the score of 2674 to 2592 pins. The NBC team was composed of Gale Swift, Music Library, H. Guill, TWX, L. Dutton, Engineering, Ed Davies, artist, and R. Neubauer, cashier. Guill was high man with scores of 232, 181, and 165.

Mickey, the Meandering Mouse

Mickey, the pride of Bloomington, was to appear on a recent singing-mouse broadcast, but true to the tradition of mousedom, Mickey escaped her trap, and sought refuge in a hollow tile wall in the Receiving Room. Service Man Herman Boettcher, true to the tradition of the theatre that the 'show must go on', rushed in to effect the capture, which was accomplished by poking a wire through the wall and chasing the mouse into a cage held at the other end by Mickey's owner. Mickey was hurried into a nearby studio just in time to make the broadcast, and though a trifle nervous, acquitted himself nobly.

KDKA PITTSBURGH

by Kay Barr

Morrow to Sales



LYNDEN MORROW was transferred from Sales Promotion to the Sales Department, on February 9.

Following several years of newspaper experience, Morrow joined the KDKA staff to handle publicity in 1933. Later his activities expanded to include sales and station promotion and for the past two years he has devoted all of his time to those phases of station activity.

In announcing the transfer, Manager A. E. Nelson said, "I feel that a man with such a comprehensive background has ideal equipment as a radio salesman. Mr. Morrow has a thorough knowledge of Pittsburgh, its business and its problems. He is equally well grounded in radio work from the broadcasting of programs to the planning of advertising campaigns."

In Charge of Sustainings

Clarence M. Pettit, a business man with years of successful experience to his credit, joined the KDKA staff February 15.

In his new position, Mr. Pettit will have charge of the programming of sustaining presentations. He will emphasize programs having a maximum of local interest and he will devote much of his time to special events programs.

Derby Sproule will continue to have charge of commercial programs, this division of duties being one of the important objectives in Mr. Nelson's reorganization of station functions.

Before coming to KDKA, Mr. Pettit was with the Baldwin Piano Company in Denver, Colorado, for fourteen and one-half years as general

manager of a territory including five states for most of that time.

While he has not been actively identified with radio, Mr. Pettit has been closely identified with numerous entertainment projects and has worked closely with radio stations in the presentation of programs. Many of these were in cooperation with Mr. Nelson while the latter was manager of KOA Denver.

Mr. Pettit has arranged and managed concert programs for various Denver organizations. He has helped the University of Colorado with many of their productions.

Driving East from Denver, Mr. and Mrs. Pettit arrived in Pittsburgh early last month accompanied by their Siamese cat and German Police dog.

The "Bookworm" Returns

There is an interesting story behind the weekly *KDKA Bookworm* broadcasts which started March 2nd.

In 1927, G. Dare Fleck, now traffic manager, went on the air anonymously as the "Bookworm," and from then until 1931, when the program was discontinued, he reviewed more than a thousand books.

A short while ago, Charles Urquhart of Production heard of the old broadcasts, read some of the scripts, and recommended a resumption of the series.

Manager Nelson approved the idea but Fleck had to go through the regular audition ordeal just like any ambitious unknown before he could get back the program he had once conducted so successfully.



Pittsburgh Boy Scouts had a camping exhibit in the KDKA studios as a feature of the National Boy Scout Week. The Scouts presented six programs on February 8 when the station was turned over to them by Manager A. E. Nelson.

Boy Scouts Run KDKA

KDKA tossed a challenge to the Boy Scouts and did they accept!

It was a stunt in connection with National Boy Scout Week. For days in advance the Pittsburgh Troops had kept some of their camp equipment on display in KDKA's lobby.



G. DARE FLECK

Then KDKA said, "Boys, if you run the station for a day we'll let you put on half a dozen programs."

The challenge was accepted. They took over Manager A. E. Nelson's office, although three boys were required to swing that job. Others invaded the news room and press desk. And so on all around the place.

Six programs were presented during the afternoon and evening by Scouts and Bubs and the broadcasts, together with the lobby display, attracted many visitors to the KDKA studios.

Hat Designer

KDKA proudly hails its new creative genius in the field of millinery, Engineer Charley Bickerton, whose remarkable talents for hat designing were undiscovered until he came forth recently with his latest creation, a tin topper for Janet Ross of the *KDKA Shopping Circle* program.

This is how it happened: During a creative moment, Engineer Bickerton thought it would be fun to present Janet with a tin hat so he went to work in the shop. He emerged with a hat made of tin and shaped like a bird.

Amused and touched by the gift, Janet paid suitable tribute to her new hat stylist in her next broadcast.

Since that time much of her fan mail, many telephone calls and scores of visitors to her programs and the studios have mentioned the remarkable head-dress and asked to see Bickey's creation.

Want to buy, sell or trade something? Advertise in the Exchange Corner, page 15.