

# NBC TRANSMITTER

VOL. 4

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NO. 4

## F. E. MASON APPOINTED TO DIRECT NBC



FRANK E. MASON

### SHORT-WAVE

Short-wave radio has assumed such importance both technically and as the voice of American culture and ideals beyond our borders, that Lenox R. Lohr, president of NBC has assigned his assistant, Vice-President Frank E. Mason, to superintend all of the Company's activities in this field.

Mr. Mason will have complete direction of the increasingly numerous NBC broadcasts of news, entertainment and other programs transmitted to Europe and South America, and the short-wave operations of the Company.

Mr. Lohr said:

"While the licenses under which short-wave stations operate are experimental and carry no public obligation per se, the National Broadcasting Company feels that it, along with other private broadcasters, must see to it that the United States does not lag behind other nations in international short-wave broadcasting.

"In this period of world stress and widely conflicting political ideologies, it is especially important that NBC be alert to the needs of the United States for communicating its policies and actions to all parts of the world.

"Short-wave radio has become increasingly important, as improvements effected over the period of the past twelve months at Station W3XAL increased the range, and consequently the audience, which could be reached by American broadcasts.

"With his background of experience as former president of International News Service, and as Vice President in charge of NBC's Station Relations for a number of years, Mr. Mason is exceptionally well-qualified to guide our short-wave plans and their development.

"Mr. Mason has held newspaper positions of importance in various European capitals over a number of years, and, speaking several languages, he is an apt interpreter of the American viewpoint to foreign listeners.

"Since the principal feature of short-wave broadcasting is news, his experience as a journalist, and his seven years with the National Broadcasting Company, will enable him to give these highly important activities such direction as few others could bring to radio's newest sphere."

## WEAF RECEIVES PLAQUE FOR EXCELLENT SERVICE

The General Electric Company plaque, awarded annually for the best "on the air" record among stations owned and managed by the National Broadcasting Company was presented to the transmitter staff of Station WEAF, 1937 winners, at Bellmore, Long Island, on March 11. The trophy, presented by Chester Lang, General Electric Company executive, was accepted by Gerald Gray, station engineer at WEAF.

The silver plaque is awarded on the basis of the least time off the air due to equipment failures or errors of station operating personnel. In 1937 WEAF, key station of the Red Network, was off the air 3 minutes and 29 seconds, of which only 10 seconds were chargeable to personnel errors. WEAF's total time on the air during the year was 6,380 hours and 24 minutes.

The WEAF transmitter staff comprises Gerald Gray, station engineer, A. V. Giammatteo, W. A. Haerer, M. D. Holland, J. J. Lombardi, W. W. McKinley, J. A. Miller and Thomas Smith.

Competition for the General Electric plaque is limited to stations owned and managed by NBC because these observe uniform methods of computing time on, and off, the air. Competitors are WEAF and WJZ, New York City; WRC and WMAL, Washington, D. C.; WGY, Schenectady; WTAM, Cleveland; WENR and WMAQ, Chicago; KOA, Denver, and

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## ATHLETIC ASSOCIATION OFFICERS REELECTED

At the first annual meeting of the NBC Athletic Association held in Studio 3F, Radio City, on March 10, members of the Association unanimously reelected all the officers for another year. The election followed the reading of a report by George McElrath, president, in which he summarized the activities and accomplishments of the Association during its first year of existence from March 2, 1937 to March 10, 1938.

He pointed out that over a dozen different sport activities were organized by members of the Association and several social affairs were successfully conducted. Most successful of the latter was the Company Dance held at the Hotel Roosevelt on May 7, 1937. Attended by approximately 1,200 people, the dance was a huge success—socially and financially. The receipts from that dance filled the otherwise empty coffers of the A.A., thus making it possible to finance other activities including an all-day outing for A.A. members at the Sewane Country Club on September 16 last. Another highlight of the year was the golf tournament last summer in which over fifty golfing members and their guests participated.

The resignation of Gordon H. Mills as chairman of the Rifle and Pistol Shooting Committee was announced by the President. Mr. Mills' successor will be elected at the next meeting.

Edward M. Lowell, temporary chair-

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The WEAF transmitter staff and the General Electric Company plaque they received for having the best record for 1937 among the stations owned and operated by NBC. Left to right: J. A. Miller, Thomas Smith, J. J. Lombardi, J. M. Flynn, A. V. Giammatteo, Gerald Gray, station engineer; W. A. Haerer, M. D. Holland, W. W. McKinley.

## WHO'S WHO IN THE NBC NETWORKS

### George Engles

His three imposing titles, vice president of the National Broadcasting Company, managing director of NBC Artists Service and president of Civic Concert Service, rest lightly on his shoulders. To the galaxy of celebrities whom he manages he is just "our boss." That is what Schumann-Heink, grand old troupier, first called him, and the name has stuck.

It is just ten years since George Engles came to the National Broadcasting Company. His artists decided among themselves that this was something that should be celebrated. Recently Gladys Swarthout and her husband, Frank Chapman, invited him over to their apartment. He thought it was to be a business conference.

When he got inside the door the sound of a serenade burst upon his ears. He found himself surrounded by some of the world's greatest concert and operatic stars. With Dr. Walter Damrosch at the piano they were singing, "Du, du liegst mir im Herzen,"—that time-honored folksong whose title means "You are close to my heart." It turned out to be a surprise party in honor of Mr. Engles' tenth anniversary as managing director of NBC Artists Service.

Considering the box office value of this impromptu gathering, Mr. Engles had been greeted with a million-dollar serenade. There were Kirsten Flagstad, Walter Damrosch, Efrem Zimbalist, Giovanni Martinelli, Lauritz Melchior, Elisabeth Rethberg, Gladys Swarthout, Marjorie Lawrence, Mischa Levitski, and a score of others. From Europe came congratu-

latory messages signed with the illustrious names of Fritz Kreisler, Sergei Rachmaninoff, Ignace Paderewski. From the Coast came another from John Charles Thomas.

Dr. Walter Damrosch, representing this amazing collection of musicians, presented "our boss" with a silver plaque on which were reproduced all the artists' signatures in facsimile under the inscription: "Presented to our friend and manager, George Engles, on the occasion of his tenth anniversary as Managing Director of NBC Artists Service, in appreciation of his tireless and sympathetic work in our behalf."

Which gives you a pretty good idea of what his artists think of George Engles.

Under the guidance of its managing director, NBC Artists Service in ten years has become a seven-million dollar organization,—the largest talent agency in the world. Mr. Engles and his staff look after the destinies of more than 350 artists,—that number including everything from prima donnas to trained seals and magicians. They are booked for radio, stage, screen, concert, night clubs, hotels,—anywhere that talent is used. But that's another story. This is supposed to be about George Engles.

He was born in Albany. His first job was in Proctor's Vaudeville Theater in New York. He was the boy who changed the cards on either side of the stage between the acts. Later he was made assistant treasurer of the theatre. Then he became secretary to Walter Damrosch, who at that time was conductor of the New York Symphony Orchestra. It wasn't long before Mr. Engles progressed to the position of manager of the orchestra.

The next step was organizing his own concert bureau, which soon boasted such attractions as Paderewski, Marion Talley, Schumann-Heink and others of world-wide reputation. In 1928 when the National Broadcasting Company was looking for someone to organize an artists department, it decided the best person for the job was George Engles. He accepted the invitation. The rest is history.

His job of looking after these 350 artists isn't an easy

## TWO DIRECTORS PROMOTED IN WESTERN DIVISION

Two NBC Hollywood directors were appointed to executive positions in the Program Department of the Western Division of NBC during the month of March. They are Marvin Young, who was named Assistant Western Program Manager, and Walter Bunker, Jr., who was appointed Production Manager for the Hollywood Studios.

Mr. Young, who will act as aide to John W. Swallow, program manager of the Western Division, joined NBC in 1932, coming from KFI, NBC affiliate in Los Angeles. Although he is just thirty-three years old, his experiences in radio and the theatre have been many and varied. He has managed and directed several West Coast stage productions, written three plays, directed two silent motion pictures, and written a number of NBC and *First Nighter* dramas.

Mr. Young is married, is a Captain of the U. S. Army Reserves, and lectures weekly at the University of California Extension Division on advanced Radio Writing and Producing.

Walter Bunker, Jr., who has been with NBC since 1936 as an announcer and producer will have charge of all production activities in Hollywood. A pioneer in radio and the theatre, he has been in radio since 1925 when he started as a singer on a small station in Oakland, California, following his graduation from the University of Oregon. He was identified with San Francisco stations for several years as an announcer, prior to joining Anson Week's orchestra as business manager.

Mr. Bunker has appeared in musical and dramatic stock companies in Honolulu and elsewhere, and has collaborated on several motion picture stories and radio scripts.

one. It requires patience, tact, intelligence, fortitude — and the combined talents of a diplomat, salesman and professional father. In fact it's a job that requires someone exactly like George Engles.

Everybody is going to the NBC Dance at the Hotel Roosevelt, New York City, April 22.



MARVIN YOUNG



WALTER BUNKER, JR.



George Engles, vice-president and managing director of Artists Service, is honored on his tenth anniversary with NBC. The picture shows him receiving from Dr. Walter Damrosch a silver plaque bearing the signatures of many of the world's greatest musicians. Left to right: Efrem Zimbalist, Gladys Swarthout, Dr. Damrosch, Mr. Engles, Lauritz Melchior, Elisabeth Rethberg and Frank Chapman.



## ATHLETIC ASSOCIATION ACTIVITIES

### Center Bowling League

With the close of the season of the Rockefeller Center Bowling League this month, tentative plans for the expansion of NBC's activities in the League during the 1938-1939 season have been announced by George O. Milne, Eastern Division Engineer and chairman of the NBC bowling group.

If the proposed line-up materializes according to Mr. Milne's plans, there will be a consolidation of eight or ten NBC teams competing in the League instead of two as now. At present NBC bowling activities are divided among the Rockefeller Center League on Friday nights, and the NBC Bowling League (intra-company) on Wednesday nights. A consolidation would mean greater and stronger NBC representation in the outside league.

As the season of three series of nine weeks each nears its close, NBC's record is as follows: In series one, Team Number Two, captained by Operating Engineer George McElrath, tied with three others for second place; in series two, Team Number One, with Captain Milne, tied for fourth place; and at present, as series three draws to a close, Team Number One is in third place, just a few games behind the league-leading RKO team.

Individual records ran high with Alexander D. Nicol, Accounting, and Magnus Opsal, Engineering, each achieving a season average of 176; and with Joseph D'Agostino, G. O. Milne, M. Opsal and A. D. Nicol among those bettering the 200 mark. Nicol's 243 is "tops" for single scores.

### The Last Round-Up

The last round-up of the Winter season for NBC's "horsey" set, held Wednesday night, March 23rd in the ring at Aylward's, proved to be only a teaser. The dozen-odd equine enthusiasts who were to complete a series of ten jumping lessons at that time, clamored so insistently for more that the activity was extended two more weeks, to April 6th.

The final celebration was postponed, but at a pre-celebration held at Child's, 59th Street, NBCites in full riding regalia startled the orchestra by prancing around the floor a-shaggin' and a-truckin', just as though they hadn't just finished a full hour of a-postin' and a-cluckin'. The final ride on Wednesday, April 6th, brought to a close a most successful season.

NBC's Jersey riding group inaugurated its summer season with an outing held at Closter, April 2.

The riding enthusiasts of Long Island have found the Sunday morning breakfast ride most popular, and expect to start an evening group shortly.

### Telegraphers Beat Traffic

The crack bowlers of the Telegraph Room gave the Traffic Team another thorough trouncing in a return match at the Radio City Academy on March 5th. The Teletypists won all the three games of the series. The total score in games now is, 6-0, the Traffic Team having also lost all the games in the first encounter last December.

L. A. Zangaro, lead-off for the Telegraphers, took high honors by scoring 247. Al Schneider, team-mate, ran a close second with a score of 217. Both high scores were made in the first game of the return match.

Total scores for each of the three games in their order were: 992-707, 768-752, 860-759.

The lineup: TELEGRAPH: L. A. Zangaro, Al Schneider, J. S. La Touche, C. A. Kelly, H. A. Purse.

TRAFFIC: W. B. Frederick, Steere Mathew, B. F. McClancy, E. B. Lyford, T. J. Dolan.

### NBC ACE REPORTER



MAX JORDAN, NBC European representative, who, last month, thrilled American listeners with descriptions of Chancellor Hitler's coup in Austria and climaxed a special short-wave broadcast with the voice of Der Fuehrer making his first victory speech on Austrian soil in Linz on Saturday afternoon, March 12.

## NEW MEMBERS OF N. Y. GUEST RELATIONS STAFF

Five new men have joined the uniformed staff in Radio City to fill vacancies made by recent promotions. The new pages are: Alfred H. Temple, A. Ward Fenton, William H. Kennedy, Jr., Richmond L. White and Raymond H. Rheume.

Alfred H. Temple, possessor of a deep, pleasant southern voice, comes to us from Newport News, Virginia, where he announced for Station WGH. Before that he had been salesman for an ice cream concern in Norfolk, Virginia, and guide and lecturer at Natural Bridge, Virginia. He was graduated from the Cocoanut Grove, Florida, High School in 1931.

Ward Fenton, a native of Cleveland, Ohio, was educated in New York City schools, at the MacJannet School in Saint Cloud, France, and at Lenox Preparatory School, in Massachusetts. He has worked in the export business both at home and abroad, and here at NBC he aspires to the announcing staff.

William H. Kennedy, Jr., another young man with announcing ambitions, was born in Indiana and attended Princeton University. He also has travelled and studied in Europe where he learned to speak French, German, and Italian.

Richmond L. White, born in Utica, New York, and graduated from preparatory school in Berkshire, Massachusetts, comes to NBC with some experience in stock companies. He is primarily interested in sound effects.

Raymond H. Rheume worked in the acoustical department of Bell Telephone Laboratories, Inc., before coming to Radio City. He is a graduate of Stevens Institute of Technology with a degree in mechanical engineering.

### Eight Pass Audition For Announcing School

The Spring term of the NBC Announcing School in Radio City, conducted by Dan Russell, began on April 1 with eight students enrolled. The members of the announcer's training class were picked from over twenty applicants from different departments of the Company who were auditioned by Chief Announcer Pat Kelly on March 23.

All those who passed the audition are members of the Guest Relations staff. They are: Roderick Mitchell, Richard Hogue, Albert Roraback, George Brengel, Alfred H. Temple, Paul Owen, A. Ward Fenton, Jr., and William H. Kennedy, Jr.

Buy your tickets and make your table reservations for the NBC Dance NOW. Hotel Roosevelt, New York City, April 22.

## NAMES IN THE NEWS

### NEW YORK

#### Promotions:

Thomas Velotta, formerly of the Commercial Program Division, has been appointed an assistant to Phillips Carlin, sustaining program manager. A member of the Company for many years, Mr. Velotta replaces William L. Card who resigned from NBC last month in order to accept an executive position with another firm.

Robert E. Eastman has been promoted from the page staff to the Program Department where he is now assistant to Norman Morrell, assistant commercial program manager. A graduate of Ohio Wesleyan, Mr. Eastman came to New York City last summer with a scholarship in music. He joined NBC in November, 1937.

David Garroway, former guide, is now a member of the announcing staff of KDKA, Pittsburgh. His appointment was made on March 3, following an audition in which over thirty applicants were heard. (See KDKA Pittsburgh, Page 6)

Miss Louise Greene, formerly secretary to a faculty member of the Howard Medical School, who joined the Central Stenographic Section last spring is now a member of Miss Janet MacRorie's staff in Continuity Acceptance.

Miss Amelia Umnitz, former assistant fashion editor, has been appointed NBC Fashion Editor, following the resignation of Mrs. Betty Goodwin, who left the Press Division on March 31, exchanging her variegated publicity activities for domesticity.

Formerly fashion editor of Pathe News, Miss Umnitz joined NBC in March, 1937. She has had many years experience as newspaper and magazine writer and is the author of a book on music for children.

Mrs. Goodwin, who is well-known pictorially to the public as NBC's "television announcer", had been with the Company four years.

Miss Virginia Blachly, formerly of Guest Relations and a member of the Press Division since a year ago, will assist the newly appointed fashion editor.

Austen Croom-Johnson has been transferred from the production staff and made

an assistant to Phillips Carlin. He will assist the sustaining program manager in building up sustaining programs featuring light popular music. A former member of the British Broadcasting Corporation, Mr. Croom-Johnson came to NBC about two years ago.

#### Newcomers:

Guy C. Hickok, a European correspondent of many years experience, has joined NBC as a member of the Publicity Department.

Fresh from Oberlin College in Ohio, Guy C. Hickok began his newspaper career on a metropolitan New York daily at the outbreak of the World War. Three years later he went to Europe where he remained fifteen years as correspondent of the *Brooklyn Eagle*. In 1935 he went over to the McClure Newspaper Syndicate. Then he spent a year as foreign editor of the *Literary Digest*. His last affiliation before coming to NBC was with *News-Week*.

Mr. Hickok has written many articles on foreign affairs for various newspapers and magazines. He was co-author of *Arms and the Men* in *Fortune* which caused quite a furor not long ago.

Miss Alice Bradford, who has been working in the Central Stenographic Section on a temporary basis since January 1, has been made a permanent member of the Company. Formerly with Time Inc., in the promotion department, Miss Bradford is interested in writing. She has worked as a reporter for a newspaper in her home town, New Rochelle, and also has worked for a magazine called *Sports Illustrated*. Miss Bradford is a graduate of Lawrence College, Wisconsin. She is an enthusiastic horsewoman and is a member of the Athletic Association's horseback riding group.

Newest addition to the NBC announcing staff in Radio City is William E. Spargrove who comes to us direct from the Iowa Broadcasting System.

During his six years with the I.B.S., Mr. Spargrove was announcer, program director of WMT in Cedar Rapids, and director of special events for KSO, Des Moines, where he also did production work and commercial announcing.

He was born in Belle Plaine, Iowa, December 10, 1908, and studied medicine at Ohio State University where he received a B.S. degree in 1931.

Last summer, during a vacation trip to New York, he met Pat Kelly, Chief Announcer of NBC, who invited him to guest-announce several dance-band programs. He returned to Des Moines, convinced that Radio City was the spot for him, and when Alan Kent left NBC to join WNEW, Mr. Kelly sent for him to fill the vacated position.

Announcer Spargrove is single, likes good music, high-powered rifles and Scotties. He has raised Scotties for many years and has won several ribbons.

Miss Virginia Kelly of Brooklyn has joined the stenographic staff. Before coming to Radio City, she did secretarial work for a foreign trade publication, *American Exporter*.

She received her education in Brooklyn schools and St. Joseph's College.

William Bush who joined NBC in January as a temporary employee has been made a permanent member of the stenographic staff, replacing Reginald Stanborough who is now working in the Night Program Manager's office. Before coming to NBC, Mr. Bush was in Venezuela for over a year as a member of the geological department of the Venezuela Gulf Oil Co.

Joseph J. Lilley who has been indirectly connected with NBC during the past three years as a coach of several NBC stars, among them being Dorothy Lamour, Neila Goodelle and Jean Sablon, has joined the Company in the Program Department. Under a new setup, Mr. Lilley will work with Austen Croom-Johnson (See Promotions) of the Sustaining Program Division in building up NBC sustaining programs and vocalists.

In addition to acting as chief of the staff of arrangers, he will coach NBC vocalists.

Eugene Speck, former foreign correspondent for the *Chicago Tribune*, has joined the staff of the Press Division.

A newspaper writer of many years experience, he started his career in journalism with the Associated Press after attending Northwestern University. From the A.P., he went to the *Chicago Tribune* where he worked for eight years, five of which were spent as the paper's foreign correspondent in Paris and London. He covered many of the major political and sporting events in England and on the Continent during that period.

He was assistant to the head of the *Chicago Tribune's* bureau in London when he was assigned to cover the story of Samuel Insull in Greece and Turkey. He trailed the utilities magnate for months and even took the same boat that brought Mr. Insull back to the States.

Last year Mr. Speck decided to leave the newspaper business for radio, resigned from the *Chicago Tribune* and came to New York.

A native of Texas, where he was a cowpuncher before going to college, Eugene Speck, who still talks like a Texan, says it's good to be back in the States again.



### Transfers:

Sidney Robards, former assistant news editor in Press left NBC on March 8 to join the RCA Department of Information in Radio City. A native of Kentucky where he was educated in public schools, Mr. Robards was Day City Editor of the *Louisville Courier-Journal* before he came to NBC a year and a half ago. He got his start in newspaper work on the *Daily Gleaner* of Henderson, Kentucky, in 1925.

Noel Jordan was transferred from the Mail and Messenger Section to Central Files, March 15. Mr. Jordan joined NBC last summer, shortly after he was graduated from Harvard College with the class of 1937.

Robert E. Dennison who was transferred from the page staff to the Program Department last November is now working in the Music Library.

John F. Anderson, formerly in charge of ticket distribution in the Program Department, is now working in the News and Special Events Division.

### Resignations:

Bill Bailey has resigned from the announcing staff in order to do free-lance work. However, Announcer Bailey's voice continues to be heard over the NBC networks as a commercial announcer of various shows. He also has commitments on other New York stations.

Kelvin Keech, veteran NBC announcer who resigned from the staff in 1935 to do free-lance announcing and fulfill commercial commitments here and elsewhere, has returned to Pat Kelly's crew to fill the vacancy created by Mr. Bailey's resignation.

Robert F. Devine who did clerical and other office work in the Legal Department resigned from the Company on March 25 to enter the rookie school of the New York Police Department. A former member of the page staff, Mr. Devine had been with NBC four years.

### Marriages:

Miss Victoria Geiger, former secretary to O. W. Farrier, television coordinator, and James Wood, Jr., engineer, who announced their engagement in February are to be married on April 23 in the chapel of St. Bartholomew's.

Miss Geiger resigned from NBC on March 23.

Einar S. Johnson, maintenance engineer, and Miss Howella McCurdy were married in the Good Shepherd Church, Brooklyn, on March 5. The wedding was a small informal affair attended only by members of the families of the bride and groom. Among those present were Mr. and Mrs. A. W. Christopher. Mr. Christopher is maintenance supervisor in the Engineering Department.

The newlyweds spent their honeymoon in Atlantic City and are now residing at 145 95th Street, Brooklyn.

Miss Helen Fencel of Stenographic was married to George R. Schleier at the Jan Hus Presbyterian Church, New York City, on Sunday afternoon, March 13.

The newlyweds went on a honeymoon trip to Florida. They returned to New York last week and Miss Fencel—or Mrs. Schleier—is now back at her typewriter in Central Stenographic. Mr. Schleier is a member of the New York Fire Department.

The bride received a set of folding bridge table and chairs as a wedding present from her NBC friends.

### Stork News:

Robert Meachem, former NBC Guide who is now at Cornell University, became the father of a baby girl on March 11.

Thomas Velotta, recently appointed assistant commercial program manager, became the father of a baby girl, Virginia Rose, on March 7. It is the Velotta's first child.

An eight-pound-nine-ounce baby boy, Eric Cushman, was born to the Howard (Announcer) Petrie's on March 30. Mrs. Petrie is better known to NBCites as Alice Wood, one-time NBC hostess.

### Miscellaneous:

Dr. Franklin Dunham of the Educational Division, Program Department, will travel several thousand miles during this and the next three or four months to fulfill speaking engagements in various cities including, St. Louis, Kansas City and Philadelphia.



DOROTHY LEWIS (Stenographic) up during a meeting of the riding group in New Jersey. P.S. Miss can also ride a horse—and ride!

On April 1 Dr. Dunham addressed the Music Educators National Conference in St. Louis, and on April 10 he will speak on "Radio As Good Influence in Life" before the Brooklyn Alumni Sodality. His future speeches will be on various phases of the influence of radio as an educational factor.

Gordon J. Strang, Robert F. Schuetz, Edward Nolen and Joseph J. Arnone of the Engineering Department in Radio City are in Hollywood assisting in the supervision of the construction of the new NBC studios in that city.

O. B. Hanson, vice president and chief engineer; George McElrath, operating engineer; and George O. Milne, Eastern Division Engineer, were guests of honor at a dinner given by the staff of WEAJ at the transmitting station in Bellmore, Long Island, on March 23. The dinner banquet, given in the transmitter house so that the entire staff of the station might be able to attend, was in celebration of WEAJ's winning of the General Electric Company plaque for excellent service during 1937 (see story on Page 1).

Raymond Feuerstein, German-speaking guide, has been promoted in the announcing class and is now pushing buttons and making station breaks. As part of his training, he also announces an occasional early-morning program.

Miss Margaret Maloney, Chief telephone operator, has returned from two weeks' illness.

Miss Florence Schwarzer who was absent three weeks on account of illness has returned to her desk in the Photo Section in Press.

Victor van der Linde, NBC general sales counsel, returned to his office on March 30, following a month's absence caused by a broken leg resulting from a fall while bowling in the NBC Bowling League.

Guide Roderick Mitchell and Page Murdock T. Pemberton are vacationing in Florida. They motored down, planned to cross the new bridge at Key West and promised us they'd come back with a real tan. Rod, particularly, is very anxious to do something about his "Snow White" complexion.

John F. Royal, vice president in charge of programs, sailed for Europe on the *Normandie* on March 31 for a month's vacation abroad.

## LET'S GET ACQUAINTED

Alfred H. Saxton, Western Division Engineer, has never given a thought to any other profession but his own.

In 1936 when NBC celebrated its tenth anniversary, the young executive, who now is still under forty, chalked up a decade of service also.



ALFRED H. SAXTON

Born in Babylon, Long Island in 1899, Mr. Saxton was educated at the William L. Dickson High School in Jersey City where he studied electrical engineering. He had always lived in and around New York until NBC decided to expand to the Pacific Coast and he was appointed engineer in charge of the San Francisco studios and stations.

When he was nineteen he joined the Navy. At twenty he entered the United States Radio Training School. There he learned much about the profession which was to lead him to success.

From 1919 to 1921 he was with the engineering department of the Western Electric Company. Later he became an instructor for a New York radio school where he taught wireless theory and code.

During the time Mr. Saxton worked for NBC in New York he held many posts in the Engineering Department, finally being assigned to the main control room as supervisor of operations.

As Western Division Engineer, Mr. Saxton heads a staff of seventy, including Curtis D. Peck, engineer in charge in San Francisco, and Donald DeWolf, engineer in charge in Hollywood.

Though his headquarters are in Hollywood, Mr. Saxton spends much of his time in San Francisco where NBC owns and operates Station KPO and operates the General Electric Station, KGO.

Mr. Saxton and his wife have a home in West Los Angeles, half way between the studios and the ocean. They have one daughter, Dorothy Ann, eleven.

Engineer Saxton's chief hobby is photography but when probed for further details on his diversions from radio, he admits to owning a set of golf clubs.

## NEW STUDIO FOR NEWS

The News and Special Events Division in Radio City now has its own studio in Room 404. The new studio, designed for sports announcers and news commentators who require last minute news from the teletype machines, is located only a few feet from the News Desk.

## KDKA PITTSBURGH

— by Kay Barr —

### Safety Program

Dr. Ben Graham, Superintendent of Pittsburgh Public Schools, and Father Paul E. Campbell, Superintendent of Parish Schools, head a safety program which is heard over KDKA every Friday.

The program is the first in the Junior Patrol series, which will be heard on successive Fridays under the direction of Bill Sutherland, KDKA announcer. With increasing attention being paid child safety work, the series aims at giving additional incentive to safety patrols operating in the schools. The program will not be offered for commercial sponsorship but will be presented in the interest of civic and community progress.

### KDKA Heralds Post-Gazette

KDKA reached the climax of a series of thirty special broadcasts dedicated to the *Pittsburgh Post-Gazette* on March 8. It was a series conceived and arranged by Station Manager A. E. Nelson in connection with the opening of the newspaper's modern new \$1,500,000 home.

So it was also a climax for the *Post-Gazette* as well as a step forward in cementing a friendly and co-operative relationship between radio and newspapers. As the final broadcast was on the air, the presses were rolling on the first official edition from the new plant.

### New KDKA—Press Studio

Special programs were broadcast on the week of March 21 to celebrate the opening of a KDKA studio in the editorial department of *The Pittsburgh Press*. The idea was developed jointly by Edward Leech, editor-in-chief of *The Press* and Manager A. E. Nelson of KDKA.

By having a studio ready for instant use just off the news room of the newspaper, it will be possible for *The Press* to present many special broadcasts that have been physically inconvenient if not impossible in the past. Frequently the society editor, the sports editor, the dra-



DAVID GARROWAY

matic editor and other department heads will have interesting stories to tell and Radio Editor Si Steinhauser also plans to present interviews from time to time with celebrities who visit *The Press*.

From the KDKA viewpoint it will give the station's listeners a new service to news and feature stories, it will enable Dale McFeatters, the Press newsreeler, to include more up-to-the-minute news in his twice-a-day broadcasts and it will give the invisible audience close touch with many happenings almost as they occur.

### Introducing Announcer Garroway

David Garroway was added to the KDKA announcing staff on March 3 and will be heard in his regular turn on station programs.

Dave comes from NBC New York where he was page, guide and guide trainer for several months. He has had announcer training under the skilled Dan Russell and was approved for the KDKA staff by the station manager, A. E. Nelson, following an audition.

Garroway is a native of Schenectady, N. Y., a graduate of Washington University, St. Louis, Missouri, and has taken extension courses from Harvard. At present his family resides in Boston. He is the author of a book on pronunciation and sounds much like the well-known Ford Bond over the air.

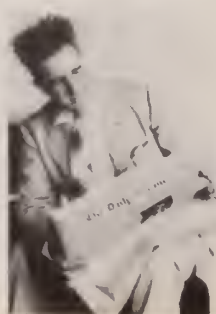
### Here and There

Senior Announcer Glenn Riggs used red ink in his date book when he was invited to emcee a show way out in Fort Wayne, Indiana, March 24. The entertainment was in connection with the annual meeting of the Fort Wayne Transportation Club. Delegations from Chicago, Detroit, Cleveland, Indianapolis and numerous other mid-western cities were present.

Bob Saudek, scriptwriter, recently made a speech before the Pittsburgh chapter of the American Pen Women. It was such a hit they have asked him to repeat the oration at the Radio National Forum of the National League of American Pen Women, in the Willard Hotel, Washington, D. C. at 10 P.M., April 25.

Personnel changes in Press Department, KDKA; Gertrude Schaming resigned to get married. Francis Fitzsimmons is now at the copy desk, editing the news broadcasts.

KAY BARR, KDKA Press Chief, inspects *The Daily Gleaner* in Kingston, Jamaica, during his vacation cruise to the West Indies. The picture was air-mailed to Radio City.





## WTAM CLEVELAND

by Bob Dailey

### Florida Booster Pribble

Florida sunshine has received a great many testimonials. But the most enthusiastic praise to be heard in these parts in some time came from Vernon H. Pribble, WTAM's manager, on his return from a vacation trip.

Bronzed and pounds heavier, Mr. Pribble was back at his desk ready to resume his duties where he left off following the strenuous dedication week and studio-moving activities.

Not only did Mr. Pribble praise the sun's rays in Florida, but in modesty he had to admit that the fishing was excellent and the golf course one of the best in the country. He caught 21 kingfish and two black groupers in one day and lowered the Pribble golf score to 75. Is there any wonder that WTAM's manager is singing the praises of Florida?

Mr. Pribble spent most of his time on the keys near St. Petersburg and was accompanied by his wife and Bob Oatley, station librarian. Oh yes, even Mr. Oatley broke his golf score of 100.

### WTAM Flashes

Harold Gallagher, salesman, riding with the sheriff in the latter's new black maria at the head of the St. Patrick's Day parade . . . Walter Logan spending four days in New York on business . . . Soloist Jerry Brannon journeying to KDKA for a commercial St. Patrick's Day program . . . Ray Steck taking over Bob Oatley's duties as librarian while Bob was in Florida . . . Staff Pianist Dorothy Crandall getting a network solo program . . . It was a seven-pound boy, James F. Jr., at the James F. Hackett's on February 27 . . . Papa Hackett formerly was field engineer in New York before he was transferred to WTAM in 1936.

### ATHLETIC ASSOCIATION OFFICERS REELECTED

(Continued from page 1)

man of the Bridge Committee, was unanimously elected to the head of the group which he had organized during the preceding month.

Alexander D. Nicol, treasurer, gave a very favorable financial report, declaring that the Association had weathered its first year with \$390.64 in the till.

President McElrath brought the meeting to a close with the appeal that as many members as possible come to the April meeting of the Association in order to elect new chairmen to the various standing committees.

Officers of the A.A. who were reelected are the following. George McElrath, president; Rudolph J. Teichner, vice president; Frances Barbour, vice president; Alexander D. Nicol, treasurer; and Grace M. Johnson, secretary.

### Spot News

Derek Caplane, who has been a valuable member of WTAM's staff for eight years, resigns to take over an insurance position. It was Caplane's wit and humor that kept our spirits high, and his excellence at ping-pong that kept us trying month after month without success to capture his crown.

Eddie Leonard, WTAM's engineer-in-charge, is smiling these days. In addition to having new studios and many improvements in the broadcasting pickup system, two of the most recent developments in radio transmission have been installed in the station's transmitter at Breckville.

A marked reduction of distortion and betterment of quality resulted from the installation of a "reversed feedback" system and a compressor modifier. The improvements have completely modernized the transmitter, according to Leonard.

WTAM was the third NBC station to be equipped with the "reversed feedback" system. WEAf and WJZ getting the improvement earlier. Lester A. Looney, NBC engineer of the Radio Facilities Division in New York, made the installation.

Another smile at WTAM is on the face of Walter Logan. The station musical director takes over the important network hour of 10 to 10:30 p.m. beginning Sunday, April 17, with his popular *Symphonic Variations* program.

## NBC ATTORNEYS HOLD RADIO CITY CONFERENCE

On March 31st NBC attorneys from all the branches of the Company convened at Radio City for a two-day conference called by A. L. Ashby, vice-president and general counsel.

The conference was held to consider legal problems affecting the operations of the Company with the idea of so synchronizing the work and thought of the members of the Legal Department that uniformity of the Department's operations will be insured throughout the various divisions of NBC. The conference, stated Judge Ashby, has, as in previous conferences of the same nature, produced gratifying results in the interests of the Company.

Those who attended the conference besides the Vice President and General Counsel were E. G. Prime, Ira L. Grimshaw, Henry Ladner and Robert P. Myers of the New York office, P. J. Hennessey, Jr. of Washington, Joseph A. McDonald of Chicago and Frederick Leuschner of the Hollywood branch. R. H. Graham of NBC Hollywood was unable to attend.

### WEAF Receives Plaque For Excellent Service

(Continued from page 1)

KPO and KGO, San Francisco. The 1936 winner of the trophy was station WGY, Schenectady.



NBC ATTORNEYS HOLD A CONFERENCE IN RADIO CITY. Seated, left to right: P. J. Hennessey, Jr., Washington, D. C.; A. L. Ashby, vice president and general counsel; E. G. Prime, N. Y. Standing: R. P. Myers, N. Y.; J. A. McDonald, Chicago; I. L. Grimshaw, N. Y.; Frederick Leuschner, Hollywood; Henry Ladner, N. Y.



# WINS VICTOR RECORDS



PHIL KNEISLEY, JR.—To this interesting study of his nephew, photographed by Joe Thompson, Hollywood director, the judges of the Baby Pictures Contest awarded the third and last album of Toscanini records in the series. Through the courtesy of the RCA Manufacturing Co., Inc., Mr. Thompson will receive a complete Victor recording of Beethoven's Symphony No. 6 as played by the Philharmonic Orchestra of New York under the baton of Arturo Toscanini.



Marie Dolan's niece, Ginger Connolly. Miss Dolan is secretary to C. W. Horn, Dir. of Research and Development.

(Below) "Whoopie! The water's fine."  
—Alice Joy Stewart, niece of Barbara Biermann, N. Y. Guest Relations.



"What goes on?" wonders Stephen Michael as daddy aims the camera. Daddy is Max Bauman, accountant in NBC New York.



This is Gene Welsh. Her brother, Wilbur Welsh, works for NBC in Radio City in the Traffic Dept.



(Above) Richard Duane Cottingham, stepson of News Editor Bob Cottingham of KYW Philadelphia.

(Below) Jack goes for a spin. His father is KOA Engineer Ruben Isberg.



Dennis Alan demonstrates his boarding-house reach while Brother Aryl looks on during their double birthday celebration. Dennis was a year old on March 10 and Aryl was 3 on March 11. They are sons of A. D. Aldred, WMAQ engineer.



(Above) Robert F. Fister, nephew of Marguerite Loubiere, N. Y. Music Division.

(Right) Martha Ann, daughter of T. H. Van Cott, N. Y. Engineering Dept.



(Below) Michael must be laughing at one of his daddy's scripts. Father is Scriptwriter Edmund Birnbryer of N. Y.



Simple Simon went a-fishing For to catch a whale; All the fish that he could get Was in his mother's pail. (Fisherman Robert Judd, Electrical Transcription S

(Below)  
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## HONORABLE MENTION

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"The first of the Merediths" Jackie, 2 months old. His father is William Meredith, Chicago Continuity Writer.



Puppy Love. Believe it or not—the Don Juan (right) on the wheelbarrow is Emil Corwin before he started wearing long pants. That little amorous Emil has grown up to be editor of the NBC News Service is Hollywood's loss.



Leslie W. Joy, Jr., whose father is Station Manager of KYW Philadelphia. This picture stood out among the many pictures received for this issue and was given Honorable Mention.



(Above) Nancy Joan, daughter of F. C. Ahlgrin, WENR engineer.



Joseph Merkert tries out his new kiddy-kar. He has a cousin in NBC—Dorothy Michel of Traffic in Radio City.



(Left) "Tinky" is her father's favorite subject. He took this picture with an old battered camera discarded by a fellow television engineer. Her father is also a good cartoonist (see page 10). His name—Bill Eddy.



NBC Chicago Engineer Ray Bierman's daughter, Marianne.



This young lady is Sally Jane Decker. Her uncle is Howard E. Wheeler, Control Room Engineer, WGY Schenectady.



(Left) This handsome fellow is Jerry Wilson. His father is W. W. Wilson, NBC engineer in Phila.



(Below) Dick's in hot water and his father, J. D. (Scoop) McTigue is in the Press Division in New York.

ephew of Norman Ward,  
N. Y.)



# NBC TRANSMITTER

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

VOL. 4 APRIL, 1938 No. 4

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## RECOGNITION AT LONG LAST FOR RADIO'S GREAT

The motion picture industry with its Academy Award has a tangible way of designating those of the art that have achieved excellence in their chosen field. The French Government has its Legion of Honor and the Nobel Foundation has its numerous Nobel Prizes. The NBC TRANSMITTER, not to be outdone, has decided to establish its own "NBC Hall of Fame," dedicated to the perpetuation of the achievements of the heroes—and heroines—of radio.

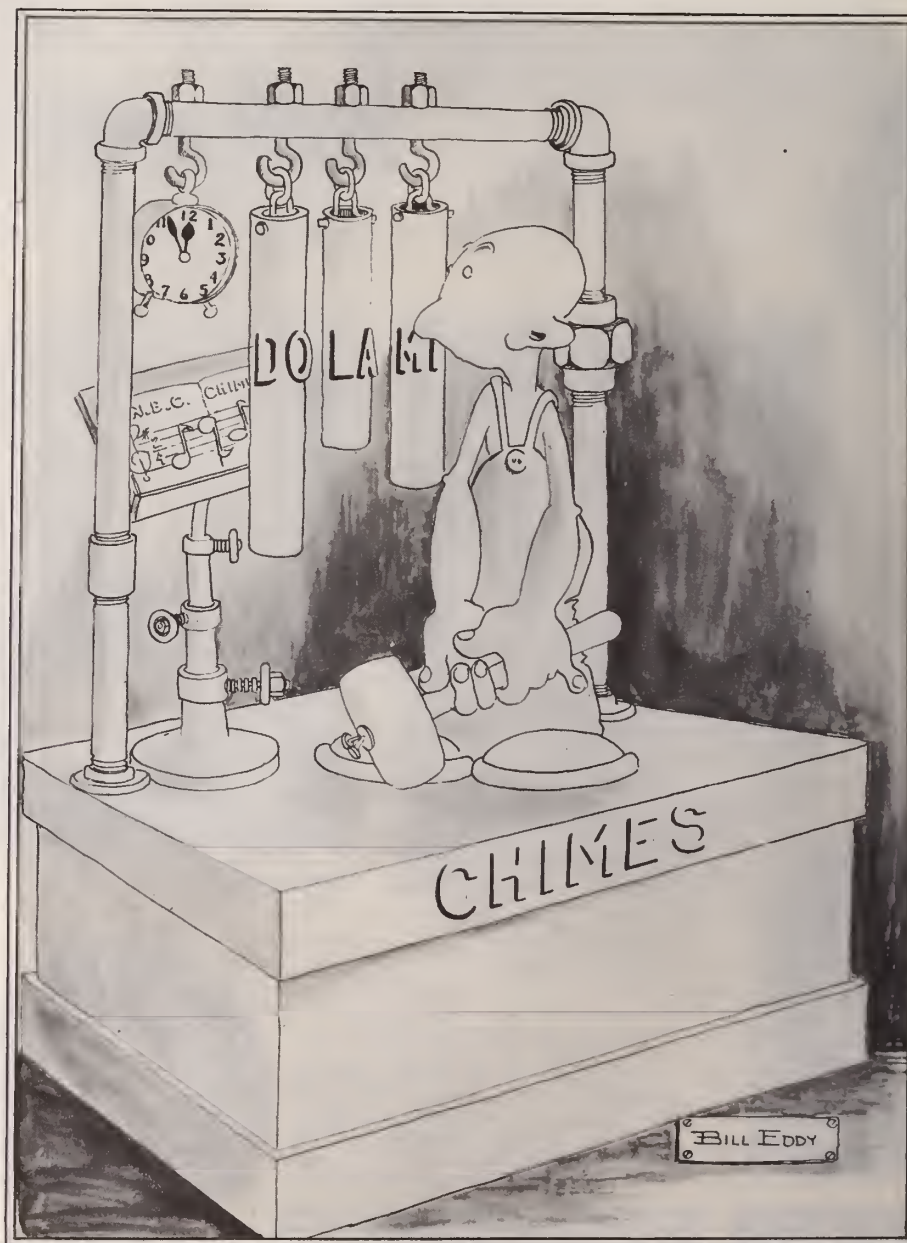
Not only do we hope to compensate in our small way the performance of duty above and beyond the requirements of the industry but we also hope to add our own mite to the new studio projects, recently completed or now nearing completion, by NBC.

Bill Eddy, television engineer and "abstract artist de luxe" has suggested a project for the construction of statues commemorating the great in Radio which would be used to grace and ennoble the interiors of NBC radio centers throughout the land.

A drawing of his first proposed statue appears on this page. In succeeding issues other cogs in the gear train of commercial broadcasting will be similarly honored until, it is hoped, all branches of the art will have their permanent memorial transcribed in stone and marble and unveiled in all their glory in the rotundas, lobbies and auditoriums of the NBC studios.

The NBC Dance is on April 22. Have you bought your ticket and made your table reservations?

## NBC HALL OF FAME



PROPOSED NBC STATUE No. 1 AND CITATION PLAQUE

In every machine there must be incorporated a limiting device—be it a relief valve or an emergency brake. The chime ringer stands alone as broadcasting's recognition of this need for termination.

Without him programs would continue ad infinitum—networks would lock and interlock at random, while vice-presidents grew grey with worry.

And so—we salute the NBC chime ringer—the essence of completion—the elixir of finis—the omega of all alphas—and join with him in another station break—"DO LA M".



## LETTERS TO THE EDITOR

In the March issue . . . I noticed an error on top of an error in a letter from J. E. Baudino, Plant Manager of KDKA, to the Editor of the TRANSMITTER, in which he made a correction concerning the first Parabolic Microphone.

If you want the whole truth—the patent for the Parabolic (Directive-Reception) Microphone was applied for January 2, 1924, and patent No. 1732722 was issued to ME October 22, 1929. This was while I was Manager of Radio Operations for the Westinghouse Electric and Manufacturing Company, and before I came with NBC.

Therefore, the credit can be shared by NBC and Westinghouse, although the patent was filed before NBC was formed. If this controversy gets hot, I can furnish you with a copy of the patent. The first Parabolic Microphone was made out of a solid piece of concrete which weighed several tons, and required additional bracing in the studio at KDKA, and was the cause of a row between the Broadcasting Division and the Westinghouse Plant Maintenance Department who accused us of trying to wreck the building.

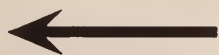
(Signed) C. W. Horn,

NBC Director of Research and Development.

Ed.—This matter, we must confess, has gotten out of our control. It may be necessary to have an official investigation to clear the whole matter up. And it all started because we innocently published in the February issue that "Ten years ago NBC made the first parabolic microphone out of a wooden chopping bowl."

—(Radio-Ana)

## WHO SHOULD GET IT?



Rather than commit the original drawing of the Proposed Statue No. 1 on the opposite page to the ignominy of a waste basket or a filing cabinet—there to accumulate unworthy dust—the artist, Bill Eddy, has offered to have it beautifully framed and presented to the NBC chime ringer who, in the opinion of his constituents, is worthy and deserving of its possession.

Therefore, we entreat you readers of the TRANSMITTER to drop us a card, memo or what-have-you naming the announcer whom you nominate to this honorable recognition. Each NBC signature will count as one vote.

See the next issue of the NBC TRANSMITTER for the name of the lucky man.

## KYW PHILADELPHIA

by J. A. Aull

### Esso Scoops Again

Last month the sales staff of the Standard Oil Company of Pennsylvania had a surprise first-hand opportunity of seeing how their Esso Reporter in this city ticks with "up to the minute United Press headline news." At the last session of a three-day meeting in the Ritz Carlton Hotel, Philadelphia, KYW, now broadcasting Esso news, moved its entire news department into the hotel and put on the 12:45 broadcast direct from the meeting. United Press shipped a teletype machine all the way from Chicago for the occasion. All other equipment, including personnel and typewriters, were carted over from the KYW studios.

The delegates were not told about the show until a few minutes before it went on the air. Then curtains were pulled aside revealing the miniature news room. The story break came 15 minutes before air-time when word was received of a fire in the Bellevue-Stratford Hotel directly across the street.

### 500 Cars Burn

KYW participated in the campaign for National Used Car Exchange Week by making an exclusive pick-up of a bonfire of 500 used cars. Thousands of gallons of gas were poured on the cars before they were touched off with the result that billows of smoke and soot poured over the populace. Leroy Miller, who carried on the patter during the spectacular blaze and George Haggerty, engineer for Westinghouse, were prepared with gas masks furnished by the Philadelphia Fire Department.

### New Building

Local papers are already heralding the forthcoming opening of the new KYW building on or about May 16.



KYW was on the spot with a microphone when 500 used automobiles went up in smoke and flames during the celebration of National Used Car Exchange Week in Philadelphia. Photographed during the exclusive broadcast of the bonfire are, left to right: Al Watton, Program; Jack Hammann, sales manager, and Leroy Miller, announcer.

## KOA DENVER

by James Lehmann

### Farewell Anderson

Fanfare! KOA salutes Charles Anderson. We depose our former correspondent with this issue in order to tender him congratulations and a farewell slap on the back.

Charles Anderson, popular KOA announcer and production man, has been awarded a Rockefeller Foundation Fellowship for the study of production techniques in educational radio.

Charley has been with KOA since 1936 when he left California radio to its own devices and joined the NBC staff in Denver. He received his A.B. degree from the University of Denver in 1932, and has since continued with his graduate work at that institution. For the past year he has produced the university's educational program each week over KOA.

He will begin his leave of absence the latter part of April. He knows we'll miss him so we won't mention it.

### "HO" Gauge

Add screwy hobbies. Model railroading in those diminutive proportions so popular now. Among the devotees of "HO" we note Bill Stulla, scriptwriter; Anderson and Lehmann, announcers and Carl Schuknecht, engineer.

Carl is a renegade, however, having deserted "HO" for "O" Gauge. Thus far none has had the temerity to tackle the construction of a locomotive . . . PICTURE! Several assorted freight cars serving as mantel decorations.

### Sukie Shiela O'Larry

Announcer Joe Gillespie's dog, Sukie Shiela O'Larry, Irish Setter, which is the proud mother of ten three-month old puppies, walked away with a first prize in the American-bred class at the Thirty-third Annual Show of the Colorado Kennel Club. Dogs were entered in the show from all over the country. Oh, yes—the puppies are for sale and they're registered in the field dog Stud Book (Adv.)

Sukie also won second prize in the Novice Class at the Denver Kennel Club Show last October.

### Wanted: Script for Operetta

Carl Wieninger, musical arranger for KOA, makes his appeal with this issue for an original script for a half-hour radio musical comedy or operetta.

Mr. Wieninger, whose original melodies have been aired from time to time on the networks with success, wants to thicken the plot of some clever script with music of his own composition. No lyrics necessary, says Carl; he makes them up to fit the songs and situations as he goes along.

So to any NBC scriptwriter with an extra plot or two aimlessly wandering around, here's your chance to have the waif adopted and "done right by," we're sure.

**WBZ BOSTON**

by Bob Evans

**Like Father, Like Son**

Although he's not sure whether he wants to follow in his father's footsteps, young Nat Benchley, son of the famous humorist, Robert Benchley, and student at Harvard, gave indications that he's equipped for that type of career when the song preview of the Harvard Hasty Pudding Club show was aired, coast-to-coast, from WBZ and WBZA on March 23.

A husky young man, bearing some resemblance to his father, Nat wrote and played the principal role in two sketches prepared especially for the broadcast. Despite it being his first radio appearance, young Benchley was distinctly unruffled. His script had the Benchley type of humor.

**Ping-Pong**

As promised in the last issue of the TRANSMITTER, we are now able to reveal WBZ and WBZA's ping-pong champion. From out of nowhere, came Gordon "Babe" Norris (Sales) to grab top honors after a gruelling finals match with Art Feldman (Special Events). Feldman has been pleading for a return match, but so far Norris has stalled him off with, "Go out and get yourself a reputation first."

**Mrs. Edmunds Returns**

The staff of WBZ was most happy to welcome Mrs. Frace D. Edmunds upon her return to duties as head hostess. Mrs. Edmunds was ill for six weeks and her absence keenly felt. On her first day back at work, the girls of the staff gave her a "surprise tea" in the tea room of Floor Five-and-a-Half.

**All the Way?**

Speaking of embarrassing moments, the blush exhibited by Arch MacDonald (Program) is still providing heat for the studios. Joe Lelliot, District Manager of RCA, was in the studios displaying the new RCA-Victor Symphony Radio to Office Manager "Cy" Young. To test its tone, Mr. Elliott asked for a couple of records to play on the turntables and pipe into the speaker. Young called Arch MacDonald. A few moments later, MacDonald rushed into the audition room with the two records, and just as Mr. Elliott was about to offer his thanks, he noticed that one of the records was a Brunswick, the other a Decaa. Exit MacDonald slightly pink.

**Spring Fever**

While you're in the mood . . . George Harder, in charge of News and Sales Promotion, returning from Bermuda with a monogrammed "swizzle stick" . . . Bob Duffield, studio supervisor, practicing tying a white tie for his forthcoming duties as best man for Bob Morris, once of WBZ . . . everyone in general with a swell case of spring fever . . . your reporter, unable to find anything else to tell you about in this issue.

**NBC CHICAGO**

by Rudi Neubauer

**Newcomers and Transfers**

George A. Bolas joined the Advertising and Sales Promotion Department on March 1. He was formerly employed by Swift & Co., in Defiance, Ohio. His Alma Mater is the University of Michigan, where, we understand, he was a mainstay of the football eleven.

Miss Marge Kerr has joined the Press Department as writer, replacing Phil Fortman who resigned owing to ill health. Miss Kerr comes to NBC from the Fizedale Publicity organization; prior to that she served on the editorial staff of *Radio Guide*. In private life she is the wife of Phil Davis, WLW orchestra leader.

Newcomers to the Central Stenographic Division are Margaret E. Huffman, Lucille Hagen and Mary Jean Franzen.

Mary Kelly recently was transferred to the Artists Service Department as secretary to Alex Robb.

Arnold Johnson has taken over the duties of Lincoln Douglass as accountant in Artist Service following the transfer of Douglass to serve as assistant music librarian.

Ernest Schaper has been moved into the spot vacated by Arnold Johnson.

William B. Saddin has been added to the Mail and Messenger staff.

**Fore!**

C. L. Menser, production manager, and W. W. Smith, Local Sales manager, inaugurated the 1938 golf season. Playing in the rain on Saturday, March 21, they report that a good time was had by everyone except the caddies.

**Travelling Salesman**

Maurie Wetzel, manager of Electrical Transcription Service in Chicago, is now on an 8,000-mile trek through the South and Southwest, calling on NBC Thesaurus prospects and subscribers to sell them the recorded WXYZ Lone Ranger program. Maurie's car is equipped with a six-volt dictaphone, and every morning the Special Delivery Mail brings in a cylinder with the latest orders. So far we have been unable to detect the gurgling of a brook or the snapping of fish on these cylinders.

In Mr. Wetzel's absence Bill Young and Bob Ewing are keeping the home fires burning.

**WMAQ Anniversary**

April 13 marks the sixteenth birthday of WMAQ. The call letters originally were WGU. Miss Judith Waller of the Educational Department was the station manager at that time.

WILLIAM E. DRIPS, NBC Director of Agriculture in Chicago, displays his catch while J. T. Hopkins, Jr., manager of NBC affiliate WJAJ, Jacksonville, looks on. Picture was taken by Frank Schnepfer, Chicago field engineer, during a recent Farm and Home Hour pick-up from Florida. (P.S. Find the fish.)

**Crib Cries**

Father Stork visited NBC Chicago on March 10 and confined his one-day stop-over to the homes of two studio engineers, George Maher and Joseph Conn. He left a seven-pounds-and-one-ounce baby boy, Peter Staniford, at the Mahers and a lighter package, weighing five and one-half pounds and containing a young lady, Miss Carolyn, at the Conns.

Peter Staniford is the third son in the Maher dynasty while Carolyn is the first child of the Conns.

**Personal Items**

Glenn Webster, studio engineer, is back on the job after an absence of three weeks because of a broken ankle. He is quite pleased at getting back into harness as he had read all the mystery stories at home.

Friends of Eric Danielson chipped in and bought him a radio to help pass the time while he is convalescing at the Chicago Municipal Sanitarium. The boys from the Engineering Department helped out by adding head phones. Of course, it's an RCA set!

Charles Hotchkiss, Local Sales, announced that from April 2 on he will be out of circulation. On that day he is to be married to Miss Carol Jaquith of Los Angeles.

Ted Schreyer, operations supervisor, is threatening to dye his hair and grow a beard for disguise. Passing a party of visitors in a corridor. Ted was accosted by a sweet young thing with an autograph book: "Aren't you Charles Lyon, the announcer?" Two days later he was passing the door of a studio where a wild west show had just concluded and the studio audience, mostly school children, was just leaving. Suddenly he found himself surrounded by a crowd of ten-year-olds wanting to know "Are you one of the Indians?"



## WGY SCHENECTADY

by W. T. Meenam

### Statics Win Bowling League

The Statics have captured the championship of WGY's Radio Nuisance Bowling League. The team which included announcer Howard Tupper and Bob Elliot of Sales, withstood a last minute drive by the Ripples and finished two games in the lead. A feature of the final clash of the season was the surprising reversal of form shown by Elliot. Bob hadn't been able to exhibit any of his reputed skill all season and then in the final match he turned in a fancy and convincing 607 to take the high-three prize for the season. Starting from scratch, that is from absolutely no experience on the alleys, he closed with an average of 144.

The season of bowling finished in a blaze of glory with a high-low match and a dinner. Joseph Fredette and announcer Radcliffe Hall carried off the honors with a team total of 1052. Bob Elliot and Howard Tupper were in third position. John Howe, of Sales, secretary of the League, presided at the dinner and distributed the season's prizes. Mr. Hager arranged for a special prize donated by WGY.

### Announcer Tom Martin

There's a new announcer on the staff—Thomas Emmet Martin, a native of Carthage, N. Y., and a graduate of the School of Business Administration and School of Journalism, Syracuse University. Tom was managing editor of the University paper *The Daily Orange* in his

senior year and acquired membership in a group of Greek-letter societies that almost run the gamut of the Greek alphabet. He admits membership in Beta Theta Pi, Sigma Delta Chi, Phi Delta Epsilon and Tau Theta Upsilon and has all kinds of keys to prove it. While at Syracuse, Tom gave a weekly commentary of campus news from Station WSYR and that experience set his ambitions on radio. Upon graduation, he got a job with WSYR as announcer and news editor. Later he joined the staff of WIBX in Utica where his duties included announcing, news editing, special events, a street quiz program, production and continuity writing.

### Announcer-Engineer Caranchini

Silvo Caranchini, a member of WGY's announcer staff has been transferred to W. J. Purcell's engineering personnel and is now taking a daily assignment in the control room. Silvio's first love is the technical side of radio. Before coming to WGY he was chief engineer at Station WDEV, Waterbury, Vermont.

### Grover Whalen Appoints Hager

Kolin Hager, manager of WGY, has been appointed a member of the National Advisory Council on Radio for the New York World's Fair. The appointment was made by Grover Whalen, president of the Fair. By the way, both Grover Whalen and John S. Young are familiar with WGY's setup as they were in Schenectady a few months ago to take part in a short-

wave broadcast addressed particularly to the countries of South America.

### New Studios Soon to Open

With the halmy days of Spring the thoughts and hopes of the WGY staff center on the new studio building which is rapidly taking shape within fifty feet of the present studios and offices. Manager Hager is particularly interested in the dedicatory ceremonies which it is now hoped will take place the last week in May. Just at present, workmen are engaged in "floating" the studios and in running in wires.

### In Charge of G. E. Short-Wave

John Sheehan, a former heating contractor who joined the staff of WGY several years ago as announcer and singer, later becoming one of the radio broadcasting staff of General Electric, has been made manager in charge of the short-wave broadcasting activities of that company. General Electric is now broadcasting on four short-wave channels with directional antennas to Europe and South America. Two of these channels are restricted to non-sponsored programs and it is to these John Sheehan is giving most of his attention.

### Bob Elliot's Birthday

Bob Elliot, Sales, had a birthday Saturday, March 19, and he made it an occasion for a week-end visit to the family in New York City.

## NBC WASHINGTON

by Marian P. Gale

### Senate Broadcast

Passage of the Government reorganization bill by the Senate recently had commentators Earl Godwin and H. R. Baukhage on the hop. Inasmuch as the Senate, unlike the House of Representatives, has always refused to allow microphones in the chamber, Godwin and Baukhage were stationed in the Senate press gallery three floors above. They worked their broadcast in relays — one remaining in the Chamber while the other talked. When the vote finally came one of the commentators rushed up stairs to the "mike" position with the final tally. Incidentally NBC had the only broadcast of the vote on the bill.

### Kaleidoscope

George (Wheels) Wheeler, former studio guide who made his announcing debut on the WMAL *Night Watchman* program several weeks ago, is taking mickman Bud Barry's place . . . Barry sailed for Germany on the Europa March 17 . . . He will return to this country in about four months with his bride . . . Jack Roney,

"Montana Jack," is the latest addition to the announcing staff . . . When the competitive announcers' auditions were held for the Tommy Dorsey network show recently, Dorian St. George and Bryson Rash copped the judges' decision.

Bill Crago spent a week-end in New York visiting Frank Fenton, Gertrude Lawrence's leading man in *Susan and God* . . . Gordon Hittenmark has launched a drive on his early morning *Your Time-keeper* program to raise \$5,000 for a new camp recreation building for the youthful members of the Boys Club of Metropolitan Police . . . Hittenmark is directing his appeal to the various state societies in the District . . . Night supervisor Bill Coyle made three A's and two B's in his mid year law course exams.

It's Unbelievable: Gladys Murphy is reverting to her peasant ancestry—farming window boxes for her apartment . . . Jim McGrath "Brought down the house" when he made his entrance at the Gay Nineties Ball, wearing a knee-length pink beaded evening dress . . . Helen Mobherley won \$26 on the daily double at Tropical.

### Visiting V.P.'s

NBC V.P.'s held a rump convention in Washington on March 12. Occasion was the White House Correspondents Association dinner to President Roosevelt. Attending were: Chicago's Trammell; Treasury's Woods; Program's Royal; and Washington's Russell. Prexy Lohr was at the head table.

### "Little Congress" to Radio City

Manager Berkeley's title has been changed to "Barker" Berkeley. He personally conducted 300 odd members of the "Little Congress" (secretaries to members of Congress) on their annual trip to NBC New York on April 1st.

### "Hoofprints of 1938"

Spring Fever among the feminine contingent of NBC is taking a strong equestrian bent. The young ladies who weren't able to assist at the opening of the Bowie Track on April 1 were among those present at the la-de-da socialite "Hoofprints of 1938" over at Fort Meyer, on Saturday.

# NBC SAN FRANCISCO

by Louise Landis

## Gilman Speaks

San Francisco's Commercial Club turned out en masse to greet its former president and long-time member when Mr. Gilman attended a luncheon recently as guest of honor. Almost a thousand persons filled the club's enormous dining hall to hear him talk on "Behind the Scenes in Broadcasting". Speaking, as he always does, extemporaneously, Mr. Gilman talked casually, informally and pleasantly, as unmindful of the microphone which was carrying his words out on the air as if it were not there.

One of the highlights of his talk was his description of the music lover of a few years ago, as "a man who stood in a box office line several hours in order to buy opera tickets, then hurried home to don tails and eat a hurried dinner, and in cab or whatever conveyance he used, to get to the opera house, make his way through the crush to his seat, listen to the opera and then spend perhaps several hours getting home again."

"This he did twice or at best several times a year," the NBC western chieftain said. "Now that same man goes home at night, puts on his slippers, turns the dial of his radio and writes us an indignant letter if he doesn't get at least the Metropolitan Opera!"

## Audience Mail's Friend

Wanda Woodward, sparkling-eyed head of Audience Mail ("The Duchess" to us old-timers) corresponds cheerfully with folks in all walks of life. One of her most regular writers is a prisoner at San Quentin. He is a former singer on vaudeville stages who is called upon frequently for entertainment of his fellow inmates.

With the prison "grapevine" his only source of information about late songs, he writes to Wanda for aid in unravelling some of the names of titles and publishers. Kind-hearted Wanda, of course, usually commandeers copies of the songs he wants from NBC musicians. Here are some of San Quentin's recent request-numbers: "Sing-Song in Sing Sing", "The Joint Is Jumpin'", "Lord and Lady Whoozis" and "Mrs. Lowborough, Good-bye", by Cole Porter.

## Flood Heroes

Not all the heroes of the Los Angeles flood disaster were found in Southern California. NBC is lucky to have a large assortment of "hams" on its engineering staff, and it was largely due to their efforts in conjunction with the army of amateurs in the Los Angeles area that, when all other means of communication were washed away by the flood, the big sponsored shows went on uninterrupted.

GLENN DOLBERG, new program manager of NBC San Francisco, has had wide experience in many fields of radio, in the Northwest, in Southern California, and in San Francisco.



The San Francisco emergency corps which stood by for 48 hours included George McElwain, Ed Parkhurst, Bill, McAuley, Dick Parks, Jimmy Ball and Al Aldridge. Company business, word cues for programs and numerous other details were sent and received by the amateurs who used their own sets and gave their own spare time to the job.

One of the freaks of the flood situation was the message Freeman Gosden (Amos) got through to his family in Los Angeles although he was marooned in Palm Springs. He got a telegram through to Denver, which telephoned it to NBC, San Francisco, where KGO Transmitter Engineer Dick Parks relayed it on his own short-wave set to a Los Angeles ham who telephoned the Gosden home, got a return message and sent it back to San Francisco which sent it to Denver which telegraphed it to Amos! The message traveled 6,000 miles to cover a distance of less than 100 miles.

## Named Musical Director

Walter Kelsey, violinist and conductor on the NBC staff for several years, has been named Musical Director in San Francisco.

## New Announcers

Three new announcers on Dick Ellers' staff. Euel Labhard, formerly of KFBK, Sacramento; Emerson Smith, formerly of Denver, and John Grover, who enters the announcing field after having had experience as an actor on the NBC staff here.

## Wedding Bells and Denials

Those wedding bells will ring this summer for one of the handsomest bachelors left in the Engineering Department—Buddy Sugg (oh, all right, Control Supervisor P. A. Sugg, if you want to be technical). The lucky girl is a lovely peninsula socialite, Betty Ross Taylor.

Wedding bells will NOT chime, she announces firmly, for Ruth Chapel (Press Department) and she is NOT on her way to Honolulu despite all those stories in the ship news columns of local papers. Ruth, who is the kind of subject ship cameramen will walk a deck-mile for, any day, was busily engaged seeing a friend

off to Honolulu the other day on the Titibu Maru, when one of the other members in the farewell party got a bright idea. He told the ship news men confidentially that Ruth was a passenger on the ship and that she and the departing guest of honor, George L. Meyers, were to be married in the Islands. Ruth unsuspectingly posed for pictures, and now she's still sending out denials.

## Personnel Changes

Promotions and changes are still coming thick and fast. Stanley Smith and Robert Sandstrom, formerly of the office staff, have joined the ranks of receptionists. Stan relieves Jane Burns and Ruth Miller on the studio reception desk at night, and Bob presides over the second floor desk in the daytime. Elinor McFadden has left the hostess staff for the Production Department where she is now secretary for Cameron Prud'homme.

## More Newcomers

More new faces of 1938: In the Sales Department, C. L. Blonsness, handling network sales, and hailing from KGW, Portland. In Audience Mail, Dorothy McGaha, and on the office staff Calvin Edgerton and David McNutt.

## KPO Improvements

Joe Baker, in charge of the KPO transmitter, is a busy man these days, for KPO is undergoing face-lifting and streamlining operations. Lester A. Looney, a member of the NBC Radio Facilities Division, is supervising the addition of technical equipment and other improvements which will mean higher quality transmission and an increased signal strength at Belmont. Included is an RCA limiting amplifier which will allow programs to be transmitted at a higher level of volume with even greater fidelity. By the ingenious method of feeding background noise back into the transmitter, out of phase, such noise will be virtually eliminated.

San Francisco Manager Lloyd E. Yoder and Curtis Peck, Engineer in charge of the San Francisco studios, point out that the modifications being made are part of a series of such changes designed to keep KPO up to date.

## Delectable Gadget

June Shaw of Press wears the world's most delectable gadget which is eyed with envy by every other NBCette . . . It's a tiny clip of green leather from which hang two tiny green sandals which would fit a foot about half an inch long.

Have you tried the Exchange Corner? It brings results—and it's free.



## FIVE ADDITIONS RAISE NBC STATIONS TO 150

During the month of March, NBC announced the affiliation of six additional stations with its networks; thus increasing the total number of NBC associated stations to 150. Three of these stations, KSEI, Pocatello, Idaho; KTFI, Twin Cities, Idaho, and KPFA, Helena, Montana, have already been linked with the North Mountain Group. The other new stations KGKO, Fort Worth-Dallas, Texas; KTOK, Oklahoma City, Oklahoma; and WALA, Mobile, Alabama, will be connected with the new Southwestern Group during the next two months.

KSEI, owned and operated by the Radio Service Corporation of Idaho, became available to both the NBC-Blue and the NBC-Red Networks on March 12. The station operates full time on a regional channel of 900 kilocycles with a day power of 1,000 watts and a night power of 250 watts.

KTFI, whose affiliation has been delayed by the installation of transmission circuits which is now under way, is owned and operated by the Radio Broadcasting Corporation. It broadcasts full-time on a regional frequency of 1,240 kilocycles, with a power of 1,000 watts day and night.

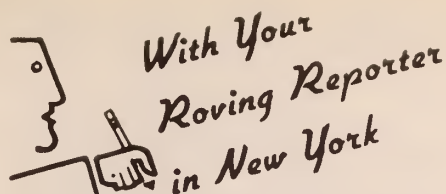
KPFA is owned by the People's Forum of the Air, and operates full-time on a frequency of 1,210 kilocycles. Daytime power is 250 watts; night power 100 watts.

KGKO, owned by the Wichita Falls Broadcasting Company, at present is located in Wichita Falls, Texas, but is being moved to Fort Worth-Dallas, where it will operate full-time on 570 kilocycles with 5,000 watts daytime power and 1,000 watts at night. Its new location will enable it to give concentrated coverage of the Fort Worth-Dallas area, the Southeast's largest market.

KTOK is owned by the Oklahoma Broadcasting Co., Inc., and operates full-time on a frequency of 1370 kilocycles with 100 watts power.

KTOK and KGKO will be hooked up with NBC on May 1.

WALA is owned and operated by W. O. Pape. It operates on a frequency of 1,380 kilocycles with a day power of 1,000 watts and a night power of 500 watts. The only station in Mobile, WALA will be linked to the networks on June 1.



Sixteen NBC guides and pages in their neat blue uniforms startled commuters at 9 a.m., on March 24 when they marched into the Grand Central to greet the great "Love in Bloom" Benny upon his arrival from Hollywood for one Radio City broadcast.

"Shucks", said one of the boys after the hubbub, "he didn't even crack one joke."

Only crack made was by southern-accented Guide Joe Allen when a photographer popped a flash bulb: "Shoot him agin, pappy, he's a revenue!"

Robert Covell of Music Research, sang with the Schola Cantorum in the *Requiem* played by the NBC Symphony Orchestra under Toscanini's baton at Carnegie Hall last month before the Maestro sailed for home. We knew that he (Bob) played the cello but we didn't know he sang too until we spotted him in the chorus.

It's a small world. A man in North Ireland whose brother, he writes, works in the Rockefeller Center Parking Lot wrote announcer Jack Costello a fan letter of which the latter is very proud. Costello's admirer says he heard him reading news items via short wave.

A postscript requests Costello to look up the writer's brother in the Parking Lot and give him his best regards.

Soundman Manny Segal is going around impressing people with his new gold badge—captain of the Dick Tracy Secret Service Patrol.

Juan de Jara Almonte one of radio's most popular veterans, completed his eleventh year with NBC last month. One-time evening manager of the Radio City studios, he is now assistant to President Lohr.

That tenor who sang at the New York City Advertising Club Dinner on March 16 was Don Meissner . . . and the pianist was Phil Jeffries . . . both of Artists Service. Don, you remember, was once a page who gained momentary fame by placing second in one of Major Bowe's amateur programs and then going on the road with one of the gong master's units.

Some wag mailed Director Lester Vail a phoney letter asking him to act as a stooge to a temperance lecturer in a summer campaign against liquor . . . The March of Time people recently took shots

## 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.

**WANTED**—A portable electric sewing machine. Call or write Suzanne Cretinon, Room 412, Ext. 736, New York.

**FOR SALE OR TRADE**—Portable Victrola phonograph. Barbara Buck, New York Sales Department.

**SUBLET** — Four-room modern, completely furnished, studio apartment, 15 minutes from Radio City, until October. Large living room, fireplace, French windows overlooking cool garden with fountain. Two bedrooms with modern opaque glass walls. Suitable for two or three persons. Apply to the NBC TRANSMITTER.

**BARGAIN**—For sale 1937 RCA console, model 9K, radio for A.C. Brand new tubes, mechanically perfect, finish exceptionally preserved. List price \$150—will sell for \$50. Audition on request and perhaps even terms. Call Otto Brandt on Ext. 301 in New York.

**WANTED**—The following back numbers of "Communication & Broadcast Engineering"—1936: Feb., Mar., Sept., Oct., Nov.; and 1937: Jan. Call or write Philip Sullivan, Guest Relations, New York.

**FOR SALE**—Practically new Royal typewriter at half price. Call Edna Mustor on Extension 802, New York.

**FOR SALE**—100-watt amateur transmitter. CW and phone. Entire equipment just two months old. Thordarson parts, RCA tubes. Single button carbon microphone. 807's in the final, modulated by 6L6's. Mounted on single sub-panel, portable type, in black crackle finished metal cabinet. Operates beautifully. E. Hammersley, NBC, 1625 California St., Denver, Colorado.

of the News Room on the fourth floor . . . John F. Royal and Abe Schechter were starred in a scene about NBC's coverage of the Austrian coup by Der Fuehrer. NBC philatelists are still talking about their annual banquet held in the Board Room last month . . . The NBC Stamp Club will soon announce the names of its 1938 officers who are being elected as this goes to press.

Kay Barr (KDKA Press Manager) and the Mrs., stopped to say hello to Radio City friends while on their way back to Pittsburgh from a West Indies cruise.

You Have A Date On  
April 22

NBC Athletic Association  
Dance

Peter Van Steeden and His Orchestra  
Hatel Roosevelt, New York

## NBC HOLLYWOOD

by Noel Corbett

### San Juan Capistrano

NBC's broadcasts of the going and coming of the golden-breasted swallows of San Juan Capistrano have made the birds so popular that at the recent homecoming over 4,000 people were in the gardens of the historic mission.

A nationwide audience heard "Buddy" Twiss, in charge of special events, give a description of the spectacle. Announcer Joe Parker produced the program, and Bob Brooke was the engineer.

Others from NBC who made the trip with their families and friends were John Swallow, Western Division Program Manager; Hal Bock, Western Division Press head; A. H. Saxton, Division Engineer; Walter Baker, Manager Building Maintenance; Bill Andrews, Night Manager; Frances Scully, Press; Murdo McKenzie, Engineer; Karel Pearson, Traffic; and Carlton E. Morse, author of *One Man's Family*. The latter spent most of the time shooting colored motion pictures.

Three years ago, at the first broadcast, there were less than twenty-five to welcome the swallows. These included Father Arthur J. Hutchinson, pastor of the mission church. Buddy Twiss, Hal Bock and Bob Brooke.

For the past 162 years flocks of these swallows have flown in, promptly on the Feast of St. Joseph. In the Fall, on the Feast of St. John, they fly away again to a destination which never has been found.

Father Hutchinson, who has watched these birds come and go for many years, has a warm friendship for NBCers, and after the program entertained them and their friends with luncheon and refreshments. Speaking for NBC, John Swallow presented the good Father with the latest model RCA combination radio and phonograph.

### Basketball

Three successive victories in the Southern California Third Annual Open Basketball Tournament have put the NBC boys in runner-up position for the championship.

Each of the games, in which Lee Bridgman, "Lefty" Lefler, Jack Creamer, pages; Ben Gage and Joy Storm, announcers; and Hal Dieker and Frank Pittman, Sound, played fast ball with perfect teamwork, were won by two lone points.

### Formerly of Radio City

In case the boys who were transferred out from Radio City haven't been writing home regularly, here's what a few of them have been doing.

Bob Moss, engineer—Is looking for daylight assignment. Somebody lifted the headlights off his car. Otherwise, he and a couple of friends are sharing a house several blocks from the studios.

Harry Saz, sound effects chief—Has proven he hasn't gone Hollywood, and that his heart is still in his work. It was his heartbeats which listeners to the dramatization of "The Telltale Heart" heard on Chase and Sanborn recently. Has a new car which his little daughter Marquette tried to wreck the other day when she pulled the gear-shift into reverse and gave 'er the gas.

Joe Kay, engineer—Has a typical California home in Beverly Hills with a fish pond and a patio. His wife is renewing old acquaintances and Kay is making new

ones—this is her hometown.

Ed Miller, engineer — Is rolling up plenty of mileage trying to see all of Los Angeles before Summer.

Carl Lorenz, engineer—Is also touring the countryside. Has gone in for deep-sea fishing.

Charlie Norman, engineer—Likes the Hollywood studios and says the small personnel reminds him of the old "711 days" back in New York.

Wendell Williams, Continuity Acceptance—Is being shown Hollywood and the beaches by fellow-worker Andy Love.

### Funny Salesman Sells Self

Wynn Rocamora, Artists' Service, recently did a good job of selling his own acting ability.

Rocamora arranged for a screen test at Republic Studios for Barbara Jo Allen, in which she was to do her Vera Vague characterization.

As he knew the theme of the character thoroughly, Rocamora agreed to play stooge before the camera and feed the straight lines.

Whether Miss Allen gets a contract is hanging fire—Rocamora, though, was offered a comedy role immediately following the showing of the test film.

### Quick Pix

With summer just a matter of weeks away, Walter Baker, Manager of Building Maintenance and General Service, is again planning noontime trips to the beaches . . . Helen Aldrich, Sales, has taken up fencing . . . Rudy Vallee presented Ted Hediger, Producer, and Harry Jackson, music contractor, with handsome stop watches before he went east . . . Murdo MacKenzie, Engineer, entertained Alice Tyler and Kay Phelan recently at the Brown Derby . . . Frances Scully's recent loss of voice due to a bad cold, caused Andy Devine to inquire if she were trying to run him competition.

Bill Sabransky, staff pianist, hasn't had the top up on his new cabriolet since he bought it a few weeks ago.



These men lost hours of sleep, saw a lot of excitement when, headed by Western Division Program Manager John Swallow, they got together and put special programs on the air to tell the nation all about the recent flood that drenched Southern California. Standing, left to right: Marvin Young, Assistant Western Program Manager; A. H. Saxton, Western Division Engineer; Matt Barr, Press; Harrison Holliway, manager of KFI-KECA; Walter Bunker, Jr., production manager. Sitting: Joe Parker, announcer; "Buddy" Twiss, announcer in charge of special events; John Swallow, Jimmy Vandiveer, KFI announcer.