

NBC TRANSMITTER

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NO. 5

NBC EXPERIMENT IN EDUCATIONAL TELEVISION

Television and educational history were made at Radio City on April 27 when the first demonstration of television's applications to educational work was broadcast before Dr. James Conant, president of Harvard University; Dr. Harold Dodds, president of Princeton, and Dr. Livingston Farrand, president emeritus of Cornell University.

The three distinguished American educators, as guests of President Lohr, saw the first television program designed specifically for educational purposes in the series of experiments being conducted by NBC into possible uses and applications of the new art.

Five prominent figures in educational fields appeared in the screen of the receiving set as performers in the program. They were: F. Trubee Davison, president of the American Museum of Natural History, Dr. Roy W. Miner, the museum's curator of living invertebrates, and his associate, Herman Mueller; Dr. Clarence C. Clark, of New York University, and Ambrose Lansing, Egyptologist of the Metropolitan Museum of Art.

The demonstration was probably the first in American television in which ideas and suggestions for the educational use of the new art materialized. It proved the success of combining film, laboratory experiment and expert running commentary into a single program designed for adult education. Each medium contributed its special qualities to illustrate and clarify the others and gave an indication of what the American public may expect in education by radio in the future.

TWO STATIONS ADDED TO BLUE NETWORK

Two additions to the NBC-Blue Network on May 1 brought the total number of broadcasting stations affiliated with NBC to 152. The new affiliates are WMFF, Plattsburg, N. Y., and KMA, Shenandoah, Iowa.

WMFF operates full-time on 1310 kilocycles, with daytime power of 250 watts and night power of 100 watts.

KMA, located in a rich agricultural section, operates on a frequency of 930 kilocycles, with daytime power of 5,000 watts and night power of 1000 watts.

General Service Holds Informative Discussions

The General Service Department in New York has just terminated an experimental informative course on personnel and management problems which was tested among some of its members. According to the various executives of the department, the experiment, which was started last November and extended over a period of five months, has produced favorable results in the interests of the Company and the employees.

The experiment, some of its main objects being the education of new employees in regard to the structure, functions and personnel of all the NBC departments, the improvement of employee relationships and a better handling of employee readjustments by supervisors, was divided into three series of round-table discussions, one for division managers and their assistants, another for section supervisors and their assistants and the third for new members of the department.

The executives met at least once a week in groups of five or more to discuss their problems. The director of the department, Walter G. Preston, Jr., presided at some of these meetings and participated in the discussions and the settling of theoretical

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25,000-WATT STATIONS FOR NBC SHORT WAVE

Two new 25,000-watt transmitters, enabling American radio programs to penetrate every country of Europe and all parts of South and Central America, have been installed and will go into operation in the short-wave station, W3XAL, Bound Brook, New Jersey.

Designed and built by NBC engineers, the new transmitters will operate through four directive beam systems and two non-directive antennae, occupying twenty-four acres at Bound Brook. Plans are under way to sharpen the directive beams so as to concentrate radio energy even more toward European and South American countries covered by NBC's transmissions in six languages.

Incorporating the latest developments in high frequency transmission, the new NBC short-wave transmitters will deliver international programs with higher field strength and greatly improved fidelity. The output stage of each of the transmitters consists of two water-cooled tubes delivering a maximum of 12,500 watts each to any one of the seven antenna systems. These tubes are excited by two other high frequency tubes newly developed for this purpose. The modulating stage consists of

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NBC Photo by Desfor

Television's place in adult education was demonstrated for the first time in America on April 27 when a special program devised by NBC was shown before the heads of three of the leading Eastern universities. Following the Radio City demonstration, Lenox R. Lohr, president of NBC, guided the visitors through the television studios. Left to right: Mr. Lohr, Dr. Livingston Farrand, President Emeritus of Cornell; President James Conant of Harvard, and President Harold Dodds of Princeton.

WHO'S WHO IN THE NBC NETWORKS

Vernon H. Pribble

Vernon H. Pribble, energetic manager of WTAM, can trace back most of the highlights in his life to the fact that the state of Illinois operated a rifle range within a few miles of his home and that he would rather shoot at targets than eat — even at the tender age of 16.

For it was to get the chance of using the rifle range that young Pribble got the written permission of his parents to join the National Guard while still in high school. His home then was Ridgefarm, Illinois, near Chicago.

When his enlistment was up, Pribble entered the University of Illinois. On March 26, before the United States entered the War in 1917, Pribble was in a rhetoric class half-heartedly listening to the professor. A long distance telephone call interrupted his reverie.

It was the captain of his former National Guard company. "Vern, we've been ordered to East Alton with as many recruits as we can muster. It looks like war! Will you enlist?"

Pribble stopped only long enough to tell the professor, "Sorry, I'm going to war. I didn't have my theme anyway." He was the first student on the campus to enlist.

Starting as a private, he worked up the promotion ladder during two years and eight months service and finally was made an infantry captain in command of a company of 84 men and 450 German prisoners. He was then only 24 years old.

Mr. Pribble fought in the second battle of the Somme and the Meuse-Argonne engagement. Like many Army men, he attributes his understanding of men to active service as an officer. He believes that this valuable insight, obtained indirectly because of his earlier ability with a rifle, has assisted him materially in business.

Back in the United States, the young ex-soldier joined a stock company in Danville, Illinois, but his stage career suddenly ended when he was hospitalized for a major operation. Work was scarce when he emerged from the hospital so he tried his hand at house-to-house selling of washing machines and vacuum cleaners. He was successful; and later turned salesman for Remington Rand.

His Army experience again came in handy when the *Chicago Tribune* was looking for a man who understood "army



VERNON H. PRIBBLE
Manager of WTAM

paper" work and who could work on a promotion plan in connection with the soldier's bonus. But Mr. Pribble soon realized that a newspaper by-line was not eatable, and directed his energies toward the more lucrative business departments.

Over a course of years he worked through the classified, local, merchandising, business survey and national sales departments and when the publishers looked around for a man to manage the newspaper-owned station, WGN, they decided that Mr. Pribble had gained the necessary experience to handle the job.

Under his direction, WGN developed from a pioneer station to one of the foremost broadcasting institutions in the country.

Mr. Pribble left WGN to open a radio department for the advertising agency of Stack-Goble. From there he came to NBC in December 1934 as manager of WTAM. Though the depression was then at its worst Mr. Pribble tackled the job of building up WTAM. His ambition to make a bigger and better station was realized in February of this year when WTAM was moved into modern four-floor studios in the NBC Building.

Mr. Pribble was married in 1925 to Agnes Clark, a fellow worker on the *Chicago Tribune*. They have two children, Bunny, 9 and Betty, 11.

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Vacation or sports pictures of NBCites are wanted by the NBC Transmitter.
Prizes for the best pictures. Read the rules of the Photo Contest on page 11.

TELEVISION TESTS NOW ON THE AIR WEEKLY

A four-week period of experimental television transmissions from the RCA-NBC station, W2XBS, in the tower of the Empire State Building, New York City, began on April 19. The schedule calls for five full-hour broadcasts a week.

Having resumed field tests after being off the air for several months, NBC is now radiating two series of telecasts, one at an afternoon hour and the other during the evening. The evening series, composed of living talent shows and selected films, are broadcast from the NBC studios in Radio City on Tuesday and Thursday evenings between eight o'clock and nine o'clock. These television programs, although strictly experimental, are being broadcast under conditions as near as possible to those governing a regular public service.

The afternoon broadcasts, on Tuesdays, Wednesdays and Thursdays beginning at three o'clock, consist entirely of intricate test charts and still pictures. Of no entertainment value but of great assistance in judging quality of transmitted pictures and testing performance of receivers, these images are put on the air for the sole benefit of television experimenters.

Although the present series of television broadcasts is primarily for the use of NBC and RCA officials and engineers with receivers in their homes, it is reported that amateurs in the Metropolitan area also are receiving the telecasts with home-made receivers.

Good reception of the broadcasts is limited to the area north of the station, because the programs are being broadcast from an experimental antenna array on the north side of the Empire State tower. The steel and masonry of the tower itself act as a shield and prevent the ultra-short waves from penetrating directly to the south. The only signals received south of the transmitter are those reflected by tall buildings of the north. This results in multiple images at the receiver, each image overlapping the others. NBC engineers, therefore, are using receivers in the northern area.

The antenna array regularly used, mounted on the top of the Empire State tower, is being redesigned to incorporate several engineering changes in the array itself and the associated transmission lines connecting it with the transmitter on the eighty-fifth floor level. When the work is completed the station's normal service range of about fifty miles in all directions

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The NBC Athletic Association held its annual dance at the Roosevelt Hotel, New York City, on Friday evening, April 22. These pictures, by Guide Walter Wiebel, were taken at the dance attended by over 500 NBC members and their friends. Responsible for the success of the dance was the Social Committee composed of Miss Grace H. Sniffin, chairman; Miss Frances Sprague, Albert W. Protzman, Thomas Tart, Frank Lepore and Dom Davis.



The President of the Athletic Association, George McElrath (left), awards the first prize to the winners of the waltz contest, which was one of the highlights of the NBC dance. The winning couple are Miss Helen Sheehan and Robert Russell, of the Accounting Dept. The prize was donated by Kaufman-Bedrick Pharmacy, well patronized by NBC employees and stars in Radio City.



In between dances. Left to right: Thomas M. Reilly, Miss Mae Donovan, Robert Russell, Miss Dorothy Smith, all of Accounting, John Duggan and Miss Helen Sheehan.



Members of the Legal Department and their friends. Left to right: Harry Edwards, Miss Charlotte Boden, Rudy Wasvary, Miss Agnes Locherer, Andrew Young, Miss Cecilia McKenna, Mrs. Harry Edwards and Lester Richie.



Left to right: Guide Walter Wiebel, who took the rest of the pictures on this page; Miss Florence Schwarzer (Press); Carl Plock, Charles Van Bergen (Press); Miss Isabelle Marie Hardman, Fred Walworth (Engineering), Miss Betty Glenn, radio singer; Jack MacDonald and Miss Gertrude Pailthorp.



The judges of the waltz contest: William B. Miller (Night Program Manager), Miss Helen Walker (Accounting), George McElrath (Operating Engineer and President of the NBC Athletic Association), A. H. Morton (Manager of M. & O. Stations) and Mrs. John Bell whose husband is an NBC program director.



At this table, clockwise, from left to right: Miss Emma Little (Engineering), Mrs. Morton, A. H. Morton (Manager of M. & O. Stations), Mrs. Guy, Mrs. W. A. Clark, C. W. Horn (Dir. of Research and Development), Raymond F. Guy (Radio Facilities Engineer), George O. Milne (Eastern Division Engineer), Gustave A. Bosler (Engineering), Mrs. Milne and W. A. Clarke, back turned, of Engineering.

NAMES IN THE NEWS

NEW YORK

Promotions:

Miss B. Jean Smith has been transferred from the Promotion Division to the office of Clay Morgan, director of public relations. She is replacing Miss Grace V. Ballou who resigned from the Company last month in order to accept a position with H. Souvaine, radio producer with offices in Radio City.

Miss Smith has been with NBC three and a half years. Before going to the Promotion Division as assistant to J. K. Mason, merchandising expert, she did promotion work for Congoleum Narin Inc., and was in charge of the correspondence and shopping-by-mail departments of Bloomingdale's for almost two years.

Miss Ethel Gilchrist of the Sales Department, has been appointed to replace Miss Smith in the Promotion Division. Formerly associated with the Crowell Publishing Co., in the advertising department, Miss Gilchrist has been with NBC one year.

Edward N. Beck, formerly of the Duplicating Section, is now secretary to Music Editor Walter Koons in the Publicity Department. He is replacing Lee Blanchard who has been transferred to the Executive Offices. Mr. Beck came to NBC last December from San Francisco, where he was secretary to Alfred Hertz, well-known symphony conductor.

A newcomer is taking Mr. Beck's former post in the Duplicating Room. His name is George Robbins, a graduate of the University of Michigan, who worked in a stock brokerage firm in Detroit before coming to New York.

Gordon G. Vanderwarker, a graduate of Wesleyan University, who came to NBC from R. H. Macy, Inc., last Spring, has been moved up from the uniformed staff to the Statistical Division. He replaces John R. Carnell who resigned from the Company last month to go to Europe.

Raymond H. Rheume has turned in his page uniform for a desk in the Building Maintenance Division of General Service. A graduate of Stevens Institute of Technology with a degree in mechanical engineering, Mr. Rheume entered the employ of the Company in March.

Ary R. Moll, one-time associate editor

of the NBC TRANSMITTER, has been promoted from the office staff of Guest Relations to the International Program Division where his work will be connected with program operations. A former member of the uniformed staff, Mr. Moll has been with the Company since January 1934.

Birger Hagerth, assistant supervisor of the guide staff, has been appointed to the place vacated by Mr. Moll's promotion; and Robert C. Armstrong will take Mr. Hagerth's place on the staff.

Marriages:

Announcer Jack McCarthy and Miss Elinor Crafts of Oakland, California, were married in the City Magistrate's Private Chamber on April 14. Peter Bonardi of Guest Relations was best man. The bride's mother, Mrs. Elizabeth H. Crafts, flew east from California to attend the wedding.

Immediately after the civil wedding the young couple left for Florida where they were married in the famous St. Augustine Church.

Mr. and Mrs. McCarthy returned to New York from their honeymoon in the South on April 28 and are making their home in the city. Mrs. McCarthy teaches school at Woodmere, Long Island.

Guide Hugh A. Savage will be a married man when he returns from his vacation on May 12. He and Miss Viola Gannon of St. Paul, Minnesota, were married in the New York City Hall Chapel on Saturday, April 30. A religious wedding followed at St. Francis Church. Guide and Mrs. George Olenslager attended the bride and groom.

The newlyweds are residing at 39-88 49th Street, Sunnyside, Long Island, where they are at home to their friends.

The groom, who is also from Minnesota, was starred in last year's *Brass Buttons Revue*. A recent throat operation prevented him from participating in this year's pages' and guides' show which is being rehearsed as this goes to press.

Stork News:

John H. Baxter of the publicity staff in Artists Service recently press-agented the arrival of a new star on the Baxter horizon—a nine-pound baby girl. Friends of the Baxters who have seen the newcomer say that she is a very well behaved and quiet baby for a press agent's child.

George McElrath, operating engineer and president of the NBC Athletic Association, became the father of his first child—a nine-pound boy named Robert—on April 15.

A baby girl was born to the Tom Riley's on April 11. That makes two for the Rileys—the other is a boy.

There are three Tom Rileys in NBC. This bit of news is about the one in Press.

William Haussler, NBC photographer, became the father of a baby girl on April 20. She's the Hausslers' first. Need we say that she'll probably be the most photographed baby in NBC?

A baby girl tipping the scales at 8 pounds and 12 ounces was born to the Lester Vails on April 22. Two more girls and Director Vail will be in the same class with Eddie Cantor.

Resignations:

Miss Charlotte Holden resigned her position as a correspondent in Audience Mail last month in order to enter the New Jersey Civil Service. Miss Holden, who came to NBC in August, 1937, is going with the State Board of Children's Guardians as a social worker.

Miss Lorraine Fetridge (Mrs. David Ferguson), booking clerk of Artists Service, resigned on April 15 in order to devote all her time to her home and family. Miss Fetridge had been with the Company four years.

Engagements:

The engagement of Miss Doris Ruuth and Charles L. Townsend, both of the Engineering Department, was announced on April 10. The wedding date has not been set.

Miss Ruuth has been with the Company since 1934 and is now secretary to Development Engineer R. M. Morris. Mr. Townsend, former studio engineer in NBC Chicago, came to Radio City last fall to join the television staff. A native of Oak Park, Illinois, Engineer Townsend has been with NBC since 1931.

Jere Baxter 3rd, formerly of Guest Relations and now of the Sales Department became engaged to Miss Rowena Eloise Staats of Greenwich, Connecticut, on May 3rd. The announcement of the engagement was made by Miss Staats' parents, Dr. and Mrs. Kingsley Roberts.

Miss Staats was graduated from the Knox School, Cooperstown, N. Y., in 1933 and attended Sarah Lawrence College. Mr. Baxter was graduated from Yale last year and has been with NBC one year.

Miscellaneous:

William L. Card, who recently resigned from the Program Department where he was assistant sustaining program man-

ager, has returned to NBC to assist Vice President Frank E. Mason in the handling of program traffic for NBC's international short wave stations.

Engineer Robert Thatcher of the Radio City staff, who has been in Philadelphia, supervising the installation of the equipment in the new KYW studio building, recently underwent an appendectomy.

Miss Janet MacRorie, head of Continuity Acceptance, is at her home, recovering from a major operation.

Sports Announcer and Mrs. Bill Stern have returned from a brief vacation in Bermuda.

A group of about 90 members of the New York Filing Association and students of filing from Columbia University came to NBC on May 3 to inspect our filing system as part of an educational course. The NBC Central Files, which is considered one of the most modern filing systems in the city, is headed by Mrs. Myrtle Wesenberg.

Charles Anderson, former announcer and director at KOA, Denver, is in Radio City with a Rockefeller Foundation fellowship for advance study in radio broadcasting. He is concentrating on the educational phases of broadcasting and expects to be with us several months. Mr. Anderson is well-known to readers of the TRANSMITTER as their former correspondent for the NBC studios in Denver.

Miss Edna Swenson and Murry S. Harris, both of Continuity Acceptance, won the tintype contest conducted at the Athletic Association Dance on April 22. For having posed in the funniest tintype taken that night, Miss Swenson and Mr. Harris each will be presented with an album of Victor records, donated by the RCA Manufacturing Co., Inc.

Transfers:

Miss Katherine B. Sturgess, who came to NBC from her native Vandalia, Illinois, in February has been transferred from Central Stenographic to the Personnel Office staff. Before coming to New York, Miss Sturgess taught high school in her home town. She received her college education at Webster College, St. Louis, and the University of Illinois and took a postgraduate course at Cornell University. Miss Sturgess attended business school for a short period after she gave up school-teaching and while she looked for a job in New York City.

Miss Lisa Lundin, formerly of the Personnel Office, is now secretary to Wayne

Randall, director of publicity. Since she joined NBC a year ago Miss Lundin has worked in Central Stenographic, and in the offices of W. G. Preston, Jr., head of General Service, and Dwight G. Wallace, personnel manager.

David B. Van Houten has been appointed manager of the Building Maintenance Division in General Service. He has been with NBC almost eight years.

Miss Dorothy Jorgensborg, who has been in the Traffic Department almost two years, is now secretary to Roy H. Holmes, supervisor of the Program Transmission Division.

Miss Claire Conway was transferred from the office of Douglas W. Meserve, Program Department, to that of Ernest La Prade, director of Music Research, on April 15. Miss Conway is filling the post vacated by Miss Eleanor Kent (Mrs. G. T. Duane) who resigned from the Company to devote more of her time to her home. An accomplished pianist, Miss Conway has been with NBC since last August.

Miss Helen B. Mescal, from the office of C. W. Fitch, business manager of the Program Department, is now secretary to Mr. Meserve.

Mrs. Dorothy O'Neill replaces Miss Mescal as secretary to Mr. Fitch. A native of Cleveland, Ohio, Mrs. O'Neill is a graduate of Western Reserve University and was formerly associated with the Chicago world's fair, A Century of Progress.

Miss Dorothy Allred has been transferred from the General Service Department to the Production Division of Program where she will act as secretary to program directors.

Miss Helen M. Hedeman, formerly of the Production Division, is now secretary to Thomas H. Hutchinson, director of television programs. Her place in the casting and booking office is being filled by Miss Harriet Holiday.

Miss Laverne Heuer of Stenographic is replacing Miss Marguerite Loubiere as secretary to Frank Vagnoni, assistant manager of the orchestra division, until Miss Loubiere returns from a six-month leave of absence. Miss Loubiere plans to go to Europe during her leave.

Newcomers:

Lathrop Mack, formerly with the Associated Press in various American cities for eight years, has joined the Company as a member of the news editing staff in News and Special Events. A graduate of the University of Illinois, he also has had

two years' experience in the entertainment field as booking agent for the Music Corporation of America.

Mr. Mack is a native of Nazareth, Pennsylvania, is married and his avocation is music — especially if it swings.

Newcomers to the Mail and Messenger staff:

Robert Day, a graduate of Harvard College, comes to NBC with some experience in the real estate business. His home is in Laytonsville, Maryland.

Edward Shippen Geer, who is interested in scriptwriting, is a graduate of Princeton, class of 1937. In college, he wrote for the "Teatre Intime," a dramatic group.

A newcomer to the uniformed staff in Radio City is Efrem Zimbalist, Jr., 19-year-old son of the famous violinist. Mr. Zimbalist comes to us directly from Yale University where he has been majoring in English for the past two years.

He was born in New York City and but for two short trips abroad has been a steady resident of New York. Before entering Yale, he attended St. Paul's Preparatory School at Concord, New Hampshire.

He says his interests have always inclined to the theater and he is here at NBC to try to get a broad understanding of the radio business as a whole, with his ultimate aspiration the production staff.

Except for one summer job with Time, Inc., this is his first real job. Asked the ever-present question, he said he is not musically inclined and will not attempt to tread in his father's footsteps.

John C. Corbett, a graduate of St. John's College in his home city, Brooklyn, and a student at New York University's School of Law (evening course), has joined our Legal Department. He has had some experience with other law offices in New York.

J. E. Burrell comes from the NBC engineering staff in San Francisco to join the television staff in Radio City.

Gustav F. Hettich, formerly with the Mack Truck Corp., has also been added to the television group as mechanic and driver of the new RCA-NBC telemobile unit.

Miss Alice Purvis, although a newcomer to the Central Stenographic Section, is not a stranger to NBC. She comes to NBC from the Certified Contest Service where she worked on the NBC Tenth Anniversary Slogan Contest.

Miss Purvis is a native of Monticello, Illinois. She came to New York after graduating from high school.

ATHLETIC ASSOCIATION ACTIVITIES

NBC Nine Beats RKO

Baring their creaking joints to the blustery winds of Washington Heights, the NBC baseball team inaugurated the Motion Picture Baseball League with a win of 6 to 4 over the RKO nine on April 25. Behind the masterful pitching of Jim Von Frank the team managed to give four opposing pitchers the blues. Von Frank allowed only one hit and three walks in the five-inning twilight game. He pitched ten strike-outs.

The first inning opened with NBC scoring two runs. In the second they gathered one and in the third, with two men on base, Bill Hannah slammed out a triple to bring in two men, Hannah coming in on a hit by Al Williams.

In the first three innings only eleven men faced Von Frank. Every man on the squad made at least one hit which certainly looks good for the NBC team, considering the fact that no practice preceded the game.

Going into the fifth and with one man on base the RKO boys, through a series of errors, made three runs before Von Frank could stop the carnage. At this time the players were playing in the dark so the game had to be called.

Starting line-up for NBC:

Frank Crowley (Guest Relations) . . 2b
Ed Nathan (Guest Relations) . . . 3b
Capt. Jack Wahlstrom (G.R.) . . . cf
Pete Bonardi (Guest Relations) . . 1b
Jim Cody (Accounting) lf

Bill Hannah

(Duplicating) c

Al Williams (General

Service) ss

Jim Shellman

(Announcing) rf

Jim Von Frank (Guest
Relations) p

NBC replacements:

Allan Henderson (Mail
Room) 3b

Hugo Seiler (Mail
Room) lf

Joe Baricak (Guest
Relations) cf

A. A. Bowling League

The 1937-38 season for the NBC Athletic Association Bowling League came to a close on Wednesday night, April 27, at the Pythian Temple in New York when the four participating teams played their final

meet in the second series, which was won by the team captained by Henry Hayes of the General Service Department (see cut). Hayes' team placed third in the first series of the season, which was headed by Steere Mathews' team.

As we go to press two teams are being picked from the A. A. bowlers to play against the two NBC teams which have been competing in the Rockefeller Center Bowling League.

The standing of the teams in the order of their final scores is as follows:

Team (by captains)	Won	Lost
H. Hayes	19	8
D. G. Wallace	15	12
S. Mathew	14	13
C. H. Thurman	6	22

The honors for the three-game series high went to Al Frey with the total of 583. Single-game high score of 222 was taken by J. S. LaTouche.

The members of the Wednesday night group who have had outstanding scores of 200 or over during the season are Al Frey of the Mail Room; J. S. LaTouche, chief telegraph operator; Henry Hayes, General Service; Coulson Squires, Central Supply; Anthony M. Hennig, Treasurers Office; Thomas J. Dolan, Traffic; and Charles H. Thurman, manager of Guest Relations.



THE WINNERS OF THE SECOND SERIES OF THE NBC BOWLING LEAGUE. Front, left to right: Joseph Hogan, Henry Hayes, George Luther. Back: Howard Selger, Al Frey and Martin Devine. John Gasko is also a member of the team, all of whose members are in the General Service Department.

Chairmen Elected

At the last meeting of the members of the Athletic Association, held in Studio 8-H on May 2, all the 1937 chairmen of the various committees in charge of different sports and activities were reelected for another year with the exception of three chairmen who were elected or re-elected at the April meeting. Vacancies in chairmanships were also filled.

The following are the chairmen who were re-elected:

Jack Wahlstrom (G. Relations) Baseball
Suzanne Cretinon (Sales) Gym-Women
Harvey Gannon (Program)—Gym—Men
Albert Grenshaw (Executive Off.) Basketball

E. M. Lowell (Gen. Service) Bridge
Jack Mills (Guest Relations) Ping Pong
Helen Winter (Treasurers) Skating
Katherine Hoffmeier (Sales) Badminton-Women

Lee B. Wailes (M&O Stations) Badminton-Men

A. Frank Jones (Artists Service) Golf
Ashton Dunn (Personnel)—Membership
(Selma Wickers, Program, and C. H. Thurman, manager of Guest Relations, are also on the Membership Committee)

Henry Hayes of General Service was elected to a vacancy in the Social Committee, resulting from the resignation of Grace Sniffin. Dwight G. Wallace, personnel manager, was elected chairman for the handball group; Donald H. Castle,

engineer, was elected to head the rifle and pistol shooting group and Don Meissner of Artists Service was appointed chairman for swimming activities. Those interested in swimming were not present to elect a chairman for their group.

It also was decided at the meeting that, henceforth, twenty-five instead of thirty persons shall constitute a quorum.

Those elected to chairmanships in the April meeting were George O. Milne, Eastern Division Engineer, for bowling; Serge A. de Somov, Engineering, for tennis, and D. B. Van Houten, Building Maintenance, for horseback riding.

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NBC HOLLYWOOD

by Noel Corbett

Hollywood's Radio City

Construction on Hollywood's Radio City is progressing at a lively pace, and Gordon Strang, job superintendent and engineer on the project recently transferred from New York, reports that the time lost during recent heavy rains and flood has been made up.

One block down Sunset Boulevard, CBS is already installed in its new plant—bag and baggage.

NBC got off to a good neighborly start by tossing out all rivet hammers on the job and having the Austin Company weld all steel construction in a nice quiet manner.

Foundation work, which started immediately after Vice President Don E. Gilman broke ground, was finished the latter part of April and at present scaffoldings and elevator towers are jutting high above the modernistic fence built around the property.

Dedication of the new broadcasting center is set for the fall.

Other New York engineers working on the project are J. J. Arnone, who is responsible for the architectural details; R. F. Schuetz, who is in charge of the installation of the broadcast, electrical and other mechanical equipment, and Edward Nolen who is assisting Mr. Schuetz.

Tennis Tournament

Tennis is holding the spotlight around the Hollywood studios nowadays with



FOR SALE. Ed Ludes, Hollywood Sound Effects, in the sail boat which he, Jack Wormser and "Bud" Miller had to paddle half way from Catalina to the mainland. Ludes had sent the sail to the laundry and relied upon an outboard motor to make the trip. The motor suddenly went dead in mid-channel. The boat is now for sale.

more than one employe pointing toward the handsome silver trophy which will be awarded the winner of the NBC Tournament being played at the Los Angeles Tennis Club.

Those competing are Lew Frost, assistant to Mr. Gilman; Walter Bunker, production manager; Ken Carpenter, Joy Storm and Ben Gage, announcers; Donald DeWolf, engineer in charge in Hollywood; Murdo MacKenzie, "Denny" Denchaud, Steve Hobart, Ray Ferguson and Paul Greene, engineers; Max Hutto, mimeograph; and Jack Creamer, general maintenance.

Bohemian Club

Sydney Dixon, Western Division sales manager; Walter Bunker, production manager; Harrison Holliday, manager KFI-KECA; J. Anthony Smythe, Michael Raffetto and Barton Yarborough, the latter three of the cast of *One Man's Family*, spent the last weekend of April in San Francisco where they attended the 2nd Annual Los Angeles Night at the Bohemian Club.

Mr. Bunker and another club member worked out a Charlie McCarthy act to climax the evening's entertainment, which Mr. Dixon and the other Hollywoodians admitted was worth travelling five hundred miles to watch.

Don't Give Up the Ship

Let's hope that sea-going NBCites have more luck this summer than did Ed Ludes, Jack Wormser and "Bud" Miller, soundmen, who recently set sail in Ludes' boat.

Inasmuch as the boat was up for sale, Ludes had sent the sail out to be cleaned, relying on his outboard motor to keep the craft in motion.

The motor did all right until half way over to Catalina. Then it suddenly became about as lifeless as that parrot Fred Allen tried to make talk on his program some time ago.

Worse luck developed when Ludes discovered somebody had previously relieved him of his emergency oars. Finally when it began to get dark, the boys yanked loose a couple of seats and paddled back to the mainland.

Page Boy System

The first major step in patterning the NBC page boy system in Hollywood after the New York staff, was made when Norman Noyes was appointed Supervisor of Pages.

Seward Spencer will act as Noyes' assistant in this department which is so vital in public relations, and which has been designed by the Company to train young men to fill important openings in the different departments.

Quick Pix

Nadine Amos, secretary to Mr. Gilman, and Madaline Lee, who plays Genevieve Blue with Amos 'n' Andy, managed to get in a pleasant weekend at Boulder Dam before the hot weather set in.

Now that the blackface boys have abandoned the desert resort, Ray Ferguson, their dial-spinner, is back in Hollywood . . . redder'n an Indian and covered with freckles.

Lew Frost, assistant to Mr. Gilman, recently spoke at a Sunday breakfast given by The Westerners, a group of 20th Century-Fox employes who meet once a month. Mr. Frost spoke on broadcasting in general and Donald DeWolf, engineer in charge in Hollywood, enlightened the gathering on the technical side.

Frances Scully, Press, was recently presented with an official police reporter badge by Chief of Police James E. Davis, at a luncheon gathering of fifty, at which she was the only lady present.

Andy Love, in charge of literary rights, addressed the Pasadena Junior Shakespeare Club recently at a gathering of fifty women.



WINS "CHIME RINGER" AWARD. Announcer Ken Carpenter of NBC Hollywood strikes a fitting pose as he receives news that the NBC TRANSMITTER, after conducting a poll among NBCites, has awarded him the original drawing in which Bill Eddy has immortalized the "Chime Ringer." (See Transmitter, April, 1938.)

KOA DENVER

by James Lehmann

Calling All Cars!

Your reporter turned thief-thwarted the other night by aiding in the recovery of four silver fox furs for a large Denver furrier (which merchant, by the way, buys KOA time). While conducting a late evening recorded program, your announcer was roused from that lethargy that creeps on about sign-off time by the sound of crashing glass. And it wasn't from the sound effects department, either. Two enterprising felons who had chosen the midnight hour to supplement their wardrobe with some silver fox scarves, were gingerly picking their way through the splintered glass of furrier's display window.

All this, visible from the sixth floor studio window, was quickly phoned to the police radio dispatcher. Meantime thieves A and B proceeded leisurely down the street with loot C draped grotesquely about their necks . . . They reckoned, however, without factor X, (i.e. one pop-eyed announcer) who was awkwardly hanging out of a window, his eye on them and 'phone in hand describing to the police their progress down the street. Police cars, arriving within two minutes, recovered the furs but the burglars escaped. P.S. Crime Never Pays (when you pick on a KOA client) . . . Just another NBC service.

KOAgams

The banns have been posted by Announcer Gilbert Verba and Miss Helen Spelman. The nuptials are programmed for late Spring.

KOA played host recently to charming Olympe Bradna, a young Paramount star, who visited Denver for a personal appearance at a theatre here.

Several dinner parties preceded the recent A.F.R.A. midnight dance. One such, recorded in these files, included Mr. and Mrs. T. Ellsworth Stepp, Miss Lucille Beideck, Miss Jane Weller'd, Miss Thelma Erickson, Mr. Ed Sproul and Mr. Berry Long.

Fashion Note

Honors go to Engineer Bill Williams for bravely wearing the first white shoes of the season. Bill, defying imminent bad weather, appeared with a little pre-Easter finery (including the shoes) on one of those deceptive early spring days when every one was looking forward to Easter with raincoats and umbrellas. Result: Dishevelled engineer lost to snickering weather forecaster.

NBC CHICAGO

by Rudi Neubauer

Bats in the Belfry

Bill Joyce, sound technician, took a busman's holiday, when he came down to work on his day off to see the Boris Karloff *Lights Out* show. His visit was repaid when he found out how to reproduce the sound of bats flying about. The sound effect, never before attempted, was achieved by flapping leather gloves in the air.

Engineers Fight Blizzard

During the blizzard of April, unable to pass the outskirts of Downers Grove in an automobile, the day engineering crew of WENR fought its way on foot, three and a half miles through the howling storm, to reach the transmitter building. W. R. Lindsay, station engineer of WMAQ, was forced to employ a team of horses to get his car out of the drifts and on its way to the transmitter at Bloomingdale. Marooned at WMAQ for several days were George Maki, R. A. Mingle and W. R. Lindsay. At WENR, A. R. Johnson, J. Allen, W. J. McDonnell and W. R. Crane. Emergency rations stored at the transmitters insured all hands of three squares a day.

27th Anniversary

C. P. McAssey entered Local Sales one day during Easter Week, exclaiming, "Well, I got it!" Questioned as to the nature of the "it," he confided that it was a present for Mrs. McAssey — the occasion being their 27th wedding anniversary. Mac received the congratulations of the entire Local Sales Department, and their wishes for 27 more happy years.

Here and There

Ray Kelly, sound chief from New York, was in Chicago on a tour of NBC M. and O. stations.

C. L. Menser, production manager, was toastmaster at a meeting for alumni representing 26 Ohio colleges at the Hotel Sherman, on April 9.

Eddie Stockmar, Program Traffic, turned down an invitation from his colleagues to play poker one Thursday night. Friday night he was held up by three ruffians and had to give up thirty-five dollars to the boys with the rod.—Very selfish of Eddie not to let his co-workers have first crack at him. Don't you think?

Now all Everett Mitchell, senior announcer, needs is a horse. The veteran NBC Farm and Home Hour announcer has received many odd gifts from listeners during the 15 years he has been in radio. He has assembled quite a collection of Americana as a result; but his latest gift, a home made hand-knotted fly net such as horses wore during the summers of a bygone age, takes the cake.

Miss Gentile of Central Files was surprised on her birthday, April 22, with a corsage presented to her by the girls from the General Office . . .

Miss Frances Dixon of the production department received two dozen roses the other day, but, she won't tell who sent them or why . . .

Miss Gertrude Schmidt, Central Stenographic, has definitely committed herself to a July wedding. David O'Connell of Chicago is the lucky man.

E. G. Eisenmenger, studio engineer, was married on April 30th to Miss Phyllis Regan of Chicago.

Newcomers and Transfers

Thomas G. Hargis replaces Howard Keegan, who resigned from the Production Division . . . H. Gilbert Martyn, Jr., former California announcer and more recently with WLW, Cincinnati, has joined the announcing staff . . . Leslie Edgley back on the Continuity staff after an extended "leave of absence" . . . Additions to the engineering force as Vacation Relief Engineers are George J. Maki, assigned to the WMAQ transmitter, and Woodrow R. Crane assigned to the WENR transmitter . . . Jack Ryan, former newspaper and public relations man, has been added to the staff of the Press Department . . . Verl K. Thomson acted as temporary replacement for Charlie Lyon, during Charlie's "leave of absence."

Fingerprinted

Marcelle Mitchell of Network Sales was elected publicity chairman of the Women's Advertising Club of Chicago and editor of *Ad Chat*, the monthly paper of the Club. Miss Mitchell has just returned from an eastern vacation, during which she visited Radio City and also the NBC studios in Washington, D. C. In the latter city she was fingerprinted in J. Edgar Hoover's Department of Justice. Watch your step, Marcelle! It pays to be good.

WBZ BOSTON

by Bob Evans

"Lefty" Gomez

Guests at the Hotel Bradford and people hurrying home through the rain after work were brought to abrupt attention about 6:00 P. M., Monday, April 18, by the wail of a police siren and the screeching of brakes as a big green sedan came to a stop in front of the hotel's marquees. Four large men, clad in tan polo coats, emerged from the car. Camera bulbs flashed, and the crowd immediately recognized the celebrity of the foursome which was comprised of Don Langan

of Newell-Emmett agency, Arthur Flynn of *The Sporting News*, your own reporter, and Vernon "Lefty" Gomez, star southpaw of the world champion New York Yankees.

Autograph seekers, who somehow or other, always seem to be equipped made a dash for the southpaw pitching ace, but Gomez had no time for them on this occasion. He was in a hurry to join Paul Douglas in the studios of WBZ where the first Chesterfield Sports Broadcast of 1938 hit the coast to coast lines at 6:30 P. M.

The show went on without a hitch, with Gomez turning as good a performance before the mike as he does on the pitching mound.

NBC Trounces CBS

The good old honor of NBC was strongly upheld Tuesday evening, April 26, when the WBZ varsity ping-pong team, accepted the challenge of, and decisively defeated a team from WEEI, CBS Boston outlet. The match, played on neutral tables at the Towne Table Tennis Club, saw the WBZ outfit whitewash the opposition, winning five matches to WEEI's none. Gordon "Babe" Norris (Sales) and WBZ champion, Arthur Feldman (Special Events), Chris Sykes (Sales) and Wright Briggs, staff musician, were all in tip-top form and won handily. However, the worst blow to the CBS paddle wielders was the defeat handed their sterling George Dunham. Your reporter was originally scheduled to face Dunham, but was unable to play because of sickness. After talking the matter over, Captain Norris decided to substitute Miss Ruth Higgins, secretary to Office Manager Cy Young, and the decision proved a stroke of genius. Miss



Vernon "Lefty" Gomez (right), ace New York Yankee southpaw, tries to pitch himself out of a tight spot on the inaugural coast-to-coast Chesterfield Sports broadcast with Paul Douglas (left) from WBZ studios, April 18. Bob Evans, NBC Boston sports announcer, appears amused at Lefty's plight.

Higgins completely overwhelmed Dunham, three games to none. Any other teams wishing to cross racquets with WBZ will please contact yours truly, and we'll see what kind of a financial settlement can be made.

Moonfish Bowes Gives

Goldfish seem to have captured the staff's fancy these days. A couple of weeks ago Josephine White, Traffic, merely dropped a remark that the Traffic office might be greatly enhanced if they had a bowl of goldfish. Little did she realize that her casual statement would take form immediately, but upon her arrival at the office the next day, there was Traffic Manager Gordon Swan diligently trying to arrange various species of seaweed in the newly purchased aquarium. There were also three almost microscopic fish swimming around the tank. That was three weeks ago. Now there are more than a dozen goldfish and three snails residing in the glass house. It seems that a number of the boys and girls had rushed down to a pet shop and bought their own entries. Each fish is named after the person who purchased it. We can't see where there's anything odd about that, but explanations were in order when the cute little moonfish, bearing the name of Frank Bowes, sales Manager, gave birth to three young ones.

News Flash

Discovered between broadcasts: While home for a week-end in Little Falls, N. Y., Special Events Feldman wined, dined and took his lady fair to the movies all for a dollar and sixty-five cents — tips included. (Those steaks must have been cut with a razor.)

General Service Holds Informative Discussions*(Continued from Page 1)*

and actual problems dealing with personnel and administration. The case system was used to solve problems dealing with the handling of difficulties with subordinates, associates and superiors.

Discussions were conducted with the object of bringing about a closer and more efficient coordination of the functions of the various divisions and sections of General Service. Subjects dealing with employees that were studied and discussed were leadership qualities, job satisfaction, security and the handling of grievances.

The meetings of supervisors and their assistants were led by Ashton Dunn of the Personnel Office. Their discussions covered various subjects including theory and principles of administration, administration problems and actual operating problems.

The informative educational courses for new members which were conducted by Mr. Dunn are still being given whenever new employees are engaged. Small groups of five or more are formed for this course which lasts about a week for each newcomer to General Service.

The course, whose primary purpose is to acquaint new employees with the set-up of his and other departments, includes a study of the history of RCA and NBC, the regulations and policies which affect the employees and other general subjects pertaining to radio and NBC.

Mr. Preston is satisfied with the results, to date, of the experiment and plans to resume the program in the fall as an all-inclusive and permanent part of the General Service Department.

25,000-Watt Transmitters for NBC Short Wave*(Continued from Page 1)*

two great water-cooled tubes, each doing the work previously done by six tubes. Design of the transmitters will greatly reduce background noises in the short-wave transmissions.

Completion of the new transmitters by NBC follows closely on the announcement of Frank E. Mason, NBC vice-president, as director of all of the Company's activities in the field of international short-wave broadcasting. Added to the recent enlargement of the NBC International Short-Wave Division, these developments indicate that NBC intends "to see to it that the United States does not lag behind other nations in international short-wave broadcasting."

Vacation or sports pictures of NBCites are wanted by the NBC Transmitter. Prizes for the best pictures. Read the rules of the Photo Contest on page 11.

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NBC TRANSMITTER

Room 284, RCA Building, New York
Circle 7-8300, Ext. 220

TELEVISION TESTS NOW ON THE AIR WEEKLY

(Continued from Page 2)

will be restored. W2XBS has occasionally been picked up as far away as seventy miles.

During the period that W2XBS was off the air, new program techniques and devices were developed by the NBC television production staff while the engineers made important changes in the system of transmission. The results of these changes and developments are now being observed.

With definite technical standards yet to be established for common use of television transmitters, the experimental period will enable associated NBC and RCA research men to obtain engineering data for assistance in the formulation of such basic standards. Television will probably be a competitive activity in the United States and broadcasters recognize the necessity of adopting uniform technical standards in the interest of the home audience. A single receiver must be capable of being tuned to all television stations in a locality.

The all-electronic system to be used in the tests was developed by the RCA laboratories. It transmits pictures in 441 lines at 30 frames a second. Picture signals are broadcast on a frequency of 46.5 megacycles and accompanying sound is on 49.75 megacycles.

NBC HALL OF FAME



Proposed NBC Statue No. 2 and Citation Plaque.

TRANSMISSION ENGINEER

The modern counterpart of the Dutch Boy at the dyke with an unlimited flood of syllables and monosyllables at his finger tips . . .

His is the province to cross-connect fireside chats with radiator programs or introduce a bar of swing into Beethoven's 9th Symphony —

His future depends on his getting in a plug at the proper time — a function common to radio —

And so — to this constable at the intersection of the airways we bend in humble salute, dedicating this meager ton of granite to the perpetuation of his memory.



*Take It
Away*

Letters to the Editor:

"DO-LA-MI"

All musicians who read the NBC TRANSMITTER (April, 1938) will be conscious of the horrible mistake which Engineer-Artist Bill Eddy has made. The NBC chimes are not DO-LA-MI, but SOL-MI-DO, and the key is not G but C. Besides, the picture shows the chime ringer looking at music which contains the notes LA-SOL-DO in the key of G. Perhaps that accounts for the fact that he looks as if he were in a perplexing dilemma, and ready to strike the alarm clock instead of the chimes.

LAWRENCE ABBOTT

Ed. — Below is Mr. Eddy's reply. The Editor refuses to become involved in this musical schism.

My dear Mr. Abbot,

So that is what all those little dots mean on sheet music—I've often wondered.

To be brutally frank, Mr. Abbot, I am surprised at your immediate condemnation of my new swing arrangement of SOL-MI-DO. Possibly this modern version, DO-LA-MI, might have more umph—I wouldn't know.

I feel, however that until my arrangement has been tested on the air any further discussion would tend to stultify the inventive genius of the younger generation who read the TRANSMITTER. Yours truly in the key of G,

BILL EDDY

Radio City Hospitality

Hailing, as I do, from that portion of the South where real hospitality and friendliness reputedly begin, it is with real pleasure that I recognize those same qualities up here in Yankeeland.

Virginia can offer no finer spirit in any of its organizations than that I have seen demonstrated here at NBC. Though I have been here but a short time, to date I have encountered nothing but real friendliness and sincere efforts to assist me in becoming part of, in my opinion, the finest organization in the radio world.

Such fraternity is really refreshing in this otherwise rather arid city.

FRED TEMPLE (Guest Relations)

Prizes for candid pictures of NBCites and their activities. Send your pictures to the NBC Transmitter before May 24.

WTAM CLEVELAND

by Bob Dailey

Paul Whiteman's Visit

Walter Logan was host to Paul Whiteman and a group of friends at a dinner party following a network broadcast May 1st during which Whiteman appeared as guest conductor of Mr. Logan's 50-piece orchestra. The famous orchestra leader was in Cleveland for a benefit show.

Mr. Logan has been more than busy these past days. He was conductor for the International Water Follies' orchestra at the Arena, and has started rehearsals for a new Sunday network program.

WTAM Notes

Program Secretary Edith Wheeler showing the town to Al Rickenbacker . . . of the Indianapolis Speedway and brother of Flier Eddie Rickenbacker . . . Bob Dailey returning from trip to New York Press Department . . . Announcer Russell Wise being nominated as station's most versatile story teller . . . Salesman

Harold Gallagher getting only a couple hours of sleep nightly while his three young children have the measles.

As usual, the first real spring days found WTAM's golfing enthusiasts out on the courses. They include Vernon H. Pribble, Tom Manning, Bob Oatley, Russell Carter, Alvin McMahon—and two amateurs, Jane Weaver and your correspondent.

Derek Caplane, who left WTAM, after eight years, to work for an insurance firm, receiving a traveling bag from the staff . . . George Hartrick, WTAM announcer, wearing goat-skin chaps while singing in the Rodeo at the Arena . . . Salesman Russell Carter spending two weeks ill in the hospital and at home.

The mother of Hal Metzger, program director, died in Hazelton, Pennsylvania, April 23rd, after an illness. Many of the station's staff attended the funeral in Lorain, Ohio, where Mrs. Metzger made her home.

WIN THIS ARGUS CANDID CAMERA ENTER THE NBC TRANSMITTER PHOTO CONTEST



Beginning next month the NBC TRANSMITTER will conduct a photo contest in which you may win an ARGUS candid camera (worth \$12.50) or a copy of the beautiful NBC SYMPHONY ORCHESTRA book (see review on page 12) which recently was published by NBC. The Argus camera is being donated by PARKER & BATTERSBY, Radio City camera shop, well-known to NBC employes and artists for their excellent work in printing and developing.

READ THESE RULES

You don't have to be an expert photographer to enter this contest; pictures taken with a box camera will have as many chances of winning as those taken with one of those two-hundred-and-some-dollar candid cameras. Just send us pictures that will comply with the rules below. Type of pictures wanted:

1. Candid shots of NBC personalities (maybe one of your boss biting into a ham on rye).
2. Pictures of NBC activities or buildings.
3. Vacation pictures of yourself or other NBCites.
4. Pictures of NBC sporting events.

Specifications:

1. Do not send negatives. Send prints not smaller than 2¼" x 3½".
2. Give names of persons in picture and their NBC titles or departments.
3. Give your own name, department and NBC division.
4. Send your pictures for the first contest to the NBC TRANSMITTER, Room 284, National Broadcasting Company, 30 Rockefeller Center, New York, before May 24. Pictures received after the deadline will be held for subsequent contests.
5. Three judges will pick the winning pictures. Pictures will be judged on their popular appeal, humor and photographic quality.

SEE THE JUNE ISSUE FOR THE WINNING PICTURES.

NBC SYMPHONY BOOK IS ARTISTIC, INFORMATIVE

Let it be made clear at the very outset that this is strictly "sustaining" copy. The commercial plug lurks at the bottom of this column in the editor's footnote.

The real object of this piece is to give a little blast to the book on the NBC Symphony Orchestra which has just been published by the National Broadcasting Company. A *little* blast because we don't have room for one big enough to do it justice. It's a nifty little first edition—very nicely turned out, tastefully bound and with illustrations and drawings that are a major part of the book's charm.

Hendrik Willem van Loon has written the foreword, in which he outlines the progress of musical history from the zing of the first arrow (the bow was the original stringed instrument) right down to the last word in symphony orchestras—the NBC Symphony Orchestra, "the first full-time, full-sized symphony orchestra established by and for radio in the United States."

NBC Music Editor Walter Koons' contribution to the book is an account of the why, wherefore and how of the orchestra and biographies of its conductors which are thoroughly good reading.

Then, there are compact and informative little sketches on the personnel—colorful glimpses into the personalities of those excellent men who make up the orchestra. Philip Kerby (NBC Sales Promotion Division) merits special commendation for his clever handling of these brief biographies.

The bulk of the book contains the splendid charcoal portraits by Bettina Steinke who has turned out some exceptionally fine work in her studies of Toscanini, Monteux, Rodzinski and the members of the organization. Many of her sketches were based on camera studies made by Ray Lee Jackson, NBC portrait photographer. William Haussler and Sydney Desfor, NBC staff photographers, have contributed striking shots of Maestro Toscanini in action, as well as other pictures of the orchestra and conductors in rehearsal.

All in all, the book is eminently worthwhile. And now for the plug.

Ed.—New York members of NBC may obtain copies of the first edition of the NBC Symphony Orchestra book by applying in person to Anthony M. Hennig in Room 313, NBC New York. NBCites not in New York are requested to place their orders with their local station managers. The retail price of the book is \$1.00 per copy, but the Company is absorbing the cost of distribution to employees, thus reducing the price to 90c per copy.

Every member of NBC is a reporter of his or her newsmagazine — the NBC Transmitter.



This reporter has found the biggest fish in NBC. It's in the Sales Department behind a glass door marked "F. M. Thrower, Jr." You should see it. It's a handsome ninety-pound tarpon, over five feet long and beautifully mounted. Startles a lot of people, says Secretary Florence Marin.

Salesman Thrower has an affidavit to back his story that he himself caught it in the Gulf, off the Florida coast. He brought the fish to his office not because he wanted to show it off but because Mrs. Thrower wouldn't have the thing in the house.

Page De Vere Engelback has been guesting on the *Easy Aces* program . . . he also wants to sing opera some day . . . Leonard Braddock, recently made head of the new Information Division and Dwight B. Herrick of Guest Relations were seen and heard discussing engagement rings displayed in the window of a Radio City jewelry shop. When queried, both gentlemen denied anything but academic interest in the sparklers . . . "Just killing a lunch hour," they explained. Yet, we can't help thinking that Spring might have had something to do with it.

Oddities: NBC employs two gardeners—Thomas Sprague for the grounds of the WEAJ transmitter at Bellmore, Long Island, and Joseph Stemple to whom is entrusted the horticultural beauty of the NBC Blue Network transmitter in Bound Brook, New Jersey.—WJZ.

If you see News Editor Francis McCall wearing a new spring suit its probably a present from his wife who recently won \$1,400 at Bingo while vacationing in Miami, Florida.

Dame Fortune has also favored this writer—the other day while waiting for a subway he guessed his weight and got his penny back from the weighing machine—plus a little card with Marlene Dietrich's picture saying that he gets along with people who like him and that some day he'll be famous and rich.

Ho . . . hum . . .

Otto Brandt of Station Relations wants it known that he is NOT the same Otto Brandt who placed a recent ad in the Personal Notices column of a metropolitan newspaper: "Not responsible for debts of my wife, Sophie, . . ." "Why, I'm not even married," explained NBC's Otto Brandt . . . On the other hand the Agnew

NBC AIDS IN GREATER NEW YORK FUND DRIVE

Walter G. Preston, Jr., Director of General Service, has been appointed a member of the Committee on Employee Solicitation of the Greater New York Fund which recently launched a campaign to solicit contributions to supplement finances of private welfare and health agencies. Firms and employe groups throughout New York City are being organized to solicit contributions to the \$10,000,000 campaign. Mr. Preston is responsible for the solicitation of employees in the radio, entertainment, chain store, movie, export and import and maritime industries.

The campaign is New York's first united appeal to business interests and employees in behalf of all private welfare and health work and is similar to campaigns which have been carried on successfully in other large cities.

The employe organization is to be represented in each factory, warehouse and office by a local committee headed by a company chairman and including a group of volunteer canvassers. Committees of executives are being formed to canvass firms in each trade and industry.

The Employees Committee of the Fund has suggested a common basis of contribution by employees of one day's pay. Under the Fund plan, New York employees will be able to budget for a single annual gift to all forms of charity and health work in place of the unpredictable number of appeals to which employe group contributions have been requested in the past.

Horine who, according to newspapers last month, attended the School for Prospective Fathers at the Maternity Center Association in New York City is none other than our own Agnew H., of the sound effects staff—we know because we saw his picture in the *Daily News* showing him in a perplexed pose attempting to diaper a baby doll.

This corner recommends the *March of Time* picture depicting NBC's scoop of the Nazi coup in Austria, "the world's biggest news story since the World War days" . . . it's definitely four-star stuff. And it features almost every member of News and Special Events, including John F. Royal, Abe Schechter, Milton Burgh, Pat Kelly, Don Goddard (whose close-ups were excellent), Francis McCall, Bill Stern, pretty Virginia Latimer and others.

A group of theatrically-minded NBCites are banding together to form a drama group . . . rumors are that it promises to be slightly better than amateurish . . . CURTAIN!

KDKA PITTSBURGH

by Kay Barr

"Admiral" Nelson

Some of the newspaper boys started it. But the idea has caught on. KDKA's manager is now "Admiral" Nelson. They never would have picked such a monicker if "A. E." was not qualified to have it. Ever since he took command last September he has been winning one battle after another.

His latest conquests have been of the annual show of the Electric League of Pittsburgh, the launching of the baseball season and of the visit of the RCA pullman exhibit of sound amplification equipment.

Two or three preliminary programs heralded the opening of the Electric Show at Motor Square Garden April 16. Mayor Scully headed a list of notables and May Singhi Breen and Peter de Rose came in to head the entertainment personnel for a big show at the Garden the night of the opening.

On April 18 KDKA practically moved to the Garden. A special broadcasting stage had been set up and before the Show closed, April 23, KDKA had put on 41 broadcasts and more than a dozen stage shows from the Garden.

Al Pearce, Arlene Harris, Andy Andrews and others of the "Gang," brought it all to a climax the last two days and packed the place with customers.

Meantime the baseball season busted wide open and the Pittsburgh Pirates got off to a running start. Mrs. Barney Dreyfuss, Mayor Scully, all the sports editors and other big shots extended greetings on

a program the night before the Pirates got home. Next morning KDKA greeted the players with a broadcast at the Pennsylvania station, there was a parade of floats and things and then the first home game that afternoon, April 22.

And five special programs were presented by KDKA from the RCA car during its three-day visit in Pittsburgh.

Almost 133 years ago Admiral Horatio Nelson made history by declaring that "England expects every man to do his duty."

"Admiral" A. E. Nelson of KDKA has not said anything like that to his staff. Such a remark is unnecessary on the good ship, KDKA. The whole crew knows what is expected.

From "Captain" Bill Jackson down the line to the humblest seaman, they're layin' heavy on the ropes and steering a straight course. "Commander" Clarence Pettit is sustaining his chief with a variety of versatile talent; "Lieutenant Commander" Dave Dickson is proud of his business log; Joe Baudino, "Lieutenant, Senior Grade," has charge of communications.

Derby Sproul, "Lieutenant, Junior Grade," is setting new sales (programs) every day or two; "Ensign" Charley Urquhart is riding high as always with his six-foot-four altitude above sea level. As warrant officer, "Chief Gunner" Ted Kenney is assisting Baudino in throwing out the lines; "Chief Petty Officer" Bob Sauddek is on the continuity dog watch, and "First Class Musician" Maurice Spitalny

spends his spare time scanning the heavens (and the earth) for new stars.

"Navigator" Dare Fleck plots the course from the traffic desk, and "Pilot" Bernie Armstrong keeps the craft in the wind with his genius for production, music and showmanship. The rest play important parts like all good sailors whether it be as look-outs, tooters of the publicity whistle, deck-scrubbers or lowly midshipmen.

Tid Bits

Chief Engineer Joe Baudino of KDKA passed the blessed event cigars April 25. It was a girl and No. 4. Eddie Cantor please note.

Eleanor Ondek, Program Department, has inaugurated a sort of bulletin service that is proving most valuable to the staff. Several times a day she sends out memos of program additions, changes and new bookings. Which makes her a sort of clearing house for all program information.

Dare Fleck, the "KDKA Bookworm," has received many letters of favorable comment since he started his weekly book reviews some time ago. One of the best comes from Mrs. Ada M. Weston in Maracaiba, Central Venezuela, South America. Mrs. Weston and her husband are the only Americans among 5,000 Venezuelans on a sugar plantation more than 100 miles from any city. She writes, "The reviews you give are just what we, who live far from civilization, need and appreciate."



Bread makers over the country are launching a publicity campaign exploiting their product as a harmony food. The idea is to take a bite of bread, then a bite of meat, then a bite of bread, then a bite of salad, then another bite of bread, etc. The bread harmonizes the other tastes and makes the meal more palatable. Evelyn Gardiner, director of the KDKA Home Forum programs, was the first person to take the test and smiles her approval.



KDKA is using one of the new "Gatling Gun" microphones with much success on certain types of pick-up broadcasts. Station engineers took the "Gun" made of 52 small aluminum tubes to the roof of the Grant Building and trained it on a steamboat down on the Monongahela River. Viola Frazier, KDKA singer, put on the earphones just in time to hear the towboat whistle.

NBC SAN FRANCISCO

by Louise Landis

Engineers' Dance

Those handsome, dancin' engineers are planning another party, and it promises to be as much fun as that slick affair of last fall, which is still remembered as a high spot in the year. The A.T.E.'s spring dinner dance (evidently the boys are going to make their parties seasonal) is set for May 20; the place, Sir Francis Drake Hotel. The Empire and French rooms have been reserved for dining and dancing, and the Walnut Room, the cocktail lounge, also will be exclusive NBC property for the night.

Jimmy Walsh's orchestra which was a big item in the success of the last dance, will supply the music. The hospitable engineer sponsors of the dance again invite all of NBC to come.

Genial Tommy Watson is chairman of the A.T.E. committee arranging the dance, and George Greaves, Frank Fullaway, Cliff Rothery, Ed Callaway and others are handling some of the details.

NBC Fire

NBCites whose hobby is chasing fires might just as well stay in their own bailiwick after this. Two fires in two weeks make a pretty good record in the excitement line, besides making the Press Department's job easy. The first conflagration took place Good Friday when most of the NBC staff was out to lunch or engaging in devotional service, but it drew a big audience just the same, and completely wrecked, ruined and devastated three offices, Educational Director Arthur Garbett's, that of his assistant, Helen Stewart, and the Audience Mail Department.

The following Friday, at almost exactly the same hour, sirens howled again and a corps of firemen appeared on the scene in time to cancel another merry blaze in the same spot. Painters engaged in re-furnishing the space had discovered the walls on fire, probably from spontaneous combustion.

In the first fire, Mr. Garbett lost valuable manuscripts and notes relating to his work for the Rockefeller Foundation, records of his Standard Symphony broadcasts and a quantity of original music as well as the manuscript of a book upon which he has been engaged for several years. Cheerfully, he

sat down the next day and wrote a complete synopsis of the book, which is on the development of radio, particularly as regards music. Out of the ashes of his music he recovered most of the themes, and that Garbett memory brought back all the essentials of his system for teaching music composition to school children for which he was awarded the Rockefeller Foundation fellowship.

Manager Lloyd E. Yoder didn't fare so well, either. His office is directly below that of the fire scene, and one of the painters who discovered the second fire nimbly slid down a scaffold to an inner court and broke one of Mr. Yoder's windows with a shoe in order to get to an alarm box.

Transfusion

Janet Baird, pretty NBC interviewer, is smiling again; her beloved mother is recovering from an attack of pneumonia that made things look pretty dark for awhile . . . but one of the things that made anxious moments just a bit easier to bear, Janet says is the way her radio pals rallied around in the emergency.

Doctors attending Janet's mother suddenly ordered an immediate blood transfusion, and within fifteen minutes a group of loyal friends was speeding across the bridge to the Paralta Hospital in Oakland, to be tested for the transfusion. Among them were Kitty Morgan of Program Traffic, Bette Marino (Mrs. Yoder), John Wolfe of the *Jingletown Gazette*, Don

Thompson, Press Manager Milton Samuel and Blue Network Publicist Dick Bertrandias.

Dick's blood proved to be the type matching Mrs. Baird's and he donated a pint and a half . . . and in less than an hour was back at his desk, hammering out KGO program copy.

Personnel Changes

Lots of job shifts this month. Dorothy Dumerais from the Sales Promotion Department to the production secretarial desk, with Doris Mathisen, formerly of Music Rights, replacing her as secretary to Sales Promotion Manager Brown . . . Bob Sandstrom, who was a page boy for a month, to Traffic to fill the vacancy left by George Fuerst's promotion; George is now assistant to Traffic Supervisor Paul Gale, and Juan Trasvina, formerly of the office staff, replaces Bob as page boy . . . pretty Eleanor McFadden who left hostessing to become secretary to Production Manager Cameron Prudhomme, moved upstairs to the Continuity Acceptance Division . . . and Lola Camaches, who used to make those mimeograph machines stand at attention, has been transferred to the Sales Promotion Department.

Trivia

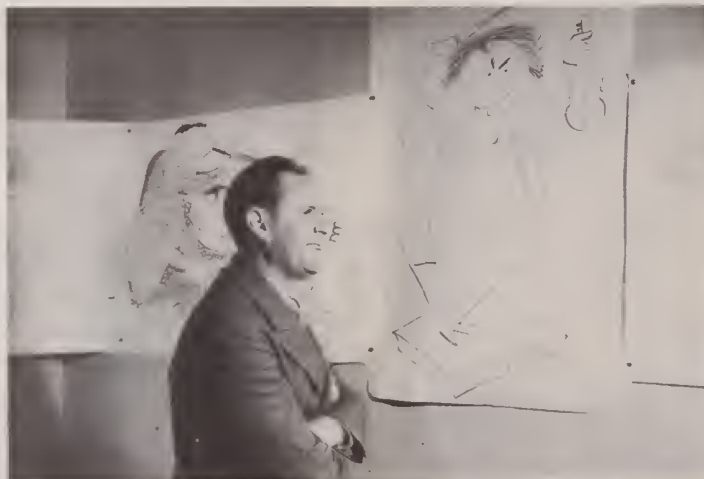
Worst observation of the week by Bob McAndrews, Press: "1838 marked the passing of the buckskins; 1938 the passing of the buck."

Newcomers

New face in the Sales Department that of Ray Rhodes, 24, blond, handsome and a bachelor. Formerly with the Sterling Engraving Company. Mr. Rhodes is a University of California graduate and a member of Alpha Delta Sigma, national advertising honor society. He was business manager of the *Daily Californian* at U. C., and is handling local sales here.

More new faces: pretty, dark Ferne Martin who secretaries for George Greaves, supervisor of the Field Group. She hails from Seattle; is enjoying her first radio work and thinks she likes it and San Francisco just fine.

Also Robert Bishopp, on the office staff, another radio convert.



When Walter Kelsey, new Musical Director of NBC San Francisco, returned to his office after his recent illness he found it adorned with handsome "murals" done by Producer Peter Abenheim who used to be a painter before microphones lured him away from palettes. Every member of the Kelsey Design for Music orchestra has his portrait included in the sketches, with a striking "portrait" of Walter on the podium, in the center.

WGY SCHENECTADY

—by W. T. Meenam—



Vice President Frank E. Mason, who was recently appointed to direct NBC's short-wave activities, and A. A. Schechter, director of News and Special Events, recently came to Schenectady to confer with officials of General Electric, International General Electric and Manager Kolin Hager (WGY) to discuss wider use of G.E.'s powerful short wave stations.

Pictured, seated, are John Sheehan, short wave program manager for G. E., and Edward Roosevelt, commissioner for South American countries participating in the New York World's Fair. Standing, left to right: Kolin Hager, A. A. Schechter, Chester Lang, Boyd Bullock, W. V. B. Van Dyck, W. J. Purcell, engineer in charge of WGY; Frank E. Mason, W. J. Decker and W. T. Meenam.

New Studios Open in June

When power machinery was put to work landscaping around WGY's new studio building and when workmen began polishing windows and burnishing the bronze and chromium trim, members of WGY's staff took heart in belief that the day of occupancy was at hand.

However, these proved inaccurate outward manifestations and the word has gone forth that we won't move in before July. The inaugural program once scheduled for May 28 has been tentatively fixed at July 9.

Extra work, outside of the NBC line of duty, caused two recent WGY casualties. A. O. Coggeshall, trying to do a bit of remodeling in his home, picked up a splinter in his hand which caused a painful infection. John Howe of Sales gave up an hour to washing his car and spent two days at home nursing an attack of grippe.

Announcer Philip Brook is the father of a husky son who has been named David Sanborn.

Allen Taylor of Sales, accompanied by Mrs. Taylor and their children, a boy and girl, passed the Easter week-end in New York, visiting, among other places, the zoo, the aquarium and the planetarium.

Horton Mosher of the control staff is recovering from a major operation performed at the Hassett Memorial Hospital

at Cooperstown. "Mosh" had his friends pretty worried for about ten days but he's coming through in fine shape now.

Historical Programs

Two WGY staff members are delving deeply into New York State history and are passing the results of their research on to radio listeners. Radcliffe Hall, on behalf of the Troy Savings Bank, has a weekly historical program under the title *History Is Made Where You Live*. He does a dramatic monologue with sound effects and everything, and is winning heavy applause from listener and client.

Robert Wilbur of Press is sponsored by New York State. He has a quarter hour dialogue with Lithgow Osborne, commissioner of the New York State Conservation Department. Each week listeners are taken to places rich in historic lore and natural beauty.

Springtime Sports

The springtime emergence of magnolias, daffodils, tulips and blossoming shrubs has forced WGY outdoor lovers to hang up their skis and skates and polish up the golf clubs. Already W. J. Purcell, Pete Narkon, Rad Hall and Betty King are exhibiting hand callouses, most of them in the wrong spots. Each, if you will listen, will give a stroke by stroke story of their progress from tee to green over an eighteen-hole course. Others of the staff are looking forward to a renewal of soft ball rivalry carried out last

STAMP CLUB NOTES

Members of the NBC Stamp Club in New York have reelected their officers for another year. The officers are, George O. Milne (Engineering), president; Walter Koons (Press) vice president; George M. Nelson (Personnel) treasurer; Frank O. Johnson (Accounting), exchange manager; and Frank J. Reed, Jr. (Traffic), secretary.

At the last meeting it was resolved to have a permanent exhibit of NBC stamp collections in the lobby of the fourth floor, studio section.

The Club participated in the three-day exhibit of the Associated Business Stamp Club Association held last month in the Metropolitan Life Insurance Building in New York City. NBC was represented in the non-competitive class.

NBC EXHIBITS TELEVISION PICTURES AND RECEIVERS

The NBC display of experimental television, portrayed in photographs and an exhibit of experimental television receivers, was one of the most popular spots in the recent First International Photographic Exposition at the Grand Central Palace, New York City.

The photographs, illustrating various phases of television, were taken by William Haussler and Sydney Desfor, NBC staff photographers.

In another part of the Exposition, Ray Lee Jackson, also of NBC, exhibited many of his portrait studies of famous radio stars.

The entire NBC display, which was handled by Burke Crotty, picture editor, and the Photo Section staff, has been taken to Philadelphia to be exhibited at the NBC-KYW studios there.

season to a point just short of assault and battery. John Howe has been commissioned to arrange for a spring outing.

"Arizona" Balks

Chester Rudowski has taken up horseback riding in serious fashion and one recent Sunday experienced the humiliation of having to walk home. His steed bears the name "Arizona," a gentle beast that responds to the touch and whim of its rider. Chester was galloping Arizona at a lively clip when, five miles from the riding academy, he came to an intersection with roads to right and left. Chester wanted to go right and Arizona favored the left road. Both had their wishes. The rider was pitched into a patch of blackberry brambles. Arizona and Chester walked home, but not together.



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.

I. E. Showerman



I. E. SHOWERMAN completes his tenth year with NBC this month. Coming from NBC Chicago where he was assistant sales manager until 1936, Mr. Showerman is now assistant manager of the Sales Department in the Eastern Division.

He was born in Port Huron, Michigan. He received his early education in the West. In 1917 the War interrupted his schooling when he enlisted in the Army.

Mr. Showerman served with the 15th Field Artillery of the Second Division whose one-time commander was General James G. Harbord, chairman of the Board of Directors of RCA. He was overseas nineteen months and participated in five major engagements. At Verdun he was in charge of the wireless station which maintained liaison between the airplane observers and his artillery battalion.

A member of the Veteran Wireless Operators Association, Mr. Showerman is a descendant of Army communications men. His father was a military telegrapher in the Spanish-American War and his grandfather was in the signal corps of the Union Army during the Civil War.

After the War, he finished his scholastic education at the University of Illinois where he majored in journalism. There he became a member of Chi Psi and Sigma Delta Chi, journalism fraternity.

From college he went to Chicago to work for an advertising agency and, later, for the *Chicago Herald & Examiner* from which he resigned in 1928 to join the newly organized staff of the NBC branch in the Windy City.

Mr. Showerman is married, has a six-year-old son, Peter, and has a home in Tuckahoe, N. Y. His hobbies are golf and writing. He confesses that his writing to date has produced nothing but rejection slips.

That radio does not always have to draw from other fields for capable men to steer its ship through its ever changing path is exemplified in the person of I. E. Showerman who

Mary Coyne

Mary Coyne, gracious secretary to F. P. H. James, manager of Sales Promotion, is a native of Flushing, Long Island. She attended the public schools there and upon graduation from Flushing High School, she went to work for a local firm.

Six months later she entered NBC and was assigned to the Sales Department. In those days work was not as specialized as it is today. Miss Coyne's activities ranged from showing clients through

the studios to typing scripts. Looking back, Miss Coyne said, "You had to be an all-round person then."

In 1934 she was appointed to her present position. She spends her spare time designing and making her own clothes. Her favorite indoor sport is broiling two-inch steaks. She is a member of the Athletic Association's badminton group and as we go to press she is preparing to make her first flight as a member of the newly organized Radio Flying Club, an independent organization, the membership of which is composed principally of NBCites.



MARY COYNE

Alexander Haas

Alexander Haas has been associated with NBC Artists Service in New York since it was known as Artists Bureau ten years ago. At that time the department had been formed to keep tabs on the various NBC radio artists who were giving concerts throughout the country, in order to ascertain their whereabouts for future bookings. Since then the department has developed many and widely diversified interests in almost every field of entertainment, not the least of which is Mr. Haas' own task of preparing bookings from Birmingham, Alabama, to Vancouver, B. C., for NBC concert artists.



ALEXANDER HAAS

The artists who have been represented by him run the gamut of talent in the concert world. Chaliapin, Pavlowa, Schumann-Heink, Elman, Jeritza, Alma Gluck and Flagstad, to mention a

few, have had their itineraries prepared and supervised by Mr. Haas.

His most recent trip this Spring, took him to various universities in the South which are going to book Artists Service talent during the 1938-39 season.

"Business is definitely picking up for our type of work despite the recession," states Mr. Haas. "Our concert bookings grossed \$1,200,000 for the last calendar year, an increase of twenty per cent over the previous year."

Mr. Haas was born in New Milford, New Jersey, and at the age of four was sent abroad to receive his education. He came back to America when he was fourteen and had to learn to speak English all over again, having lost his native tongue in Europe. He was graduated from high school and then attended New York University. His first business position was that of secretary to a Wall Street banker. From there he went to the New York Symphony Orchestra as assistant to George Engles, the manager, and while engaged in this new position met Walter Damrosch. When the New York Symphony Orchestra was amalgamated with the Philharmonic Orchestra, Mr. Haas went with Mr. Engles to NBC. Mr. Engles is now a vice-president of NBC, and director of Artists Service; Dr. Damrosch is NBC Musical Counsel and Mr. Haas is in charge of the Southwest and Pacific Coast territories in the Concert Division.

Mr. Haas is married and the father of two children — a girl, who is a junior at the University of Michigan, and a boy in high school. His home is in Tuckahoe, in Westchester County, New York.

Clifford F. Rothery

Clifford Rothery is new to the NBC engineering staff in San Francisco but May 1 starts his eleventh year with NBC.

Most of the ten years he has spent in the company were in Washington, D.C., where he began his radio career at NBC Station WRC in 1928. Before that however he had four years in the United States Navy and a year as reporter on the *Washington Times*.

Radio had been his hobby all along, and he was an up-and-coming, if very youthful, radio amateur when the World War came along and forced all the "hams" of that day off the air temporarily.



C. F. ROTHERY

Aside from radio "Roth" has two principal interests in life; his family which includes a four-year-old son, Derek, and his hobby, which is raising hybrid flowers, particularly of the lily and iris family. Since he became a San Franciscan last fall he has purchased some land in Marin County where he expects to build a country home.

A. W. Kaney

Ask A. W. (Sen) Kaney what he knows about radio and he'll tell you how a free-for-all graduated into an industry. How radio programs grew from haphazard somewhat social events into mechanized split-second perfection.

And if he weren't so modest, he could tell you how Sen Kaney himself rose from announcer to program director and to his present job as assistant to the vice president in charge of the Central Division of the National Broadcasting Company.



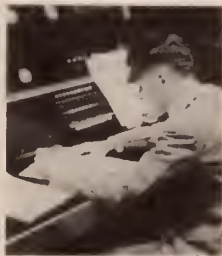
A. W. KANEY

Born in Cincinnati, Sen got his public school education in Oak Park, Illinois, later attending Northwestern University where he studied law. While managing a brokerage house on La Salle Street, he heard about this so-called radio and wandered into the studios of KYW, where he was taken on immediately as an announcer. That was in 1922 and Sen has been in radio ever since.

Mr. Kaney joined NBC on May 16, 1928 as an announcer and has worked at everything in the business with the possible exception of engineering. He is vitally interested in television. He was married in 1925 and has one daughter, Peggy May, 11 years old. His hobby is yachting and his unbreakable habit is twelve cigars a day.

John R. Miller

J. R. Miller came to NBC's Engineering Department on May 24, 1928. As operator of NBC Chicago's first central control board, he has seen the control room grow from eight racks to approximately 40. As a youngster of 13, Mr. Miller was granted his amateur radio operators license to station W9CP in 1919.



JOHN R. MILLER

His call letters are still the same.

In 1920 he received his commercial license and before he joined NBC was

radio operator on lake boats. During the 1933 Convention of the American Relay League, Miller was one of the eight, out of 250 entrants, to qualify for the finals in the world's championship code speed contest. Finalists were required to receive and type perfect copy at 40 words a minute.

He is married and the father of two youngsters, Nancy Jean 7½ years and Charles Ralston 3 years old. His hobby, you guessed it — amateur radio.

Lewis Lane

Lewis Lane's first job with NBC was in the Music Library where he served three years before he was commissioned to organize the Music Research Section. When the NBC headquarters was moved from 711 Fifth Avenue to Radio City, Music Research and Lewis Lane were transferred from the Music Division to the Script Division. More and more, the bulk of his work was for the scriptwriters. However, Music Research was and still is, to all the departments of NBC, the source of any kind of information pertaining to serious music.

Before coming to NBC, Lewis Lane toured the country as a concert pianist. And even today, whenever his NBC tasks allow him, he gives an occasional concert in and around New York City. He also has been heard on the NBC networks and various New York stations. He played his own composition, *Fragments*, which has just been published, on the *NBC Employees Show* last February.

If you look in *Who's Who in New York* you will find many interesting facts about this quiet talented gentleman. There, you will see that he studied at the New York College of Music and the New School for Social Research. He also studied with Edwin Hughes and the late Rubin Goldmark. His life has always been in and for music since his early childhood. He started to play the piano at seven and at fifteen he gave his first public concert.

At the age of twelve he unwittingly prepared himself for the job he now holds by starting a collection of books, articles and newspaper clippings relative to all phases of music. Today, his music collection, which includes over 4,000 recordings, fills his New York apartment. His library often comes in handy for his work in NBC because he possesses many rare books which are out of print.



LEWIS LANE

A composer in his own right, Musicologist Lane belongs to many musical organizations and clubs among them being the Beethoven Association, MacDowell Club and The Bohemians. He is a bachelor, and defiantly hopes to remain one.

Gerald Sellar

One hot day, back in 1925, three young men from a ship, one of them the telegraph operator, were strolling along an apparently peaceful Shanghai street when there suddenly appeared before them a group of well-armed and rather menacing Chinese "student strikers." The three young men came to a cautious halt. As the armed band moved slowly towards them, and they were about to make a retreat, a squad of U. S. marines came to their rescue. Before they could move, the air in this confined "no-man's land" was filled with rocks, rifle slugs, and miscellaneous missiles. As a rock hit one of them, they took to their heels, and with the telegraph operator leading the way, flew without further casualties back to the ship.



GERALD SELLAR

Today, that same fleet-footed telegraph operator can be found at the NBC Master Control Board in Radio City. He is Master Control Supervisor Gerald Sellar, who this month, completes ten years with NBC.

The Shanghai incident took place soon after Mr. Sellar graduated from Oakland, California, Technical High School. For five years he worked at sea, in the Orient, in Alaskan and Australian waters, and ashore for the Federal Telegraph Company and the Independent Wireless Telegraph Company in ship-to-shore work. He left the latter company at East Hampton, Long Island, in January, 1928, and four months later joined NBC at its 711 Fifth Avenue studios.

His first work here was in studio engineering — the technical handling of programs. He did this work for three years and was then assigned to the Master Control Board.

Today, Mr. Sellar, a native of Tacoma, Washington, is thirty-two, and an ex-president of the Association of Technical Employees of NBC. He lives, with his wife and five-year-old son, Gene, in Sunnyside, Long Island. And as a hobby — yes, a "believe it or not" — he operates a radio station — his own, W2ALB.

TENTH ANNIVERSARY CHIMES

Thomas Smith

Thomas Smith, WEAf transmitter engineer, was born in Allegheny City, Pennsylvania, in July, 1878.

Tom, as he is affectionately known in Bellmore, was graduated from high school in his home town. Then he went to Scotland, the land of his forefathers, to complete his studies. Returning to the United States, he went to work for the Long Island Express Company. His next job was with the Skinner and Cook Construction Company, the builders of WEAf. Work on the transmitter opened new horizons to him and in the Spring of 1928, he joined the staff of the station he had helped to build.

He and Mrs. Smith live in a comfortable home on the Jones Beach inlet waterway at Freeport, Long Island. Tom follows the trend of his sea-faring ancestors and spends his spare time sailing in his boat. Ashore he works in his garden, which is said by many to be a showplace of Long Island's South Shore.

John Penaz

John Penaz was born on September 3, 1900, in Racine, Wisconsin. He became interested in wireless during 1917. The owner of a rotary spark gap, crystal detector, and other necessary equipment, he was all set to operate when war was declared and all amateur stations were shut down by the government.

While working as a messenger for the Postal Telegraph Company, he perfected himself in dots and dashes and soon secured a job as a full fledged telegrapher. He worked at this trade until 1920 when he enlisted with the U. S. Army Signal Corps and was sent to Alaska, where for two and a half years he acted as radio operator and engineer at Fairbanks, Tanana and Nulato. From Alaska he was transferred to serve on a cable ship and to act as cable operator in the Seattle office of the U. S. Army.

He received an honorable discharge from the Army on April 28, 1923. From this time on he worked as a telegrapher



THOMAS SMITH

until he joined NBC ten years ago. John has been with the communications department since that time with the exception of one year, 1934-1935, when he served at the WENR transmitter.

He is married. His hobbies are amateur radio and gardening.

Elizabeth Todd

Elizabeth Todd's present output of 3,000 words a day and a five-times-a-week script serial are a far cry from her (and NBC's) modest beginnings at 711 Fifth Avenue. Almost before the ink was dry on her N. Y. U. diploma, she joined the three other typists of which NBC boasted in May of 1928.

Possibly inspired by the scripts of others which she had to type, but probably because she had a natural flair for scriptwriting, Miss Todd soon was typing her own radio plays. She called her first program *Margie, the Steno* and it was one of the earliest dramatic programs known to radio.

Soon she was writing all sorts of dramatic shows. Among the more noted are her adaptations of A. A. Milne's *Winnie, the Pooh* and Fannie Kilbourne's *Dot and Will* and her own *Sue Blake*.

At present her serial, *Mother-in-Law*, keeps her busy. Her thesis is to discredit the unpleasant conception of the mother-in-law popularized by the comic strips.

In private life she is Mrs. Lewis Kagel. Mr. Kagel is in the advertising field. They have a two-year old son, Colin.

George Greaves

You are likely to meet George Greaves, dark and handsome young field supervisor in San Francisco, anywhere that things are happening—in an army plane, on a bridge which is being dedicated, on a destroyer during fleet maneuvers or at a ski jump—it's all part of the daily job to George.

May 7, 1928, which is the day he joined the NBC engineering staff in San Francisco, was his birthday, and evidently the stars conjoined to wish him an active, successful career in radio.

One of George's first field assignments was the installation of NBC's first



ELIZABETH TODD



JOHN PENAZ



GEORGE GREAVES

ATHLETIC ASSOCIATION

(Continued from Page 6)

Women Bowling Champs

Dorothy Smith of the Accounting Department got the highest score for three games in the women's division of the A. A. Bowling League. Her score was 466.

Dorothy Michel of Sales Traffic copped the honors for the highest single-game score with 181.

NBC Wins Bowling League Prizes

The Rockefeller Center Bowling League came to the end of its third and final period of the season last month with the NBC Teams Number 1 and 2 placing fifth and sixth for the season, respectfully. In the third period, NBC Team Number 1 placed third and Team Number 2 placed ninth.

Cash prizes were awarded for high scores during the third series, and NBCites garnered a goodly share of the awards. The NBC Team Number 1 took third prize for the series; Team Number 2 took the high-game award; Alexander D. Nicol won second prize for individual game score, and also the third prize for individual season record.

The NBC Team Number 1 was composed of George O. Milne; Eastern Division Engineer, captain; Frank R. Heitmann, Building Maintenance; Joseph D'Agostino, Engineering; Alexander D. Nicol, Accounting; Magnus Opsal, Engineering; Russel E. Humfreys, Accounting; Peter J. Gallant, Engineering, and William J. Kelly, Engineering.

The players on the Team Number 2 captained by Operating Engineer George McElrath, were Elmore B. Lyford, Traffic; Albert W. Protzman, Engineering; R. J. Teichner, Treasurer's Office; Raymond F. Guy, Engineering; Dwight G. Wallace, Personnel; Louis A. Zangaro, Telegraph; Jarrett L. Hathaway, Engineering; H. Brockman, General Service; B. F. McClancy, Traffic; J. S. La Touche, Telegraph, and C. A. Snell, Engineering.

Hollywood studios, on the RKO lot. He handled Amos 'n Andy's first Hollywood broadcasts, sailed to Honolulu on the *Shell Happytime* cruise to handle the first schedule broadcasts from a ship at sea, flew in the Macon, and journeyed to Sun Valley, Boulder Dam and other remote spots. Biggest assignment to date he believes is the San Francisco-Oakland Bay Bridge opening when seven pick-up points had to be kept open all the time.

Happily married, and finds time to photograph his pretty wife and little Sylvia Joyce Greaves, three, from unusual angles.

KNOW YOUR COMPANY

No. 14 Artists Service Department — Part I



GEORGE ENGLES

It's an old, old story.

At some time or another, you've heard a singer, and someone near you has made the remark: "Why, I can do better than that!"

It's nothing new.

They've said the same thing about jugglers, trapeze artists, magicians, actors, opera stars, comedians—practically every one who has ever faced an audience.

The difference is this: The professional has created a demand for his talents. Creating a demand for talent is the job of Artists Service, a department of the National Broadcasting Company. The organization, which is the largest of its kind in America, sells \$7,000,000 worth of talent every year to more than 5,500 talent buyers throughout the country.

Head of Artists Service, and an NBC vice president, is George Engles. He is ably assisted by Daniel S. Tuthill in his job of managing Artists Service. Together, they head a staff that handles more than 350 artists, ranging from Kirsten Flagstad, who was sold to pictures last year at the highest sum ever paid a single performer, to Dunninger, the "Mentalist," who will read your mind or expose a spiritualist for you, at the drop of a coin.

The Artists Service, as Mr. Engles explains it, is like a huge department store. "Just as a store manager displays his wares on the counter, we try to display our wares," Mr. Engles says. "The only difference is that we make use of radio as a sales counter and show window."

"But like every other salesman," he goes on, "we must get our merchandise somewhere. And our products must always be fresh and new. So, to help us find these people we have our Audition Division."

This division is headed by Robert E. Smith. Usually, the people that come to him have had some sort of professional experience. However, if your cousin Bertie from Buffalo thinks he has talent and wants an audition, tell him to put it in writing and drop it in the mail. Tell him not to do as some people who call up Artists Service long distance and sing over the telephone — that's been tried.

And tell him not to stand in the street, as one woman did, and sing so loudly that everyone can hear him. NBC Artists Service is calloused to stunts and ruses.

They even had a fellow barge in their offices one day who attempted to sell them exclusive broadcasting rights to a revolution he was planning to start in South America!

Last year, out of 1,987 auditions, only three singers and one team made the grade. The ones chosen for stardom were Thomas L. Thomas, George Griffin, Jean Ellington and Lucille and Lanny. You've heard them on the air many times because the Artists Service is in the process of building them up.

Thomas L. Thomas got his audition through the mail: he was a member of a large chorus on a commercial show. George Griffin is an example of how an artist can fail to pass an audition and still be picked up later and given another try. Mr. Smith happened to visit the Little Church Around The Corner one day and heard him sing. He gave him an audition, even after finding out that another member of Artists Service had turned him down a year before.

Jean Ellington got her chance after making good on the *Air Breaks* program. Lucille and Lanny had already established themselves on WNEW before they were taken under the Artists Service wing.

"The difficult job of the Audition Divi-

sion," said Mr. Engles, "is finding someone different. There are too many performers who sound too much like some star already big in the business. What we want is novelty — something new to offer."

Invariably, when a program or performer makes good, Artists Service has a flock of imitators knocking at its doors. Last year, when Minnie, the singing mouse, was a radio sensation, people flocked to them with talking parrots, singing cats—even a talking dog. The dog's master turned out to be a ventriloquist, and the dog was strangely silent when he wasn't around.

Nowadays, with Charlie McCarthy topping the radio polls, they're besieged with dummy acts. Runner-up is the "Quiz" program. Practically every one and his brother has submitted a "sensational" idea for this type of show. Then, too, they've been bombarded with 57 varieties of the "sidewalk interview" type of broadcast.

Of course, it's easy to detect an imitation. Finding something new — and getting a sponsor to buy it — is something else again. Gertrude Berg's "The Rise of the Goldbergs" is an outstanding example of this. Sponsors were convinced that a

(Continued on Next Page)



NBC Artists Service receives more than 4,000 requests for auditions every year. Out of these, more than 2,000 are actually heard. It is sometimes possible for NBC's 1134 New York employees to listen in, for often an auditioner's voice is transmitted, to loudspeakers in every part of the building. Seated in the control room listening to the audition above are, left to right, Daniel Tuthill, Assistant Managing Director of Artists Service, and Robert Smith, head of Music Auditions. One of Mr. Smith's assistants, Philip Jeffreys, stands behind him while his other assistant, John Collins, remains in the studio to instruct the singer.

KNOW YOUR COMPANY

(Continued from Page 19)

Jewish dialect program was not general enough in its appeal for radio. They felt it might offend too many people — Jews and non Jews — and would appeal only to a limited Metropolitan audience. It took more than seven years to overcome that belief. Today, it is one of the most successful shows on the air, and has commanded a radio following second only to Amos 'n Andy.

Edward MacHugh, "The Gospel Singer," is another example. This singer of hymns was on the air 13 years before he got his commercial. Said sponsors: "You can't mix religion with sales." However, after five years of vigorous promotion. Artists Service sold him to Proctor & Gamble, makers of Ivory Soap. His success for that sponsor has made radio history, and his fan mail has run as high as 2,000 letters a week.

Late in 1935, an unknown singer from New Orleans was signed by Artists Service. They felt that she had what most radio singers lacked — the appeal of a lovely voice combined with beauty and a glamorous personality. Most sponsors, however, felt differently. They turned deaf ears on her. Today, after a persistent and determined sales job on the part of Artists Service, she is rated as one of radio's and Hollywood's most promising stars. Advertisers vie for the honor of having this lovely and popular lady endorse their products. Her name?—Dorothy Lamour.

Jean Dickenson is still another example. This talented soprano from Denver's Lamonte School of Music was discovered by George Engles in 1935. He felt that she had tremendous possibilities — but it took him three years to prove it. You can hear her now on the popular *American Album of Familiar Music* program.

—JOHN H. BAXTER, Artists Service

Ed. How is a demand created for programs and stars? What is the story behind the successful radio shows you hear on the air today? The TRANSMITTER brings you the answer in a future issue.

FREE PASSES — Good for one day's visit and use of facilities at Y.M.C.A.'s in Brooklyn and Queens. Also available is full information on permanent residence and membership rates for NBC Employees. Apply to the New York NBC Personnel Office, Room 308.

NBC WASHINGTON

by Marian P. Gale

Animal Expert

Lee Everett is fast gaining the title of "bring'em back alive." Lee recently did an interview with two dachshunds in connection with National Capital Kennel Week; and now he has been assigned to conduct the Washington end of NBC's parrot contest.

Armed with a copious memo from the New York News and Special Events Division to the effect that the "vernal season is at hand" and parrots once more can venture out of doors, Lee is urging all Washington to bring its parrots down so he can check their vocabulary. The Washington end is part of a contest to be broadcast over the network near the middle of May.

Day Off for Wedding

John Hogan of Engineering doesn't believe in asking for too much. Recently John called A. E. Johnson, engineer in charge, and asked for an extra day off. Johnson asked why. "Well," said John, "it's this way. I don't want to inconvenience you but I'm going to be married and I'd like awfully much to get an extra day off — if it's possible, of course," John added . . . He got it.

Safety First

WMAL is laying claim to one of the most unique special event broadcasts of the year. Cooperating with the House of Representatives' district sub-committee on traffic safety, microphones were set up in the Emergency Room of Emergency Hospital. Broadcast included an actual description of an injured traffic victim being treated, a tour of the emergency room, interviews with nurses and internes, and a warning for drivers from a policeman. The broadcast was arranged and produced in conjunction with the District of Columbia Medical Society. The broadcast is thought to be the first of its kind in the history of Washington.

For Unemployed Only

A unique effort to obtain work for Washington's unemployed is being used by Gordon Hittenmark on his *Timekeeper* program. Hittenmark has arranged with the District of Columbia Unemployment Center to send persons from the Center's rolls to the NBC studios for interviews. By explaining their qualifications to prospective employers, it is hoped positions will be obtained for the persons interviewed. At the end of the first week Hittenmark had placed five persons in jobs.

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.

FOR SALE—Kodak No. 116 in excellent condition. F. 6.3 lens. Also leather case. Barbara Buck, N. Y. Sales, Ext. 735.

FOR SALE—1937 Pontiac, two-door touring sedan, de luxe model. Complete accessories. Excellent condition. Run only 7,000 miles. Beautiful black finish with red trimming. Worth \$1086 new; will sell for \$700; terms or cash. Apply to the NBC Transmitter.

WANTED—Used roadster or convertible coupe, preferably a Ford. Must be in good running condition and must not cost over \$100. Vintage negligible. Write or call NBC Transmitter. Interested party is in NBC Philadelphia.

FOR SALE—Remington rifle, 38 calibre, repeater. In excellent condition. Edna Turner, N. Y. Music Division, Room 293, Ext. 439.

WANTED—Girl's bicycle. Call or write the Transmitter.

YACHT CLUB—Would you like to organize a yacht club? Call or write F. Tilden Brown, N. Y. Sound Effects, Ext. 366.

WANTED—Used Johnson or Evinrude outboard motor, 4 or 5 horsepower. Herman M. Gurin, Room 1052, N. Y. Ext. 711.

Notes:

Ed Rogers baritone for Mary Mason on her *Home Forum* program . . . Mary Mason and Gordon Hittenmark describing the Washington Easter parade along Connecticut Avenue . . . Bryson Rash and Bill Coyle with an Easter vacation from the law tomes . . . Announcer Jack Roney exhibiting his collection of photos . . . Dorian St. George waking up the other morning without a voice . . . Dorian's fellow announcers helped him out by telling of their experiences with people who have lost their voices for months at a time.

Rudy Coldenstroth, auditor, has found it doesn't pay to procrastinate in case of jury duty . . . Coldenstroth has been subpoenaed to serve on five occasions and each time he has been released . . . Only Houdini could get Coldenstroth off this time . . . It's grand jury duty and the NBC auditor has been appointed "foreman."